My Artrepreneur Program

Artists are, by nature, inventors, engineers, explorers, and discoverers. Artists see possibility everywhere. Monetizing curiosity, however, can be a daunting task. At the Idaho Commission on the Arts, we recognize that creating a sustainable life in the arts is complicated, that there is no singular approach to building a creative enterprise, that it doesn't happen quickly, and that success has its roots in relationship-building. To help artists build a sustainable life in the arts, we adopted the highly succesful *Montana Artrepreneur Program* and brought it to Idaho as *My Artrepreneur Program*.

My Artrepreneur Program (MAP) is an art-centered business development program taught by working artists and open to all visual artists.

- Over 50 hours of instruction and workshops
- 35 practical business tools
- Demystify the world of business
- Affirm the title of "Artist" as a credible profession

A sustainable career in the arts is attainable by developing one's skill and expertise in a chosen medium, understanding and engaging in the arts community, articulating one's story and purpose as an artist and strategically seeking patrons for one's work. *MAP* provides practical coursework covering 35 pragmatic, professional practice tools of art and business.

More ↓

The Artrepreneur's Toolbox©

1. Log of studio hours
2. Annotated list of heritage and cultural resources
3. Landscape journal for creative ideas and marketplace branding
4. Product line lists with retail and wholesale prices
5. System for record keeping and organization
6. Artist statements (three versions)
7. Mission, values, and vision statements for the artist's business
8. Three goals and three objectives to reach each goal
9. Customer profile
10. A small window or table display of the artist's work
11. Diagram and photos of the artist's booth for use at a show
12. Five hours spent with an art mentor
13. Quality photographs of artwork
14. 2 professional images of the artist at work
15. A logo for use in the artist's business
16. A business card
17. A brochure
18. Information label to travel with artist's work
19. Packaging for sales, customer transport, and shipping of the work
20. Invoices, statements, receipts, etc.
21. Recorded presentation introducing the artist
22. Research of four shows
23. Research of credit card/electronic payment capability
24. Participation in an area show
25. Ten hours of internship with a creative sector business
26. Press release
27. Press kit
28. Portfolio and E-portfolio
29. A website
30. Social media presence
31. Resume and cover letter for use with a gallery
32. Studio budget for the coming year
33. Mini-proposal for funding a project in line with the artist's goals
34. Marketing plan
35. Business plan

The Philosophy

MAP recognizes artists for making art that brings them the greatest joy and reminds them to commit to their authentic voice. We ask artists to reach beyond what they're simply capable of and to seek their potential. Once they develop their unique body of work, we help them articulate the story of their art – the "why" of what they do. Artists find relief knowing they don't need to develop a sales schtick or become someone else to sell art.

Some artists believe that selling art equals selling out, which is simply an expression of how our culture is enamored with, and perpetuates, the myth of the "starving artist." *MAP* affirms the choice of "Artist" as a credible profession. Artists are entrepreneurs.

MAP artists examine their passion for art through coursework that encourages artistic growth and demystifies business by framing it as a way of discovering your story, showing your story, telling your story and funding your story. Artists develop strategies to achieve carefully and sensibly planned goals and objectives. They take a bold stand for possibility and commit to the promise of art as profession. Upon finishing the course and completing the tools, many artists claim that a sustainable life in the arts feels "doable"and, rather than reaching the end of a process, they feel they have encountered the beginning of the life they had previously only imagined. Many artists call the experience "transforming."

The Results

In surveys, *MAP* artists reported being:

- More confident in their business management skills (79%)
- More specific and clear on their art business financial goals (78%)
- Actively making art and pursuing their art businesses (75%)
- In progress toward their art business financial goals (71%)
- More satisfied with their art business (65%)
- Having increased sales since participating in the program.

The Instructor

Mary Arnold is a conservation artist living in Boise, Idaho. Her work—to explore humanity's connection to nature and carry a message of balanced land and animal conservation—is rooted in a fiercely independent upbringing on her parents' farm. Growing up, the connection between the stewardship of land and animals and the success of humans was a very real daily lesson. Today, she works to understand the emotions, beliefs and philosophies that shape how we receive these lessons.

Mary attended undergraduate school at the University of Texas in Austin and graduate school at the Thuderbird School of Global Management at Arizona State University in Phoenix. Today, she directs her art practice to support heritage and conservation topics, collaborating with land trusts, state and national parks, non-profit organizations, and wildlife rehabilitation efforts.

Trained by MAP founder Dr. Edrienne Kittredge, Mary has been leading Artrepreneur workshops since 2022. Mary is an Idaho Master Naturalist and a proud associate member of Women Artists of the West, American Women Artists, Cowgirl Artists of America, and Artists for Conservation.

The Course

- Four 14-hour workshops
- A 380+ page textbook containing all the course materials
- Working time with a mentor to improve your art
- Working time with an arts business to gain hands-on experience

The Cost

The Idaho Commission on the Arts provides $700 scholarships, reducing tuition from $1,000 to only $300 each. These scholarships may not be available for all students, so if you have the means to pay the full standard price, please indicate on the application if you would like to offer your scholarship to someone else. Students are responsible for their own lodging and transportation. The cost includes light refreshments and lunch for all 8 days.

Questions?

Contact John McMahon at 208-334-2119 or john.mcmahon@arts.idaho.gov

arts IDAHO