



The Business of Art With Brianna Gosselin

@ the STUDIO | 302 Park St, Peterborough

Thursday | 6:00 pm - 8:30 pm

A 6 week art course exploring the world of Intuitive Painting.

\$300

Early Bird Special: \$250

Interested in selling your art and taking your business to the next level?

This course is designed for those wishing to learn more of the business side of art, to promote and sell their already created works.

Discover which avenue is best for you as a unique individual, to prosper as an artist.

We will be covering everything from setting up effective social media accounts, curating content, knowing our target audience, becoming known in the community and all the little details that go behind representing ourselves.

Please ensure you have a laptop or tablet for this course, as we will be using such weekly. All other materials will be included.

Week 1

Introduction - Identity

Who am I?

Students will be guided through exercises to discover how they wish to present themselves as artists.

We will discuss the importance of a strong biography and overall character description.

Three different artists who are well known in the social media world will be introduced as examples and inspiration.

Activity: Biographies, artist statements, visual branding.

Week 2

Products, descriptions and pricing.

Once we have established a general idea of our brand, we will discuss the products we will be creating and offering for the public to purchase.

How do we price our work? What makes us different from every other artist? How will our creations stand out from the rest?

Activity: Overall product description, individual product description, competition research, strengths,



Week 3

Analyzing our results - Unique identity

Continuing our lesson from the previous week, we will discuss how our homework went on analyzing our competition and our strengths.

Uniqueness is key. We will learn how to identify our competition and tap into our own strengths to stand out.

Activity: Discovering what will set our business apart from others.

Ensuring all information, photos, descriptions and more are ready for next class.

Week 4

Facebook, Twitter, Instagram and everything else!

Social media has been such a key component to my success as an artist. To be honest, my entire business has been created upon such.

During this class, we will be creating our own social media accounts, using content created from previous classes. These accounts will be used solely for our creative businesses. We will discuss the etiquette side of social media and what not to do when it comes to posting/sharing.

Week 5

Engagement and content

Now that we are established on social media and have decided what platforms to stick with, we will be creating content and discuss scheduling.

We will be taking a look at five different artists and the differences in the types of accounts they have. Do we wish to be posting daily? Only when we have something new to share? How much time do we wish to dedicate to these platforms and how much is truly needed to be successful?

Week 6

Bringing it all together - Analytics

After two weeks of having our social media accounts, we will discuss analytics, how we feel towards them and which we wish to keep or which we wish to leave behind.

Tips on how to maintain a successful scheduling on posting will be shared, along with where to go from here.

Students will have the opportunity to ask questions to cover anything specific they wish to know more.

