

Artrepreneur Academy

So you earned a degree in the arts, arts administration, or want to turn your artistic hobby into something that can earn income in a world with limited human contact... now what?

Instructor Amy Scheidegger will cover all the freelance artist lessons she earned stumbling through a by-accident freelance career as a remote graphic designer and illustrator for the last 15 years.

Geared toward visual artists, this course will cover all the responsibilities of a self-employed freelance artist must take on to grown their business.

Topics include:

1. What Being Your Own Boss Actually Means As An Arts Professional

- Falling Into Freelancing V. Choosing It
- Destroying The Starving Artist Myth
- The False Illusion Of “Busy = Successful”

2. Setting A Remote Living Wage & Schedule

- Setting A Living Wage Means Knowing Your Costs / Debts
- Creating A Remote Work Schedule/Off Schedule In A Pandemic
- What You Need To Be Able To Work Anywhere In The World

3. Personal Missions & Deciding Which Projects To Say Yes To

- Sticking To Your Principles While Building Your Client Base
- How To Find Work Amidst A Pandemic
- Balancing Your Artistic Voice With The Needs Of Your Client
- Working With Family And Friends Best Practices

4. Keeping Track Of EVERYTHING

- How To Maximize Excel And Client Management Programs
- Social Media & Communciation Analytics
- How To Collect Data And Use That Data
- Using Technology To Do The Tedious Work For You & Get Overly Organized

5 & 6. Branding And Protecting Your Brand Online

- Choosing An Online Shop And Other Platforms to Sell & Promote
- Photographing Your Products
- Knowing Enough Graphic / Web Design to Promote Yourself
- U.S. Laws Of Artistic Ownership & Copyright

7. Being Part Of The Global Creative Economy

- Arts Ecosystems And Funding
- NonProfit, For Profit and Hybrid Organizational Models
- Viewing Competitors As Collaborators

8. Arts Advocacy and Artistic Self Care

- Artists and Politics
- Ways We Advocate for the Arts Every Day