



AUSPICIOUS ARTS
INCUBATOR
building sustainable arts businesses



**NO MORE
STARVING
ARTISTS**

Build the creative capacity
of your community



NO MORE STARVING ARTISTS

Capacity Building for the creative industries in your region comes down to up-skilling creative entrepreneurs and artists with the business skills, marketing know-how and the confidence they need to build successful sustainable businesses.

Real, meaningful skills development needs **more** than a 90 minute workshop.

- JOHN PAUL FISCHBACH

Grow your creative economy by giving agency to the talent in your region.

Present this seminar in your community and you will:

- ▶ encourage a vibrant and rich culture
- ▶ grow the creative industries
- ▶ increase creative tourism
- ▶ build a prosperous creative community
- ▶ develop community cohesion

The artists in your region will:

- ▶ choose to stay in your region
- ▶ be less reliant on grants
- ▶ take control of their destiny and their future
- ▶ become creative community leaders

www.auspiciousartsincubator.org

youtube.com/auspiciousincubator | twitter.com/AAIncubator

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DAY 1 OUTLINE

for independent artists and small-medium arts organisations
at any stage.

Make your Art your Business

Invest a day to learn what you need to know about starting and running an Arts Business.

Every artist gets a copy of our Secrets of Success workbook.

morning 9am - 1pm

THE BUSINESS & YOUR MINDSET

The morning is a fun, fast paced run through of the knowledge, information, tools and confidence you need to understand your art as a business.

- ▶ What is an arts business? *and what to do to have a successful one*
- ▶ You're an entrepreneur: *deploy your creativity to make a living*
- ▶ Manage your mind: *eliminate limiting beliefs*
- ▶ Discover your brand: *why people love you and want more of you*
- ▶ Align your values: *do what you love, love what you do*

I have actually just done what they said and it worked!

- LAANECOORIE ARTIST

afternoon 1.45pm - 6pm

MARKETING & CONFIDENCE

The afternoon includes experiential learning activities that make a profound change in the way you see yourself and your art.

- ▶ Goals and results: *set goals and visualise results*
 - ▶ Your future success: *plant the image of success in your personal time line*
 - ▶ How to market yourself and your art: *share your brilliance*
 - ▶ Use smarter more effective marketing: *stop spruiking the product, identify the benefits*
 - ▶ The money stuff: *get it, manage it, invest in yourself*
 - ▶ Manage your time: *balance the art and the business*
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BONUS: The afternoon also includes information about how to progress with the work from today by leaning about the incubator's on-line training programs

DAY 2 OUTLINE

3 hour Master Mind round table coaching experience for 12 artists who are more serious about their arts business.

BUILD A STRATEGIC BUSINESS DELIVERY PLAN

For independent artists, small-medium arts organisations who have an operating artistic practice or arts business and want to take their business up a notch.

Depending on the interest, we can deliver a number of 3 hour group coaching sessions for 12 artists in each session, where each artist will:

- ▶ Share your present strategic positioning
- ▶ Identify your personal goals and your desired future state
- ▶ Discuss obstacles to achieving success
- ▶ Workshop challenges and strategies specific to your situation.
- ▶ Network with other 'serious' artists in your region
- ▶ Build a Next Steps action plan to propel your arts business for the next 30 days
- ▶ Get an Accountability Coach to keep you on track



OVERVIEW

A live seminar created by an artist, for artists:

Day 1: for all artists

What successful small businesses do

- ▶ Vision & Mindset
- ▶ Branding & Values
- ▶ Marketing & Message
- ▶ Money & Finance
- ▶ Planning & Productivity

Day 2: for artists currently operating a business

- ▶ Bring your business into focus
- ▶ Setting short term & long term goals
- ▶ Creating a 'right-brain' business plan & an operational plan to achieve success



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