

THE ARTIST'S PROMOTIONAL PLAN

See Action 13 in the book *I'd Rather Be in the Studio!* to help with the details of your plan.

I'd rather be in the studio!



	Specific Goals (one to three years) with Deadline	Actions with Deadlines	Expenses
Mailing list (see Actions 2 and 11)			
Mailings (see Actions 5, 7, and 11)			
Newsletters (see Action 7)			
Meeting influential people (see Action 11)			

From the book *I'd Rather Be In the Studio! The Artist's No-Excuse Guide to Self-Promotion*
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	Specific Goals (one to three years) with Deadline	Actions with Deadlines	Expenses
Articles (see Action 5)			
Press Releases (see Action 10)			
Exhibition entries			
Grant applications			
Teaching / Demonstrations (see Action 4)			

	Specific Goals (one to three years) with Deadline	Actions with Deadlines	Expenses
Public talks (see Action 4)			
Open studios			
Gallery representation			
Advertising (see Action 12)			
Website (see Action 6)			

	Specific Goals (one to three years) with Deadline	Actions with Deadlines	Expenses
Blog (see Action 6)			
Social networking (see Action 6)			
Online audio or video (see Action 6)			
At least one newsworthy event (see Action 10)			
Other:			