**Business Basics and Structure**

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| **What is your business structure**?  Individual (no ABN) Sole Trader (with ABN) Partnership (shared ABN) Incorporated Association (IA# and ABN) Pty Ltd Company (ACN and ABN)  Trust  Trading Name Registered business name  Registered trademark(s) Registered Domain Name(s)  Registered for GST |  |
| **How many hours weekly do you work in your business? (**Creating Art, Marketing, Administration, Networking, Other activities) |  |
| **Do you have any of these in place?**  Business Plan  Website Marketing Plan  Work Space / Studio  Office / Computer / Internet  Insurance/s – eg: Public Liability, WorkCover, Business Insurances  Accountant  Lawyer/standard contracts  Licenses and permits |  |
| **What is your business footprint? What locations/on-line?** |  |
| **Are you in contact with industry groups or a member of any service or peak arts body relating to your artform?** (eg: Regional Arts Services Network Qmusic, Ausdance, Flying Arts etc) |  |
| **Do you have a budget, separate financial booking keeping and banking accounts for your business?** |  |
| **What arrangements do you use to employ others or have contractors perform work for you? Are you paid by the business?** |  |

**Business Planning**

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| **What beliefs and values guide you?** Why is it important to you? What brings you joy? |  |
| **What difference do you want to make?** Why?  What problem needs your solution? What is its context in the industry and community? |  |
| **What’s your superpower, what you do best?**  Identify your strengths. What skills, experience and abilities contribute? Best products, markets, income streams? |  |
| **What do you do that is unique?**  Do you have an advantage as an artist? Are there social, emotional, intellectual and/or meaningful impacts to your art? Why will people buy my work? |  |
| **What could you want to improve?**  Identify weaknesses. What barriers are there? |  |
| **Your Vision:**  Where impact, issues or changes does your art and your business make in the world? What matters? What is success? Be compelling, inspiring and meaningful. |  |
| **Your Purpose:**  Why does your business exist and what does it do? What drives you as a professional artist? Why do you want to earn your living from your art? Consider both artistic and business purposes as strongly linked. |  |
| **Your Goals:**  What is your focus (up to 5)? What short-term and longer-term goals? What type of career do you want? What could you earn from your art? What are the steps you need to take? Is there a natural progression? | In 1 month:  In 3 months:  In 6 months:  In 12 months:  In 2-3 years |
| **What are the actions you need to take?**  List your priorities to action now for each goal. Make small and achievable actions that contribute or chip away at your bigger goal. |  |
| **What resources do you have or need to achieve your goals?** |  |
| **How do you measure your success?**  What are the numbers around your success? Audiences? Sales? Artistic success |  |
| **What finances do you have and need to find to support your business?** Can you breakeven on projects? Earn a wage? Support your lifestyle? |  |

**Business Growth**

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| What are the opportunities for your work? Are their new products or services you can deliver to meet demand? Now and/ over next 1-3 years |  |
| Are there small or significant changes that you need to make to take advantage of opportunities? |  |
| What does your personal/artist busines brand look like? What do customers say about your work/you? What makes you and your work special and unique? |  |
| Who needs to know you? What’s your networks? Who do you need to know? |  |
| What resources do you need to make changes happen? |  |
| Is there something or anything holding you back? What could improve? |  |
| When buyers get in touch, are you ready to respond to enquiries and opportunities? Do you have information, case studies, images, testimonials, a website suitable to respond? |  |
| Do you have the right skills? What do you need to know or learn?  Who can help fill the gaps in your knowledge, assist with services, teach, partner or collaborate? |  |
| Do you have existing customers? Are there potential and similar groups to target? |  |