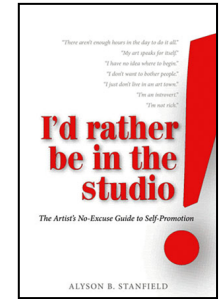


# Alyson B Stanfield

## art biz coach

### THE ARTIST'S PROMOTIONAL PLAN

See Action 15 in the book *I'd Rather Be in the Studio!* to help with the details of your plan.



	Specific Goals (one to three years) with Deadline	Actions with Deadlines	Expenses
Mailing list (see Actions 2 and 13)			
Mailings (see Actions 6, 9, and 13)			
Newsletters (see Action 9)			
Meeting influential people (see Action 13)			

From the book *I'd Rather Be In the Studio! The Artist's No-Excuse Guide to Self-Promotion*  
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	<b>Specific Goals (one to three years) with Deadline</b>	<b>Actions with Deadlines</b>	<b>Expenses</b>
Articles (see Action 6)			
Press Releases (see Action 12)			
Exhibition entries			
Grant applications			
Teaching / Demonstrations (see Action 5)			

	<b>Specific Goals (one to three years) with Deadline</b>	<b>Actions with Deadlines</b>	<b>Expenses</b>
Public talks (see Action 5)			
Open studios			
Gallery representation			
Advertising (see Action 14)			
Website (see Action 7)			

	<b>Specific Goals (one to three years) with Deadline</b>	<b>Actions with Deadlines</b>	<b>Expenses</b>
Blog (see Action 7)			
Social networking (see Action 8)			
Online audio or video (see Action 7)			
At least one newsworthy event (see Action 11)			
Other:			