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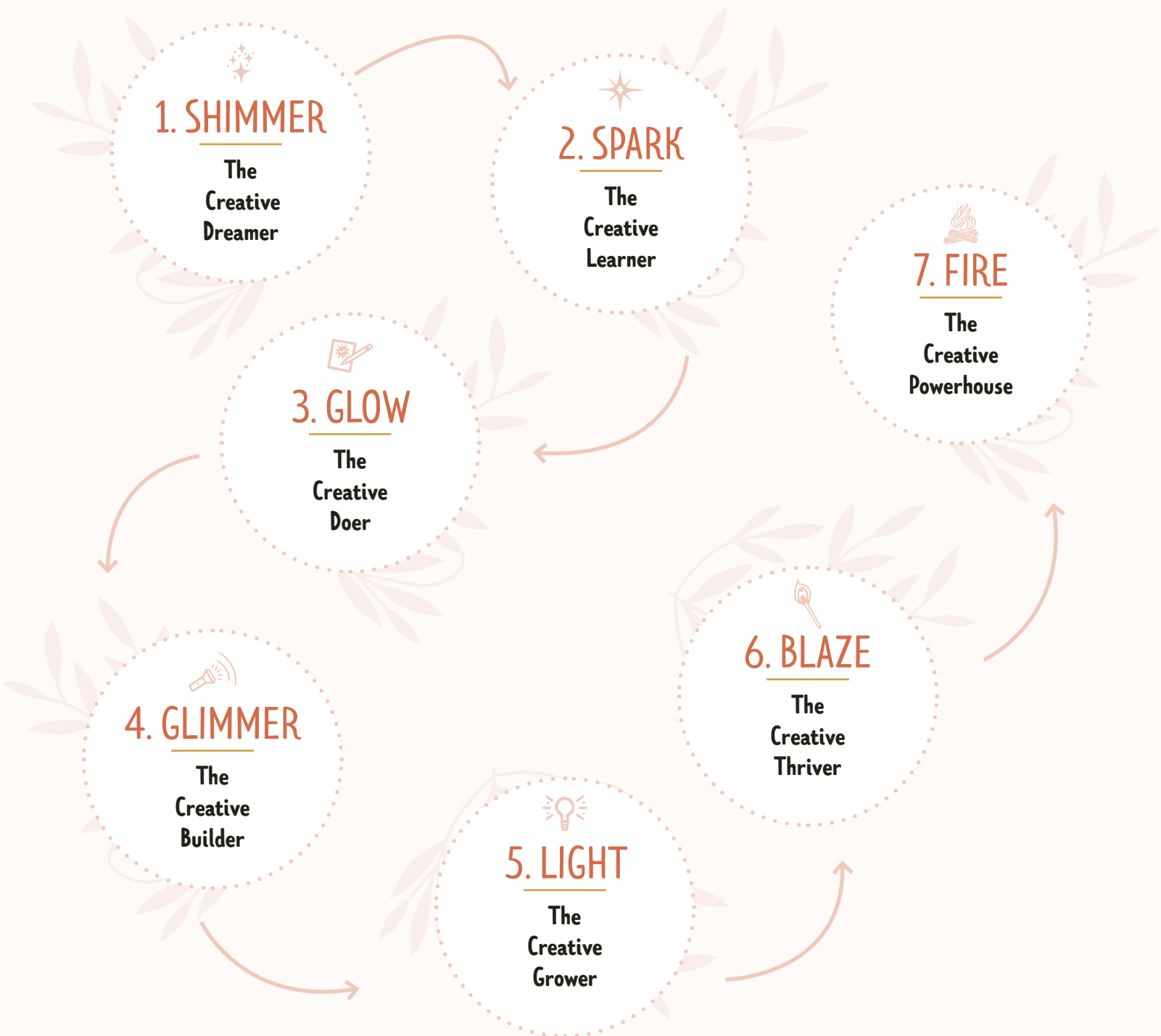
CREATIVE POWERHOUSE

BUILD YOUR PORTFOLIO. GET YOUR ART ONTO PRODUCTS



ROADMAP OF A CREATIVE POWERHOUSE

These are the stages of a Creative Powerhouse. This is an overview of the path you will take to get your art onto products. Keep in mind it will take years for you to complete this journey.



We help artists go from feeling overwhelmed about making money with their current body of artwork, to transforming into **confident business owners** who feel **prepared to pitch** their art for licensing, feel **skilled at making art for products** and have **found their own unique niche** which helps them to consistently attract buyers for their artwork.

SHIMMER	SPARK	GLOW	GLIMMER	LIGHT	BLAZE	FIRE
<p>You are feeling a bit overwhelmed by how to start your art business, but you are committed to learning everything you can. You have found a rhythm in the margins of life to make art for your portfolio consistently, and you feel a style emerging.</p> <p>You are studying the different ways to make money from your art, all the while focusing on building a GREAT portfolio, because it all starts with making marketable art, right? The side hustle begins!</p>	<p>You have studied how your idols have built their art businesses, you have shared your work online and you've gotten out of your comfort zone by calling yourself an artist. You are getting closer to a "signature style", and you are beginning to implement what you've learned: laying out a real art portfolio, thinking about who would want to purchase your artwork, and putting your art onto products through mock-ups.</p>	<p>You have a clear point of view as an artist, are confident you design art for products, and you want to put yourself out there in the world, even if you don't "have it all together". This is the systems building phase: this let's you create balance, professionalism, and organization in your part time art business. This is when you build your website. You are also beginning the research phase: WHO can I pitch my work to? How do I connect with that art director?</p>	<p>You've pitched your portfolio! You have marked on your calendar when to follow up, and you have set up a pitch schedule for the rest of the year. Since Art Licensing can be a long game, in between pitching you are making new work, digitizing it, and adding it to your portfolio. You are honing in on who your Ideal Customer is. And, you begin to wonder.... Could I make my own products someday?</p>	<p>You've focused on improving each collection of art. You pitch your new work every quarter, and you have started thinking about other ways to get your art onto product. You consider creating your own KDP Publishing books, produce a few low minimum products, and you attempt to sell those products on Etsy, at Local Shows, and even directly on Social Media. It is time to lean in even more on what will set you apart as an artist.</p>	<p>You are making consistent side income from your art. Growing your art business seems doable. You know who your Ideal Customer is, you think about what they need, and your newsletter is growing. You've added shopping to your own .com and launched a signature product. You present yourself with confidence, and pitching your work for Art Licensing is now second nature to you. You get your first licensing deal, and now you feel confident that there are more licensing deals in your future.</p>	<p>Art is a full time career. You have an established business and a plan to keep growing. As you've grown your brand reach through licensing partnerships, you find that you are focusing on making decisions that move your business forward. This means being very intentional about the 4 legs of your business which create stability. Each part of your business</p> <ul style="list-style-type: none">- Art Licensing, Products, and Teaching, pull their weight. You feel clarity and momentum.
MILESTONES	MILESTONES	MILESTONES	MILESTONES	MILESTONES	MILESTONES	MILESTONES
<ul style="list-style-type: none">- You are focusing on one medium to work with- You are consistently creating art every week- You are surrounding yourself with like-minded artists- You are sharing your process of art making online	<ul style="list-style-type: none">- You are working to make your art cohesive- You are studying the ways to make money as an artist- You are thinking about who would buy the art you're making- You started an email list.- You write your first "bio"	<ul style="list-style-type: none">- You create your first mini art collection<ul style="list-style-type: none">- You build your website- You start researching a pitch list- You draft your pitch email- You send quarterly newsletters- You can write about yourself and your style with ease	<ul style="list-style-type: none">- You have at least three art collections- You complete your first portfolio- You write your "elevator pitch"- You send your first pitch email- You set up a pitch schedule- You brainstorm your first product to manufacture	<ul style="list-style-type: none">- You send monthly newsletters, even if you feel timid- You are pitching regularly- You are narrowing down your niche- You produce and sell your first small run product- You elevate your brand story with photography	<ul style="list-style-type: none">- You refine the presentation of your portfolio- You get your first licensing deal- You add e-commerce to your website- You have launched a signature product	<ul style="list-style-type: none">- You have multiple licensing deals- You have a great lead magnet that grows your newsletter<ul style="list-style-type: none">- Clients seek you out- People ask you for advice about growing an art business- You have multiple income streams
ACTION ITEMS	ACTION ITEMS	ACTION ITEMS	ACTION ITEMS	ACTION ITEMS	ACTION ITEMS	ACTION ITEMS
<ul style="list-style-type: none">- Take Virtual Membership Tour- Subscribe to CPS Digital Calendar- Open Weekly CPS Emails- Attend Co-Working Session- Watch Monthly Moments- Review CPS Resources- Go Through Intro Section	<ul style="list-style-type: none">- Complete Monthly Design Brief & Share It- Attend Co-Working Session- Download Portfolio Checklist<ul style="list-style-type: none">- Watch Interviews- Choose a Newsletter Provider- Watch lessons on goal setting	<ul style="list-style-type: none">- Complete Monthly Design Brief & Share It- Attend Co-Working Session- Watch 1-on-1 Coaching Sessions- Watch lessons on Portfolio building- Download Portfolio Prep Guide	<ul style="list-style-type: none">- Complete Monthly Design Brief & Share It- Attend Co-Working Session- Watch Workshops- Watch lessons on Pitching- Add Pitch Dates to Calendar- Organize Your Dropbox or Google Drive	<ul style="list-style-type: none">- Complete Monthly Design Brief & Share It- Attend Co-Working Session- Watch KDP Lesson- Watch Lessons about Newsletters- Watch Brand Photography Lesson	<ul style="list-style-type: none">- Complete Monthly Design Brief & Share It- Watch Engagement Ads Workshop- Watch Lessons About Launching Products- Watch Portfolio Reviews	<ul style="list-style-type: none">- Rework Old Design Briefs- Share WINS in Community- Lead Peer to Peer Workshop- Explore Wholesale for the Future- Focus On A New Income Stream- Think About Teaching



CREATIVE POWERHOUSE ROADMAP



1. SHIMMER

The Creative Dreamer

You are feeling a bit overwhelmed by how to start your art business, but you are committed to learning everything you can. You have found a rhythm in the margins of life to make art for your portfolio consistently, and you feel a style emerging. You are studying the different ways to make money from your art, all the while focusing on building a GREAT portfolio, because it all starts with making marketable art, right? The side hustle begins!

MILESTONES

- You are focusing on one medium to work with
- You are consistently creating art every week
- You are surrounding yourself with like-minded artists
- You are sharing your process of art making online

ACTION ITEMS

- Take Virtual Membership Tour
 - Subscribe to CPS Digital Calendar
- Open Weekly CPS Emails
- Attend Co-Working Session
- Watch Monthly Moments
 - Review CPS Resources
- Go Through Intro Section

CPS CORE LESSONS FOR THIS STAGE

[Behind The Scenes: Birdsong Fabric Line](#)

[Procreate to Illustrator Workflow](#)

[Scanning Large Pieces of Art + Scanning for Art Prints](#)

[Gingiber Studio Tour](#)

[Networking and Collaborating](#)

[Behind The Scenes: Merrymaking Fabric Line](#)

[Interview: Coriander Quilts on Fabric](#)

[Interview: Molly Hatch on Art Licensing](#)



CREATIVE POWERHOUSE ROADMAP

2. SPARK

The Creative Learner

You have studied how your idols have built their art businesses, you have shared your work online and you've gotten out of your comfort zone by calling yourself an artist. You are getting closer to a "signature style", and you are beginning to implement what you've learned: laying out a real art portfolio, thinking about who would want to purchase your artwork, and putting your art onto products through mock-ups.

MILESTONES

- You are working to make your art cohesive
- You are studying the ways to make money as an artist
- You are thinking about who would buy the art you are making
- You started an email list
- You write your first "bio"

ACTION ITEMS

- Complete Monthly Design Brief & Share It
- Attend Co-Working Session
- Download Portfolio Checklist
 - Watch Interviews
- Choose a Newsletter Provider
- Watch lessons on goal setting

CPS CORE LESSONS FOR THIS STAGE

[Scheduling Your Workload and Mastering Your Focus](#)

[Part Time Creative Business](#)

[How To Deal With The Inner Critic](#)

[Interview: Productive Flourishing Balancing](#)

[Goal Setting and Year Planning](#)

[Portfolio Prep for Dream Collaborations](#)

[Revenue Streams for Creative Businesses](#)

[Expert Interview: Dealing with Anxiety with Meghann Rader](#)



CREATIVE POWERHOUSE ROADMAP



3. GLOW

The Creative Doer

You have a clear point of view as an artist, are confident you design art for products, and you want to put yourself out there in the world, even if you don't "have it all together". This is the systems building phase: this let's you create balance, professionalism, and organization in your part time art business. This is when you build your website. You are also beginning the research phase: WHO can I pitch my work to? How do I connect with that art director?

MILESTONES

- You create your first mini art collection
 - You build your website
- You start researching a pitch list
 - You draft your pitch email
- You send quarterly newsletters
 - You can write about yourself and your style with ease

ACTION ITEMS

- Complete Monthly Design Brief & Share It
- Attend Co-Working Session
 - Watch 1-on-1 Coaching Sessions
- Watch lessons on Portfolio building
- Download Portfolio Prep Guide

CPS CORE LESSONS FOR THIS STAGE

[Authentically Attracting Your Ideal Audience](#)

[Art Licensing and Copyright Registration](#)

[Member Portfolio Review](#)

[How to Pitch a Mini Collection](#)

[Stacie's Career Timeline](#)

[Digital Downloads](#)

[Collections for Art Licensing Workshop](#)

[Expert Interview: Licensing for Books with Amarylis Henderson](#)



CREATIVE POWERHOUSE ROAD MAP



4. GLIMMER

The Creative Builder

You've pitched your portfolio! You have marked on your calendar when to follow up, and you have set up a pitch schedule for the rest of the year. Since Art Licensing can be a long game, in between pitching you are making new work, digitizing it, and adding it to your portfolio. You are honing in on who your Ideal Customer is. And, you begin to wonder....Could I make my own products someday?

MILESTONES

- You have at least three art collections
- You complete your first portfolio
 - You write your "elevator pitch"
- You send your first pitch email
 - You set up a pitch schedule
- You brainstorm your first product to manufacture

ACTION ITEMS

- Complete Monthly Design Brief & Share It
- Attend Co-Working Session
 - Watch Workshops
- Watch lessons on Pitching
- Add Pitch Dates to Calendar
- Organize Your Dropbox or Google Drive

CPS CORE LESSONS FOR THIS STAGE

[Licensing and Growing a Product Based Business](#)

[Licensing and Trade Shows](#)

[Finding Your Niche](#)

[Deep Dive Into Fabric Pitching](#)

[Get Out of Your Own Way with Shirlee Fisher](#)

[Etsy Prep Guide with Tiffany Emory](#)

[Gaining Traction & Focus Through Audience Building](#)

[GIF Making with Kelsey Davis](#)



CREATIVE POWERHOUSE ROAD MAP



5. LIGHT

The Creative Grower

You've focused on improving each collection of art. You pitch your new work every quarter, and you have started thinking about other ways to get your art onto product. You consider creating your own KDP Publishing books, produce a few low minimum products, and you attempt to sell those products on Etsy, at Local Shows, and even directly on Social Media. It is time to lean in even more on what will set you apart as an artist.

MILESTONES

- You send monthly newsletters, even if you feel timid
 - You are pitching regularly
- You are narrowing down your niche
- You produce and sell your first small run product
- You elevate your brand story with photography

ACTION ITEMS

- Complete Monthly Design Brief & Share It
- Attend Co-Working Session
 - Watch KDP Lesson
 - Watch Lessons about Newsletters
- Watch Brand Photography Lesson

CPS CORE LESSONS FOR THIS STAGE

[Email Marketing and Launching a Fabric Collection](#)

[Getting Started with KDP: How to Publish Your Own Books](#)

[What Comes Next After Pitching?](#)

[Lead Magnets for Growing a Newsletter](#)

[How to Pursue Multiple Income Streams](#)

[Brand Photography Workshop](#)

[Expert Interview: Jen Wagner on Selling Fonts and Digital Assets](#)

[Driving Brand Awareness](#)



CREATIVE POWERHOUSE ROAD MAP



6. BLAZE

The Creative Thriver

You are making consistent side income from your art. Growing your art business seems doable. You know who your Ideal Customer is, you think about what they need, and your newsletter is growing. You've added shopping to your own .com and launched a signature product. You present yourself with confidence, and pitching your work for Art Licensing is now second nature to you. You get your first licensing deal, and now you feel confident that there are more licensing deals in your future.

MILESTONES

- You refine the presentation of your portfolio
- You get your first licensing deal
- You add e-commerce to your website
- You have launched a signature product

ACTION ITEMS

- Complete Monthly Design Brief & Share It
- Watch Engagement Ads Workshop
- Watch Lessons About Launching Products
- Watch Portfolio Reviews

CPS CORE LESSONS FOR THIS STAGE

[Launching a Mini Collection of Products + Longevity](#)

[Expert Interview: Tram Colwin and Focusing In and Being Intentional](#)

[Expert Interview: Kelsey Delange on Changing Your Business As You Grow](#)

[How to Avoid List Fatigue When Selling Products Online](#)

[Engagement Ads Workshop](#)

[Launching Products and Keeping Momentum](#)

[Expert Interview: Kate Whitley on Focusing On Audience](#)

[Create a Calendar Course](#)



CREATIVE POWERHOUSE ROAD MAP



7. FIRE

The Creative Powerhouse

Art is a full time career. You have an established business and a plan to keep growing. As you've grown your brand reach through licensing partnerships, you find that you are focusing on making decisions that move your business forward. This means being very intentional about the 4 legs of your business which create stability. Each part of your business - Art Licensing, Products, and Teaching, pull their weight. You feel clarity and momentum.

MILESTONES

- You have multiple licensing deals
- You have a great lead magnet that grows your newsletter
 - Clients seek you out
 - People ask you for advice about growing an art business
 - You have multiple income streams

ACTION ITEMS

- Rework Old Design Briefs
- Share WINS in Community
- Lead Peer to Peer Workshop
- Explore Wholesale for the Future
- Focus On A New Income Stream
- Think About Teaching

CPS CORE LESSONS FOR THIS STAGE

[Washi Tape Workshop](#)

[Approaching Retailers for Wholesale](#)

[How Wholesale Could Scale Your Business](#)

[Goal Setting and Working Towards Creating Products](#)

[Interview: Pen and Paint Designs](#)

[Wholesale 101](#)

[Holiday Quick Wins for Sales](#)

[Selling Calendar Through Pre Order](#)