



Mentoring

Overview of how it works

First Steps

- Exploration: learn about **your art practice** and identify what you want to achieve short-term and long-term.
- Start addressing bigger picture issues as well as **individual challenges**.



The Sessions



Mentee



Mentor

- In most cases, an initial **half-hour** or **one-hour mentoring session** is held.
- This is followed by a sequence of one-hour sessions.
- After key issues and challenges have been addressed, **sustainability mentoring** commences, which entails a half hour to hour mentoring session each month.
- In sustainability mentoring, your mentor acts as an **accountability partner** to keep you on track with goals and helps you successfully handle situations as they arise.

Numerous areas can be addressed.

Here are some examples for you...

- Creating a vision statement to help you define your art practice – as well as communicate it to others
- Learning to **balance** a creative practice with necessary business activities
- Building **credibility**
- **Pricing** art
- **Presenting** art
- **Understanding** commission structure between artist / dealer (and other third parties)
- Evaluating **contractual** agreements
- **Selling** art and increasing profit margin

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...examples continued...

- Identifying 'products' and 'audience' – and creating a marketing plan
- Diversifying **income streams**
- **Preparing an exhibition:** location, timing, title, funding, marketing, transportation, installation, curation, invigilation, taking down pieces, etc.
- **Creating an online marketing strategy** (website, blog, email marketing, Facebook, Twitter, LinkedIn, Google+)
- Applying to fairs, art prizes, residencies
- Building a **mailing list**
- Renting art
- Expanding or refining the type of art made or shown (including secondary market)

Areas continued...

- Managing staff / assistants / volunteers – from recruiting to managing
- Attaining **representation** and finding artists
- Opening a **gallery**
- Using the **VAT Margin Scheme** and learning about the **Artists Resale Right**
- Creating a **stock list** (recording essentials)
- Photographing art and filing on computer
- Packing, moving and shipping art
- Developing **networking strategy**
- Handling one-off problems with key partners (dealer, artist, client etc.)

- ...and *much more!*

Case Study - Gallerist



- **Profile:** Central London gallery had been operating for 18 months and presents work by 40-50 artists. The gallery had already participated in one art fair.

Problems

1. The gallerist wanted to know what she was doing right and what could be done differently or better – as she, like so many, was making up what to do as situations occurred.
2. She sought more **income streams**.
3. She wanted to **expand her network** and thus find out how and where to do this.

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Art Dealers Bootcamp and Mentoring work

- Starting with an **Art Dealers Bootcamp**, she learned important best practices for the art industry and as a small business owner - such as agreements between artist and dealer, international shipping documentation and taxation, HR guidelines (for freelancers, employees and volunteers), how to back up computers, key apps that will save time and streamline regular activities, understanding the purposes of Profit & Loss and Balance Sheet – and more.



Result

The gallerist has **put best practices into place**. These have helped protect the business, improve working relationships with artists, better assess financial health and save time – as well as increase profitability and enable sustainability.

Mentoring programme

- In a mentoring session, opportunities for **new income streams** were identified, ranging from shipping art for clients to renting art to offices.

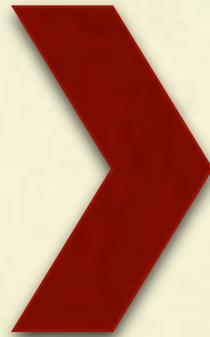


Result

She is now upselling from art sales and **creating profitable activities** that were previously only covering costs.

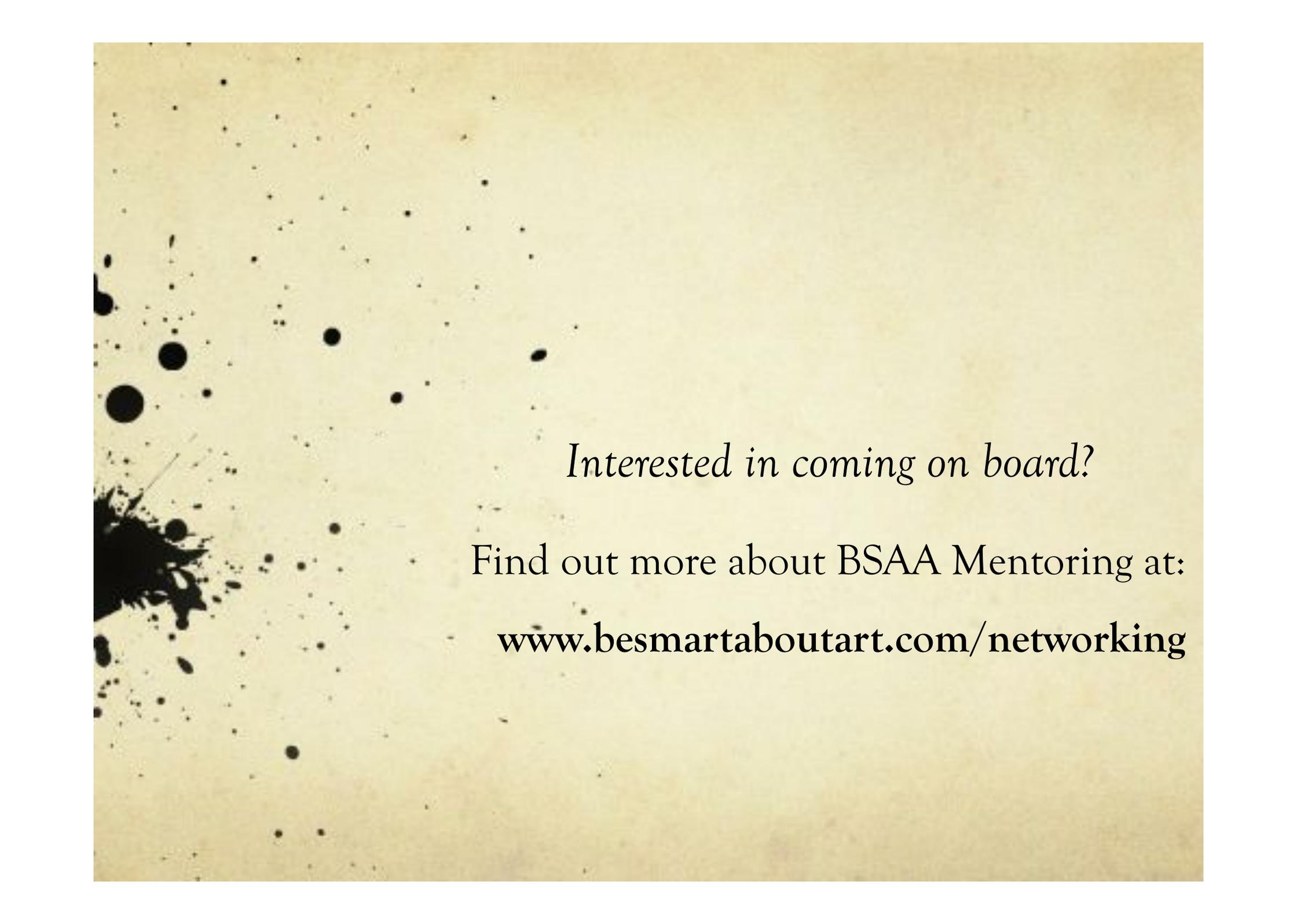
Mentoring programme

- In a mentoring session the gallerist learned about different networking opportunities and how to follow up for successful results.



Result

She has a **rapidly growing network** of peers and professionals. This is increasing her visibility as well as opportunities to be introduced to new clients.



Interested in coming on board?

Find out more about BSAA Mentoring at:

www.besmartaboutart.com/networking