



McLean Art Projects Presents

MAP ON THE ROAD

Thriving as a Visual Artist:
A Comprehensive Guide to Maximizing Opportunity
Through Goal Setting & Effective Art Marketing

A Three-Day Professional Development Workshop For Visual Artists



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WHY ARTISTS STRUGGLE WITH “THE BUSINESS OF ART”

The myth of opportunity knocking on the studio door is, in most cases, just that - a myth.

Artists may feel as though there is a cultural stigma to using business protocols in managing their career... That it's at odds to the romance of being an artist. Art and commerce, in their estimation, don't mix.

- Most artists would prefer to be in their studio creating work rather than marketing it. Can't someone else do that for them?
- Audience development can feel daunting – where do they start?
- Networking takes a lot of work. Who has time for that?
- They spend time and money on marketing but without results. Why isn't it working?
- Setting goals? That's what they do in Corporate America, not in the studio.

We know that artists may squirm at the idea of treating their careers like a business, but without a clear idea of what they want for their career and where they want it to go, how can they get there?

The answer is simple... They can't.

We've seen too many artists get frustrated by career stagnation or burn out from making repeated efforts that seem to go nowhere. And like any of us, they hit roadblocks, real and imagined.

McLean Art Projects is here to help.

Having worked with visual artists for over two decades, McLean Art Projects has developed approachable, relatable and effective strategies and solutions to help artists make measurable strides in their career.

THE SOLUTION

A career in the arts takes planning, business smarts, consistent marketing, and good old fashion common sense. The “Business of Art” requires the right balance of talent, strategy and relationships.

McLean Art Projects (MAP) workshops show artists how to align their studio and business selves. We provide realistic solutions to alleviate the concerns they face. We demonstrate that a successful and satisfying career in art is not only possible, but a lot easier than they might think.

MAP is there for artists every step of the way.

- We help them develop a comfortable balance between art production and promotion
- We demonstrate how goal planning is a vital part of their success
- We provide the template for evaluating and developing career opportunities
- We educate them on audience development and how to network effectively
- We show them how to create a manageable marketing plan that yields results
- We teach artists to become comfortable with treating their career like a business without losing their artistic identity

Artists walk away from MAP workshops with the clarity and tools needed to establish the right plan for their art and the artist they want to become. They will gain the confidence in and comfort with the skills required to reach their career goals.

OUR UNIQUE APPROACH

MAP thinks of career planning like solving a puzzle: once you have established the big picture, you then need to figure out all the required pieces are how they fit together.

We guide artists on how to do that, piece-by-piece, in a way that feels accessible and gives them ownership of their future.

What's different about our teaching methods is that we steer clear of broad strokes and platitudes. There's no fluff or coddling. Instead we take a compassionate, tough-love approach that honors artists by being straightforward with what we share.

We're determined to make a real difference by drilling down into all the necessary details and leaving no stone unturned. We make sure that our classes offer an A-to-Z approach to career planning.

AND THERE'S MORE

MAP's classes are not a one-time, one-off experience. We want to be there for the long haul. No one should leave class wondering, "Okay, now what?" We want to ensure that what we teach sticks.

To ease the transition from classroom to real life, we send attendees home with The Visual Artist Career Road Map, a comprehensive, 50-plus-page manual covering all the class content. That way MAP can extend its support as an ongoing resource for artists to reference and revisit at their own pace and on their own time.

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Take McLean's class! I have taken many and it is the ONLY one I recommend. The handout materials are invaluable and document the whole workshop. Honestly, it was career changing and the best decision I made to help market my art.

-Elise Vazelakis, Fiber artist, Santa Monica, CA

BASED ON REAL-WORLD EXPERIENCE

For over 20 years, McLean Art Projects' founder A. McLean Emenegger has been advocating for and directly assisting visual artists to make significant strides in their professional development. She's worked with thousands of artists, providing them with education, opportunity, and support.

A problem-solver and den mother by nature, McLean's professional development classes grew out of a tangible, yet largely unaddressed question: "How do you bridge the gap between art production and promotion?"

She found that artists had limited resources when asking for help with career concerns. They had talent but lacked direction. And art schools promoted art theory over business acumen.

McLean sympathized with their struggles and became determined to bridge that gap herself.

Since 2000, McLean has given hundreds of Business of Art lectures through notable art agencies including:

- College Art Association
- Drucker School of Business
- Annenberg Space for Photography, and
- National Arts Marketing Project
- Center for Cultural Innovation
- California Lawyers for the Arts
- University of California Los Angeles
- Cal State Channel Islands
- Santa Monica City College

What's exceptional about McLean is that she offers artists a full spectrum of relevant and relatable art world insider information. McLean has served as:

- Executive Director of a visual artist nonprofit
- Gallery Director
- Independent curator
- Art consultant
- Art writer
- Artist Advice Columnist

She has also been an exhibiting artist and knows what it's like to walk in their shoes.

Given her extensive professional background, she has a seasoned, 360-degree view of the artist life – the ups, the downs, the problems and the possibilities – making her uniquely qualified to help them develop their career. She's able to educate artists on becoming a smarter artist so they stay ahead of the pack and top-of-mind with industry professionals, collectors, and their audience when it comes to projects and opportunities.

You can view McLean's CV [here](#).

OUR SUCCESS STORIES

After taking one of her workshops, McLean hears from artists that they are:

- Exhibiting more
- Getting into shows they thought were out of their reach
- Reconnecting with curators or collectors for studio visits that lead to shows or sales
- Building strong followings
- Gaining visibility through their marketing

An artist shared that The Visual Artist Career Road Map was a “game changer” and she “treats it like an art career Bible.”

Another artist who had not considered showing her work outside of the US now has galleries in Germany and Spain.

What’s the secret? By presenting the material in a digestible manner, it allows for that light-bulb moment when the information clicks in; the Aha that artists get from having taken her class.

The imparted information isn’t far afield and made for someone else; it’s right in front of them and ready to utilize.

What formerly felt insurmountable now feels achievable and they are empowered to do it for themselves.

“

Before taking McLean’s class at the Annenberg Space for Photography, my art career did not have direction. After her class, I had a laundry list of to-dos and a plan of attack. With her extensive experience, expertise and connections, McLean simplified and clarified what is art world is myth and what is reality. She spares you hours of time by providing critical information you may not have access to or know. She is captivating, razor-sharp, generous, inspiring and seriously entertaining. She knows exactly how to lead you and become your best artist self. McLean has the sensitivity to guide you to your career sweet spot so you can you thrive. I will always return to touch base with McLean to keep me right on track.

- Laurey Bennett-Levy, Artist, Graphic Designer

MEET MCLEAN



"I believe that being an artist is an incredible gift. It's a privilege to dedicate one's life to the creation of art. Art has incredible transformative powers, and it's the artists' job to make the world a better place.

I help artists so they can help change the world. I believe in their superpowers. The world needs as much art as we can give it.

My classes empower artists to work smarter and more fearlessly on their own behalf. I give them the tools to build an integral career foundation constructed on strength and confidence so they can use their superpowers for good.

I have probably heard every artist issue, problem, lament, complaint and excuse. I've seen every eyeroll and shoulder slouch. I've watched them get hung up on what-if scenarios and then shut down. They get stuck in the studio over issues that are only too human, and isolation becomes another stumbling block.

I reassure artists that they are not alone. What may feel insurmountable is indeed surmountable. That even the smallest shifts in perception make all the difference in their career.

Through humor and humanity, I help artists get to the heart of what's holding them back. I show them how to become their own best ally and advocate. And I get them excited about the process.

I firmly believe that where there is a will, there's a way. That every problem has a solution. Obstacles, when approached in the proper context, offer personal and professional growth. That's at the heart of what I teach."

- McLean Emenegger

ABOUT

THRIVING AS A VISUAL ARTIST: MAXIMIZING OPPORTUNITY THROUGH GOAL SETTING & EFFECTIVE ART MARKETING

Thriving as a Visual Artist is a more advanced, intensive, three-session Business of Art workshop focusing on goal-planning and marketing. The program is designed for visual artists who are serious about effectively promoting their art and implementing a tactical plan for realizing their career goals.

This exciting and fast-paced workshop will help artists understand the business of art through no-nonsense advice and insider tips on how to make the most of their art career.

Day 1: Goal Planning – defining your career direction and making the plans to get there

Day 2: Art Marketing – building visibility, relationships, and opportunity through marketing

Day 3: One-on-one artist meetings with the instructor

Thriving as a Visual Artist will guide artists to define where they are in their career, where they want to go and how to get there, by setting career goals and assessing the appropriate action steps to move them forward.

Through user-friendly, step-by-step instruction, artists will learn to decisively clarify what they want for their career and how to build the path and action steps for obtaining their artistic goals, including productive decision-making, time-management and capitalizing on career momentum.

Key strategic marketing components covered in the course include:

website

social media

portfolio presentations

digital and print materials

e-Newsletters

audience development

Our classes cover effective art marketing practices for determining exactly who they should be marketing to - why, and how, and when. Artists will be taught the best approach to targeted communication and promotion that is in sync with not only their art and career aspirations, but with them as an individual.

Artists will learn to set workable, relevant criteria for their professional decision making, so their career activities are properly aligned with their ambitions. Thriving as a Visual Artist will provide practical instruction on presenting and marketing their work to best serve their specific goals and intended audience.

DAY 1: GOAL PLANNING

- Business of Art 101: Principles and practices of running an art career like a business, and the perks of creating a business plan
- Dream the Dream and Work It Backwards: Your “big picture” as the starting place for your goals
- Define Yourself and Your Version of Success: How to set goals that are authentic to you, your art, your desired path, and your idea of “success”
- Mission and Vision: Your value system as the backbone of your goals and business plan
- Know Thyself: Taking personal, professional, career and relationship inventory to identify and build on opportunities, as well as rid yourself of clutter and unhelpful habits
- Goal Planning How-To: How to set and order specific, actionable goals, including goal categories and short-term and long-term goals
- Understanding the “Why” Behind Your Goals: Goal evaluation to ensure you are working in sync with your artistic, personal, and career “big picture”
- Pinpointing the Who-What-Where-Why-When-How of Your Career: How to define and develop the people, places, demographics and timing of your art career based on your goals
- Reaching Your Goals: Forming the precise actions steps and timeline for achieving your goals

Attendees leave with:

- A clearer understanding of what they want for their art career and the steps needed to achieve it
- An honest appraisal of where they are in their art career and how to determine next steps
- The framework and criteria for setting goals and making career headway
- Improved tools for time management, opportunity evaluation, and problem solving
- Confidence that a satisfying and sustainable art career is obtainable on their own terms

DAY 2: ART MARKETING

- Everything is About Marketing: How and why marketing is integral to achieving career goals
- Know Your Tribe: Understanding your market and key audience including collectors, fans, followers, art professionals, venues, and your art's demographics
- Setting Marketing Goals: Aligning your marketing goals with your art and career big picture, and knowing the "why" behind each of your marketing efforts
- Creating the Right Marketing Plan: How to develop a manageable marketing plan that suits your current situation and builds, step-by-step, into the future
- Making "The Ask": Understanding relationship cultivation and the timing behind asking for professional favors, such as studio visits, recommendations, and introductions
- Exhibitions as Marketing: How to make the most your exhibitions, big and small, by setting exhibition goals and a before-during-after marketing agenda
- Say What You Mean: Improving how you talk about your artwork and understanding the intended impact of your marketing materials, including presentation, language, tone, presentation context, messaging and timing
- Your Website and Portfolio are 24/7 Studio Visits: Presentation do's and don'ts through the lens of your goals and how your materials should interact with your audience
- Marketing Tools of the Trade: Assessing the best marketing materials, digital and print, and timing for their production and dissemination. Looking at email and mailing lists, eblasts, e-newsletters, printed postcards, and catalogues
- Curating your Story on Social Media: Best practices on content curation, personalizing your voice, tone and imagery, building your audience, and selling work

Attendees leave with:

- A comprehensive understanding of art marketing and audience development
- Clarity on promotional and professional positioning to appeal to and develop audience
- Strategies to maximize and build on exhibitions and career activities for future gain
- An understanding of marketing best practices, tools, and timing
- The ability to contextualize and produce effective print and digital marketing campaigns
- The groundwork for developing a tailored marketing plan that suits their career ambitions

DAY 3: ONE-ON-ONE ADVISORY SESSIONS WITH THE INSTRUCTOR

- Each artist will participate in one personalized 45-minute advisory session with the instructor
- Meetings are artist-directed, and artists are asked to prepare questions and/or materials in advance to best utilize the time
- Sessions can include reviewing goals, marketing strategy, or individual marketing materials (website, etc.)

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McLean is an extraordinarily powerful and experienced arts professional who generously offers customized and meaningful advisement that successfully expands my art career. Her joyful, laser-sharp insight and direct approach propels artists to their next level. She wastes no time to invest fully into outlining relevant "next steps", and to wisely challenge me to a larger perspective. McLean consistently brings support, inspiration, expanding challenge, and solid vision to each consultation.

- Rebecca Hamm, Los Angeles, CA

LOGISTICS

Format:

Course requires three consecutive Saturdays (timing and day-of-week is flexible):

Day 1 and Day 2 are full 6-hour sessions

Day 3 – one-on-one 45-minute advisory sessions (may require two days depending on class size)

Target audience:

Artists with two or more years of working experience.

Class size:

Maximum 15 for both virtual and in-person.

Virtual Delivery:

If not held in-person, classes will be conducted over Zoom or other digital delivery platform.

Class Materials:

All classes come with The Visual Artist Career Road Map, a comprehensive 50-plus-page book of discussed and supplemental content. Additional articles and support materials will also be posted on McLean Art Projects website.

Venue requirements:

Furnished space with A/V technology for laptop to screen projection including cables and A/V assistance; podium (if available); amplification for larger classes as needed. Venue prints manual at their expense or emails it in advance to attendees.

Fee:

The fee is \$2,500 for the three-days. This includes one-on-one artist advisory sessions, content consultation and coordination with host venue, attendee review and confirmation, speaker fee, and The Visual Artist Career Road Map for all attendees.

Venue is encouraged to charge an admission for the class; MAP does not take a ticket commission.

A \$500 deposit is required to secure the class with the balance due day-of. Deposit will be non-refundable if class is cancelled 20 days in advance of the class start date.

Travel:

As applicable, there is an expectation that travel accommodations will be provided by the host venue. Otherwise, fee will be modified to include travel expenses (to be discussed and confirmed with venue in advance).



Book Thriving as a Visual Artist!

Email Hello@mcleanartprojects.com to book your Art is my Business class now. We're also happy to answer any questions you may have.

We look forward to speaking with you!