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The Artist Blueprint Plan: Craft a Successful Art Business

Natasha Wescoat

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Have you ever wanted to pursue art full-time? Maybe you are already established in a creative career but want to try at a new venture or build a web presence. While navigating the web can be daunting, it is one of the most exciting new avenues for visual artists to not only share their work but launch a career and expand their brand. In this guide, veteran artist & illustrator Natasha Wescoat takes her over 10 years of personal experience and knowledge to educate artists & creative entrepreneurs on everything from just starting out to managing a thriving art business. Whether you are just a hobbyist or want to know how to license your art or put on shows, this guide is for you. It begins with an action plan to start from anywhere and then carries you into advanced steps on brand building, engaging with fans, building a collector base, putting on art shows, pitching to galleries, growing a web presence, managing work-life balance, and so much more.

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