

## **Personal To Do List For Eric Schiff**

- Create Marketing Plan & Budget
- Squarespace Website – Finish by Feb. 1<sup>st</sup>
- Facebook Artist Page – Increase boosts and direct back to your square space website
- About/Gallery/Contact – Think Simple
- Business cards
- Work with QSL & come up with a solution with
- Banner for tabling – Design Banner
- Assess all artwork print dimensions and prices set in square space
- Set up new email to contact
- Set up paypal with square space for orders – Connect to bank so people can purchase your artwork.

## **Timeline**

### **Week 1**

- Focusing on finalizing Squarespace website due Feb. 1<sup>st</sup>
- Assess all artwork on website
- Organize content – Illustrations and paintings
- Start developing your budget for inventory for your art business.
- Reach out to another student to see about videotaping you drawing artwork.
- Brianna will do a video of you drawing your art.
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### **Week 2**

- Design your business cards and order with MOO \$35 for your first stack.

- Start designing banner for tabling ( ArtWalk, Art and The Vineyard or Sat market)
- Continue working on squarespace website – Due Feb. 1<sup>st</sup>
- Reach out to Vida and upload work to website – Start scanning your art for VIDA
- Research how the company to see how they work – Talk to the manager about to launch your work here at VIDA.

### **Week 3**

- Order business cards
- Order banner for art shows
- Create a newsletter regarding your art process

### **Week 4 – Midterm - Meet with Eric to go over work at this point**

- Work with Vida and share on your artist facebook page and your website – Squarespace.
- QSL – Pick up prints and cards

### **Week 5**

- Assess your budget to be sure you are targeting your estimated budget.
- See how squarespace and FB are doing, check likes, share, boost your likes, update with new work.

### **Week 6**

- I should have business cards, banner, website and marketing campaign launched by week 6.
- Create a spreadsheet from QSL – Mailings to art galleries.
- Orders – Determine if you have any orders off your website.

## **Week 7**

- Create a spreadsheet of all galleries & cafes here in Eugene & Springfield – Start reaching out to find out about availability to show work.

## **Week 9 – Final Project**

My vision at the end of Winter term is to have a completed functional website for customers to be able to order prints and cards. I will have new business cards to pass out to potential galleries and cafes. I will have launched a marketing campaign with QSL to make sure all art galleries know who I am. I will be better prepared for any upcoming ArtWalks and any other Art Venues to show my work.