

Goal Setting for Artists

Making Art:

How many artworks did you complete last year? _____

How many artworks will you make this year? (Total or a number per month) _____

How will you stretch yourself with your artmaking this year? i.e., learn a new technique, expand your subject matter, experiment with media, etc. Be specific.

Showing Art:

How many exhibitions did you participate in last year? _____

How many exhibitions will you participate in this year? _____

List the different organizations and venues you plan to submit to this year (be sure to include at least one that is a “stretch” for you):

Social Media/Self-Promotion:

How often did you post on social media last year? _____ (per month/week)

How often will you post on social media this year? (Be realistic here!) _____ (per month/week)

How often will you send out an email newsletter to your friends/family/collectors? _____

How can you motivate yourself to post on social media? (check all that you can commit to doing):

_____ Take video of finished artwork to post as a reel

_____ Take process photos and videos while you are creating

_____ Take time-lapse videos while you are creating

_____ Schedule calendar reminders for posting

_____ Get a friend to be your accountability partner to check up on you

_____ Other:

Cultivating Your Art Community:

What art organizations or art-focused social activities have you participated in during the past year?

What will you do this year to further cultivate your art community? Check all that apply:

Attend art openings, even when you are not in the show (but especially when you are!)

Join an art guild or co-op

Join an on-line network or forum for artists

Visit museums with friends/art-peers

Join an art group, such as plein air painters or drawing group

Other:

And now for the fun!

What are some amazing things that could happen for you art-wise in the upcoming year? Do a little dreaming here. Would it be a Best in Show award? Getting into a big national exhibition? Getting a solo show? Having a newspaper feature about your art? Having a collector buy 10 of your pieces?

Start brainstorming and listing these big-dream things for yourself. Have fun with this. List everything you can think of. Don't worry about how you would get to that "big dream thing." What you are doing here is planting a few seeds, sending some intention out to the universe.

See if you can list at least 10 big, amazing wins for this year. Then take a minute to pick on, close your eyes, and visualize yourself experiencing it. Smile and enjoy that moment.

My Amazing Year: