

# 01

## **The 5-Year Visualization**

- Identify your 5-year goals
- Start creating your own, personalized roadmap for your fine art photography career

# 02

## **Creativity, Storytelling, and Evaluating Your Sales Opportunity**

- Create your mission statement
- Choose your subjects, learn how to share their importance, and how to get collectors excited about their stories
- Gain a thorough understanding of your opportunity in the marketplace
- Research and find your collectors
- Understand the importance and decision-making process behind naming your images and series
- Learn how to edit your portfolio for success

# 03

## **The Prints: A Guide to Pricing Your Prints and Increasing Their Prices Over Time**

- Learn how to price your prints through our 5-step process
- Understand the key factors involved in pricing your prints
- Learn how to decide if open edition or limited edition prints (or a blend of both) are right for you
- Learn how to fortify the value and grow the prices of your prints over time
- Create your financial goals and understand how to achieve them
- Decide if offering framing is right for you
- Decide if printing in-house is right for you

# 04

## **The Online Gallery - Building Your Most Important Tool**

- Define your brand & visual identity
- Put your brand into action on your website
- Learn about the key components of a successful online gallery
- Develop strategies to help collectors feel confident & comfortable buying online

05

## **Understanding Your Collectors: The Key to Growing Sales on Your Online Gallery**

- Create successful, sustainable sales practices to implement on your online gallery
- Understand how to audit your online gallery's visitors to grow sales
- Learn about effective email marketing & how to grow your email list
- Qualify & nurture sales leads
- Identify & solve sales obstacles for collectors through your online gallery

06

## **Expanding Your Reach: Partnerships**

- Discover the different types of partnerships (sales, charitable, design, etc.) and why to consider them
- Create a framework for evaluating new partnerships including understanding what questions to ask and what to look out for
- Decide which partners can benefit you the most and how to approach them

07

## **Expanding Your Reach: Press & Social Media**

- Learn how to send a compelling press pitch
- Craft and hone your social media voice
- Learn how to manage your social media accounts
- Explore the different ways of advertising fine art

08

## **Creating Your Roadmap to Success**

- Understand and build out the steps you need to take to reach your goals, no matter how big or audacious they may seem, on an annual, monthly, and daily basis
- Organize your tasks according to what will set you up for success
- Learn how to create better habits