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**ART**  
*Money*  
**SUCCESS**  
**WORKSHEETS**

A companion to the book **ART, MONEY & SUCCESS**  
by Maria Brophy

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**MARIA**BROPHY  
*Art Business Consultant*

I HELP ARTISTS MASTER THE BUSINESS OF ART AND INCREASE THEIR INCOME

[MARIABROPHY.COM](http://MARIABROPHY.COM)

# ORDER YOUR COPY TODAY!



These worksheets are a companion to the book **ART, MONEY & SUCCESS** written by Maria Brophy. To get your copy of the book, go to [Amazon.com](https://www.amazon.com).

**Instructions:** Read the corresponding chapter in **ART, MONEY & SUCCESS** first. Print out the worksheets on paper. Hand write your answers, do not use the computer. Writing with pen on paper will help you to access your best and most true answers.

Revisit your worksheets every six months; you'll be amazed at how you have achieved most of what you had written. At that point, you'll be ready to expand upon your growth. Print out fresh copies and do the exercises all over again.

# ARTIST CLARITY WORKSHEET

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Date: \_\_\_\_\_

**Instructions:** Every 6 months, complete this form and review your previous sheets. Your answers will change as you grow.

**What does overall success look like to me? How will I know when I've become successful?**

*(Be specific – if money means success to you, how much do you have to earn a year to feel successful? If it's a set of achievements, specify what they are.)*

**What do I want to spend my time doing, on most days? What is the ideal lifestyle for me?**

**What is the one thing that I could accomplish that would take my art business to the next level?**

**What is my number one, most important goal for my art business this year?**

# ARTIST CLARITY WORKSHEET

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**What do I intend to become known for in ten years?**

**What new skills do I intend to learn that will further my art business?**

**How much money do I intend to earn?**

**Yearly: \$ \_\_\_\_\_ Monthly: \$ \_\_\_\_\_ Weekly: \$ \_\_\_\_\_**

**NAME of two influential people that I wish to meet this year:**

# ESTABLISH YOUR NICHE WORKSHEET

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Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Instructions:** Answer the questions below. Don't worry if you don't have all the answers right away. They will come.

**What hobbies or activities do I love doing the most?** *(Lifestyle)*

**Where would I be happiest living?** *(Location i.e. beach, mountains, Paris)*

**What do I really feel passionate about?** *(People, places, things)*

**What is one thing that sets my work apart from others?** *(Style, medium, theme, etc.)*

**What project did I do in the past that I really, really enjoyed, and that flowed out of me easily?**

# ESTABLISH YOUR NICHE WORKSHEET

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**Why was it so easy for me?** *(The people, medium, project, or what?)*

**Where do I WANT to focus my time and efforts?** *(Not "should" but "want")*

**Based on the answers above, what aspects stand out?**

**EXAMPLE:** *If you wrote that you love painting island flowers with oils and you live on Maui and you're so passionate about flowers that the work just flows out of you, your niche would be that of a "Maui artist who creates oil paintings of local island flowers."*

# MY RIGHT BUYER WORKSHEET

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**Instructions:** This is a brainstorming session, so ALL ideas are valid. We want to get into the head of your right buyer.

**How did past buyers find my art?** *(i.e. word of mouth, exhibits, Facebook, Etsy, etc.)*

**What is the income of my right buyer?** *(i.e. if you're selling art under \$500 it might be \$50,000. If you're selling art over \$5,000, it might be \$150,000+).*

**Where do my right buyers live?** *(i.e. if you're a "local" artist, they would live in your town. If you are a mountain-themed artist, it would be the mountains, etc.)*

**Whom does my art appeal to the most?** *(i.e. Age, gender, lifestyle, income) Ex: If you're creating baseball themed art priced at \$500, men between the ages of 35-65 who love baseball and earn \$50,000/year) would be your right buyer.*

# MY RIGHT BUYER WORKSHEET

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**Where do my right buyers spend their spare time?** (*i.e. traveling to the mountains, black tie events, at sports games, at certain trade shows, etc.*)

**Write down what kind of art you make and who it will appeal to—and then write a few places your right buyers are likely to hang out or events they will attend.**

*For example, "I create environmental art that demonstrates the damage caused by plastics in the earth. My right buyers are passionate about saving the world and attend black tie events for charities that specialize in this area."*

**Now, name three entities you will contact, that are already connected to your right buyers:**

1.

2.

3.



# QUANTUM LEAP TO BUYERS WORKSHEET

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Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Instructions:** This is a brainstorming session. Take 15 minutes with a pen to paper and write out 10 ideas for each question. All ideas count!

**Who can I team up with, who is already established, to reach my right buyers?**

**Which large companies would my work be a fit with?** *(i.e. If you draw robots as your main theme, think tech companies)*

**Which Large Charities?** *(i.e. If your art is inspired by a cause or world problem, which charities or celebrities care about the same things?)*

**Which Trade Shows?** *(i.e. if your work is music inspired, think NAMM Show or other music industry shows)*

**Which Events?** *(i.e. If you paint a horse theme, think equestrian events)*

# QUANTUM LEAP TO BUYERS WORKSHEET

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**Of the entities and items listed above, name the top three that stand out as viable candidates for a collaboration or mutual arrangement:**

- 1.
- 2.
- 3.

**Of the three listed above, what can I offer them in exchange for sharing their connections or platform?** *(Brainstorm many ideas and write them all down)*

**Three entities that I am committed to contacting this week:**

- 1.
- 2.
- 3.

# NOURISH MY NETWORK WORKSHEET

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**Your Network = Your Net Worth! \$\$\$**

**Instructions:** Brainstorm how you will nourish your network of clients.

**How will I show appreciation and re-connect with my clients for the next 4 quarters (one year)?** (i.e. Postcard mailers, handwritten notes, Holiday cards, phone calls, a lunch, email list).

**Quarter 1:**

**Quarter 2:**

**Quarter 3:**

**Quarter 4:**

**The Top five clients/collectors who made purchases from me in the past:**

- 1.
- 2.
- 3.
- 4.
- 5.

# NOURISH MY NETWORK WORKSHEET

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Your Network = Your Net Worth! \$\$\$

**HOW** will I show extra appreciation to my top clients listed above?

**WHO** will I call **TODAY** to re-connect with? *(Not to sell, but to say "hello").*

List at least 5 names:

- 1.
- 2.
- 3.
- 4.
- 5.

# INCOME GOALS WORKSHEET

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Instructions:** Use this worksheet to ensure that every project earns at least your minimum goal for the month, week or day. Every six months, re-visit this worksheet. Raise your prices by 10-20% or more every 12 months.

**The Bare Minimum I need to earn yearly to cover daily living expenses plus business expenses including insurance, studio rent, retirement savings and taxes:**

**Yearly Bare Minimum (BAM) \$** \_\_\_\_\_

**Determine Yearly Income Goal:**

$$\begin{matrix} \$ \text{ _____} & \times 20\% = & \text{ _____} \\ \text{Yearly Bare Minimum (BAM)} & & \text{Profit Goal} \end{matrix}$$

**Now Add:**

$$\begin{matrix} \text{ _____} & + & \text{ _____} & = & \text{ _____} \\ \text{Yearly Bare Minimum (BAM)} & & \text{Profit Goal} & & \text{Yearly Income Goal} \end{matrix}$$

**Determine Monthly Income Goal:** *(this is your monthly rate)*

$$\begin{matrix} \$ \text{ _____} & \text{divided by 12 months} = & \$ \text{ _____} \\ \text{Yearly Income Goal} & & \text{Monthly Income Goal} \end{matrix}$$

**Determine Weekly Income Goal:** *(this is your weekly rate)*

$$\begin{matrix} \$ \text{ _____} & \text{divided by 4 weeks} = & \$ \text{ _____} \\ \text{Monthly Income Goal} & & \text{Weekly Income Goal} \end{matrix}$$

**Determine Daily Income Goal:** *(this is your day rate)*

$$\begin{matrix} \$ \text{ _____} & \text{divided by 5 days} = & \$ \text{ _____} \\ \text{Weekly Income Goal} & & \text{Daily Income Goal} \end{matrix}$$