CREATIVE ENTREPRENEURSHIP
MODULE 1

FOREWORD

ABOUT #WISE

In capitalism, art requires capital: cultural, to fuel a discussion, and financial to build the cultural capital. Both of them at once are required for the art to be bought, studied, and even made.

The art world has a massive pay gap. Despite their talents, works by female artists sell for a fraction of the prices received for comparable works of male artists (Forbes, 2022). Also, the TOP 10 richest living artists are only men (Forbes, 2020).

The artist gender gap also remains wide open due to traditional profession choices like humanities and fine arts girls more often opt to study. Numerous studies show, when women enter fields in greater numbers, pay declines—for the very same jobs that more men were doing before. It means the work done by women simply isn't valued as highly as that done by men.

In search of solutions that may help close the artistic pay gap, project #WISE–*Women: Innovative, Successful, Empowered* gave birth to the practical training course in entrepreneurial and modern artistic approaches, technologies, and innovations with a special emphasis on flexibility and creativity.

Enriched with numerous coaching techniques as well as practical tasks based on site visits that took place during the project piloting phase, *A Practical Training Course in modern entrepreneurship, creative technologies & innovations* also focuses on adult female learners' ability to explore their internal needs and desires that may be translated into viable artistic innovations later on.

The only thing I have learned is to find strength in yourself. No one can help you, no one can do anything for you, you have to do the work yourself.

Marina Abramovic, performance artist

The objectives of the practical training course include:

1) the development of basic skills and key competencies in digital literacy, innovation, and technological manufacturing solutions for better realization of female creative ideas and products,

2) providing high-quality learning of contemporary creative industries market trends and networking opportunities for women artists and artisans.

Modules of artistic entrepreneurship and e-commerce, modern trends of contemporary creative industries, and innovations, particularly the NFT (*non-fungible token*) concept, firstly, are meant for boosting female artists' self-confidence and self-esteem.

Secondly, they are contributing to their better social inclusion and ability to respond to rapidly changing artistic market needs as well as financial independence. When mixed and enriched with digital technology knowledge and skills, they help female creators to adapt to new market conditions and expectations, thus increasing their chances to be more visible, encouraging artistic explorations, and helping them overcome financial challenges.

THE ADVANTAGES OF BEING A WOMAN ARTIST:

Working without the pressure of success.
Not having to be in shows with men.
Having an escape from the art world in your 4 free-lance jobs.
Knowing your career might pick up after you're eighty.
Being reassured that whatever kind of art you make it will be labeled feminine.
Not being stuck in a tenured teaching position.
Seeing your ideas live on in the work of others.
Having the opportunity to choose between career and motherhood.
Not having to choke on those big cigars or paint in Italian suits.
Having more time to work after your mate dumps you for someone younger.
Being included in revised versions of art history.
Not having to undergo the embarrassment of being called a genius.
Getting your picture in the art magazines wearing a gorilla suit.

GUERRILLA GIRLS

The poster 'The Advantages of Being a Woman Artist' was created by a group of anonymous American female artists who call themselves the Guerilla Girls and were known for wearing gorilla masks (1988).
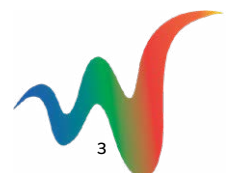
An innovative approach also means the process of turning a new concept into commercial success or widespread use. And there is no creativity without innovative thinking. Facing problems that are too difficult to solve in traditional ways requires creative solutions. Sustainable energy, recycling, and the very idea of making more, but from as few raw materials as possible, are commonplace these days.

Life often requires us to be repeatedly reborn, particularly if we have strong creative impulses.

Andrew Levitt, architect, teacher, and psychotherapist

According to the world-famous architect, teacher, and psychotherapist Andrew Levitt, 'life often requires us to be repeatedly reborn, particularly if we have strong creative impulses'. To reflect the above-mentioned 'life requirements', #WISE intellectual output, *A Practical Training Course in modern entrepreneurship, creative technologies & innovations*, has been based on three main pillars: sustainability, innovation, and profitability.
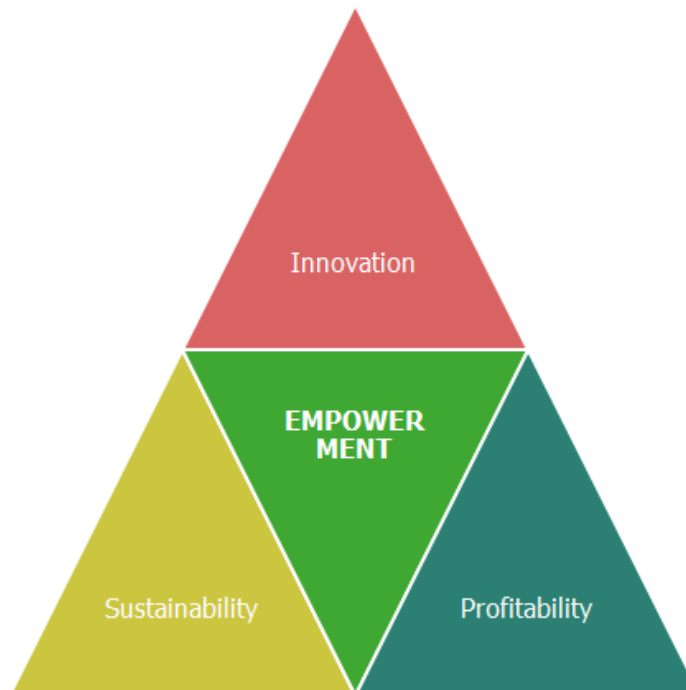
Note: training in artistic mastership as professional criteria needed for successful performance has been ignored deliberately. Authors of the practical training course believe this aspect should be covered in masterclasses for artistic upskilling.

After the turmoil of the coronavirus pandemic, which disclosed the urgent need for innovative approaches, however, #WISE dared to step far beyond traditional empowerment practices. It has opened the cryptocurrency and non-fungible token world to its adult learners, providing them with more opportunities for publicity and profitability in a digital world. A practical manifestation, the one-week-long exhibition #Wise Women Week (#WWW) as *a grand finale* of #WISE, has taken place in the Artists' Association Gallery in Vilnius, Lithuania, presenting NFTs created by eight project participants who had undergone their training in innovative modern art trends.

The exhibition #Wise Women Week consisted of screens showing NFTs, a golden standard for shows of this kind. A QR code next to each piece's information note after scanning re-directed viewers to the virtual world, SolSea, an NFT marketplace of Solana. Now everyone is able to purchase a specific piece of art from #WWW at link.

NFT authors were given the freedom to decide which works to present, so the exhibition was not limited to one theme. The exhibited artworks and their underlying ideas ranged from political art to inner world states, from socially engaged statements to metaphors of femininity or motherhood. Some of the pictures were representations of artworks created exclusively by computer. Still, others were more traditional, painted on canvas, or created using collage or graphic techniques and then minted into NFTs.

NFT as one of the most democratic forms of contemporary art is a unique opportunity to enter professional art spaces for those women who do not belong to official professional arts organizations.

> **People don't understand NFTs, Metaverse, and crypto today in the same way they didn't understand online shopping in 1995.**
>
> *Anuj Jasani, entrepreneur, and founder of online business platform BudgetOK™*

NFT exhibitions provide artists with alternative ways to promote themselves and become more known. They encourage creative women to look for non-traditional exhibition forms and solutions, increasing their digital savvy and opportunities for additional income. The international cooperation of the #WISE project clearly showed that this is relevant for creative women in all countries because they earn less and their creative careers often develop more slowly than men.

In addition, #WISE has opened the horizons of e-commerce practices for those female artists and craftswomen of different ages and educational backgrounds who experience limitations because
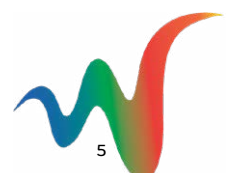
of poor knowledge of English, a business *lingua franca*. Provided with up-to-date edutainment as well as learning-by-doing opportunities, creative women are also offered free-of-charge support via e-shop https://shop.verslimama.lt/ for selling their crafts and artworks.

#WISE team encourages adult learners and trainers to use *A Practical Training Course in modern entrepreneurship, creative technologies & innovations* as their source of inspiration for artistic entrepreneurship training as well as a guide that familiarizes them with the latest trends and approaches of modern art market.

The Course will be beneficial for those living in remote regions, struggling with limitations in digital literacy, and lacking support in innovative and technological training. Empowering women through digital literacy and innovative artistic thinking will make them able to cope with discouraging quests for inspiration and times of financial instability with innovative. Or, for short, will make them successful.

The team of

W *omen*

I *nnovative*

S *uccessful*

E *mpowered*

My advice to women in the arts today is that it is a changed world. But it really is still a case of pushing and pushing and making opportunities and never being complacent.

Frances Morris, Director of Tate Modern

INTRODUCTION OF MODULE 1

The main aim of *Module 1. Creative Entrepreneurship* is to build up a potential **Practical Training Course In Creative Entrepreneurship** for artistic and artisan women for their self-studies or by operators within the adult education field seeking to enhance and deepen the knowledge and competencies in the usage of modern classical and digital marketing tools, trading on the most popular internet platforms of artistic nature, artwork pricing, including but not limited to negotiations and buyer psychology, etc.

The development of this activity has been undertaken by Icelandic *Skref fyrir Skref*, Italian *ETN School*, and Greek ANKA partners. The rest of the partners contributed to thedevelopment of the content with their valuable comments as well as translation into the national languages.

The objective of this Practical Training Course is to provide the target group, artistic and artisan women, with the knowledge and skills required for their success, including financial, pursuing their creative practices in a rapidly changing digitalized world. Trainers can present this Module as a whole or use its parts that are most relevant to their audiences.

THE AIMS OF MODULE 1

- Development of the Module's structure and its Training Programme in English

- Development of the referential training materials for adult trainers/self-studying women, including theoretical parts, useful tips, videos with role models, and practical tasks for individual or group activities

- Development of the Assessment of the Competence sheet in the form of a brief questionnaire

- Revisiting the Practical Training Course structure after receiving feedback after the pilot training

- Translation of Module 1 content into all national languages by partnership and uploading them on the project website as downloadable PDFs.
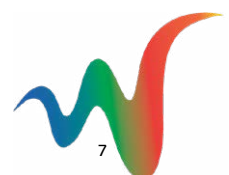
CORE TOPICS ADDRESSED

- Classical and digital marketing

- E-commerce platforms for artists

- Pricing and cost structure

- Buyer's psychology

- Legal contracts and copyrights

- Negotiations

METHODOLOGY OF LEARNING

Module 1 uses so-called *learning by doing* training methods. The main aim of the course is **to provide female adult students with a set of practical tools**, including in-class exercises, discussions on real cases, interactive and individual activities, homework, and site visits, within a shared theoretical framework and with a set of expected learning outcomes.

The main goals of the Practical Training Course In Creative Entrepreneurship are as follows:

- Encourage the understanding and practicing of e-commerce, marketing, pricing, copyrighting, and other vital elements of the creative entrepreneurship field

- Boost the exchange of entrepreneurial ideas and collaborations schemes

- Build up participants' self-confidence in creative entrepreneurship, encouraging the field-specific skills

- Facilitate access to all public services relevant to creative entrepreneurship

- Complement present curricula used in adult training with new approaches in creative entrepreneurship and e-commerce

ORGANIZATION

The module consists of 48 contact hours and homework to do individually. Contact hours of the module may evenly be distributed during a period of 12 weeks, e. g. 4 contact hours one day per week, with the rest of the week, left for homework tasks and consultations in the group and individually with the lecturer/mentor.

For example, participants of the piloting workshops engaged in a variety of blended learning sessions and activities amounting to maximum of 12 weekly face-to-face or online meetings per partnering country.

A suggested weekly training scheme

- Lecture (theoretical part): 90 min

- Interactive sessions/site visits for practical training: 120 min

- Questions and Answers on specific cases/sharing: 30 min

- Homework: *on a weekly basis*
- Individual consultation and assessment: up to 90 min

WISE evaluation helps to

- Assess and demonstrate the effectiveness in achieving the participant's learning objectives.
- Empower and motivate participants along their learning pathway.
- Assess the effectiveness of teaching and its strategies, methods, and techniques.

The evaluation tool is composed by:

- Acquisition of knowledge
- Ongoing evaluation through face-to-face discussion about the previous training session at the beginning of the next training session
- Post-training assessment of the competence
- Trainees' satisfaction (feedback using an online evaluation form/qualitative interviews).

Competences:

- At the end of the *Practical Training Course In Creative Entrepreneurship* participant is able to:
- Understand and individually use basic tools and platforms of e-commerce, thus enhancing personal opportunities to live on private creative practices
- Identify opportunities for better economic performance
- Understand the legal and administrative side of artistic practices
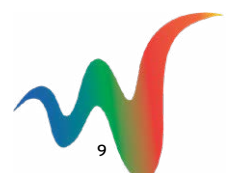
CLASSICAL AND DIGITAL MARKETING FOR SELF-BRANDING AND SELLING

The goal of this chapter is to provide women in art and craft with knowledge about Classical and digitalmarketing with the main emphasis on self-branding. The material is designed to be "hand on", practical knowledge should be usable for adult learners of all ages. Embedded in the chapter are links, videos, and examples as well as exercises. Enclosed in this chapter is a short presentation with examples.

LEARNING OBJECTIVES

- Understanding the main structure of classical and digital marketing as well as marketing communication
- Understanding the concept of self-branding

LEARNING OUTCOMES

- Practical methods, tools, experiences, and guidance for immediate use
- Know-how of the main functions of classical and digital marketing
- Step-by-step guide to self-branding
- Know-how in preparation and building up concepts for online sale

For the last few years, marketing has changed tremendously. A few years ago, this was all about advertisements, doing them right, having a catchy headline, selling, calls to action and knowing what media you should choose, where and when to post and how to be on top in search engines all over the internet.

Marketing could be extremely expensive, and it could be risky to put a lot of money in marketing. But now it's totally different, there are so many ways to be known and recognized and do not have to be so expensive if you know what to do and how to do it.

CLASSICAL MARKETING

Marketing is one of the major activities in all business and this is usually [quite expensive task](). These actions and costs are to attract and maintain customers, with the main idea of ensuring sustainability for the future. In most mature firms this cost can be anywhere form [4%]() [up 25 % of their total budget]() and now this cost has become more and more complex and in some cases this is a [hidden cost.]()

Those who are starting up their business might have to spend even more to get into the market or to be noticed, at least through the usual channels in classical marketing.
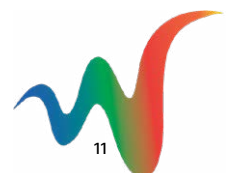
The main definition of classical marketing reads as follows:

Traditional marketing (or Classical Marketing) includes all marketing activities that are carried out in the traditional way, outside the internet. It relies on traditional media–especially broadcasting–television, radio, print newspapers and magazines, telephony and outdoor advertising billboards.

Traditional marketing refers to **any type of marketing that isn't online**. From newspapers to radio, this method of marketing helps reach targeted audiences.

All these classical marketing strategies are good to know especially when it is about big corporations and brands, but when it comes to smaller brands and individuals like entrepreneurs, self-employed, and artists, this traditional way is only a small part of the marketing world today.

The main definition of the term *Classical marketing* could be simplified like this: classical marketing is a paid ad campaign for newspapers, trade fares, B2B meetings, TV, digital ads, and so on, with a direct call to action.

_____

_____

_____

_____

PRACTICAL TASK

Name	Setting my own marketing campaign
Type of the activity:	Individual/group work
The aim of the activity:	To find out the main marketing points necessary for successful communication of individual artistic business
Skills that the activity develops:	Market awareness Creativity Critical thinking Thinking out-of-the-box
How many people the activity is suited for:	Individually or in groups at least of 2
The time requirement of the activity:	Unlimited, as goals may change over time. The activity shall be repeated individually at least once a year.
How many instructors are needed?	A mentor for individual work or a moderator for monitoring time and discussion when working in a group
Other requirements for the activity (space, equipment, etc.)	Small sheets of paper, pens/pencils
Description of the activity:	Each participant is provided with a set of questions: 1. What markets do I serve? Why? 2. What main benefits do I offer my clients? (low price? high quality? handmade? careful control of production processes?) 3. What image do I want for my business? 4. What message do I send to the market, customers, partners, etc.? 5. What is my approach to doing business in general? 6. What goods/services do my business offer? 7. My business CV: age, why and how it started, how the range has evolved, and what markets it serves. 8. Available resources and competencies (experience, specialists, valued customers, etc.). 9. Areas where I am the best. 10. How am I different from other market participants and competitors? 11. What gives me a competitive advantage? 12. What is special about my material base, employees, partners, suppliers, etc.?
Homework	1. To brush up on the answers 2. To write a short opening speech (up to 3 minutes) for one's personal/commercial event, e. g. exhibition or shop opening

Kūrybos ir meno moterų verslumo skatinimas

WISE WOMEN GO MARKETING

2022-03-19 | Vilnius

Lektorė Skaidrė Vainikauskaitė-Tomaševičienė

See also our video trainings on Youtube #WISE Women Go Marketing https://www.youtube.com/watch?v=sZIRsMjMg_c&t=3s

DIGITAL MARKETING

The main definition for the term *digital marketing* reads as follows: digital marketing is any marketing a company conducts **online**, such as paid social media ads, email marketing, and PPC advertising. Digital marketing is popular due to its low cost and accessibility.

One of the main reasons for using digital marketing is the simple fact, that it cheap.Social media is cheaper than any form of advertising available today.

It is one of the only forms of media that can expose you to over 1,000 people for less than 3 EUR.

Before proceeding with digital marketing for self-branding and marketing, everyone has to know some basics. Digital marketing has many advances and in this short chapter ahead they are addressed in a simple way, based on examples and experience around self-branding.
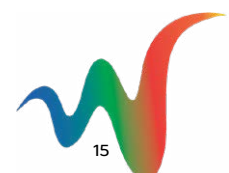

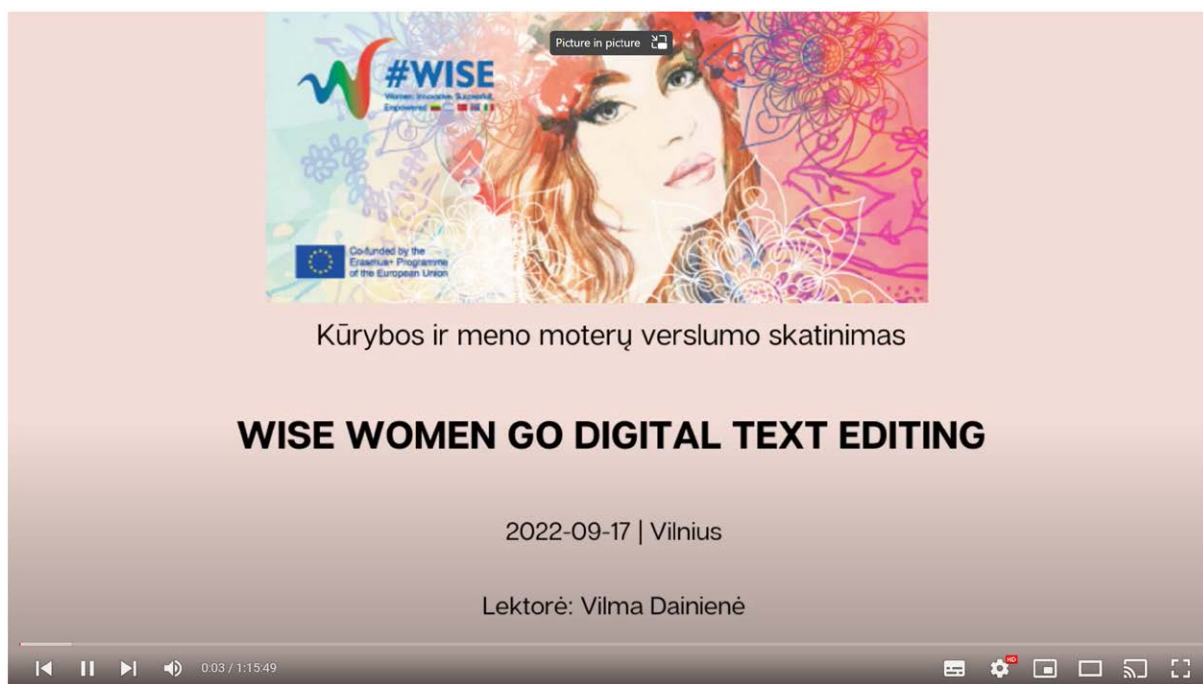Source: https://www.lyfemarketing.com/traditional-media-versus-social-media/
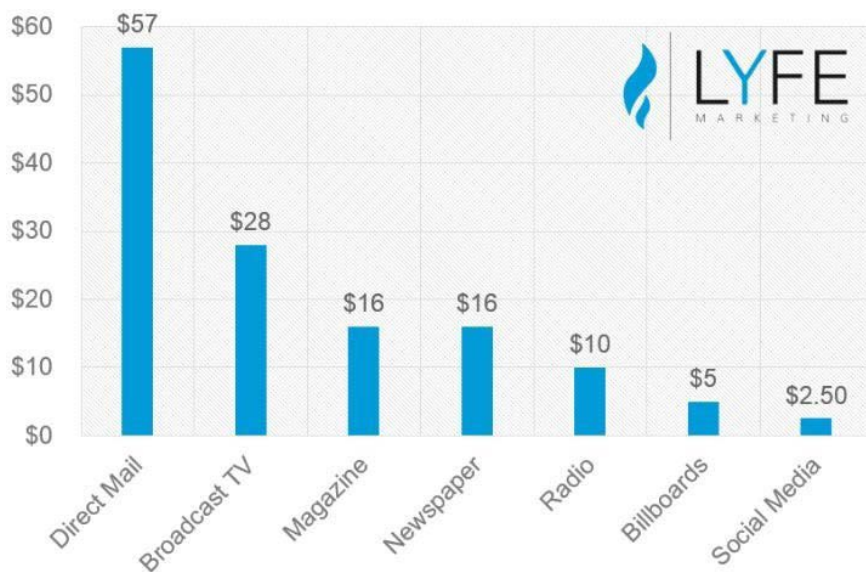
> "My best marketing tip that costs no money is to engage in curious, confident conversations," says Deb Feder, a Kansas City-based business development coach

PRACTICAL TASK

| Name	Find out and define your WHY
Type of the activity:	Individual/group test
The aim of the activity:	Understanding the key drivers behind individual self-branding idea
Skills that the activity develops:	Self-awareness Self-determination Shaping business idea Creativity Thinking out-of-the-box
How many people the activity is suited for:	Individually or in groups at least of 2
The time requirement of the activity:	Up to 30 minutes
How many instructors are needed?	If in a group, one moderator for monitoring time and discussion is needed
Other requirements for the activity (space, equipment, etc.)	Small sheets of paper, pens/pencils to fill in the test
Description of the activity:	Situation under discussion: someone is just starting her small artistic/artisan business or wants to start a career. The first thing she needs to ask herself is WHY. Motivation and knowing your WHY is the biggest question when it comes to building your business and marketing yourself. One could say I just want to be able to make money doing my art, but it is a must to know WHY. Even if an artist/artisan decides that someone else will start selling or marketing something for her, she will still have to be able to explain the WHY. The main reason behind knowing your WHY is that you might fail, once, twice, or often, and your biggest challenge of starting your own business and selling your work is to be able and have the motivations to stand up again and again. So, take the test and by going through all seven levels, you'll uncover your true "why," which will be the driving force that allows you to accomplish anything in life.

Kūrybos ir meno moterų verslumo skatinimas

WISE WOMEN GO DIGITAL TEXT EDITING

2022-09-17 | Vilnius

Lektorė: Vilma Dainienė

For more see our video trainings #WISE Women Go Digital Text Editing https://bbf.lt/yZHuj

TEST TEMPLATE (FOR PRINTING)

Level 1 What is important to you about becoming successful?	
Level 2 Why is it important for you to ? Enter your answer from the above box here.	
Level 3 Why is it important for you to ? Enter your answer from the above box here.	
Level 4 Why is it important for you to ? Enter your answer from the above box here	
Level 5 Why is it important for you to ? Enter your answer from the above box here.	
Level 6 Specifically, why is it important for you to ? Enter your answer from the above box here	
Level 7 Why is it important for you to ? Enter your answer from the above box here.	

EXEMPLARY TEST

DEAN GRAZIOSI
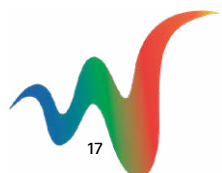
7 LEVELS DEEP EXERCISE

I first discovered this exercise when consulting with a man named Joe Stump, who used this method with his high-level clients. By going through all seven levels, you'll uncover your true "why," which will be the driving force that allows you to accomplish anything in life.

LEVEL 1

What is important to you about becoming successful?

> *Make more money*

LEVEL 2

Why is it important for you to *make more money* **?**
Enter your answer from the above box here.

> *Get out of debt*

LEVEL 3

Why is it important for you to *get out of debt* **?**
Enter your answer from the above box here.

> *Stop working so hard to pay someone else*

LEVEL 4

Why is it important for you to *stop working so hard...* **?**
Enter your answer from the above box here.

> *Because I want to do things in my life with the fruits of my labor*

LEVEL 5

Why is it important for you to *do things in your life...* **?**
Enter your answer from the above box here.

> *To take care of my mother who is widowed and needs help*

LEVEL 6

Specifically why is it important for you to *take care of your mother* **?**
Enter your answer from the above box here.

> *Because she sacrificed everything to send me to college and I want to make sure she is taken care of in her Golden years*

LEVEL 7

Why is it important for you to *take care of her* **?**
Enter your answer from the above box here.

> *Because I want to be in control of my life so I can help those around me (who can't help themselves) know they are precious, worthy and loved.*

ACCELERATED
SUCCESS FORMULA

4 STEPS FOR SUCCESSFUL PERFORMANCE IN DIGITAL MARKETING

1. Let's start | Your online business space

- Website and its visitors
- Customer experience
- Customer behavior
- Content and SEO

2. Going forward | In search of customers

- Target audience
- Customer path
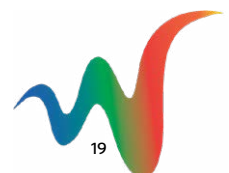- Communication funnel
- Communication strategies

2. Getting professional | Investing in ads

- Promotional content
- Communication channels
- Social vs Google vs Display
- Content marketing (storytelling)

4. A breakthrough | Data analysis

- Importance of Google Analytics
- The main reports
- Analysis of e-commerce data
- • The success formula

For more see MODULE I Annex 2

MARKETING COMMUNICATION

Describing the ideal client

In any business, it is critical to know who its ideal client is. Failing to know who the ideal client is often where entrepreneurs go wrong. Business owners operate their companies for years without truly knowing who their ideal audience is, questioning why the sales process always remains so hard and why it never seems to flow (Forbes, 2020).

The same principles and rules apply to any kind of entrepreneurial activity, and artistic or artisan production is not an exception. Therefore, the answer that an artist's or artisan's offer "suits everybody" doesn't work, because such a generic proposal doesn't strongly capture the attention of anyone. Having a niche is key.

> The more you come to know your ideal client, the easier it will be for you to create content that speaks directly to them. You become magnetic. When a potential client feels like you "get them," your offer becomes so much more appealing.
>
> *Rebecca Patterson, Forbes Councils Member*

In order to find an ideal client, every self-entrepreneur or business organization has to design this person and describe him/her well. Thinking about such questions as what vision of life does (s)he has, how much does (s)he earns, what education does (s)he has, and so on is a must independently on products/services being marketed and sold.

PRACTICAL EXAMPLE

Meet Disa OSKARSDOTTIR, Icelandic creative entrepreneur

From [my business](#) I look at things like this:

- Lifestyle - home decor and interested in creativity
- They must have time and need some communities
- IT knowledge and accessibility online
- Willing to learn new things
- Open-minded
- Need some encouragement
- Icelandic
- Sustainable thoughts

> My mission is to share as much as possible of my knowledge specially when it comes to creativity, recycling, craft and food.
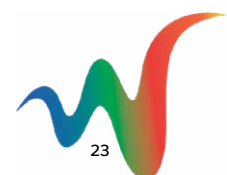>
> *Disa Oskarsdottir*

PRACTICAL TASK

Name	7 ways to find the ideal client
Type of the activity:	Individual/group brainstorming session
The aim of the activity:	Understanding the market potential and client needs
Skills that the activity develops:	Market awareness Entrepreneurial mindset Creativity Teamwork
How many people the activity is suited for:	In a group at least of 3 persons
The time requirement of the activity:	Up to 60 minutes and more if some research is needed
How many instructors are needed?	A mentor/moderator for informational assistance and discussion
Other requirements for the activity (space, equipment, etc.)	A flipchart, small sheets of paper, pens/pencils to fill in the test, internet connection for online search for information
Description of the activity:	Moderator provides the group with 7 questions to be answered and gives brief explanations of them. The list of the questions and their comments is provided on the next page.

	DESCRIPTION with some tips for a trainer
1 STEP	**Revision of current client base.** Encourage participants to think about the people they are currently working with. If there are certain clients they don't enjoy working with, encourage them to exclude these from the list; it is a normal practice. Participants should take a look at their clients' gender, age, industry, location, and income level. Asking a client a direct question about what drew him/her to work with the artist/artisan is also worth practicing. Help participants in formulating that question in a polite and informative way.
2 STEP	**Considering client habits.** Encourage participants to ask themselves what their ideal client reads/listens to/watches. What do (s)he Google? What information is (s)he searching for? Where is (s)he searching for this information? Does the client use Android or Apple? Does (s)he always on a mobile device or on a computer? Does (s)he hang out on Facebook or on Linkedin? By knowing where the clients are and what they are looking for, the entrepreneur is able to reach them with ease and at little to no cost.
3 STEP	**Identifying client goals.** Knowing what the ideal client looks for or wants to achieve allows for offering him/her suitable marketing content. For example, the artisan who targets moms-to-be, knowing that her ideal client has a goal of transformable clothing which fits her during pregnancy and lactation will instantly appeal to her offering a suitable fashion design.
4 STEP	**Identifying client fears.** Remind participants, that people often make a purchase for one of two reasons: 1) they have a desire they would like to be fulfilled or 2) they have a problem that they need to be solved. When in a creative entrepreneurship business, you can identify a challenge your ideal client currently faces and bridge the gap by offering a solution to their problem. For example, if your client moved to his/her new apartment and needs some designs for a complete look, (s)he is likely to seek the services of a painting artist/ceramic or textile maker. If your client is a family with small kids and/or pets, they would like to stop their precious moments in a family photo session. Think in advance about managing client fears or objections, e. g. the artwork doesn't match the color of their new sofa or they dislike themselves in the photos.

5 STEP	**Identifying the pattern of buying decision-making.** Remind the participants about two main categories of purchasers, impulsive and research ones. The latter dedicate their time to doing desk research, reading reviews, and looking at alternative options within the market. It's important to know the purchasing habits of the ideal client for ensuring they have the right resources to make a purchase. If, for example, your ideal client purchases impulsively, ensure that you have an e-shop with a card payment facility. If your ideal client likes to research and gain assurance from art critics or other customers before they invest, then ensure you have an online facility with articles/links by experts previously published or an option for customers to leave their reviews and feedback. This will be key for your potential clients who are making a purchase decision.
6 STEP	**Identifying Your own preferences and expectations for clients/partners.** Enjoying working with someone makes the selling process much easier and the results obtained are often much better. If the cooperation doesn't excite you, then it will make your business unsustainable. If you could work with one demographic group (gallery, shopping platform, etc.), who would that be?
7 STEP	**Identifying customer needs.** If you run a Facebook advert and are targeting everyone the social platform can reach, the return on investment (ROI) will definitely be poor. If you are selling home textiles and your advert is showing up on a 22–25-year-old female's Facebook feed, the likelihood of making a sale is slim. Reaching the age group of 27+ may be more rewarding because usually females of that age already have their first child and family home they want to adorn. If you already have a product or service, make a list of the reasons why people would need what you offer, including the changes it can provide in someone's life as opposed to just listing the features. Remind the participants that serving everyone actually ends up serving no one.

Posting on social media for better selling results

Every business needs to be able to let people know what it is doing. Choosing the right platform to post art/artisan works and engage with the clients can be tricky, especially now when there are so many platforms to choose from. In 2021, YouTube and Facebook were the second and third world's most visited websites after Google (SimilarWeb, 2021). However, for artists and artisans, it is crucial to have an Instagram account, too.
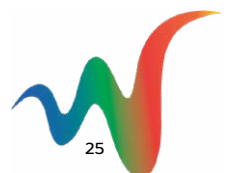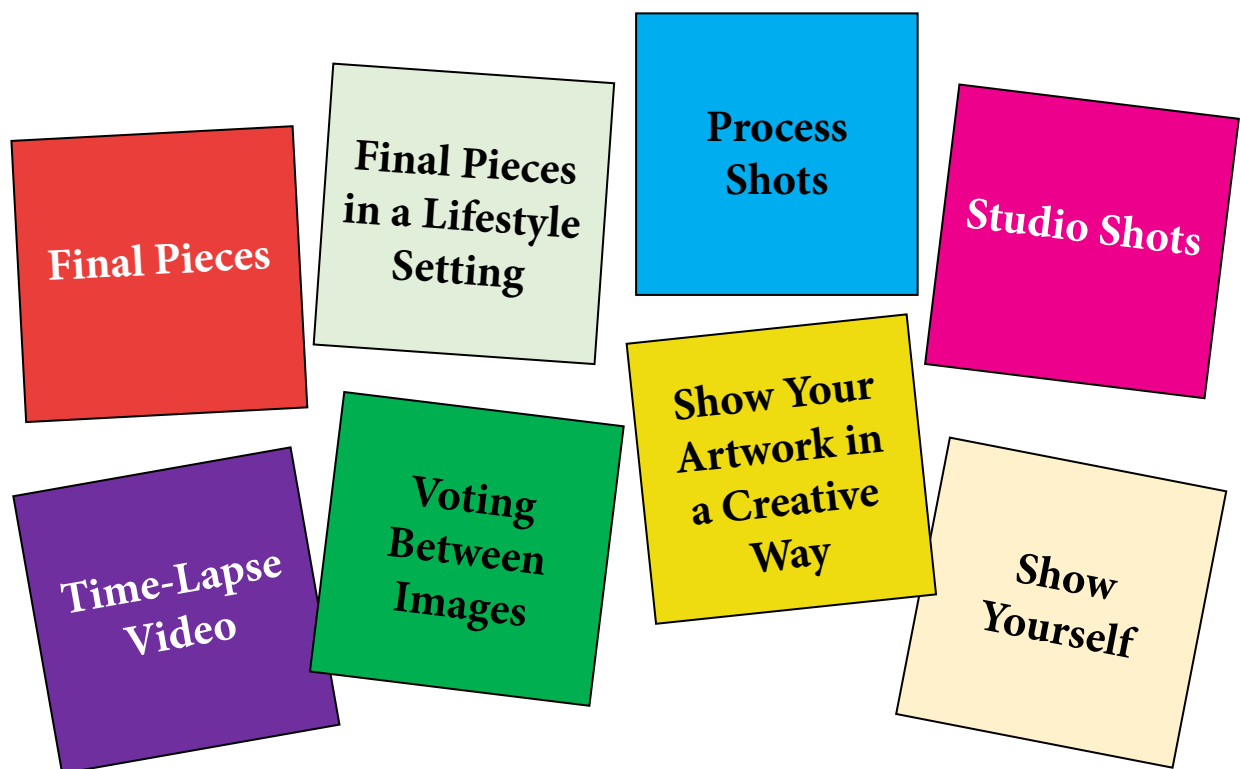
Firstly, it is recommended to choose the platform you are the most comfortable using. Are you familiar with creating shortvideos, are you good at writing long texts, and is your material photogenic/meets certain technical quality criteria?

These are all questions needed to be asked before proceeding with Facebook, Instagram, LinkedIn, Snapchat, TikTok, Twitter, YouTube, and so on. Just google more information about each social platform and compare that information with your own design for your ideal client.

If you have any of these platforms already and **feel comfortable** keeping on using them, there is no need to be all over the place, especially in the beginning.

What do artists post on social media?

8 content ideas for artist's and artisan's Instagram account

Final Pieces

Final Pieces in a Lifestyle Setting

Process Shots

Studio Shots

Time-Lapse Video

Voting Between Images

Show Your Artwork in a Creative Way

Show Yourself

3 MAIN PILLARS EACH BUSINESS SHOULD FOLLOW ON SOCIAL MEDIA

Consistency

The most important thing when it comes to social media is consistency. So make a plan that you trust yourself to stick with or consider outsourcing social media posting.

> The secret to winning is constant, consistent management."
>
> *Tom Landry*

Frequency

Frequency is of high importance because of the algorithms social networks use. Facebook or Twitter might put posts from closest friends and family front-and-center in one's feed because those are the accounts one interacts with most often.

The frequency of posts is hack No. 1 to be successful on Facebook. Facebook algorithms are a set of calculations used by Facebook to decide the content we all see. It is quite a complex matter which can either increase the value of your content or even push it into the dark completely.

The first post matters the most. Every subsequent post is likely to get 60 fewer clicks than the previous one. Hence, in reality, the less you post, the more you get! Ideally, posting should occur once or twice a day, with the aim to post the second one at least 6 to 9 hours after the first one.

When there is a lot to share, experts recommend to add a Story, based on the best content. This helps people get to know, trust, and like the person. Surveys have shown that 62% of people using Facebook are more likely to engage in a business or product that pops up in a Story.

Content

Now sometime people say they do not know what to post. It's good to start making **3-5 "buckets" o**f content that your potential clients might find interesting, or like or relate to in one way or another.
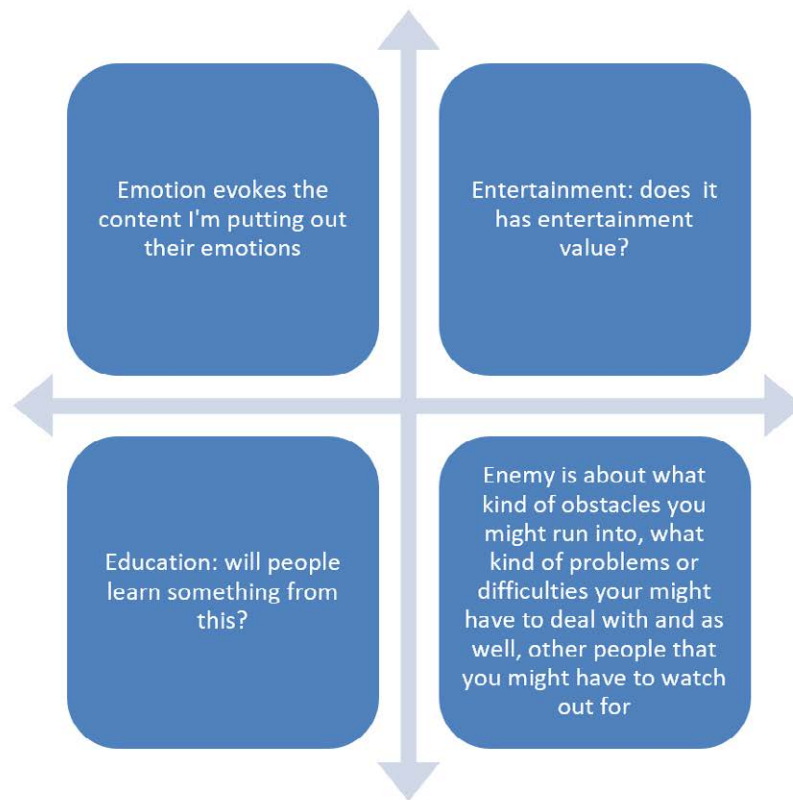
For example, artists or artisans might like posting something like this:

- Work - bucket No. 1
- Behind the scenes – bucket No. 2
- Family – bucket No. 3
- Obsession – bucket No. 4
- Mission – bucket No. 5

In some of those posts, clients might relate to things they like e.g., artistic vision on sustainability, getting to know the artist and her situations behind the scenes, etc.

Useful tips for post creation on Facebook

When creating the content, one should think of these 4 E:

Emotion evokes the content I'm putting out their emotions

Entertainment: does it has entertainment value?

Education: will people learn something from this?

Enemy is about what kind of obstacles you might run into, what kind of problems or difficulties your might have to deal with and as well, other people that you might have to watch out for

How to connect your buckets with your 4 E

Let's pretend that you are going to post something today, you are putting up an exhibition and you want to tell people about it without just selling. So, what you could do is choose bucket number 2. *Behind the scenes*, then look at the 4E and decide what you can use. There are some examples: EMOTION: happiness, sadness, anxiety, etc.?

ENTERTAINMENT: was something funny that happened during preparations that artist could talk about or show to her audience?

EDUCATION: can the post teach followers something while putting up the show, for example, a good way to hang up the artist's paintings?

ENEMY: could it be that artist got sick on the eve of your exhibition opening? So the illness is a 'right' enemy to talk about.
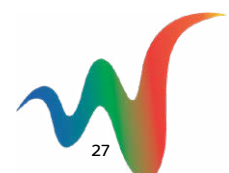
Providing value in posts

Post content must be different but still valuable to keep followers engaged. If posts provide value, users will continue to follow the account. Even though it is very important to have a brand, having valuable content is of bigger importance. Keep looking for what followers respond to and then start working on how to work the brand in.

Creating genuine conversations and asking questions

Facebook is a platform that aims to bring the world closer together and the algorithm fulfills this purpose. The Facebook algorithm is consistently looking for valuable social connections among its users. This is the main reason it exists and hence does not promote "tactics" of artificial engagements.

Asking questions and encouraging discussion on each of the posts will get a lot of attention from the audience. The best working questions are so-called open ones. They begin with such words as *Who…? Would…? Should…? Which…?*

Questions starting with "Why?" or "How?" can be either a blessing or a curse. This is because they need a longer answer, so very few people would like to provide one. Facebook likes longer comments as it sees your post as more valuable.

Using Links in the Description

Using links in the description of the posts should be avoided ever. Facebook does not like its users to leave the platform. Thus, when the Facebook algorithm even "smells" a hint of any link, it stops showing it to the users. Instead, put the links in the comment section. Also, each comment can be responded to with the link.

Creating evergreen content

It might take a long time, usually 48–72 h, for Facebook to show the posts to others. The simplest way to plan for this, and ensure full content value, is by creating content that is relevant even after days or weeks it was posted. It is also important to keep the post running in order for it to be seen by more people. For this, it is recommended reply to some comments one day, and to others another day. This helps make the post look relevant for a longer time.

Always remember that if your content is not getting enough engagement, it might affect your page. So, if a post does not get a good response after 72 h, you might choose to just delete it.

Avoiding phishing

It is not recommended to use phrases like "share this video", "comment below" or "tag your friends" neither in written nor vocal form in live videos since the algorithm is "listening" to every word the speaker says. Such phrases decrease the number of people the algorithm shows the video to as the algorithm wants to promote real content for professional conversation starters.

Instead, try using different phrases like "sharing the love" or "smash the heart button" or graphics and emojis for substituting words. For example, use a sun emoji in place of an "o" when writing a call for commentaries below.

What is the Best Time to Post?

Content posting when more people online seem to be reasonable. However, posting between 9 pm and 11 pm instead of the usual 11 am, 3 pm, and 7 pm, i. e. outside of business hours, can give great results.

Training the Algorithm

Engaging with some key contacts a few minutes before posting the content might be beneficial. Go to Facebook Messenger and say "Hello" to everybody online. This helps in warming up the Facebook algorithm. Next, post the content and start replying to the comments under it. The more active poster is, the more views his/her post is likely to get!

Before going to post on social media or doing Facebook lives make sure to comment and like other people's posts. Facebook rewards those who engage!

Length of Videos

The length of videos really matters, but it depends on the content. Facebook supports videos that are almost 10 minutes long. However, if there is not so much to say the video should be kept shorter. An unfiltered look (video without editing) helps to connect with the audience, but the brand positioning may require perfect editing.

Posting vertical video

Most experts record their videos in vertical mode as these feel native to social media apps like Facebook and Instagram. Sometimes, landscape mode might also work better. So the orientation is totally up to the artist/artisan.
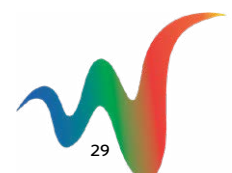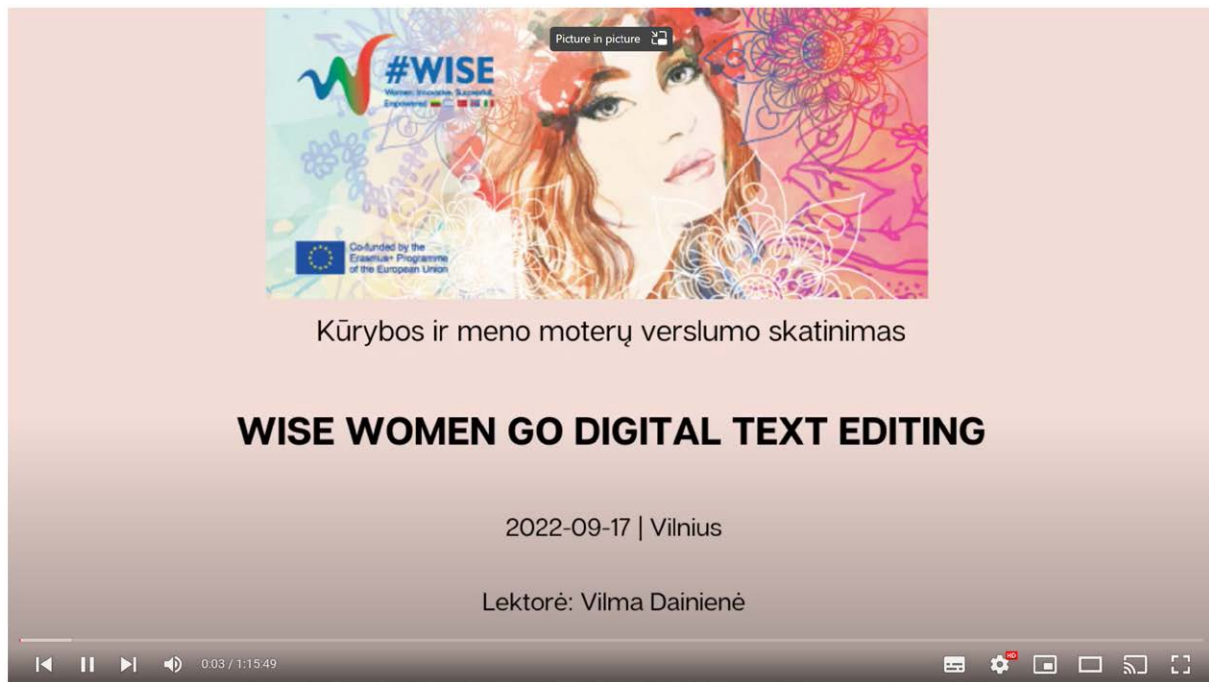
For more see our video training #WISE Women Go Video communication https://bbf.lt/PHRmZ.
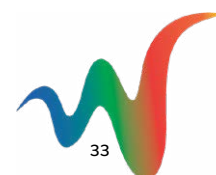
Useful tips for post creation on Instagram

- Highlight the most compelling elements of your practice.

- Be intentional and do as much work as you can in advance.

- Include your brand relevant hashtags in any printed collateral on your labels as it encourages visitors to post and tag.

- Try shooting through the artwork/an artisan work to add dimensionality and scale.

- Use filters and processing apps that give photos the boost they need to catch the audience's eye. For example, use features like *Snapseed's Selective Adjust* tool to desaturate walls and make them appear as white as they are in person.

- Try to include information about the artist or works represented. A short fact can make the caption more compelling.

- Do a quick search to choose the top trending hashtags. Also, use your posts as an opportunity to promote your brand's hashtag is there is one.

- Adding a geotag is a quick and easy way to make your post more discoverable.

- The link in artist's bio is a great place to include more information.

> Behind every famous feed, there's a super-savvy snapper who knows exactly what they're doing.

Kūrybos ir meno moterų verslumo skatinimas

WISE WOMEN GO PICTURE EDITING

2022-09-10 | Vilnius

Lektorė: Vilma Dainienė

For more see our video training #WISE Women Go Picture Editing https://www.youtube.com/watch?v=3ldRkYY6IkY

PRACTICAL TASK

Name	Applying 4-1-1 rule
Type of the activity:	Individual/group work
The aim of the activity:	Understanding and practicing social posting rules
Skills that the activity develops:	Creativity
	Digital literacy
	Marketer's mindset
	Social media awareness
How many people the activity is suited for:	Individually or in groups at least of 2
The time requirement of the activity:	Up to 120 min. 90 minutes for Task 1, and 30 minutes for Tasks 2 and 3.
How many instructors are needed?	A mentor/moderator for informational assistance and discussion
Other requirements for the activity (space, equipment, etc.)	Flipchart, small sheets of paper, pens/pencils
Description of the activity:	The 4-1-1 rule says that for every 6 posts created on social media channels, 4 posts should entertain or educate, 1 post should be a soft sell and 1 post should be a hard sell.
	Explain to the participants the main idea behind the 4-1-1 rule that sparingly posting content that focuses on hard selling and balancing it with content focused on soft selling and educational or entertaining content, drives sales from social media pages without driving away followers.
	This practical task is dedicated to practicing it with a mentor in a safe environment and with peer support and feedback.
	TASK 1. Creating 4 entertaining/educational posts.
	For those participants who curate their social media themselves, it should be easy to create entertaining/educational posts. Firstly, encourage them to keep an eye on what other industry experts are posting and share their posts. It is also a normal practice to find and share content from other websites, like relevant YouTube videos or articles from leading experts/magazines.

	These types of posts add value for the audience by serving them content that meets their interests. They add value for the artist/artisan by keeping her audience engaged, ensuring that the sales-focused content she posts is seen by more people.
	TASK 2. Creating 1 soft-sell post
	Soft sell posts help form a connection between the brand and its customers. In these posts, the seeds that shoppers should buy from you should be sown. Since there is no pressure for an immediate sale applied, soft-selling posts are often seen more favorably by shoppers. A soft-sell post on social media might look like this:
	"We're having an open house on Month XX! Come visit us for a chance to win some exciting prizes!"
	This post doesn't directly encourage shoppers to make a purchase. However, when the customer will be ready to buy (s)he will think about your store first.
	TASK 3. Creating 1 hard-sell post
	Hard-sell posts should convince a customer to make a purchase in the near future. These posts often include detailed product information and usually create a sense of urgency. A hard-sell post on social media might look like this:
	"Don't miss out on your chance to own a new artwork by renowned artisan/brand X! We only have 2 pieces left in our stock! Check out our website/social media page to learn more about these great (name the product), then call/contact us to schedule your test fitting today."
	The post focuses on the limited availability to create a sense of urgency within the shopper and links to more information about the product to help them make a decision.
Homework	Brainstorm the social media posts for the coming months applying the rule 4-1-1.

BUILDING PROFESSIONAL EMAIL LIST

Email list is the most crucial thing to keep in mind nowadays in the marketing world. All the social media accounts can be hacked or quit and the content out there is not yours, but if you are smart you sign up for some [software that collects emails](#), many of them are free for up to 2000 e-mails, and start to build your email list. Then you have access to all your fans with only one post and no cost.

How to build your email list, here you have a few ideas for a freebie. Freebee is something that is free, usually provided as part of a promotional scheme. It is a type of gift, i. e. something acquired without compensation. In marketing communication, a freebie, also known as a lead magnet or opt-in, is some extra-valuable piece of content that an entrepreneur (artist/artisan) offers the readers in exchange for their email address.

- Now you already have your social media done and you can offer your fans to sign up for your newsletter, send them a link to sign up and after that, you of course have to send them a newsletter, 1 a month, 1 a week or just as often as you feel like, just make sure that is consistent.

- You can prepare some **pdf** that you offer them to have in exchange for their email, theysign up and you make automation, and they get the pdf. This can contain some advice, some action steps, some recipe or just anything you can think of. Make sure thisis **of value for your client** and they feel that this they can use and get it for free. Remember this must have value enough for them - so are willing to **exchange** and trust you for their email address.

- You can teach them something you can, for example, do that in a video like [here](#). Or you can even "go live in the air "you can just do this on zoom or in a closed Facebook group,the only thing you ask for is the email from them to sign up. Make sure this is some valuable and usable knowledge.

- You can offer them to participate in some challenges, they sign up and you send themsome steps every day for some days. When you have these emails, you need to make sure you **nurture** your fans regularly so they don't forget you and so they not only get something from you when you are selling. But this isthe best way to have your raving fans connected to you and they are reachable anytime you need to tell them about something.

PRACTICAL TASK

Name	What would be Your freebie?
Type of the activity:	Individual/group work
The aim of the activity:	Understanding and practicing marketing and client relationship management rules
Skills that the activity develops:	Creativity Entrepreneurial literacy Marketer's mindset Social media awareness
How many people the activity is suited for:	Individually or in groups at least of 2
The time requirement of the activity:	Up to 120 min.
How many instructors are needed?	A mentor/moderator for informational assistance and discussion
Other requirements for the activity (space, equipment, etc.)	Flipchart, small sheets of paper, pens/pencils
Description of the activity:	Participants have to develop their own freebie concept and explain it by answering the following questions: • What problem does it solve? • Is the value clear? • Is it easy to get and use? • Is it easy to think about your freebie as a throw-away? • Does Your freebie demonstrate your expertise?
Homework	Brainstorm the set of freebies for a particular entrepreneurial activity, e. g. home art gallery, fashion design boutique, or private artistic practice.

PRACTICAL EXAMPLE

Freebies by Disa OSKARSDOTTIR, Icelandic creative entrepreneur [Hearts (disaoskars.com)](disaoskars.com)

TURNING FOLLOWERS INTO CUSTOMERS

The final stage of all marketing communication steps is selling. However, each entrepreneur must make sure that the first email his/her clients get after they sign up, is not a selling email.

The thumb rule is 3–4 nurturing emails before the pitching of the sale. For example, customers signed up for some video lesson, where they will be taught some artistic technique, or for a ticket to some art show where they can see more of work with this technique.

Here are some examples of posts after that first email action.

The first post should be just a thank you post or a graduation post. Talk to your client by his/her name and like (s)he is your best friend: "Hi (Name) I just wanted to say congratulations to you for signing up for this lesson, you will be able to ……. after you learn this, and I hope you like it". …..

The second post could be a question about their opinion if the person has tried to do what you taught and how (s)he liked it.

The third post could be a nurturing and caring inquiry if they have any questions about what you taught them, and you are ready to assist them if there is any extra help they need. Now you can also invite them to connect to you on some other platforms, e.g., send them a link to your social media, even tell them about more valuable or more interesting lessons there.

Now is the time to send them **an email with some offer** if they want to learn more about the subject, buy some course or ticket to some show, or whatever it is that you are selling/providing.

Now they know you are selling & offering something. Normally people don't buy from the first email, so you must send them more emails until they buy. A good rule is to have some **deadlines**. For example, you can have this bonus if you buy before Friday, or the offer is only until midnight.

NOTA BENE! Remember to keep on nurturing your email list after they sign up, don't send only selling emails. Keep them interested in you, you want them to look at you as their friend, role model, and trusted person.

PRACTICAL TASK

Name	Preparing emails that sell
Type of the activity:	Individual/group work
The aim of the activity:	Understanding and practicing marketing and client relationship management rules
Skills that the activity develops:	Creativity Marketer's mindset Client relationship management awareness Creative writing
How many people the activity is suited for:	Individually or in groups at least of 2
The time requirement of the activity:	Up to 120 min.
How many instructors are needed?	A mentor/moderator for informational assistance and discussion
Other requirements for the activity (space, equipment, etc.)	Small sheets of paper, pens/pencils
Description of the activity:	Participants have to prepare 3–4 nurturing emails on their own according to their creative business type: • Thank you email • Opinion request email • Nurturing and caring inquiry email • Email with a specific offer • Setting the deadlines for the offer Later on, participants share among themselves their email ideas and discuss them using SWOT analysis for their strengths, weaknesses, opportunities, and threats.
Homework	Brush up the emails prepared during the activity.

SOURCES

1. https://managementmania.com/en/traditional-classical-marketing

2. https://www.legalzoom.com/articles/cost-of-marketing-what-is-the-average-budget
https://emailengagementpros.com/email-marketing-strategy/?gclid=Cj0KCQiAweaNBh-DEARIsAJ5hwbfl11OwI9Ty65_mAPAwGY8V0Kz1Gq2

3. _owuu_gBAKONCycBEUC4kpBoaAq4BEALw_wcB

4. https://youtu.be/EyXLNibx2O8

5. Digital marketing is cost-effective

6. Digital marketing is measurable

7. Digital marketing allows you to target ideal customers

8. Digital marketing allows you to reach people at the start of the buying journey

9. Digital marketing enables you to make changes as you go

10. Digital marketing improves your conversion rate

11. https://www.adobe.com/express/learn/blog/top-social-media-sites

12. A perfect freebie from Jasmine Star where she is teach free how to turn followers into customers through Instagram.

LITERATURE

1. Read this If You Want To Be Instagram Famous. Laurence King Publishing Ltd., 2017.
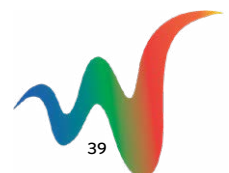
TRADING PLATFORMS & SEO

The goal of this chapter is to provide female artists and artisans with knowledge about the different e-commerce platforms, in particular on those focused on art trading. Then, it will give an overview on how increase the visibility of e-commerce website using search engine optimization (SEO).

Learning objectives

- Understanding the different trading platforms
- Use basic SEO techniques to promote the website

Learning outcomes

- Know the main functions of e-commerce platforms
- Know how to optimize ecommerce website
- Understand the necessity of using SEO techniques

The 6 best e-commerce platforms

- Shopify for getting up and running quickly
- Square for selling in person and online
- Ecwid for starting with a free plan—then growing
- BigCommerce for large-volume sellers
- WooCommerce for adding a shopping cart to an existing WordPress site
- Wix for building a complete site

What makes a great eCommerce platform for small businesses?

For small businesses looking to sell online, five key features have been identified.

A hypothetical average person had to be able to build a good-looking, responsive, modern online store with the tools and themes offered—without needing a computer science or graphic design degree. They also had to be able to make it fit with their existing brand reasonably well by being able to use their own brand assets and color schemes. This one criterion actually eliminated quite a few platforms from consideration for being either too limited with boring, super similar, or outdated themes, or requiring too much technical know- how to make the most of.

The platform had to enable you to sell whatever you want, wherever you want, however you want. This meant it had to be able to handle both digital and physical products and offer some way to manage sales taxes and international shipping. This last point is particularly importantfor small businesses: if you have physical premises or plan to sell internationally, you may beliable for collecting and filing various kinds of taxes.

We only considered full-service eCommerce platforms. You need to be able to sell your product through a consumer-facing website, but also manage orders, ship goods, track inventory, and otherwise deal with the backend running and admin of your store without usingsome other service or (please no) a giant spreadsheet.

Whatever platform you choose, it has to play nice with any other apps and services you rely on for your business. For this reason, we required the apps on this list to have a range of integrations, either through a plugin and extension marketplace or built-in features.

All of this had to be available for a clear and affordable monthly price. Opaque fees were a big no, and while done-for-you solutions are wonderful, they cost thousands of dollars per month—far more than any SMB needs (or has) to spend on setting up an online store.

Best eCommerce platform for getting up and running quickly

Shopify (Web, iOS, Android): Shopify has been around for more than 15 years—with more thantwo million stores built using the platform—and it's hard to find a better option for most small businesses looking to get an online store up and running quickly.
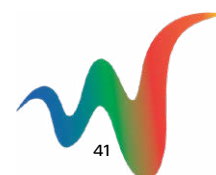
Sign up for a credit card-free 14-day trial, and within a few minutes, you can have a first build of your store ready to go. The onboarding wizard walks you through adding your products, customizing the look of your store, connecting your own domain, and getting set up to take those all-important payments.
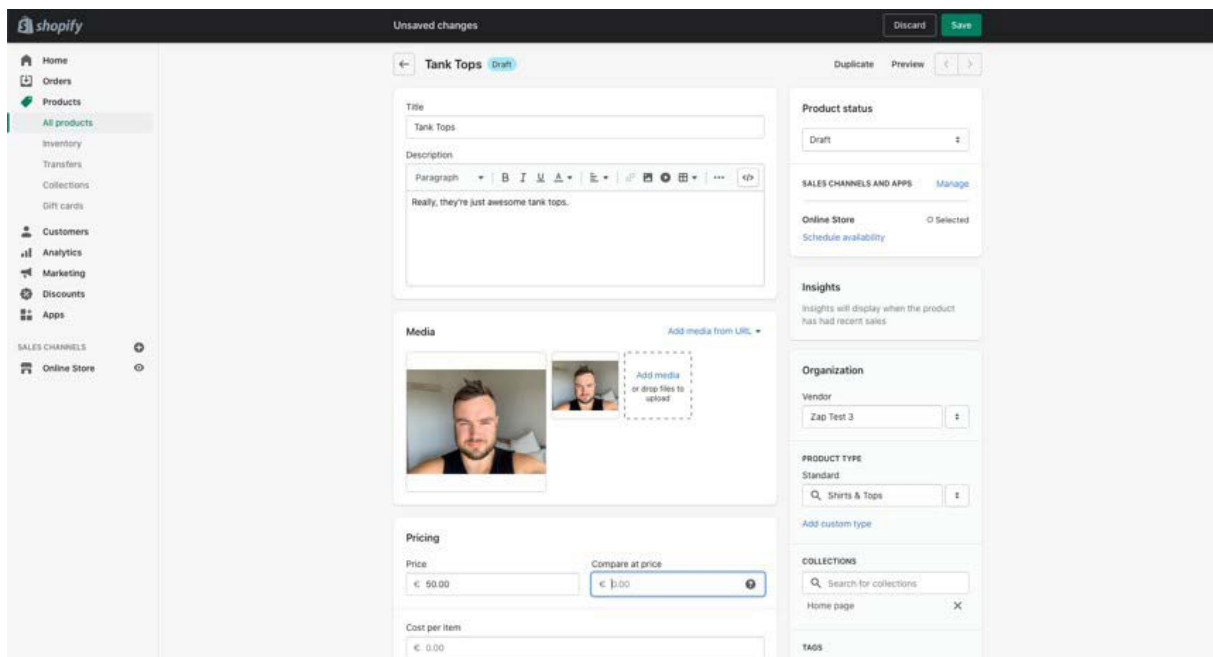

Best eCommerce platform for selling in-person and online

Square (Web, iOS, Android): If you want the option to sell in-person, like at a farmer's market or craft fair, as well as through your online store, Square is the best choice. Your online and offline orders are all organized under a single dashboard, so there's no jumping between apps, trying to track down customer details using random spreadsheets, or having to enter things manually after the fact.
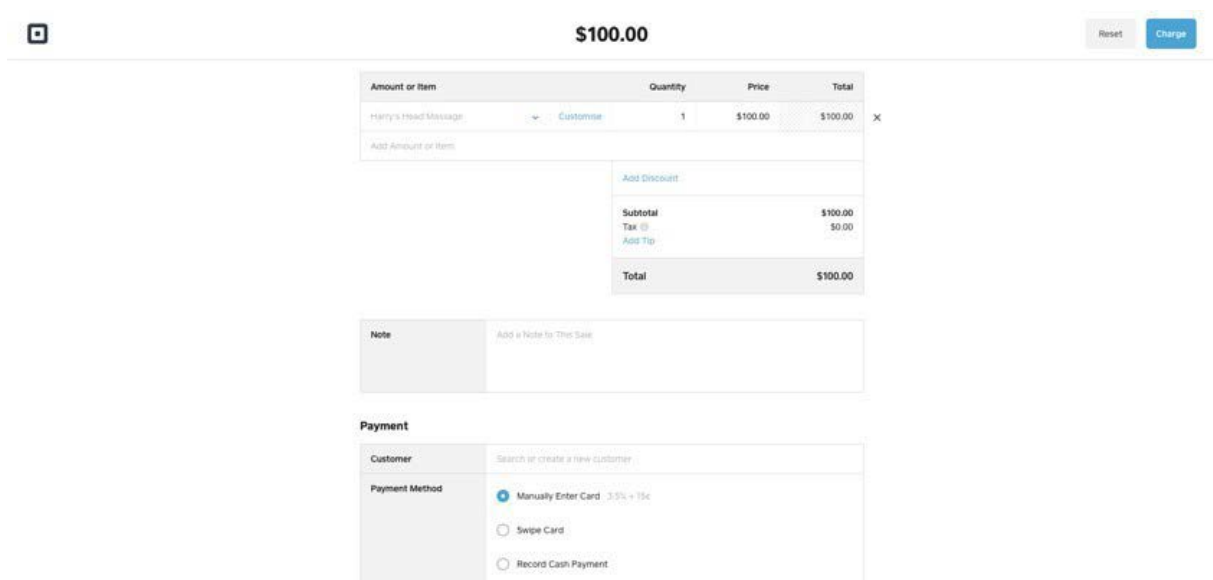
Best eCommerce platform for getting started for free

Ecwid (Web, iOS, Android): if you're launching an online store but want to minimize your initialoutlay, Ecwid is the best place to begin: it's got a great, free plan that lets you start selling your first 10 physical products, and affordable upgrade tiers starting at $15/month as you grow or needextra features. There are also no additional transaction fees on top of what your payment gatewaycharges, so it isn't skimming any profit with hidden fees.
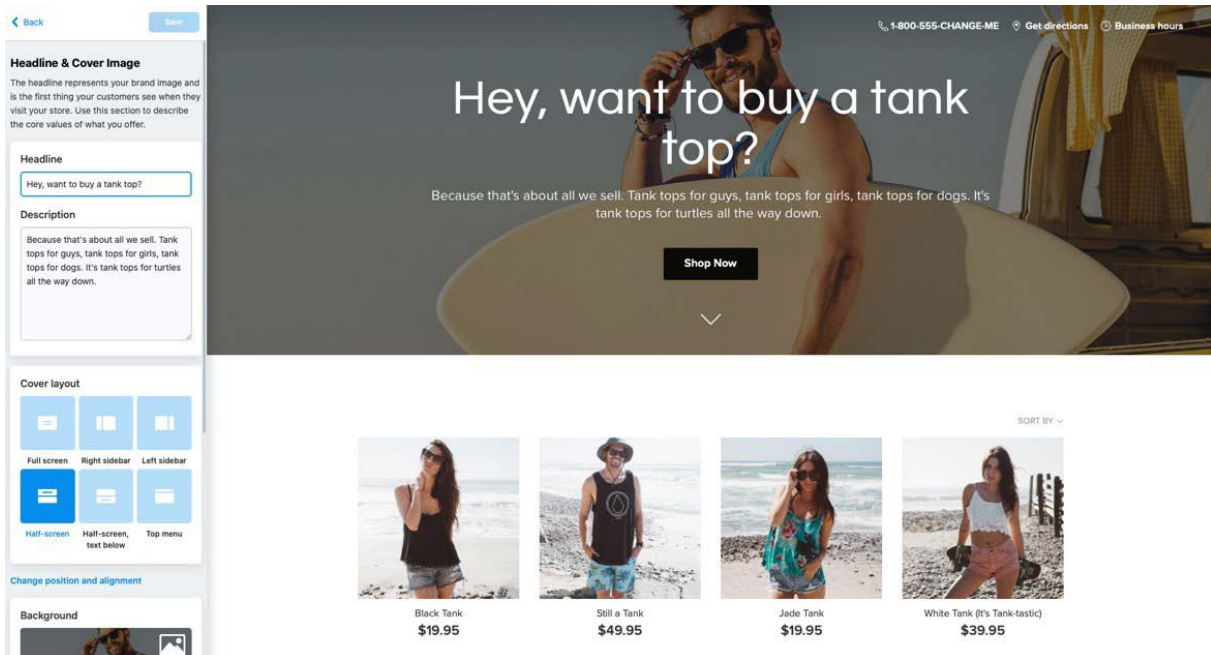
Best eCommerce platform for large-volume sellers

BigCommerce (Web, iOS, Android): BigCommerce is, unsurprisingly given the name, an enterprise eCommerce solution used by multinational companies like Ben & Jerry's. BigCommerce Essentials offers a similarly powerful platform for small businesses lookingto sell online, at significantly more affordable prices.
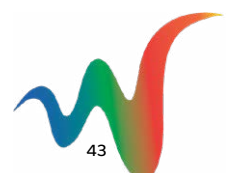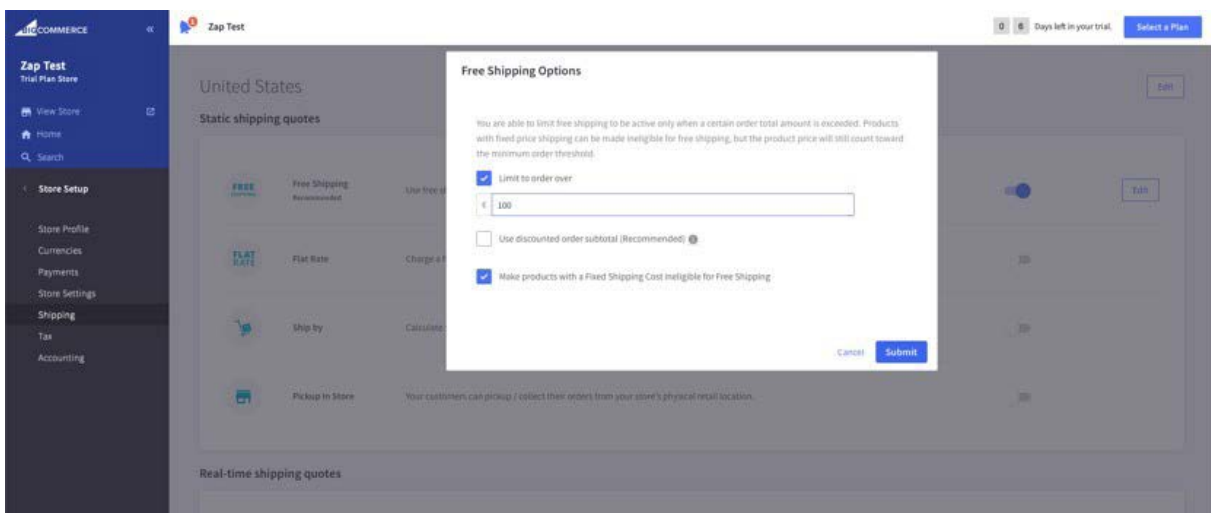
Best eCommerce platform for adding a shopping cart to an existing WordPress site

WooCommerce (Web, iOS, Android): Instead of starting over on a different platform, this WordPress plugin seamlessly integrates into your WordPress site for easy selling.
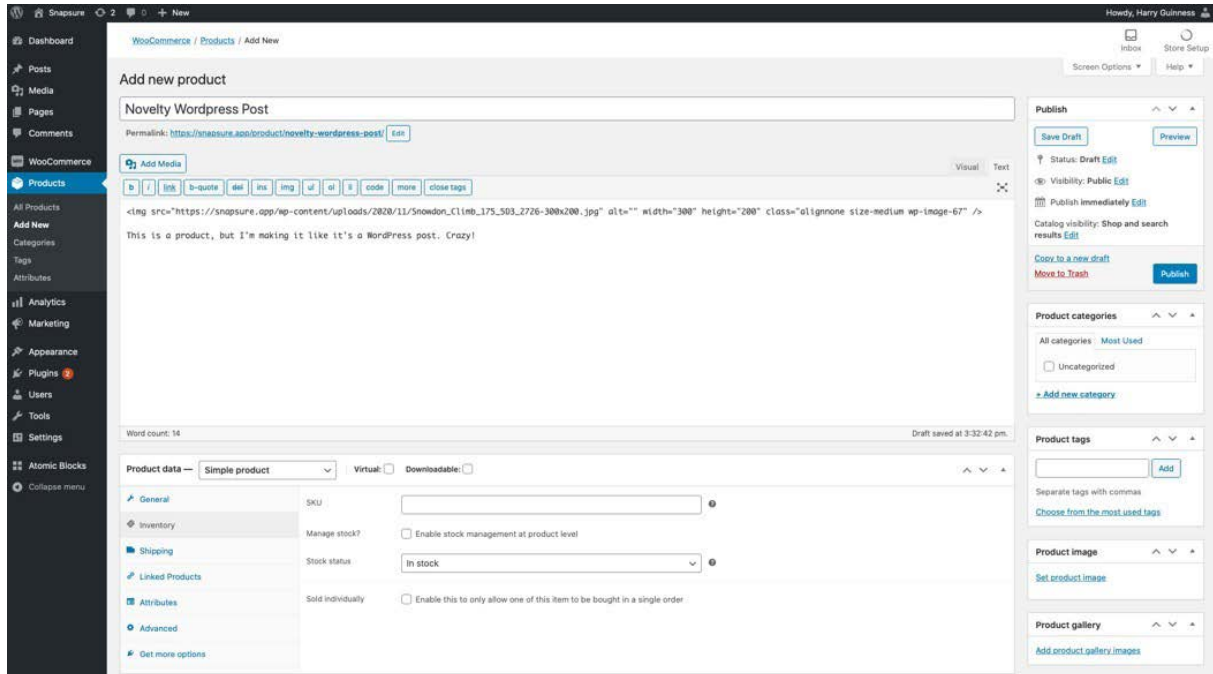
Wix (Web, iOS, Android): If you're looking to build a full website where an online store is a part of things, but not the whole package, then Wix is your best option. It's a powerful site builder— but it doesn't skimp on eCommerce features like order tracking, automated sales tax, and abandoned cart recovery.
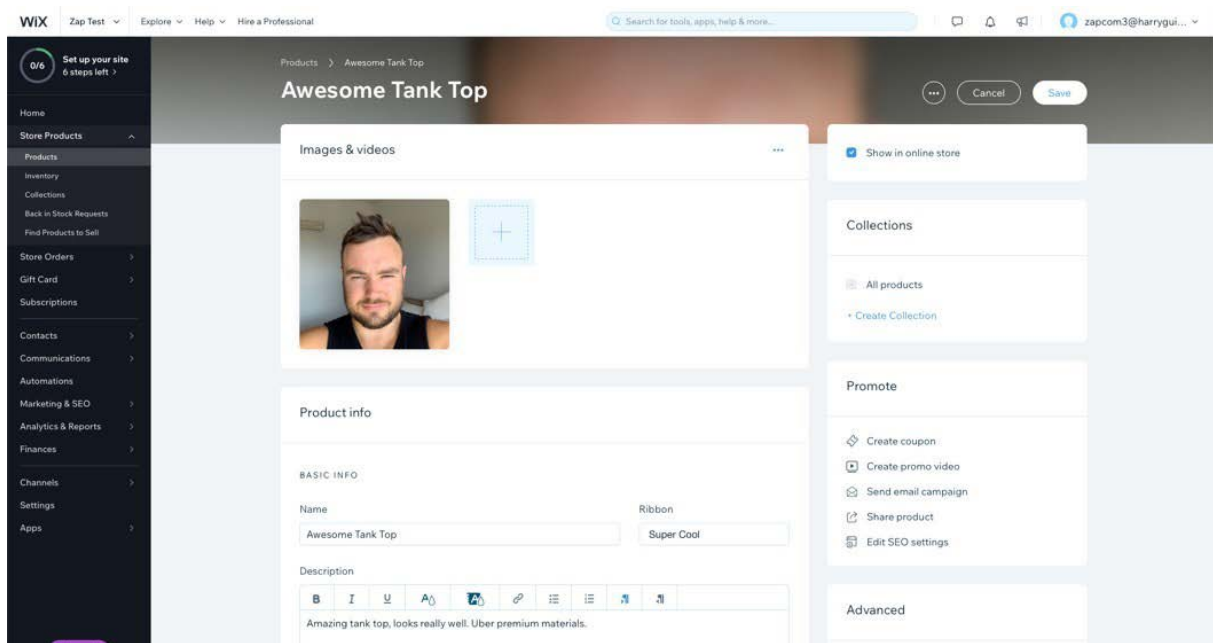
E-BAY, ETSY and other platforms

Do you have items to sell online? Maybe you already have a physical shop and are looking to expand your brand from bricks to clicks with a presence in the digital world? It may be the case that you already have a Shopify store, but you want to expand and explore a wider audience by setting up on an online marketplace. If so, then you may have looked into the different options when it comes to online marketplaces to sell your goods.

There are lots of options out there including having your own website on an ecommerce platformsuch as Shopify, or perhaps utilizing a marketplace such as Amazon.

If you're new to eCommerce then it can be tricky to know where to focus your energy and how tomake your efforts profitable.

It is important to evaluate and compare two marketplaces Etsy and eBay.

The biggest difference between Etsy and eBay is that they sell different types of products and therefore attract two different audiences
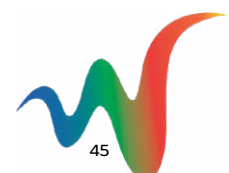
On **eBay,** there is an 'anything goes' type of policy; you can find a huge range of products that are both new and secondhand. This includes wholesale items, handmade items, vintage items, antiques, and much more. If you have a range of items that fit into a diverse range of categories, then eBay is much more flexible and will keep all of your sales on the same site which is useful.

See this video to know more about eBay and how it works: https://bbf.lt/ZnsXv:
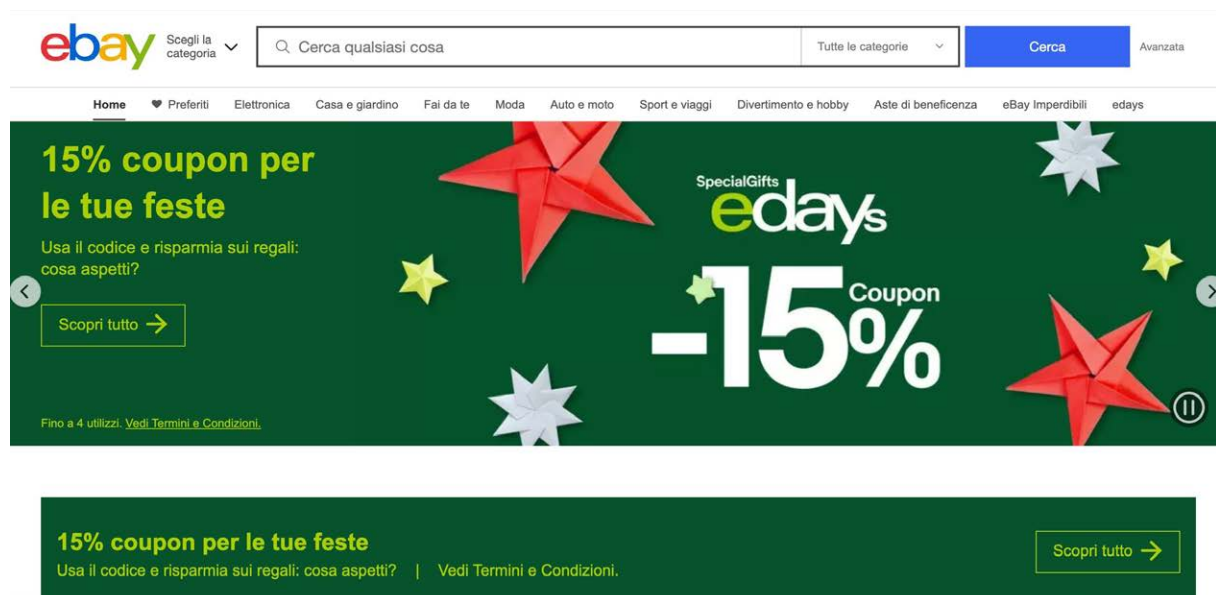
Etsy allows sellers to advertise handmade items or items over 20 years of age, which gives Etsy adifferent, unique feel and thus attracts a specific audience. The website is generally more boutiqueand focuses on individualistic items rather than mass-produced ones.

If your products fit in with the niche dynamic of Etsy, then you could find a distinct and relevant audience on there which will be great for generating sales. In contrast, on eBay, you may find yourself competing against a lot of mass-produced items where the audience is looking for the cheapest price, rather than a unique and original product.

In this video, you can see how Etsy works and how you can start commerce on Etsy https://www.youtube.com/watch?v=CW4hQ32C1ZQ

PRACTICAL TASK

Name	Selling on Etsy vs EBAY: which is better for your business?
Type of the activity:	Individual/group discussion
The aim of the activity:	• Understanding different concepts of eCommerce platforms • Choosing the platform which suits individual artistic practice the best
Skills that the activity develops:	Shaping business idea Entrepreneurial mindset Digital literacy
How many people the activity is suited for:	In a group at least of 3 persons. The bigger team can be divided into 2 groups, at least 3 persons each, to discuss different platforms.
The time requirement of the activity:	Up to 60 minutes
How many instructors are needed?	One moderator per group for explaining concepts, monitoring time, and discussion.
Other requirements for the activity (space, equipment, etc.)	A big sheet of paper/flipchart, pens/pencils to put down the comments
Description of the activity:	Is Etsy better than eBay? As previously mentioned, it really depends on what you're selling as to whether Etsy or eBay is better for you. Whether a merchant prefers Etsy or eBay often depends on: • the price of the item they want to sell • how niche the product is, and • how quickly a seller wants to make sales Selling on eBay is generally quicker than on Etsy; however, it tends to be more costly as there are higher selling fees. So what are the pros and cons of each marketplace? With the help of the moderator, a group discusses step-by-step all pros and contras provided in the tables. If there are 2 groups, they present their comments for discussion.

EBAY	
PROs	**CONs**
Easy to list products eBay makes it very simple and easy to list items. You can also duplicate product listingswhich is a convenient feature of the service. eBay's listing manager makes selling your items efficient and straightforward.	**Expensive fees can add up** Fees on eBay can vary and depend heavily onwhat you sell. The start-up costs are very low,with the average listing only costing 35p, but the way eBay makes its money is through the final sale charge: 10% of whatever you sell is paid to the marketplace. Putting that into revenue numbers, if you sell expensive items, you're going to lose more money on eBay than you would if you were selling your products on your own eCommerce store likeShopify.
Huge potential eBay is a marketplace that gives sellers accessto millions of potential customers. According to Statista, **eBay reached 187 million active users** in the first quarter of 2021, meaning that products can be viewed and purchased bya staggering number of consumers.	**Unreliable buyers** A buyer deciding to purchase something on eBay is not the final step in an eBay transaction. Although the buyer has committed to buy, they don't have to pay straight away which means that a buyer can commit to purchasing something but fail to payfor it. This can be costly, time-consuming and annoying for sellers if it happens repeatedly (which is not uncommon)
Sell globally eBay will display your listings to customers all over the world. This therefore makes eBaya great marketplace to sell products that may not be available in all countries, as well as allowing you to expand your product popularity internationally.	**eBay favors buyers over sellers** There have been many complaints from sellers over the years that disputes over items normally result in the favor of buyers rather than sellers. eBay has recently tried to solve this issue by equalizing sellers, allowingthem to also leave feedback. This has amended one part of the issue, yet in disputes about postage and missing items, there is stilla bias in favor of buyers.

ETSY	
PROs	**CONs**
Large (yet targeted customer base) Etsy doesn't quite match up to eBay in audience size but still has 40 million active members who are specifically looking for unique handmade or vintage items. Customersshopping on Etsy don't tend to mind paying a little bit more for products whereas eBay shoppers are usually more thrifty and hunting for a bargain.	**Fees are still high** Much like eBay, there are listing and final sale fees on Etsy. Unfortunately, one may also have to contend with PayPal processingfees which can start to make selling costly.
Etsy has more of an eCommerce feel Sellers can quickly set up a brand, and payment options and generate shipping labels for orders without any knowledge of HTML or CSS. The platform also has forums and easycustomer service options which make sellingon Etsy a breeze.	**Copycats** If you have a fantastic brand and product creation, there's a possibility that when you put it up on Etsy, you may start to see copycats replicating your work. Etsy is full ofcreative people and if you can be successful there, chances are that they can too - this makes competition rife throughout the site. Some sellers are sneaky to the point where they even copy descriptions, titles and photos.
	Lack of customization Despite the fact that Etsy is a very creative marketplace, the listings are relatively unimaginative. Every item listing looks the same apart from the photos and descriptions. This makes it a tough place to stand out without putting in work on the aesthetics of your brand such as photography and graphic design.
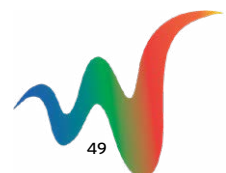
For more see Annex 3 (presentation) and our video training #WISE **Women Go Etsy** **https://bbf.lt/EZpGB.**

Advantages Of a Shopify Store

<u>Total Control Over Customisation Of Your Store</u>: There is no other marketplace that allows you to express your brand like your own website does. You can choose exactly how your brand is portrayed, from design to functionality and there's no limit to how big your site is. Adding multimedia content like videos, 'meet the team' pages and your own blog can really solidify the style of your company and its branding. You can also split multiple products into collections and create a basket that is specifically for your store.

<u>A Thriving App Ecosystem</u>: Further adding to the bespoke nature of Shopify is the App store, which has thousands of plug-ins designed to make life easier for merchants. From enhanced functionality and inventory management to SEO or behind-the-scenes quality-of-lifeimprovements, the store has an app for almost every need.

<u>Offers, Discounts and Shipping Promotions</u>: On your own Shopify store, you have the ability to run promotions and offer discounts in order to increase conversions. You can also set different shipping rates and discounted, or even free shipping.

<u>Future Marketing</u>: With your own Shopify store, you can allow customers to create their own accounts with you which is great for future marketing, customer loyalty and retargeting. You can also integrate email marketing apps into your design to capture visitors' details in exchange for discounts.

Advantages to use GICARTE

https://www.gigarte.com/
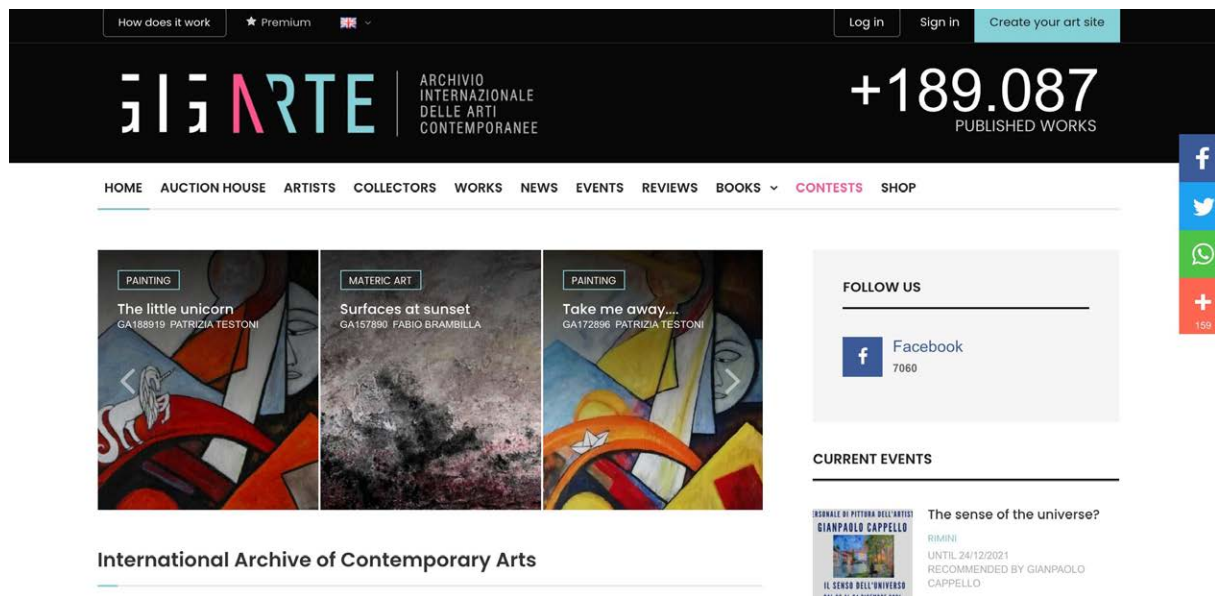
Gigarte is the portal dedicated to art in all its forms. A reference point for online art, a real window on art for 10 years. It offers artists, collectors, and art galleries the opportunity to promote their business.

> An art site born from the needs and decades of experience of the Neapolitan artist Antonio Romino . A portal for artists created by an artist, with many tools created truly to measure of art and deriving from concrete needs and requirements. And, moreover, the sale of Online Paintings with purchase proposals directly to the artist, without intermediaries and commissions. There are already over 15,000 artists registered on the portal, with over 124,000 works online.

Gigarte offers an art sales service, like a real online art gallery. An Italian platform for online art trading designed for artists, collectors, and private art lovers. Use the filters to discover the works of art for sale by Italian and international contemporary artists.

There are thousands, you can browse through different styles and categories in search of the one that will excite you. An online art shop that simplifies the whole process of purchasing the work. Interested parties contact the artist directly and send the purchase proposal, without intermediaries or commissions that could increase the final price.
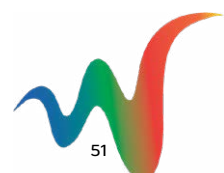
WHY SEO MATTERS

Search engine optimization (SEO) is the art and science of getting pages to rank higher in search engines such as Google. Because search is one of the main ways in which people discover contentonline, ranking higher in search engines can lead to an increase in traffic to a website.

In Google and other search engines, the results page often features paid ads at the top of the page,followed by the regular results or what search marketers call the "organic search results". Traffic that comes via SEO is often referred to as "organic search traffic" to differentiate it from traffic that comes through paid search. Paid search is often referred to as search engine marketing (SEM)or pay-per-click (PPC).

How SEO works

Search engines such as Google use an algorithm or set of rules to determine what pages to show for any given query. These algorithms have evolved to be extremely complex, and take into account hundreds or even thousands of different ranking factors to determine the rankings of theirSERPs. However, there are three core metrics that search engines evaluate to determine the qualityof a site and how it should rank:

Links - Links from other websites play a key role in determining the ranking of a site in Google and other search engines. The reason being, a link can be seen as a vote of quality from other websites, since website owners are unlikely to link to other sites that are of poor quality. Sites that acquire links from many other sites gain authority (called "PageRank" in Google) in the eyes of search engines, especially if the sites that are linking to them are themselves authoritative.

Content - In addition to looking at links, search engines also analyze the content of a webpage todetermine if it would be relevant for any given search query. A large part of SEO is in creating content that is targeted towards the keywords that search engines' users are searching for.

Page structure - The third core component of SEO is page structure. Because webpages are written in HTML, how the HTML code is structured can impact a search engine's ability to evaluate a page. Including relevant keywords in the title, URL, and headers of the page and making sure that a site is crawlable are actions that site owners can take to improve the SEO of their site.

The search engine optimization process involves optimizing each of these core components of search engine algorithms in order to rank higher in the search results.

The benefits of SEO

Search engine optimization is a key part of online marketing because search is one of the primaryways that users navigate the web.

Search results are presented in an ordered list, and the higher up on that list a site can get, the moretraffic the site will tend to receive. For example, for a typical search query, the number one resultwill receive 40-60% of the total traffic for that query, with the number two and three results receiving significantly less traffic. Only 2-3% of searchers click beyond the first page of search results. Thus, even a small improvement in search engine rankings can result in a website receiving more traffic and potential business.

Because of this, many businesses and website owners will try to manipulate the search results so that their site shows up higher on the search results page (SERP) than their competitors. This is where SEO comes in.

SEO techniques

Understanding how search engines work is only the first step of the process in improving a site's search rankings. Actually, improving a site's rank involves leveraging various SEO techniques to optimize the site for search:

- **Keyword research** - Keyword research is often the starting point for SEO and involves looking at what keywords a site is already ranking for, what keywords competitors rank for, and what otherkeywords potential customers are searching for. Identifying the terms that searchers use in Googlesearch and other search engines provide direction on what existing content can be optimized and what new content can be created.

- **Content marketing** - Once potential keywords are identified, content marketing comes into play.This can be updating existing content or creating brand new pieces of content. Because Google and other search engines place a premium on high-quality content, it's important to research whatcontent is already out there and create a compelling piece of content that provides a positive user experience and has a chance of ranking higher in the search engine results. Good content also hasa greater chance of being shared on social media and attracting links.

- **Link building** - Because links from external websites (called "backlinks" in SEO parlance) are one of the core ranking factors in Google and other major search engines, obtaining high-quality backlinks is one of the main levers that SEO has. This can involve promoting good content, reaching out to other websites and building relationships with webmasters, submitting websites to relevant web directories, and getting press to attract links from other websites.

- **On-page optimization** - In addition to off-page factors such as links, improving the actual structure of the page can have tremendous benefits for SEO, and is a factor that is entirely in the control of the webmaster. Common on-page optimization techniques include optimizing the URL of the page to incorporate keywords, updating the title tag of the page to use relevant search terms, and using the alt attribute to describe images. Updating a page's meta tags (such as the meta description tag) can also be beneficial-- these tags don't have a direct impact on search rankings, but can increase click-through rate from the SERPs.

- **Site architecture optimization** - External links are not the only thing that matters for SEO, internal links (the links within one's own website) play a large role in SEO as well. Thus a searchengine optimizer can improve a site's SEO by making sure key pages are being linked
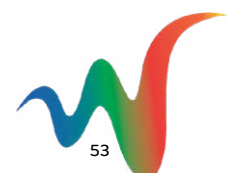
to and thatrelevant anchor text is being used in those links to help improve a page's relevance for specific terms. Creating an XML sitemap can also be a good way for larger pages to help search engines discover and crawl all of the site's pages.

- **Semantic markup** - Another SEO strategy that SEO experts utilize is optimizing a website's semantic markup. Semantic markup (such as Schema.org) is used to describe the meaning behindthe content on a page, such as helping to identify who the author of a piece of content is or the topic and type of content on a page. Using semantic markup can help with getting rich snippets displayed on the search results page, such as extra text, review stars, and even images. Rich snippetsin the SERPs don't have an impact on search rankings but can improve CTR from search, resulting in an increase in organic traffic.

Top SEO tools

As a fairly technical discipline, there are many tools and software that SEO relies on to help with optimizing websites. Below are some commonly used free and paid tools:

- **Google Search Console** - Google Search Console (formerly known as "Google Webmaster Tools") is a free tool provided by Google and is a standard tool in the SEO's toolkit. GSC providesrankings and traffic reports for top keywords and pages and can help identify and fix on-site technical issues.

- **Google Ads Keyword Planner** - Keyword Planner is another free tool provided by Google, as part of their Google Ads product. Even though it is designed for paid search, it can be a great toolto use for SEO since it provides keyword suggestions and keyword search volume, which can be helpful when doing keyword research.

- **Backlink analysis tools** - There are a number of link analysis tools out there, the two primary onesbeing AHREFs and Majestic. Backlink analysis tools allow users to analyze which websites are linking to their own website, or the websites of competitors, and can be used to find new links during link building.

- **SEO platforms** - There are many different SEO platforms that bring together many of the tools that SEO needs to optimize sites. Some of the most popular include Moz, BrightEdge, Searchmetrics and Linkdex. These platforms track keyword rankings, help with keyword research, identify on-page and off-page SEO opportunities, and many other tasks related to SEO.

- **Social media** - Most social media sites don't have a direct impact on SEO, but they can be a goodtool for networking with other webmasters and building relationships that can lead to link buildingand guest posting opportunities.

Optimizing search traffic: from clicks to conversions

Search engine optimization done properly can have the potential to dramatically increase the amount of traffic that a website receives, but all of that search traffic won't help grow a business unless it converts into paying customers. This is where conversion rate optimization (CRO) comes in.

Conversion rate optimization involves using methods such as A/B testing to make changes to websites and measure the impact they have on a site's conversion rate. Successful search marketers

know that just getting traffic to a site is not enough, what the traffic does once it arrives on the siteis just as important.

CRO was once a difficult and highly technical process, but thanks to software such as Optimizely,running tests to improve conversions on your site is as easy as inserting a single line of Javascript.Best of all, Optimizely's visual editor allows you to make changes to a site without having to writea single line of code.

These are some Simple Tips to Step Up Your SEO Game: https://www.weebly.com/blog/4-weebly-seo-features-you-should-use/.

SEO exercises for beginners: https://www.youtube.com/watch?v=D462Kp2gLIQ.

Importance of Your own online store

Etsy and eBay are often an initial way to get your products out into the online selling world before opening a website on Shopify or another purpose-built eCommerce platform. Etsy and eBay are quick and easy ways to get your products online, however corporations profit from your hard work rather than all the money going into your pocket.

Growing your brand and a customer base that specifically visits your website is the ultimate goal of eCommerce.

#WISE offers a unique opportunity to practice eCommerce platform management skills on its e-shop at https://shop.verslimama.lt/. For more see Module I. Annex 6.

PRACTICAL TASK

Name	Learning e-shop
Type of the activity:	Individual/group
The aim of the activity:	Understanding the key principles of e-shop management using a project's e-shop
Skills that the activity develops:	Digital literacy Entrepreneurial mindset
How many people the activity is suited for:	Individually or in groups at least of 2
The time requirement of the activity:	Up to 120 minutes
How many instructors are needed?	Mentor for explaining e-shop concepts and features
Other requirements for the activity (space, equipment, etc.)	Personal computer/tablet/smart device
Description of the activity:	The mentor goes step-by-step through Product submission instructions using Annex 4. For individual learning, video training with English subtitles is prepared at https://www.youtube.com/watch?v=4n0mkApFtew

See also our video training on Youtube #WISE WOMEN GO E-SHOP SELLING https://bbf.lt/LVmEw.

REFERENCES

1. https://eastsideco.com/blog/etsy-vs-ebay-best-online-marketplace
2. https://www.weebly.com/app/help/us/en/topics/descriptions-and-keywords
3. https://moz.com/beginners-guide-to-seo/how-search-engines-operate
4. https://zapier.com/learn/ecommerce/best-ecommerce-shopping-cart-software/
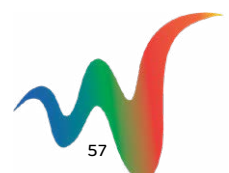
INCOME APART FROM SELLING ARTS

For many, making a fixed income as an artist seems like an unattainable, intangible goal. This chapter provides artists an insight into how they can make a profit from their artwork other than selling it.

So-called passive income this chapter refers to is defined as income that requires minimal work to generate and maintain, coming from somewhere other than a traditional employer.

Passive income streams can come from investing in mutual funds or real estate, selling products online, publishing online courses, using copyrights, etc. in which the earner doesn't have to actively participate.

Unlike active income, passive income is often generated automatically, providing residual income with minimal time and effort. It can improve artists' and artisans' personal finances and give them the freedom of time. Not having to trade time for money can reduce stress and anxiety, and additional cash flow can make an artist/artisan feel more confident about her financial future.

More specifically, in this chapter, it is explained in detail how other means such as copyrights, fundraising, general and recurring support as well as subscriptions can assist an artist's profitability.

LEARNING OBJECTIVES

- Exploring the different sources of passive income
- Understanding the practical methods, tools, experiences and guidance for immediate use
- Comprehending the legal rights in creating art
- Learning to avoid pitfalls in trading art
- Building up confidence for generating profit other than selling the artwork

LEARNING OUTCOMES

- Ability to benefit practically from passive income

SOME PASSIVE INCOME IDEAS

- Create a print-on-demand store
- Sell digital products
- Teach online courses
- Become an Instagram blogger or Youtuber
- Sell handmade goods
- Run an affiliate marketing business
- Sell stock photos online
- Buy a rental property, e. g. artistic studio
- Invest in the stock market
- Rent out your unused space, e. g. studio, or a car
- Earn while shopping online
- Sell designs online
- Sell NFTs
- Write a digital guide
- Record audiobooks
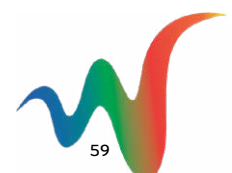
Copyrights

Words, sounds, or pictures can be protected, and one can acquire income by allowing access to them. In simple words, intellectual property is a passive income at its best.

There are numerous ways that one's intellectual property can be infringed, from somewhat innocuous to overall theft. For instance, copyright encroachment covers everything from somebody sharing one's work online without including the creator's name to a major organization efficiently manufacturing a picture made without consent.

> Artists have their work stolen very frequently nowadays, and they need to invest time, energy, and money just to get what's legitimately theirs.

Artists have their work stolen very frequently nowadays, and they need to invest time, energy, and money just to get what's legitimately theirs.

An artist to affirm their rights must embed a copyright notice, get a trade or administration check, or acquire patents to ensure the result of their work. It is in reality very simple to copyright something. Generally, expressing that the material is copyrighted - at the lower part of a website, for instance - is necessary.

In printed texts, it is proposed to insert the letter "c" with a circle around it (©), then, at that point, to introduce the name of the creator. Copywriting designs or software innovations can be somewhat more complex, so it is really clever to consult a lawyer. In any case, one artist should not disregard making this stride. There is no possibility to get automated income on the intellectual property except if the ownership is demonstrated.

Numerous artists earn additional income through licensing, permitting their artwork to be replicated by others in return for royalty payments. This allows them to have constant income without having to keep creating novel artworks.

Nonetheless, not all royalty payments are made in the same way. Negotiating a good royalty deal while licensing art is fundamental to making the most of profit. Prior to making all necessary authorizations, the artist must get familiar with the basics of royalty payments and set aside the effort to negotiate a contract that works for them. Afterward, when the arrangement is confirmed, the artist should pay attention to the seller in case of any shortages in their royalty payments.

When licensing artwork, one holds legal ownership of the work. This implies that the artist keeps their copyright or design patent, while another person makes and trades the item (for instance, reproducing their imagery on merchandise).

As a trade-off for granting the license, the artist receives a royalty, which is generally either a singular amount installment or an ongoing payment (on a month-to-month or quarterly basis), based upon a percentage of the income from the authorized work of art.

PRACTICAL TASK

Name	Interest or lump sum?
Type of the activity:	Numerical task
The aim of the activity:	Understanding passive income mechanisms
	Development of pricing skills
Skills that the activity develops:	Entrepreneurial mindset
	Financial literacy
	Data analysis
How many people the activity is suited for:	Individually or in a group
The time requirement of the activity:	30 minutes, depending on the number of examples prepared by trainer/suggested by participants
How many instructors are needed?	One mentor for providing cases, giving the tasks, monitoring time, and discussion.
Other requirements for the activity (space, equipment, etc.)	Flipchart, pen/pencil, sheets of paper
Description of the activity:	For example, if someone has recently made a lovely canvas of a flower. A flower store expresses its interest stating it might want to print that picture on T-shirts, which it will at that point, sell. The artist could probably negotiate for a percentage of the profit of every T-shirt throughout a specific timeframe.
	For instance, the artist may keep 25% of gross income.
	The store, which attempted the expense of creation and deals, would hold 75%.
	To express the self-evident, the artist would pursue the highest percentage possible from licensed items.
	Task 1: calculate how high should that percentage be in Your case.
	It is likewise conceivable for an artist to "allot" their copyright in the work. At the end of the day, they could "sell" their intellectual property interest to a purchaser, for example, the flower store, which would then have the option to do whatever it is pleased with the flower's artistic creation. The store may offer a bigger lump-sum payment, yet the artist would not see any of the royalties from later sales.
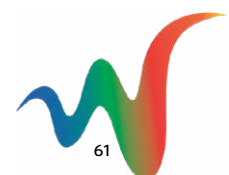
	Task 2: Discuss with a mentor/group peers which type of passive income You would prefer personally, i. e. the interest on Your intellectual property or a lump-sum? Why?
Homework	Individual study of an exemplary copyright contract

Whether or not the artist licenses or assigns their copyright, the contract ought to be documented as a hard copy. Having an agreement in writing will guarantee that the two sides comprehend their particular commitments and obligations, ideally consisting of credibility in the relationship.

See also our video training on Youtube #WISE WOMEN GO AUTHORS' RIGHTS https://bbf. lt/cYzcu.Crowdfunding

Crowdfunding is used to fund-raise a broad spectrum of things; from creative actions to medical expenses. Crowdfunding alludes to time- restricted, objective-oriented fundraising where one looks for donations from their own network.

Crowdfunding requires heaps of effort to tell one's broad community about their project and encourage them to offer and share the campaign. Depending on the platform, there are different motivations to be offered in order to inspire people to donate. For instance, an artist runs a crowdfunding campaign to raise 5,000 euros to get their graphic novel well edited, printed, and disseminated. Each and every individual who contributes 20 euros may get a copy of the novel, in addition to more benefits assuming that they give extra money.

Crowdfunding is an extraordinary option for artists who are hoping to delve into a particular task with a substantial budget and in a limited period of time. It is also best for artists and associations who are comfortable with digital tools and fundraising.

PRACTICAL TASK

Name	Development of a crowdfunding campaign
Type of the activity:	Brainstorming session
The aim of the activity:	Understanding crowdfunding mechanisms
	Development of marketing/self-branding skills
Skills that the activity develops:	Entrepreneurial mindset
	Digital and financial literacy
	Teamwork
How many people the activity is suited for:	Group of at least 3 persons
The time requirement of the activity:	120 minutes
How many instructors are needed?	One
Other requirements for the activity (space, equipment, etc.)	Flipchart, pen/pencil, sheets of paper–for notes, devices with internet access for using a crowdfunding platform.
Description of the activity:	A crowdfunding campaign needs a great deal of work in order to be fruitful. One needs to ensure they have a convincing campaign page, which will in general incorporate video and other media so to achieve dissemination of the news to the community with regards to the mission.
	The group is provided or chooses its own artistic/artisan incentive to be crowdfunded.
	For setting up a crowdfunding campaign, the group works on the following tasks:
	• Which crowdfunding platform to use
	• The budget
	• The timeframe
	• The offered incentives to donors
	• Texts
Homework	Brushing up the crowdfunding campaign's idea individually for the final revision in the next meeting.
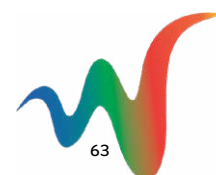
General Support

As a matter of fact, general support isn't the most exciting name to depict a means for artists to subsidize their projects. However, it is explicit. General support indicates the continuous help, without a particular spending plan objective or timetable, that assists with fundraising for working costs like lease, staff, bills, and so on.

Unlike crowdfunding campaigns or grants, there is a great deal of options for how to spend any funds raised for general support. Donors provide financial help to artists to keep them working, so as long as the artist is spending that money responsibly, they can decide to allocate it for achieving the maximum possible impact for their project.

Getting general support funding

To reliably offer the chance for individuals to support their work, an artist needs a component to gather those assets over the long run. They need to ensure that anybody keen on supporting their overall project is effectively ready to do so. This may mean a donation page on their website, a PayPal or Venmo account for their artwork or a Fractured Atlas page.

General support for artists

Artists that look to support ongoing operational expenses rather than costs related to a particular project or event most likely need to seek for general support funding. In order to build a consistent audience and a donor base, general support funding is needed for obtaining the contact information of anyone who is interested in the artwork. However, in the occasion of fundraising from campaign to campaign, it can be difficult for people to remember the artist and the reason why they want to support them.

General support can be combined with different techniques, too. An artist can run a crowdfunding campaign and afterward offer their audience the chance to help them assuming they miss the campaign or really like to simply give to them straightforwardly.

Recurring Support

Recurring support is the point at which you request recurring donations. Artists can use the donations to get a better sense of their operating budget. This way they can build a stable and realistic financial strategy. Using recurring support, minimizes dependence on individual grants or achieving a crowdfunding campaign. Additionally, for donors, recurring support is a nice option as they can be secure that they are supporting meaningful work without putting any effort.

Recurring support is a solid choice for artists who need to raise money consistently, rather than for a particular course of events, budget, or task. It tends to be used to assist in developing a more precise budget. Additionally, assuming having a certain amount of income, you can plan ahead with more assurance.
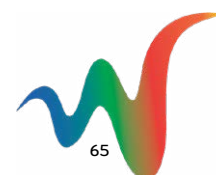
Recurring support can also build continuous purchases from the community and provide artists with occasions to connect with their donor base. Creating art consistently doesn't need a major

fundraiser each time (for instance, a poetry night or a podcast), indicating recurring support as the right path.

For more also see Annex 4 „Benefits of professional associations. Lithuanian example".

PRACTICAL TASK

Name	4 steps in choosing a right artist association for You
Type of the activity:	Group discussion
The aim of the activity:	Practice 4 steps to narrow down the right art association for you, in order to find the best professional and personal benefits that come with artist association membership.
Skills that the activity develops:	Critical thinking
	Self-awareness
	Self-positioning/communication, especially on social networks and media
	Stereotype breaking
How many people the activity is suited for:	At least 2 persons
The time requirement of the activity:	U*p to 30 min*
How many instructors are needed?	A moderator
Other requirements for the activity (space, equipment, etc.)	n/a
Description of the activity:	**Being an artist can be lonely at times and an artist association is a perfect way to meet other artists, do networking, and gain support, e. g.** for showcasing your artwork and improving your skill set. Discuss with the group the following 4 steps for membership in an artistic association: **Step 1: Home or Nationwide?** We recommend deciding on an artist association's size and location first. Are you looking to be part of a huge national organization and are excited to travel to events? Or, are you looking for something closer to home? Consider the travel involved, the number of events, and if you want an association with a meeting spot or center you can visit regularly. **Step 2. Medium vs. Style** Next step is to decide on the association's focus, e. g. if it concentrates on your medium or your style.

	[Debra Joy Groesser](#), President and CEO of the American Impressionist Society stresses, "Make sure the organization that you're looking to join fits with your medium and style." **Step 3. Explore the Events and Programs Offered.** • Consider the following questions: • Do they offer member-only juried shows and if so, how many? • How many meetings do they hold, or do they even hold meetings? • Do they host group art-making events such as paint outs? • Do they hold the business of art panels and bring in speakers? • Do they offer workshops and demos to help you enhance your skills? • Do they offer critiques by experts? • Do they offer mentorships? • What are the costs of the programs and events? Going over these questions will help you decide what you're looking to gain and enjoy from an artist association. **Step 4. Consider the Membership benefits** Most artist associations offer membership benefits and list them on their website. Take a look to see if they match your art career interests and goals. For example, does the association provide its members with the opportunity to display and promote their art in local businesses and art project workspaces? The cost of overall membership is often included in the "Membership" section of artist association websites. Most ask for yearly membership dues. Weighing the price against the perks will help you decide if it's the right association for you.
Homework:	Individual desk research on available associations and their membership offers, with the research results discussed at the beginning of the next training session.

Grants

Grants are amounts of money accessible to candidates who are selected. People, charities, philanthropies, organizations, historical centers, and different foundations offer grants to artists. They differ in size, who is offering them, what is their use, and who can apply for them. Often, they must be used for specific budget items, while on different occasions they can be used for general

support as the grant winner sees appropriate. A few grants may be accessible for artists working in a specific medium, or who fit into a particularly vulnerable group (Black, LGBTQ, disabled, undocumented). Grants are a general classification and can run the range for who is qualified, how much money can be raised through grants, how that money can be used, and what it takes to win that grant. However, in order to gain funding through grants, competition can be challenging and it is needed to know precisely what applications the agencies or commissions are reviewing.

Given that an artist needs a considerable amount of funds to complete their project, it is suggested they apply for grants instead of or in addition to any crowdfunding efforts or other means of fundraising. Organizations that support artists through grants often have access to more funds than could be reasonably raised from just an artist's community.

Getting a grant or other similar application-based award, like a residency, can mean full support of projects or production of work and living cost, for anything from a few weeks to even years.

PRACTICAL TASK

Name	Development of grant application
Type of the activity:	Brainstorming session
The aim of the activity:	Understanding granting mechanisms
	Development application writing skills
Skills that the activity develops:	Project management
	Teamwork
How many people the activity is suited for:	Group of at least 3 persons
The time requirement of the activity:	120 minutes
How many instructors are needed?	1–2
Other requirements for the activity (space, equipment, etc.)	Grant template, pen/pencil, sheets of paper–for notes, and devices with internet access information search
Description of the activity:	With the help of a mentor, the group revises the grant template provided, trying to develop the grant application by themselves.
	Step 1: Developing project idea.
	• What will I do?
	• Where will I make it? Where will I show, perform, or publish my project?
	• When will I make it? When will it be seen?
	• How will I do it?
	• Why is this an important project to myself and other people? Why is it important to my career right now?
	Step 2: Checking eligibility.
	• Issues to address during this step:
	• Make sure to apply for grants that are meant for the specific artistic field,
	• Look at past recipients. If their past recipients represent different fields than the application writer is working in, then it is worth finding another fund.
	NB! Bending artwork and application to suit a funding body usually doesn't work.

	Step 3: Writing (Issues to address during this step: • In order to write a good artist proposal, a photographer will be needed, Warm contact with a granting officer for consultations, • Formatting material, and shipping it, • Minding the technical difficulties when submitting online. **Step 4: Getting and choosing appropriate images** (for more also see our video training #WISE Women Go Digital Text Editing https://www.youtube.com/watch?v=S7jo3V9PP38 **Step 5: Preparing files.** Issues to address during this step: • Specific formatting guidelines. Evaluators will dismiss a whole application for one mistake, • Often applications should be accompanied by 10–20 images. These have to be emailed or uploaded to a drive or sent as a URL for a website. The format request should always be followed. **Step 6: Budgeting** • A list of expenses, including but not limited to, material costs, airfare, labor, studio space, software, and other expenses. Specific grants sometimes restrict certain expenses, such as equipment purchases. So make sure to read carefully and omit these categories. The arts grant proposal and the budget should mirror each other, • Costs: personal labor costs depend on how long each task will take and calculate a reasonable wage. A detailed budget shows how your proposal is feasible. • Supplemental funding in case the expenses exceed the amount of the grant, it's important to define. Funding bodies are more likely to invest in a project with multiple funders.

Topics to discuss/brush up on during the workshop or at home	How does this project connect to, depart or build on past work?
	How will your work and career advance or develop?
	Why is this project urgent?
	What makes the project important?
	How will you make this happen?
	What resources will you need? How will you get them?
	When will the project take place?
	What steps are you taking to make it possible?
	Where will you make it?
	Where will it be exhibited, performed, or published?
	Information to Avoid
	Stating the obvious, such as that you need money or space.
	General statements. Instead, be as specific as possible.
	The language that can alienate your reader.

Subscription service

The idea of a subscription service comes from Netflix, magazines, and so forth. The artists that use this membership model get inner harmony since they'll realize precisely how much unsurprising income, they'll make every month. An artist would then be able to concentrate on their art and not stress over their next sale.
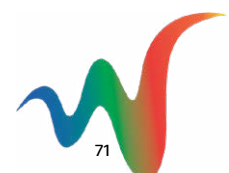
Setting up a subscription service

There are sites that set up membership benefits explicitly for artists. An artist just sets up their page on a website and sends their clients there. Then, at that point, they offer their subscribers something as a tradeoff for their investment consistently.

PRACTICAL TASK

Name	Tiering the subscriptions
Type of the activity:	Workshop
The aim of the activity:	Understanding pricing mechanisms: flat-rate, tiered and volume pricing.
Skills that the activity develops:	Entrepreneurial mindset Pricing skills
How many people the activity is suited for:	Individually or in groups of at least 3 persons
The time requirement of the activity:	60 minutes
How many instructors are needed?	One
Other requirements for the activity (space, equipment, etc.)	Flipchart, pen/pencil, sheets of paper–for notes, devices with internet access
Description of the activity:	A tiered pricing strategy, or tiered pricing structure, refers to subscription-based services in which customers pay for only the services, features, or quantity they need by choosing from one of multiple 'tiers'. Tiered pricing models are an alternative to flat-rate pricing and should not be confused with volume pricing. It is proposed that an artist should have 3-level price choices. Psychologists have demonstrated that giving three choices is the best methodology since individuals like having options and most times end up picking the middle level. During the workshop, an artist/artisan should • Develop the strategy for how she will decide on each of the levels, taking into account various tiers on a number of different factors, or a combination of these: • Product features and capabilities. • Number of users. • Frequency or depth with which customers use the service, • Depict what items accompany every tier.

	EXAMPLE
	For instance, a painting school for adults might offer 3 tiers, with the first providing 3 lessons with materials included. The second tier might include up to 5 lessons, materials included and additional consultations by a professional. The third tier might offer up to 10 lessons, materials, consultations, and added features such as the ability to sell/exhibit the artworks.
	It is up to the mentor to help participants realize the necessity of avoidance of beginning with the lower level first. This should be added in quite a while later.

Benefits to subscribers

The items an artist provides must be sustainable. Artists should sort out how long, and how much energy and money they really want to invest into their artwork, so they can stay aware of the demand.

Additionally, they should ensure their items are adaptable. Downloadables are incredible since they are exceptionally simple to scale. They simply make and transfer the picture once.

Additionally, the user doesn't need to stress over setting aside an effort to make more items or ship anything. A different idea could be making a video of how to create art or an instructional exercise for different artists' followers.

Additionally, the artist could do a month-to-month bunch video call or an online class, and ask the local area to send inquiries they need to be addressed. There are heaps of choices that offer some benefits for the subscribers.

Assessment of the Competence

Criteria of Self-assessment	Range of Self-assessment			
	Perfect	**Good**	**Satisfactory**	**Non- satisfactory**
Understanding the different sources ofincome in the field of arts				
Understanding the practical methods, tools, experiences, and guidance for immediate use				
Understanding the legal rights in creating art				
Understanding the ways to avoid pitfalls in trading art				
Building up confidence for generatingprofit other than selling the artwork				

BIBLIOGRAPHY & USEFUL RESOURCES

1. Cuntz, A. (2018). *Creators' income situation in the digital age* (Vol. 49). WIPO. Findlay, M. (2012). The Value of Art: Money. *Power, Beauty*, *47*. https://news.artnet.com/market/defining-the-value-of-art-27673

2. Hopkins, K. B., & Friedman, C. S. (1997). *Successful fundraising for arts and cultural organizations*. Greenwood Publishing Group.

3. Miller, A., & Cuntz, A. (2018). Unpacking predictors of income and income satisfaction for artists. *Economic Research Working Paper Series*, (50).

4. US Chamber of Commerce https://www.uschamber.com/co/start/strategy/tiered-pricing-models

NEGOTIATIONS. STRENGTHENING ARTIST'S POSITION

The goal of this chapter is to provide female artists and artisans with knowledge about negotiations, with a special emphasis on preparations for contract-making, sales, and marketing.

It contains information about what a negotiation tool is, with an emphasis on how we can use negotiations to achieve the best results when concluding contracts, as well as how to strengthen the position related to artistic economic activity.

The material is designed to be "hand on", practical knowledge that should be usable for adult learners of all ages. Embedded in the module are links, videos, and examples as well as practical tasks.

LEARNING OBJECTIVES

- Understanding the foundation of negotiations
- Understanding the step-by-step preparation for negotiations meeting
- Understanding the importance of technical preparations for negotiation

LEARNING OUTCOMES

- Practical methods, tools, experiences, and guidance for immediate use
- Know how to prepare for negotiations
- Ability to create the right mindset for negotiations
- Know how to technically prepare for a negotiation meeting
- Know about BATNA and how this might help to make a better decision
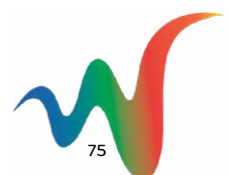
Negotiations as a useful tool

Individuals negotiate every day, whether they realize it or not. They negotiate with themselves, about what and how they are going to do, etc.

It all happens unconsciously, and people often see it as collaboration, consultation, or beingorganized and solution-oriented, but seldom stop and look at these skills as learnedtechniques to achieve better results in something.

Negotiations can be described as a specific method of decision-making (Cohen (2002), a method in which we make decisions on a specific outcome in cooperation and collaboration with others.

> Negotiations are the art of fighting without fighting.

Negotiation is an important and valuable technique for many reasons ([Thompson, 2004](#)). It is a process where people try to come to terms with what each one should give and take or perform and receive, but before that stage, those involved need to know what they stand for, what they want, and what they have in hand, what will the main negotiations be about.

The best position in negotiations is when both parties have significant interests to negotiateand can leave the table satisfied with the feeling that they both have achieved something important, [see here.](#)

The main characteristics of the negotiations are as follows (Herbst et al. 2008):

- negotiations always involve at least two parties ("parties");
- various interests and/or goals exist between the parties,
- decision-making problems that must be resolved together exist ("interests");
- a jointly reached agreement requires an interactive process of decision-making (the "process");
- through this interaction process, solving the problem is the possibility of finding a solution that sets the negotiation partners in better positions than before ("result").

The five main characteristics of negotiation techniques are:

Keys to bargaining success

In the global scientific literature, negotiations are understood quite similar, but the concept of "negotiation" is mixed up with "bargaining" (Peleckis, 2013). Negotiations can cover the whole cycle, including preparation for them, information exchange, the negotiation process, the outcome of negotiations, and post-negotiation analysis. And bargaining is a communication process between the negotiating parties.

To achieve the best results when preparing for negotiations and discussing contracts, it is good to keep certain things in mind and devote some time to prepare what needs to be prepared, like reflecting on what results should be achieved, what methods are best to use, and so on. It is equally important to keep in mind to be fair and realistic when starting negotiations.

Experience

Research shows that experience in negotiations and contracting is what matters most, not that certain individuals are better qualified to negotiate than others.

The important thing is to understand what it is that has a positive effect on people and what could have a negativeor bad effect in this kind of situation.

In this context, it is important to know oneself, and to be aware of personal strengths and weaknesses so that one can prepare oneself as best as possible.

Preparation is 80% of all the work

Start by watching this 2 min video where Samuel Bacharach, director of the Cornell Institutefor Workplace Studies gives a short but interesting talk about negotiations.
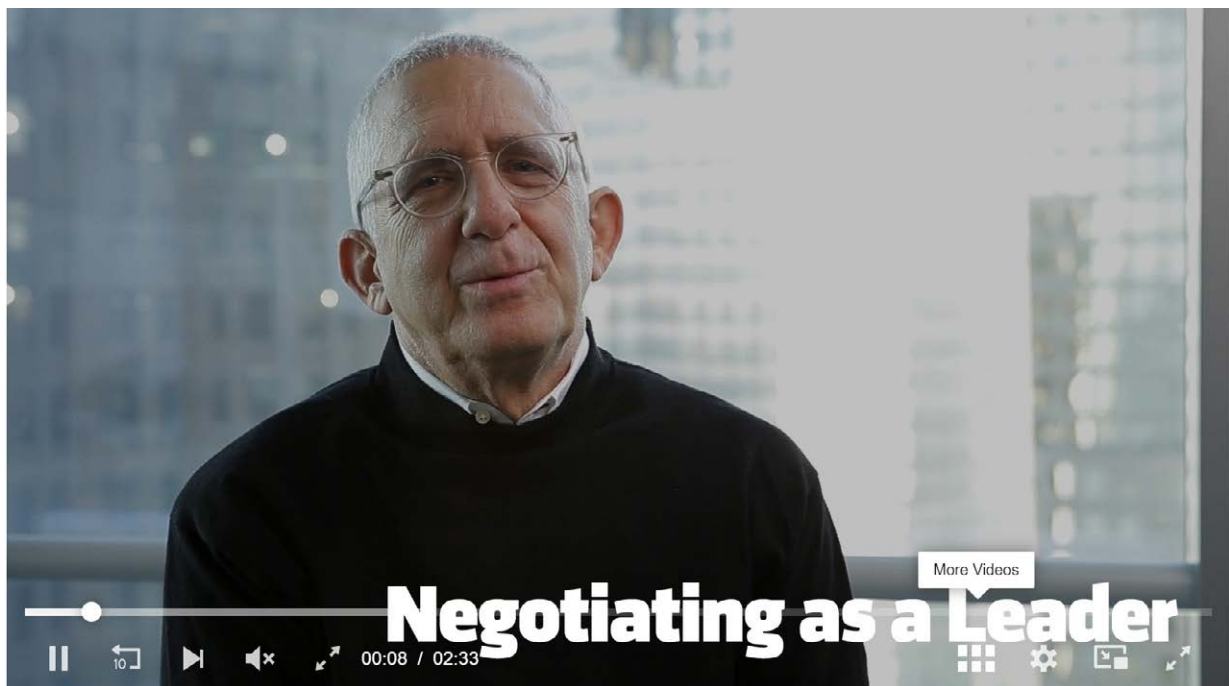
The most important aspect of negotiation is that most of it is in your head. It's preparation. These are things that you really have to think about and you have to be trained to think about it.
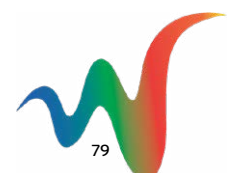
Samuel Bacharach
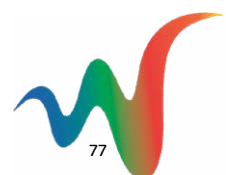
PRACTICAL TASK

Name	Preparation for negotiations
Type of the activity:	Simulation
The aim of the activity:	• Improving personal readiness for negotiations • Understanding negotiation mechanisms
Skills that the activity develops:	Entrepreneurial mindset Negotiations
How many people the activity is suited for:	Group of at least 2 persons
The time requirement of the activity:	60 minutes
How many instructors are needed?	One
Other requirements for the activity (space, equipment, etc.)	Table and/or chairs for sitting, flipchart, pen/pencil, sheets of paper (for notes), drinking water.

Description of the activity:	Moderator reminds the group that preparation is what matters the most. The group agrees on questions for simulation, e. g. selling a piece of art to a client who asks for a very low price. It is extremely important to prepare well based on questions like these: • What are you going to negotiate about? For example, asking for a higher price? Selling more pieces instead of one for the euro amount you expect to be paid? Offering a commissioned artwork? • What would you like to achieve in these negotiations? Do you have a clear goal? ▪ Where are your limits? ▪ How far would you be willing to go, how flexible are you? ▪ What do you think would be the minimum achievement? (Do not forget to consider the experience that you are getting out of these meetings - it is also a success) ▪ Are you ready to explore new aspects, is there something that could be replaced with what you've been thinking about? ▪ What are you willing to give in and take? ▪ What would negatively affect you, what would become offensive, difficult, even insurmountable? ▪ Can you easily hide facial expressions, can you easily avoid showing emotions or that you are not comfortable in the situation? ▪ Do you know if you blush when you react or when you get angry? ▪ Do you know what you can, say, or use when you feel angry or offended? Have you developed some techniques in this?
Useful tip	Before starting the simulation, the video on goal setting is recommended to watch: Goal Setting: How to Set and Achieve Your Goals - The Berkeley Well-Being Institute (berkeleywellbeing.com)

TIPS for women

- Use specified makeup that covers your skin well

- Wear a turtleneck or a scarf around your neck, if you know that when you are emotional the neck can turn red, or you tend to break out on your skin

Get to know the contractor and his position very well

- Again, this is about being well-prepared before a meeting takes place.

- Why is the person ready to negotiate with you, what is in these agreements to him?

- What other options does he have, do you have something he wants to work hard toachieve, or can he negotiate something like what you have with other parties?

- What are his main interests in contracting or negotiating with you?

- Write down everything you could possibly think of and then see what uniquenessyou could have in this context.

Use Google

- Today it is easy to gather some information about a person, just by googling the person or talking to someone who knows him. All information that canbe obtained is important, not only professional but also personal.

- Who he is, his professional background, age, education, and experience? Where has he been working, where has he lived, what is his experience, does he have internationalexperience, what is his cultural background?

- Personal information is also important as well as what his interests are, even thoughit might be important to look only at family habits and or something else.

- All information can be relevant when it comes to the negotiating table, and you never know when this might be useful. Usually, people find it more positive than negative if somebody had taken some time to show interest, but this might also be seen as an intrusion.

PRACTICAL TASK

Name	Taking part in negotiations
Type of the activity:	Role game
The aim of the activity:	Improving personal readiness for negotiations
	Understanding negotiation mechanisms
Skills that the activity develops:	Entrepreneurial mindset
	Preparedness for unexpected negotiation issues
How many people the activity is suited for:	Group of at least 2 persons: one is an artist, and another one is a decision-making person
The time requirement of the activity:	60 minutes
How many instructors are needed?	One
Other requirements for the activity (space, equipment, etc.)	Table and/or chairs for sitting, flipchart, pen/pencil, sheets of paper (for notes), drinking water.
Description of the activity:	Group simulates negotiations on the specific situation, e. g. your artwork has been used in a movie without your consent. You want to negotiate financial compensation with the film producer.
	What options could it be in these situations for me? Try to list all the possibilities and remember that there might be many sides to the same issue. There is always a choice in each situation.
	How would you ensure exploring all aspects and seeing things from a new perspective?
	Do not be afraid to pause or set up another meeting – remember counteroffers and nothing has been decided yet.
Useful tip	Take your time. Sometimes you just need to stand up, go into the corridor, on the stairways, look out of the window, see something else, and try to read new lines that have nothing to do with what you are doing here and now. Try to make your negotiation simulation as realistic as possible.
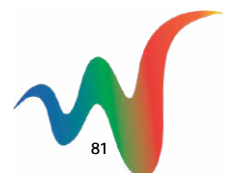
BATNA (Best Alternative to a Negotiated Agreement)

What can I do if I fail in negotiating with the person I am talking to right now - what other options do I have in this situation?

BATNA (Best Alternative to a Negotiated Agreement) is a simple model to think about if you do not achieve what you want now in the current negotiation situation. If these negotiations fail, where do you stand then?

> Parties may tailor BATNAs to any situation that calls for negotiations, ranging from discussions of a pay hike to resolving more complex situations like mergers. BATNAs are vital to negotiation because a party cannot make an informed decision about whether to accept an agreement unless they understand their alternatives.

Parties may tailor BATNAs to any situation that calls for negotiations, ranging from discussions of a pay hike to resolving more complex situations like mergers. BATNAs are vital to negotiation because a party cannot make an informed decision about whether to accept an agreement unless they understand their alternatives.

While a BATNA may not always be easy to identify, Harvard researchers have outlined several steps to help clarify the process:

1. List all alternatives if your current negotiation ends in an impasse.

2. Evaluate your alternatives based on the value of pursuing an alternative.

3. Select the alternative action that would have the highest expected value for you.

4. After you have determined your BATNA in Step 3, calculate your reservation value or the lowest-valued deal you are willing to accept.

Those who do not think about their BATNA will usually have more problems dealing with the negotiation situations, than those that have thought and prepared for their BATNA.

You need to consider your BATNA and be on guard with what other options there are in the situation. The more you work with this point of view the better your negotiating position is, as you know there are always other options even though you may have thought this negotiation meeting – and this idea was the best.

The meeting itself

To achieve the best possible results in a negotiation meeting, it is important to try to imagine how the actual meeting will play out and what you can do in preparation for that.

When the external preparatory work is mostly completed, it is time to sit down for ameeting. A few technical points may be relevant here like this:

Meeting place. Where should the meeting take place?

- It is best if you have an opportunity to choose or to influence the meeting place. If the meetings are at the other party's premises, it is likely that the party in questionhas a better position, which simply means that he knows the area. Therefore, the best option might be to choose a more neutral area, where both parties have equalrelevance to the meeting places.

- It is good to have the opportunity to choose a seat at the invitation so that you feelas good as possible. It is said that a view can make a difference as the mind can be allowed to wander if needed. You can also use the view to reduce stress and focus on something else, doing that you might get some extra time to think.

- If possible, try to select a meeting place where everyone feels comfortable, think about the light, sitting, data, food, and smell, these are all small things, but they might count. The smell can have a big impact, both positive and negative, the same goes for colors and other preparation.

A good example of ingenious preparation is to have a beautiful, colorful fruit bowl in the middle of the table and always have other refreshments such as water, coffee, and more. If it is cold and dark outside, a candle is always a positive thing.

Setting the meeting time

In negotiations, it is good to keep in mind to set meetings in the early part of the day because then most people are rested and have as much energy as possible.

It is just as important to choose days in the middle of the week, so Mondays are not considered suitable as many people might be heavy at the beginning of the week and the same can besaid for Fridays where the parties are already playing out the weekend in their mind.

Knowing this might help you to come up with some suggestions.

Meeting participants

It is important to know who will be at the meeting and thus it is possible to have the best possible preparation, e. g. seats and refreshments for everyone, and it can also be assumed that meeting participants -or the negation's parties have different roles.

If possible, it mightbe helpful not to attend a meeting alone and to have shared roles as one might be doing most of the talking, while others might be assessing the situation, reading from body language and facial expressions. Then you can take a break and compare your thoughts andob-servations and you might like to change or adjust your approach.

Well-being, clothing, style, and participation at meetings

- The vital thing for attending and carrying out a successful negotiation meeting is to try to be as well-rested, fresh, and clear as possible. Good sleep is extremely important for well-being and for better balance.

- All single activities, like good exercises, walking, and swimming areproven to be very good, and the best if these are carried out outdoors. This means a lot of oxygen as well as personal time to think and play out the meeting situations in your head.
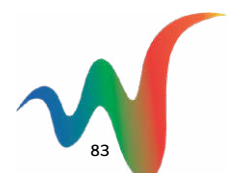
- What to wear and dress is equally important, make sure that what you choose is suitableand relevant for the negotiations that are going to take place. Try to find out about the dress code, if possible.

- Avoid wearing new clothes and /or shoes, because you cannot afford to spend some time feeling uncomfortable wearing something that you are not sure about.

- Try to select a material and style that is suitable for emphasizing the image that goes with the contracts that need to be worked on.

- Make sure that this is **you** and that you are the main person in this negotiation.

Active listening

Good negotiation techniques include good listening techniques and that means you are not only listening to what is being verbally said, but you are also listening to what is happening

in the whole environment, you are wondering how the parties are behaving, what they are indicating with the body language and or the pen, the eyes, are they scribbling on the paper and for long stop listening – lost all interest?

The more you listen, the more you learn from the situation you are in, at any given time.

Remember there is a better and greater benefit to listening than talking.

Building trust and asking questions

Research in negotiation techniques has shown that the more trust there is between theparties, the greater the probability of a better outcome for all parties. It is therefore important to have examined the interests of all parties to the agreements.

A good way to prepare for a negotiation meeting is to think and design questions that areimpor-

,, Think about the questions you might like to ask – be prepared.

tant to you, and it is also important if negotiations are going awry or in very wrong directions. Having prepared a different set of questions, you might be able to direct questions into another area so that you also have room to think.

It is a good rule to start a meeting by asking the right questions so that everyone at the table shares the same vision and understanding of the situation, the goal, and what is going to be discussed. This is not the same as having an agenda, this is more to make surethat all parties understand the content and technical languages in the same or similar way before the talks begin. Also, by doing this, it allows all parties to have some saying before the meeting formally starts, based on the agenda.

Now, when asking questions, it is usually best to use open-ended questions to get asmuch information as possible.

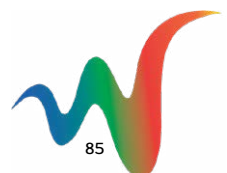**These are question which start like this**:

> **What...**
>
> **How...**
>
> **When…**
>
> **Who…**
>
> **Why…**

Repeating negotiations pupating meeting

Period of negotiations also matters as if the same parties could be negotiating repeatedly. Trust is always important, but if it can be assumed that a new contract is needed, then it would be possible to give something up and then use it as experience or leverage in the nextcontracts.

PRACTICAL TASK

Name	Must-haves and Nice-to-haves
Type of the activity:	Role game
The aim of the activity:	Distinguish desires and needs
Skills that the activity develops:	Personal Effectiveness Self-awareness
How many people the activity is suited for:	Group of at least 2 persons: one is an artist, and another one is a decision-making person
The time requirement of the activity:	60 minutes
How many instructors are needed?	One
Other requirements for the activity (space, equipment, etc.)	Table and/or chairs for sitting, flipchart, pen/pencil, sheets of paper (for notes), drinking water.
Description of the activity:	Needs are just as essential to take into consideration when negotiating. Satisfying your "needs" can lead you down a long, fulfilling path that will make both parties happier in the end. In contrast, satisfying desires only show those who care about what they want at any moment (or even throughout their lives). Imagine a situation where an opportunity comes along that would give you precisely what you wish for €10,000. However, taking this deal may also force some significant tradeoffs with your personal life: work/life balance, creative freedom, and growth opportunities. When entering in a negotiation simulation, each party should take some time and think through what exactly it is that will help seal the deal. Here are some ideas: **What you may want:** • More money • Ability to work remotely **What you need:** • To feel acknowledged and fairly compensated for the value I provide • To know that I can provide excellent work no matter where I am employed

	The process of identifying your wants and needs can be a daunting task. This is where the exercise comes in handy because you may find some things that were once important but now seem less so than what matters to you as a person; sometimes, this helps clear up how we articulate our desires better (or whether they're even legitimate).

SOURCES

1. **Game** to learn and practice like this which is from the book Flashcards.
2. Roger Fisher and William Ury coined the term BATNA in their 1981 bestseller "Getting to Yes: Negotiating Agreement Without Giving In

BOOKS

1. https://www.amazon.com/gp/product/1626566976/ref=as_li_qf_asin_il_tl?ie=UTF8&tag=inccomlinkcom- 20&creative=9325&linkCode=as2&creativeASIN=1626566976&linkId=c9c3ddb3a5159acfc91fd4e311 aeb-7b8&asin=1626566976&revisionId=&format=4&depth=1
2. Samningatækni by Aðalstein Leifsson

FOR FURTHER READING - GOOD LINKS

1. https://hbswk.hbs.edu/item/salary-negotiations-a-catch-22-for-women https://www.healthline.com/nutrition/10-reasons-why-good-sleep-is-important
2. https://www.inc.com/jeff-haden/tk-highly-effective-negotiation-tactics-anyone-can-use.html
3. https://skemman.is/bitstream/1946/9929/1/B.Sc._lokaverkefni_samningat%C3%A6kni.pdf
4. https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwi62fir7- P0AhVqnGoFHZ-

SHORT VIDEOS

1. https://www.youtube.com/watch?v=pjlPgJ1wBdM
2. https://www.inc.com/sam-bacharach/how-effective-leaders-negotiate.html
3. https://www.sciencedirect.com/science/article/abs/pii/S019130850426004X
4. See this video on YouTube

GOAL SETTING

1. https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=video&cd=&cad=rja&uact=8&ved=2ah UKEwjEvfCo0- X0AhXnlWoFHYcMAv4QtwJ6BAgGEAI&url=https%3A%2F%2Fwww.berkeleywellbeing.com%2Fgoal- setting.html&usg=AOvVaw1a7wRpkiZAQ3wVqWxZ8U3v
2. https://www.artsymposia.com/article/negotiation-for-artists