

ARIZONA ARTISANS COLLECTIVE



MONTHLY MEETUP

Maker Business Start-Up
Roundtable

June 2017 Meet-Up Series



ARIZONA ARTISANS COLLECTIVE

~ a professional fellowship of Arizona Makers & Artisans ~



Community

"Taking care of the artist behind the business."



Resources

"Giving you all the tools & connections you need."



Solutions

"Collaborating to achieve your dreams."

We are small-business owners crafting our wares by hand locally in the gorgeous State of Arizona.



Our Vision

We crave a strong & vibrant maker community in beautiful Arizona.

Our Mission

We want to help each local artisan thrive & achieve your business goals. One step at a time.



**We create community, resources & solutions
for local *art-repreneurs*.**



Announcing: AAC Business Resource Center



Located in downtown Tempe
@ University & Mill Ave

[Map & Hours](#) on our website

Stop by and say hello! Come with questions, struggles, ideas ~ and lets talk...

WELCOME! *New Members*

- Judith from [Ceramics by Judith](#)
- Jules from [Jules Gissler Artologist](#)
- Jennifer from [Dirty Girl Bath](#)
- Elizabeth from [Reve Jewelry](#)
- Rebecca from [Face Forward Art](#)
- Nathaniel from [11th Loop](#)



We are thrilled to have you join us



Thank you Susan Rice Designs for showing your support.

FREE Stickers coming soon!

Initiatives & Opportunities



- Arizona Market & Shows Calendar
 - Meet-Up Events & Membership Coordinator
 - Copywriting & Social Media Management
 - Grotto Gallery – Grand Opening in October
- ➔ *Details are on our website @ [/opportunities](#)*



Missed a Meet-Up?



Members can [view presentation materials](#) on our website. Anytime.



www.az-artisanscollective.com



MONTHLY MEETUP

Maker Business Start-Up
Roundtable



Introductions

&

Tell us what your product is!



6-Steps to a Maker Business

1. You're product isn't your artwork
2. Artisan + Sustainable = Art-repreneur
3. Define your brand
4. Do the math
5. Consider a Business Model Canvas
6. Make it legal



You are not selling your artwork...



- What??!!!!
- Reframe your idea of what your product is...
- Your artwork embodies many ideas and *emotions*

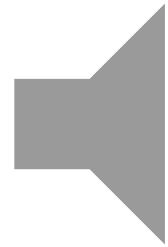
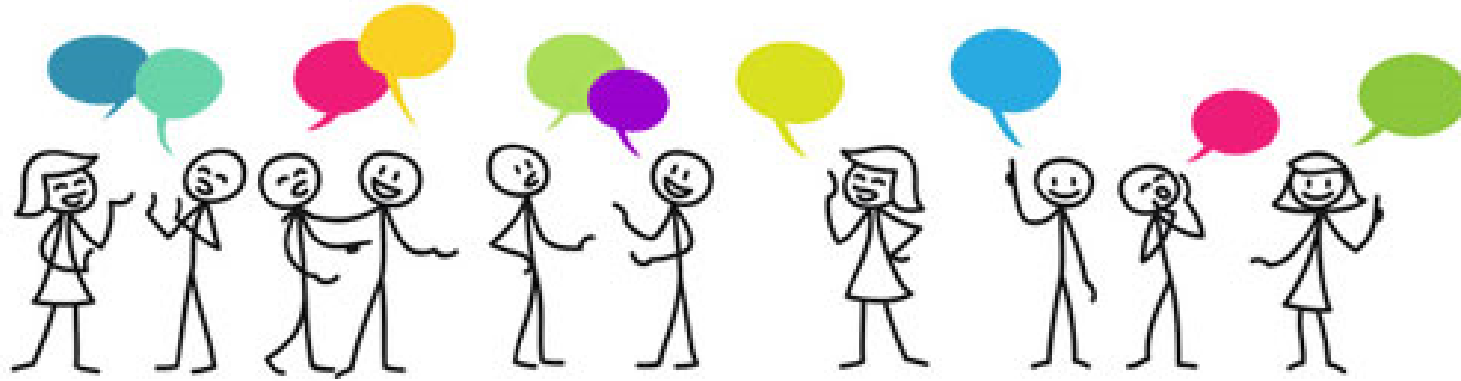
Why does handmade Art matter?



- *“Art matters because looking at a beautiful painting or sculpture gives us an experience that nothing else can. It’s not just that art can make us feel good, which it can, by being made of pleasing colors, or harmonious shapes, or beautiful materials. A good piece of art work - whether it’s a painting hanging on a wall, or an enormous sculpture that transforms a public plaza - can excite, provoke, soothe, and inspire. “*

Mary Boone [Huffington Post](#)

- More @ [National Endowment for the Arts](#)



Tell Us: What is your product?



Think: Why does my work matter? Why do I craft what I craft?



You are now an ART-REPRENEUR

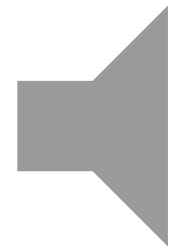
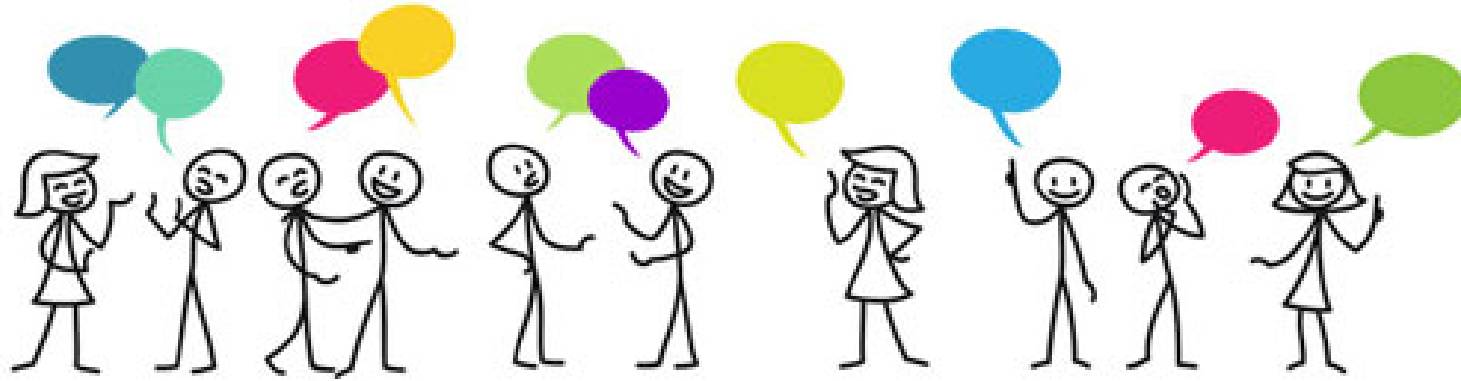


- A sustainable art “habit” = You cannot spend all or most of your time in the Studio
- You are a business person = Start thinking about strategy, goals, quantifying and documenting your ideas
- Be intentional about dedicating certain amounts of time each week to working ON your business rather than just IN it

3 Must-Reads



- *The E-Myth Revisited* by Michael E. Gerber
- *Big Magic: Creative Living Beyond Fear* by Elizabeth Gilbert
- *The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results* by Gary Keller



Tell Us: What is your long-term big picture goal?



Think: Is it top of mind every day? Is it documented? Did you do some math? :)



Define Your Brand



First... Define your Brand Strategy:

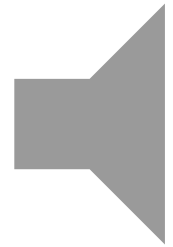
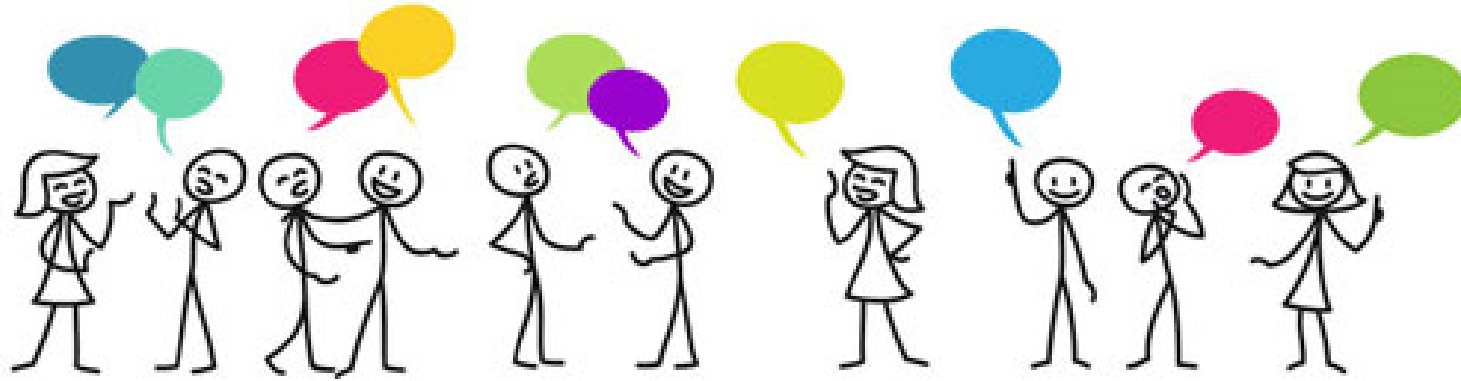
- What is your Vision?
- What is your Mission?
- What are the values you hold dear?
- Who is your Target Customer(s)? Give him or her a name!

Define Your Brand



Then... build your public presence or your “brand”:

- Business Name
- Business Format
- Brand Image (Logo, Tag Line, Color scheme, Fonts, Style Guide)



Tell Us: What is your brand strategy?



Think: Do you have a vision, a mission, a set of core values, an ideal customer?



Do the Math $[+x\%^{-}=\$ \$ \$]$



1. Know your goals - you will solve to these #'s
2. Do a personal budget - you must cover these expenses first
3. Determine how much you must EARN to cover those expenses
 - including savings, and retirement
4. Run the financials
5. Evaluate your production capacity, tweak accordingly:
 - Pricing
 - Staffing
 - Cost controls
 - Increased sales volume

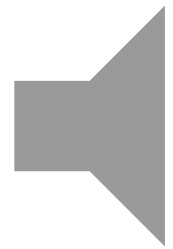
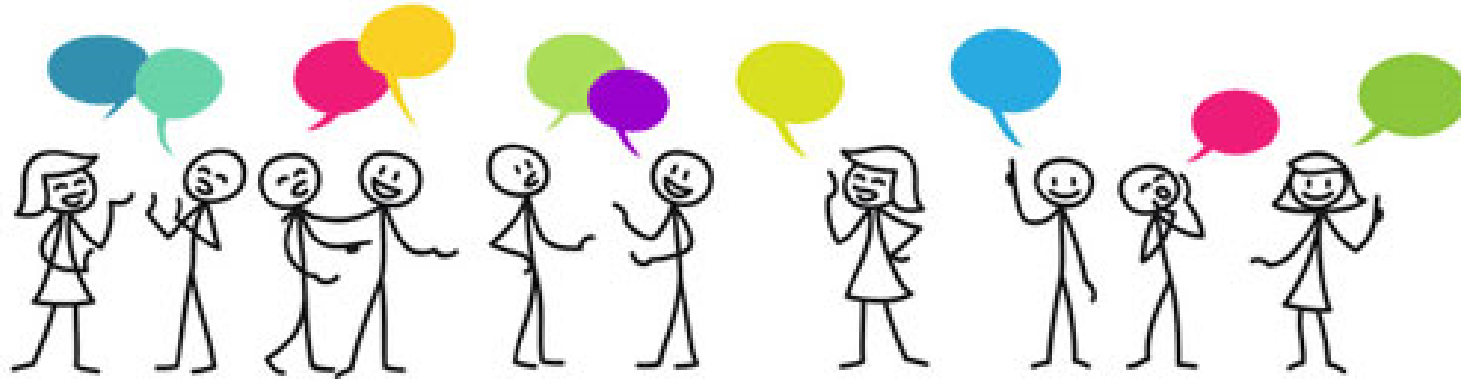
Really Basic Financials



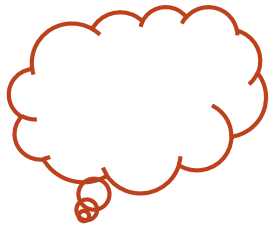
BLAH BLAH BLAH.....

- Fixed costs (FC) – recurring costs that don't change
- Variable costs (VC) – costs of creating each piece of work, including labor!!
- Target market price range: low, mid, high range
- Average Selling Price (ASP) = sum of (each inventory item x price) / # pieces in your inventory
- \$ Profit = (# Windings Sold x ASP) – FC – VC (at that volume) – Salary

TAKE OUR BUSINESS MODELING WORKSHOP!!!!



Tell Us: Are you freaking out?! Do you own a calculator??



Think: If I do this math, I can have a specific plan of action and know what I must do.....

Business Model Canvas











The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		

Are you really visual?

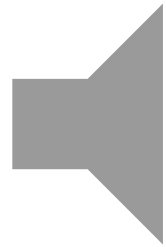
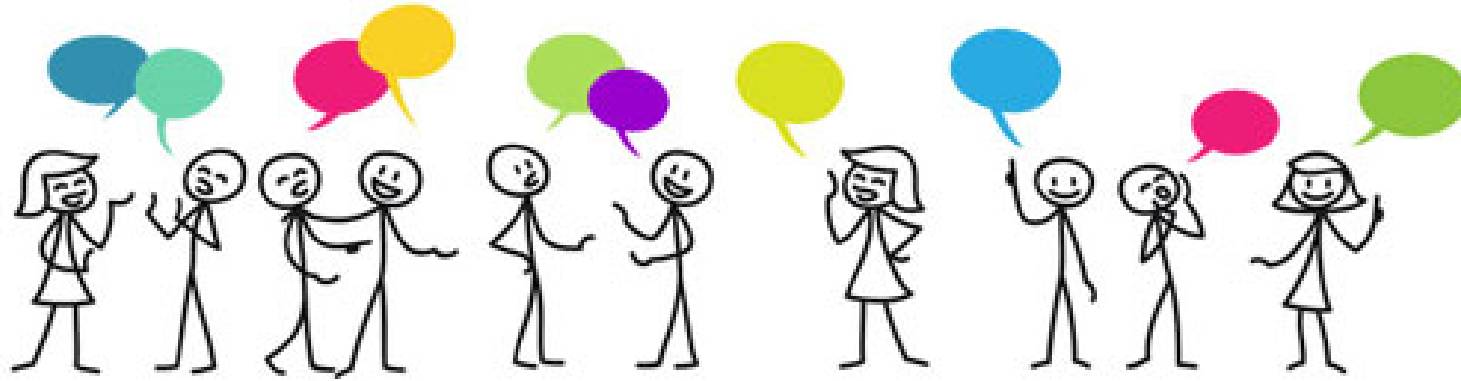
A one-page game plan
is a good thing!

A good group project.

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DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

 **Strategyzer**
strategyzer.com

- <https://strategyzer.com/canvas/business-model-canvas>



Tell Us: Will you consider doing a canvas?
Would a workshop format help you?



Think: If I don't have a plan, I'm less likely to
achieve my goals.....



Make it Legal = Do the Paperwork

5 Steps to Making it Legit

Step 1 (optional)



Consider registering your Business Name / DBA

[AZ Secretary of State]

Step 2 (optional)

Consider Registering your Trade Mark

[AZ Secretary of State]



Step 3

Purchase your Domain Name
[GoDaddy or any domain registrar]

>> The Research is Key <<



Step 4



Obtain your Business/Wholesale License
[AZ Dept of Revenue or DOR]

1. In Arizona = TPT or Transaction Privelege Tax
2. Collect and Pay your sales tax per the required schedule

Step 5



Consider incorporating and obtaining a TID or EIN
[IRS]

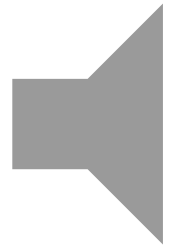
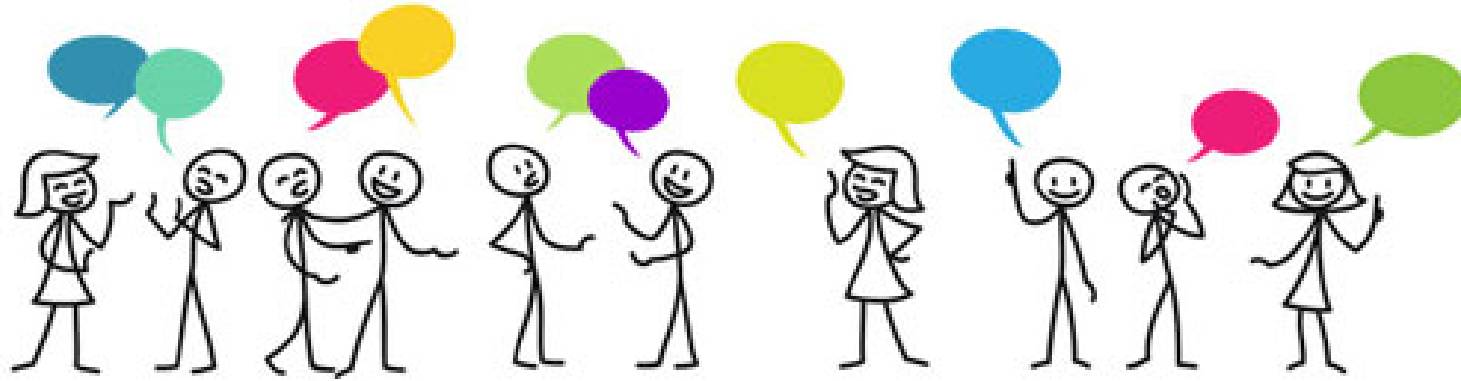
>> required in some cases

Making it Legal – Other Considerations



- Banking: At some point you will want to open a separate bank account – meanwhile, you **MUST** separate all your transactions in your bookkeeping system.
- Obtaining Credit
- Insurance: Inventory, Liability, Workers Comp, etc

➔ *Detailed Info and Links: see ****Member Services*****



Tell Us: Are you legal?



Think: Do you need to be?



What are your next steps?

How can we help?



What's Next?



Upcoming Events

Date	Location	Topic
July	FABRIC, Tempe	E-Commerce Get Online: The Basics of Building Your On-Line Presence - 3 events -
August	FABRIC, Tempe	E-Commerce Get Found: Buidling a Strategy & Integrating Video - 3 events -
September	FABRIC, Tempe	E-Commerce Get Results: Content Development & Measuring Results - 3 events -
Oct - Dec	TBD	Wholesale

How to Stay Connected



www.az-artisanscollective.com

Newsletter & Blog ~ [signup](#) on our website

Become a Member ~ [join](#) on our website

Facebook Group @ [azartisans](#)

Instagram @ [azartisans](#)

Pinterest @ [azartisans](#)

LinkedIn @ [arizona artisans collective](#)



See you soon everyone!

*Thursday July 13th
Business Resource Center in Tempe*

