

Business and Art

Checklist for Starting a Business

- You make over \$3k with your art. (Making less than this is legally defined as a hobby, unless you want the benefits of business formation IE. Tax deductions!)
- Register as a business in your county. Ask at your local City Hall or Chamber of Commerce.
- Establish an EIN (Can be done online). Grants you wholesale or tax free rates at many businesses and trade shows.
- Start keeping receipts of income/expenses and a mileage log on your car. (Quicken is a great ledger. Mint.com is useful as well)
- Have a website! Everyone else expects you to. A Facebook Page is a good start which requires no coding knowledge.
- The Social Media triad – Facebook, Twitter, & YouTube. Tumblr is also great for artists.
- When tax time comes – TurboTax is good for starting out. Bookkeepers/Tax Accountants come later when you start making more serious money or if you want to pay for the security of an expert.

Recommended Books for Artists

Graphic Artists Guild Handbook – Has everything from standard business practices, sample contracts, to industry standard rates for all fields of visual arts.

Imaginative Realism by James Gurney – The basics of composition, color use, and framing that is useful for narrative storytelling in all fields. The follow up **Color and Light** is equally as helpful.

Legal Guide for Artists by Tad Crawford – An in-depth and easy to understand breakdown of copyrights, standard practices, and common contracts that artists need to be aware of.

Useful Websites

Google Alerts – Sends you email notifications for keywords that you define. To keep track of where your name ends up online.

Blogger.com – A great free blog site. Can use custom url and also add Pages to make it more like a website.

www.theartoffreelancing.com – Home page of Noah Bradley's "Art of Freelancing" video. While Noah is a concept artist, he offers great insight on general freelance practices, common problems, and financial advice geared for artists. Buying his video also gives you access to his databases of resources and the exclusive Art of Freelancing Group on Facebook.

http://muddycolors.blogspot.com – A collaborative blog of some of the most acclaimed illustrators working in the industry today (particularly Scifi/Fantasy artists). They share business advice, helpful tips, painting processes, and more!