

Arts Lead

A Program for Better Business

by

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What is Arts Lead? Arts Lead is a 6 month long professional development program designed to serve **visual artists in business**. The approach is both customized and education-based, helping artists to manage tasks and initiate new projects, or to carry out big ideas. Participants receive guidance, support, and resources to stabilize, grow, and propel them forward in their creative work. Customized communication and resources are the heart of Arts Lead. Thea helps participating arts entrepreneurs to elevate their offerings.

The Culture: Participants have various levels of knowledge or development, but each have a desire to earn profit and to grow a sustainable business. Accountability is an important factor, but participants should not feel rushed or overwhelmed by program tasks; it's not a hustle, it's a practice. Arts Lead is most effective when participants are responsive and timely with the resources offered; establishing routines and applying the practices brings success.

How Does Arts Lead Support Artists? Participants receive the following:

- Five (5), 1:1 in-person development sessions with Thea (2 hours each, once per month)
- Five (5) group development sessions (by phone) featuring in-depth professional development topics (1 hour each, 1 per month)
- One (1) Special Session (an in-person group touchpoint with other Arts Lead participants on a professional development topic)
- Access to the Client Portal of The Artist's Concierge website offering educational guides, forms, and resources
- Artist Spotlight featured name and weblink on The Artist's Concierge website and social media
- A \$100 credit toward any service of your choice by The Artist's Concierge
- (VIP) Reduced registration ticket fees to select professional development programs hosted by The Artist's Concierge
- One (1) complimentary ticket to any *Articulate This* weekly series hosted by The Artist's Concierge (valued at \$25)
- A monthly newsletter featuring development topics, articles, calls for shows and opportunities, and resource