

# PRE-REQUISITES TO BE AN INDEPENDENT PLEIN AIR ARTIST

## BUILDING YOUR CREATIVE ECOSYSTEM



### 1. ARTISTIC MASTERY & SKILLSET

- **OBSERVATIONAL EXCELLENCE:** Master the art of seeing (light, value, atmosphere)
- **MASTER MEDIUM & TECHNIQUE:** Choose & perfect your choice (oils, watercolor, pastels)
- **COMPOSITION & VALUE STUDIES:** Design impactful scenes quickly.



### REQUIRED TRAITS



**STRONG OBSERVATION**



**TECHNICAL PROFICIENCY**



**RESOURCEFULNESS**



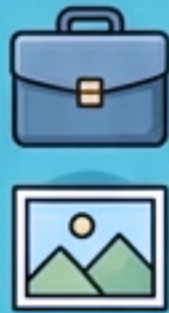
**PERSISTENCE & GRIT**



**GLOBAL CONNECTIVITY**



**BUSINESS SAVVY**



### 2. CURATED PORTFOLIO

- **SHOWCASE YOUR BEST WORK:** Include varied subjects (landscapes, cities, people)
- **CLEAR ARTISTIC VOICE:** Develop a unique style that defines your brand.
- **PROFESSIONAL PRESENTATION:** High-res images, curated selection.



### 3. BUSINESS & MARKETING ACUMEN

- **PRICING STRATEGIES:** Base on cost, time, skill, market value
- **BRANDING & IDENTITY:** Logo, colors, consistent messaging
- **MULTI-CHANNEL VISIBILITY:** Website, Social Media (Instagram, Facebook), etc.
- **EMAIL LIST BUILDING:** Cultivate a direct connection with collectors.

### 4. INVENTORY & SALES CHANNELS



- **E-COMMERCE WEBSITE:** Sell directly to a global audience
- **GALLERY RELATIONSHIPS:** Form strategic partnerships
- **ART FAIRS & EVENTS:** Show and sell in person.



### 5. OPERATIONAL EFFICIENCY

- **EFFICIENT ORDER FULFILLMENT:** Shipping and safe packing
- **PROFESSIONAL COMMUNICATION:** Manage client inquiries
- **FINANCIAL MANAGEMENT:** Tax planning, bookkeeping.

