

Artist Business Canvas by (abbreviated outline)

<p>7. Key Partnerships</p> <ul style="list-style-type: none"> • Key partner relationships and support to make, market and sell creative work • VALUE EXCHANGE with partners (goes both ways)? 	<p>9. Key Activities</p> <ul style="list-style-type: none"> • Key Activities that your artistic/creative practice requires? • Key activities that all other canvas segments require (map out) 	<p>2. Value Propositions</p> <ul style="list-style-type: none"> • Value that you/your creative work offers • Special offerings that you offer customers/buyers/audiences <p>HOOK: What sets you and your creative/art work apart?</p>	<p>4. Customer Relationships</p> <ul style="list-style-type: none"> • How do you build an nurture relationships with each customer segment? • Relationships with customers/audiences who support you with \$/resources? Who don't support you with \$/resources? 	<p>1. Customer Segments</p> <ul style="list-style-type: none"> • Audiences/customers – WHO ARE THEY? • Who pays you? • Who do you want to pay you?
	<p>8. Key Resources</p> <ul style="list-style-type: none"> • What Key Resources do you already have to make, market and sell your creative work? • Key Resources that all other canvas segments require (map out) 		<p>3. Channels</p> <ul style="list-style-type: none"> • Communication channels for outreach and engagement – what works best? • Online, offline, in-person? 	
<p>6. Cost Structure</p> <ul style="list-style-type: none"> • Most important costs inherent in the business model canvas • Costs to produce creative/artistic work (time, materials, marketing, shows, etc.). <p>FIXED AND VARIABLE</p>		<p>5. Revenue Streams</p> <ul style="list-style-type: none"> • What sources of revenue might you're artistic/creative work provide? • What Audience/customer segment contribution to overall income? • Day job considerations? 		