Business Identity / Formation

- Choose a business name that does not infringe on others and is descriptive of you and your business
- Register your business name with proper authorities, usually your State’s Secretary of State
- Choose your form of organization - sole proprietorship, partnership or corporation. Don’t forget to look at LLC or LLP options.

Accounting & Finance

- Develop some kind of record keeping system. This could be a shoebox to hold your receipts, a computer accounting system or help from a bookkeeper or accountant.
- Open a bank account
- Secure a merchant processing service such as PayPal or Square. These will allow you to accept credit cards.
- Develop receipts or invoices to give to your customers. This can be as simple as a word processing template or going to an office supply store and purchasing blank receipts.
- Obtain the necessary State and Local sales tax licenses and permits.
- Consider obtaining a Federal Employee Identification Number also known as an EIN. You may also be able to use your social security number instead - talk to your accountant.
- Insurance - if there is any possibility of liability you will need some form of business insurance. Many venues such as art fairs or festivals may require you to carry insurance. Talk to your insurance broker to find out what is appropriate for your art business.

Marketing & Sales

- Your Story - how do you describe your art and your business?
- Business Cards
- Web Presence such as a website, Blog, or third party site such as Etsy.
- Social Media accounts such as Facebook, Twitter, and Linkedin etc.
- An email address, preferably one linked to you website - free email accounts such as Gmail may not give the right impression of your brand.
- Business phone number that identifies your business
- Brochures and other marketing materials such as signage
- Packaging and labels
- Pricing that will cover ALL of your costs including your time producing the art
- An inventory or selection of art to sell

Most Important

- Your Business and Marketing Plan! - Check out The Artist’s Business and Marketing ToolBox