Hello! You are listening to curator on the go podcast and I am Liza - your host. Today is the last day of 2019. Each new year offers an exciting opportunity for a fresh start and new beginnings, which is probably why we all look forward to New Year’s Eve so much. It's important, to celebrate all of your experiences from 2019 and to welcome the new year ahead.

This solo episode will be a quick chat about the goal setting and how we can create a vision of our future. Using the vision map and a list of skills you have - we will talk about the ways to structure your upcoming year and feel happy about what you are doing. Enjoy!

Find more information about the host and this podcast at <http://curatoronthego.com/>.

Thank you [insta-art.ca](http://insta-art.ca/) for supporting curator on the go podcast. [insta-art.ca](http://insta-art.ca/) is a Canadian online art platform that helps bring your photos to life in the form of high-quality acrylic prints. Want to be an Insta-Art Artist? Submit your photos, artwork or graphics at [www.insta-art.ca/artists](http://www.insta-art.ca/artists). Custom prints are also available for artists looking to sell independently!

When we talk about running a business, we always discuss our company’s values, branding, income streams and how to set goals for the years to come.

I personally, work with a vision map and where I would like my career to be in 3 to 5 years. I know that some goals will take a year to accomplish or 5 years, but I always try to dream big and believe in myself.

It’s important to differentiate your goals.

**Develop Small Actionable Tasks** (short term tasks that can be achieved in a few hours): (get paper samples for my prints, create a pricing structure, write my bio, design my logo, etc.). We all feel satisfied when we cross the tasks out – those are your small actionable tasks.

Next, you need to make **intermediate goals** – small goals that can be accomplished every month/or week (set-up an online shop, name my shop, take photos of my work, ect.)

Finally, make l**ong-term goals** that can take 6 months to a year to accomplish like grow my newsletter list from 50 contacts to 2000 or to exhibit my works at 10 shows.

That’s what I wrote in June this year:

* Updating my website, update my bio, update my business card, update my services, update my social media pages, etc. (small tasks) – we all need to do at least every 6 months.
* Launching an online course (having passive income) – I saw it as an intermediate goal, but it turned into a long-term goal as I needed time to focus and decide what course I want to launch. I wanted it to be rich in tips and personal experience, not just stating general knowledge information. I am almost done and will be launching my coarse end of January 2020 ☺
* coach artists monthly (intermediate). I helped many artists in 2019 and are open to jumping on one-on-one consultations with artists who need clarity on their goals, ways to get more exhibition opportunities and sales. Check my website [www.curatoronthego.com](http://www.curatoronthego.com) to see all my services.
* Having Youtube channel + artists’ inteviews - it was a long term goal-> I have Curator on the Go Podcast and will think more into what I want to show on Youtube. As I don’t want it to be the duplicate of my podcast.
* Organizing 4 networking events per year (long-term)– I organized one in August and it was amazing. I was planning to do one in the fall but things got busy with podcast and exhibitions I’ve organized. I always want to meet and provide a safe space for artists to meet, discuss ideas and learn from each other. I promise, I will organize more of those in 2020.
* Instagram – 15k followers (long-term). I am proud to say that I never bought followers and I was able to organically grow my account this year. It’s not 15k, it’s only 4200 but I had only 1300 this June – so strategically using social media, selecting a small niche and target specific audience helped me to increase my number. But, I never focus too much on the number, I focus on the quality and the best ways I can serve my community.

For you to create your goals map, the first step is to make a list of Values/Skills you have and what you can do vs what should be outsourced. Should you spend hours and hours on learning how to build your website – probably not. Do you need to do all marketing or client outreach – you can share this task with an art agent or hire an assistant who can work while you paint.

while making a goal vision board, you need to think about money: how much you want to earn as an artist, and how much you are willing to spend to earn it (investing in art courses, buying new supplies, new laptop, travelling to international shows and fairs, working with an agent, etc.).

Make 2 columns – things I will do every week/ 2h each day to grow my social media presence and reach or searching for call for art.

And things you don’t want to do my taxes, or reach out to local businesses and trying to sell my art or organize a solo show alone. Allocate some finances and let a professional help you

Also, make sure that you CLARIFY YOUR ARTWORK AUDIENCES. The biggest mistake artists make is to understand the difference between **the fine art market** and the **consumer market**. As you don’t approach both markets in the same way. Who you are targeting?

**Online shoppers – members of a consumer market.** They buy art primarily for decorative purposes through artists’ websites, online galleries, amazon, ebay, etc. Online art sales are dominated by pieces priced below $5000.

**Fine Art Market** – art collectors who are willing to spend several thousands of dollars on art purchases. When it comes to buy art, they use internet to discover artists, but buy who have already been vetted by galleries and museums. They buy for decorative purpose, for status or for investment.

Finally, I usually recommend (and I do it myself) to have a calendar of events life gallery openings, fairs, etc. that you need to go to/check. This way you know in advance what you need to apply for, go to and market your work by networking art professionals and people who come to those event..

**I want to wish everyone Happy New Year! Thank you so much for being part of Curator on the Go Community!**

May this year bring new happiness, new goals, new achievements and a lot of new inspirations in your life. Wishing you a year fully loaded with happiness. Wishing every day of the new year to be filled with success, happiness, and prosperity for you, happy new year. Here's wishing you all the joy of the season.