



Webinar Workbook

5 Insider Secrets of the Paint Party Industry

- I. Market Research
- II. Artsy Math
- III. The Art of Service
- IV. Supplies
- V. Building a Brand

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I. MARKET RESEARCH: THE ART ENTERTAINMENT INDUSTRY

Ask yourself this question: Is there anyone else out there that does what I am doing?

Find 3 similar companies/competitors in your area:

1. _____
2. _____
3. _____

(Examples of companies in your area might include Pinot's Palette, Painting with a Twist and Boards & Brushes.)

Research the creative industry:

- Association for Creative Industries (*formally CHA*) at www.CraftAndHobby.org

II. ARTSY MATH

Read the Artsy Math blog at www.ArtsyAssociation.com/post/artsy-math

Our "Perfect Party" is the Hostess + 10 friends. Using Artsy Math, calculate the revenue and expenses for a party with 10 paid guests:

- Revenue \$ _____ (*recommended \$26 * number of paid guests*)
- Expenses \$ _____ (*estimated at about \$3 per total number of painters*)
- Total Earnings \$ _____

How many events do you plan to do per month? _____

Based on this info, what is your estimated monthly earnings? \$ _____

III. THE ART OF SERVICE!

What service area do you want to focus on first?

What client base do you prefer to serve?

IV. SUPPLIES

Each painter will need a canvas, table top easel, palette, brush set, water cup and apron.

Below is the list of recommended supplies.

- | | | |
|---|--|--------------------------------------|
| <input type="checkbox"/> Canvas | <input type="checkbox"/> Paint | <input type="checkbox"/> Water Cups |
| <input type="checkbox"/> Stand Up Easel | <input type="checkbox"/> Palettes | <input type="checkbox"/> Aprons |
| <input type="checkbox"/> Table Top Easels | <input type="checkbox"/> 5-Piece Brush Set | <input type="checkbox"/> Drop Cloths |

Odds and Ends

Tote Bags	Frame to display artwork
Table Cloths	Pencils/Sharpies
Paper Towels	Name Tags
Clorox Wipes	

V. BUILDING A BRAND

What is your favorite brand? _____

Why? What does that brand convey to you?

What do you like about this brand? Their photography? Social media? Colors?

What area of your brand will you need the most help to develop?

Logo Social Media Photography Email Marketing Artwork
