# MARKETING PLAN QUESTIONNAIRE

From: [ABC Artist Representation Firm] To: [XYZ Artist]

Date: [Date here]

1. Please specify the artists' contact information so that any questions and other issues about the questionnaire can be answered in a timely manner.

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| Name: |  | Title: |  |
| Phone: |  | Fax: |  | Email: |  |
| Address: |  |

1. Please describe in detail the main type or genre of art you produce, and what mediums and substrates are used in your work. Also, what type of work is the Artist most comfortable and confident in creating?

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1. Please describe any special thoughts you have about what markets, geographical areas, and demographics you would like to see your artwork in?

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1. Please describe how much time on average it takes you to create one complete show worth of work which is typically 35-40 pieces. Please describe how much and what type of work you have in reserve and how much time you think you will need to build a reserve of work that contains enough for at least three shows.

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1. What different formats are acceptable to you as far as selling original work only, prints, and/or licensing? How much work have you sold in your career as an artist? How long have you pursued a career in the arts? Are you comfortable with donating works to charity organizations and museums? Do you have any charities, galleries, or museums in which you would like to have your work displayed?

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1. What are your goals in regards to sales and income from your work? Are you working another job while you are pursuing an art career?

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1. What other services as an artist are you qualified and willing to perform? For example, do you paint murals, sculpt, teach, speak at events, do personal installations of your work?

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1. Please provide your artist statement, which should include your goals as an artist, your overall message, and your qualifications and experience. Also, describe what a freelance creative career means to you and what you hope to accomplish.

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