

I. INTRODUCTION

II. STARTING ART EDUCATION STUDIO

1. Art teaching franchises—Young Rembrandts, Abrakadoodle, Kidzart

Some of these do birthday parties. There are also the Paint and Sip franchises.

I don't have any experiences with any, but franchises cost \$35,00-\$80,000

2. Business entities: **SOLE PROPRIETORSHIP**---AES

SOME OTHERS ARE:

PARTNERSHIP

CORPORATION

S CORPORATION

LLC(limited liability company)

COOPERATIVE

Some Readiness Assessment Questions (from SBA website)

GENERAL

Do you think you are ready to start a business?

Do you have support for your business from family and friends?

Have you ever worked in a business similar to what you are starting?

Would people that you know say you are entrepreneurial?

Have you ever taken a small business course or seminar?

PERSONAL CHARACTERISTICS

Are you a leader?

Do you like to make your own decisions?

Do others turn to you for help in making decisions?

Do you enjoy competition?

Do you have will power and self-discipline?

Do you plan ahead?

Do you like people?

Do you get along with others?

Would people that know you say you are outgoing?

PERSONAL CONDITIONS

Are you aware that running your own business may require working more than 12 hours a day, six days a week, and maybe Sundays and holidays?

Do you have the physical stamina to handle a "self-employed" workload and schedule?

Do you have the emotional strength to deal effectively with pressure?

Are you prepared, if needed to temporarily lower your standard of living until your business is firmly established?

Are you prepared to lose a portion of your savings?

The name:

-The legal name of the business is the name of the business owner.

Naming your business is an important branding exercise, but if you choose to name your business as anything other than your own personal name then you'll need to **register** it with the appropriate authorities.

DBA (doing business as) is called a “fictitious” name—

- **Sole Proprietors or Partnerships** – If you wish to start a business under anything other than your real name, you'll need to register a DBA so that you can do business as another name.
- Registering your DBA is done either with your county clerk's office or with your state government, depending on where your business is located. There are a few states that do not require the registering of fictitious business names. (Kansas does not)

MAKE SURE YOUR PROPOSED BUSINESS NAME IS AVAILABLE. THERE IS NO **ONE** PLACE TO SEARCH IF THERE IS A CONFLICTING NAME.
(Google the name)

Logo design:

-SIMPLE

-MAXIMUM OF THREE COLORS, INCLUDING BLACK OR WHITE

-RELEVANT

-CAN BE ABSTRACT OR REALISTIC

-FONT BASED OR ILLUSTRATION



I started with @ 30 thumbnail designs, my son and I limited down to about 10, then I chose the final one

Zoning and permits

Check to see if there are zoning restrictions with the city and/or county. Zoning approval could be as simple as filling out an application for a permit, or as complicated as a public hearing. If selling something, you need a vendor's license.

Financial considerations

supplies and materials, home-based business permit, insurance and taxes

Market Research

Market research definition--- gathering, recording and analyzing data to identify your market, set realistic expectations about that market and reduce business risks.

Competition

DIRECT competition—

INDIRECT competition—leisure activity (music lessons, dance lessons, karate lessons, sports practice and games, etc.

Business Plan- not every business plan is the same
necessary only if you take a formal loan

ELEMENTS OF A BUSINESS PLAN

EXECUTIVE SUMMARY- usually written after the rest of the plan.

COMPANY DESCRIPTION

mission statement

company overview

industry briefing

legal structure

DESCRIPTION OF PRODUCT OR SERVICE

MARKETING

OPERATIONS

. facility

location

MANAGEMENT --personnel

FINANCIAL

. funding requirements

financial statements

income statement

balance sheet (assets and liabilities)

cash flow statement (shows amounts expected to be coming in and going out in a given time frame)

OTHER: SWOT--strengths, weaknesses, opportunities, threats
GLOSSARY
APPENDIX-supporting documents

III. RUNNING ART EDUCATION STUDIO

Studio facilities

---about 700 sq.ft. in my basement

-ONE LARGE TABLE with 6 stools (on that table I have a big Lazy Susan type container for pencil, rulers, t squares scissors, etc) an office basket full of scratch paper, lots of paper towels.

-ONE MEDIUM TABLE with 2 stools

-mat cutter (Logan \$250)

-computer, Wacom tablet

-Bulletin boards with signs (tip & tricks)- **DRAWING DESIGN COLOR** (2 color wheels)

-10 wall pockets— where I put tips and tricks

Faces

Hands

Trees

About Drawing & Handouts

Grid

Optical Illusions

Simple Line Drawings

Perspective

Value

Body

-6 shelving units or cabinets for storage (one for student work in progress)

-lots of books and reference material, exemplars

-3 floor easels, 4 tabletop easels

-half bath and a bedroom for storing large artworks.

- storage room

-sink

-desk (on it-a box for receipts)

-file cabinet

-work bench (tools)

-2 sofas

Materials and supplies-- purchasing

- Start up about \$2000
- Garage sale items
- Dick Blick
- I use about \$200 worth of printer ink a year.

CREDIT CARD (I got the best interest rate through Consumer Reports)

DEBIT CARD and CHECKBOOK

Scheduling

When a person calls---

- refer them to my website, which has most of the information they'll need
- explain that this is basic instruction in drawing, design and color theory
- tell them my students ages range from 5 to 82

Financial Considerations

Cash based----\$15 per hour

discounts for church members,
homeschoolers (speaking of homeschoolers,
they make up about half of my students)

Printing---

- Business cards---good deal at Vistaprint
- Initially I had a brochure and letterhead printed, but didn't use them much, and the brochure got outdated early on. My most recent business cards I spent a little extra money to secure my logo and some extras

Insurance—

- Around \$50/year endorsement (“rider”) to our Homeowners policy
- Professional liability—a choice. At this time, I do not have it through NAEA-Forrest T. Jones Co.

Taxes---

FORMS for Sole proprietorship

- Schedule 1040 (I put my income on my family 10140)
- Schedule SE—self-employment tax
- Schedule C—profit or loss from business

My tax preparer doesn't even take “part of home for business—square footage, utilities, etc. for his home-based accounting business

Estimated taxes (quarterly) Form 1040-ES

- required if you will owe at least \$1000 in taxes
- if your withholding doesn't cover 90% of your tax liability

Curriculum

National, state, and local standards

Choice-based

Beginning projects-

- Proportions of the face
- Tropical landscape-- (to get used to my procedures in acrylic painting)
- One point perspective



- For students under 9 years of age---from a book PAINT HAPPY by Cristina Acosta I had an idea for students to 'consider the whole page'

Things I feel are important to have a student do:

- UNDERPAINTING
- PRESENTATION—the artwork, signature & date, frame
- Write on the back----- title (if there is one), size, media, signature, date
-

Marketing

I've made some advertising mistakes, but this is how I advertise:

- Word of mouth --- (give homeschoolers info)
- Phone book (At&T)-- @\$500/yr
- Church bulletin ad-- @ \$400/yr
- Post my website on Facebook about once a month

Website: www.arteducationstudio.com

To build a website:

domain name (I registered my domain name through GoDaddy y www.godaddy.com) 156 million domains worldwide

hosting a website one of the best web hosting services is www.webhostinghub.com

website builder —(**WORDPRESS** <https://wordpress.com/create/> is a common website builder)

Social Media: post student artwork photos on Art Education Studio's Facebook page

Q&A