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## THE ARTIST MARKETING CAPACITY SELF-DIAGNOSTIC ©

Figuring out how to be a marketer when you are first and foremost an artist can be a daunting experience. But we're all experts at self-diagnosis! And, by diagnosing strengths and weaknesses in marketing, step by step, the elements of marketing don't seem anywhere as overwhelming.

So use this to record and measure your capacity, strengths and weaknesses, opportunities, and needs. Laugh a little. Reflect on opportunities. Put the findings in context of your personal goals, budget, history, location and priorities. Then think about the steps you can take to build more marketing capacity, all on the basis of what is right for you and your work as an artist.

When you use this approach, you WILL succeed!

A few thoughts about marketing. Marketing is everything you do that connects your art with the audience, buyers, or viewers you seek. It should be a true reflection of you – your artistic and financial goals, your desired audience, your values, your style. As a practice, there are basic marketing components and steps that can be used whether your marketing budget is zero or a million. As a skill that you can learn, marketing will be important to your long term success. With this tool, you can learn the elements of marketing success.

As you use this tool, please note that our term "your market" is, in the end, how YOU define your market. It may be your buyers, your galleries, or your patrons. It may be architects and designers. It may be community members and associations. It may be all of these. Your market may be students, tourists, or neighbors. What is important is for you to define your market, and then base your plans on this definition.

**Use the self-diagnostic scoring system indicated. At the end of each section, tally up your score and measure your strengths and where you could use some work. Then tally up your final score. This is the start of your marketing plan and your success!**

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### PART 1. YOUR MARKET AND YOUR BUSINESS APPROACH

1. Have you identified your target market(s)? Be specific.

Yes (1 point)

No (2 points)

\_\_\_\_\_

2. Reflect: Does your knowledge of them shape your business plans and goals?  
 Yes (1 point)                       No (2 points)                      \_\_\_\_\_

3. Is your market - or the concept of developing and growing your market - within your core arts business philosophy?  
 Yes (1 point)                       No (2 points)                      \_\_\_\_\_

4. Are market development goals, or goals and tactics related to maintaining and growing a market, a clear and logical part of your overall goals, linked directly to the work you produce, where it is exhibited, how you budget and where you place your resources?  
 Yes (1 point)                       No (2 points)                      \_\_\_\_\_

5. Do you sit down at least once a year (or more often) and write a marketing plan for the year?  
 Yes (1 point)                       No (2 points)                      \_\_\_\_\_

6. Is market development a consistent function within your work as a selling artist?  
 Yes (1 point)                       No (2 points)                      \_\_\_\_\_

**Total Score Part 1**                      \_\_\_\_\_

- 5 - 6 points = Bravo! You have a sound business and philosophical grounding in market development.
- 7 - 9 points = You are getting there. Place emphasis on clarifying your target markets, and your market goals as the basis for effective marketing.
- 10- 12 points = Make working through these points your top business priority and you will succeed!

There's much more ahead! This is just the first chapter.