

WORKBOOK

THE ART CLASS BLUEPRINT Workshop



Take the first step to starting
(and growing) your own business teaching
art to children.



Thinking of starting a business? You can!

When people learn about Deep Space Sparkle, they may assume that I started my website with tons of experience, a team of people and massive sales right off the bat.

The truth is, my first revenue attempt was running a Google Ad Word on my blog. I earned \$5.50 for the entire month. Neil and I were so excited that we took the kids out for ice cream!

But this is important to me because that \$5.50 represented that it was *possible* to earn money when you have a plan.

I built my business one step at a time and kept learning how to implement easy marketing strategies to grow an email list, create free content and ultimately sell courses, workshops and classes.

You can do this, too. You can start small and grow slowly or you can learn simple marketing and business strategies and grow a bit faster.

The important part is that you get started! You can do it!

I'm glad we'll be spending some time together.

See you at the workshop!

-Patty





Lesson 1
FROM SCHOOL
TO STUDIO

THE ART CLASS
BLUEPRINT
Workshop

Getting Started



BUSINESS PRO TIP

Finding Clarity as a Multi-Passionate Educator

Niche #1

Niche #2

Niche #3

Niche #4





Lesson 1
**FROM SCHOOL
TO STUDIO**

**THE ART CLASS
BLUEPRINT**
Workshop

About Me

➔ What style of art do you love to teach?

Do you have a specific art philosophy?

What do you do really well?

Do you love teaching in-person classes Online Classes? Large or small groups?



What is your Dream
Business?





Lesson 1
FROM SCHOOL
TO STUDIO

TYPES OF CLASSES

List the types of classes that you are interested in starting or are currently operating.

1

2

3

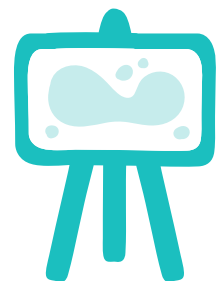
4



5



MY DESTINATION:







Lesson 2
MAP YOUR PATH



Step 1

FIRST STEPS

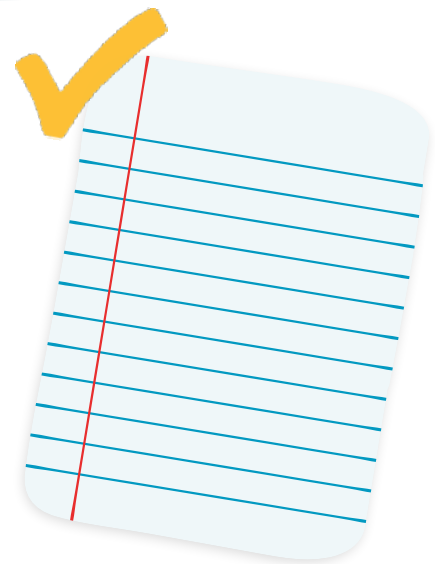


TURNING YOUR DREAMS
INTO REALITY WITH YOUR
FIRST CLASS

"I love teaching art but don't know where to start with the business side"

Your Checklist

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____



Lesson 2
MAP YOUR PATH



Step 1

FIRST STEPS

MILESTONES TO REACH

- * Decide what type of class you'd like to teach
- * Set up your teaching space
- * Host a test class



 Lesson 3
YOUR PROFIT PLAN

Revenue Possibilities



How much you charge, how many students you teach per class and how often you teach determines your revenue.



CLASS TYPE:

X

=

Artist Fee Per Month

of Artists

Monthly Revenue \$



Lesson 3
YOUR PROFIT PLAN



THE ART CLASS
BLUEPRINT
Workshop



CLASS TYPE:

$$\text{[]} \times \text{[]} = \text{[]}$$

Artist Rate Per Class # of Artists Per Class Revenue \$

$$\text{[]} \times \text{[]} = \text{[]}$$

Per Class Revenue \$ # of Classes per Month Monthly Revenue \$



CLASS TYPE:

$$\text{[]} \times \text{[]} = \text{[]}$$

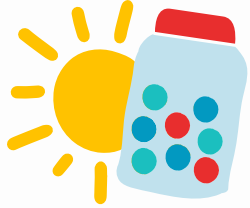
Artist Rate Per Class # of Artists Per Class Revenue \$

$$\text{[]} \div \text{[]} = \text{[]}$$

Monthly Goal Per Class Revenue \$ # of Sessions you Offer per Month

 Lesson 3
YOUR PROFIT PLAN

 **THE ART CLASS**
BLUEPRINT
Workshop



CLASS TYPE:

| | | | | |
|----------------------|---|----------------------|---|----------------------|
| <input type="text"/> | X | <input type="text"/> | = | <input type="text"/> |
| Fee Per Child/Week | | # of Artists | | Weekly Revenue \$ |

| | | | | |
|----------------------|---|-------------------------|---|----------------------|
| <input type="text"/> | X | <input type="text"/> | = | <input type="text"/> |
| Weekly Revenue | | # of Weeks You'll Teach | | Total Revenue |

WHERE YOU ARE NOW:



Where You want to Go:

YOUR ART CLASS BIZ: