



ART EVENT PRODUCTIONS LLC
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“Making Your Art an Event”

Dear Artist:

Please complete this questionnaire and return it to Betsy Lewis. Once I have received your information I will call you to set up a free consultation appointment at a time which is convenience for you. I am very much looking forward to seeing your work and exploring ways of assisting you in your career!

ARTIST QUESTIONNAIRE

<p>Date: _____</p> <p>Artist Name/Business Name: _____</p> <p>Address: _____</p> <p><u>Phone #s:</u></p> <p>Home: _____</p> <p>Cell: _____</p> <p>Business: _____</p> <p>Email: _____</p> <p>Website: _____</p>

1. WHAT TYPE OF ARTWORK DO YOU CREATE – WHAT MEDIUM/SIZES/THEMES/TECHNIQUES ETC.?

2. DO YOU HAVE FORMAL ART TRAINING OR EDUCATION?

3. HOW LONG HAVE YOU BEEN AN ARTIST?

4. HOW LONG HAVE YOU BEEN WORKING IN YOUR MOST RECENT MEDIUM?

5.DO YOU HAVE A JOB OTHER THAN THAT OF PRODUCING YOUR ARTWORK?

6.DO YOU HAVE ANY OF THE FOLLOWING? (Put a check mark by those you DO have):

- a. ____ ARTIST BUSINESS CARD
- b. ____ LOGO
- c. ____ TAG LINE
- d. ____ LETTER HEAD
- e. ____ TESTIMONIALS
- f. ____ HEADSHOT/IMAGE OF YOU AT WORK
- g. ____ ARTIST BIOGRAPHY
- h. ____ ARTIST RESUME
- i. ____ ARTIST STATEMENT
- j. ____ COVER LETTERS
- k. ____IMAGES OF GOOD QUALITY (CDS, SLIDES, PHOTOGRAPHS) OF YOUR PAST AND CURRENT WORK
- l. ____ IMAGE IDENTIFICATION SHEETS
- m. ____ BROCHURES, POSTCARDS, FLYERS, RACK CARDS, OR ANY TYPE OF PROMOTIONAL PIECE
- n. ____ PRICE LISTS
- o. ____ PRESS PACKET OR PRESS RELEASES
- p. ____ PREVIOUS ARTICLES OR PUBLICATIONS ABOUT YOU AND YOUR WORK
- q. ____ ART ARTICLES YOU HAVE WRITTEN
- r. ____ PORTFOLIO WITH GOOD QUALITY PRINTS OF YOUR WORK
- s. ____ PERSONAL/ART/BUSINESS WEBSITE
- t. ____ OTHER WEB GALLERIES
- u. ____ NEWSLETTER OR BLOG
- v. ____ VIDEOS/DVDS/VISUAL MEDIA OF YOU AND YOUR WORK
- w. ____ PRINTS/CARDS/POSTERS OR OTHER PRODUCTS DEPICTING YOUR WORK
- x. ____SIGNATURE INITIALS AFTER YOUR NAME (i.e. "AWS" – AMERICAN WATERCOLOR SOCIETY)
- y. ____ SOCIAL/NETWORKING SITES – (MYSFACE, FACEBOOK, LINKEDIN)
- z. ____ SELF PUBLISHING SITES – (CAFÉ PRESS, LULU ETC.)

7. HAVE YOU MARKETED YOUR WORK IN THE PAST? WHAT HAVE BEEN YOUR SUCCESSES AND (if applicable!) NOT SO SUCCESSFUL EXPERIENCES?
8. DO YOU BELONG TO ANY ART ORGANIZATIONS OR GROUPS?
9. DO YOU HAVE COLLECTORS – PUBLIC OR PRIVATE? (Friends and Family are fine!)
10. WHERE HAVE YOU EXHIBITED/SOLD YOUR WORK? (Your own living room is fine!)
11. DO YOU SELL YOUR WORK ON THE INTERNET?
12. ARE YOU OR HAVE YOU BEEN REPRESENTED BY A GALLERY OR GALLERIES?
13. HOW MUCH TIME ARE YOU ABLE (OR DO YOU WANT) TO PUT INTO MARKETING YOUR WORK?
14. HOW MOTIVATED ARE YOU TO PUT TIME AND ENERGY INTO MARKETING YOUR WORK?
15. WHERE DO YOU DO YOUR WORK? HOME/STUDIO?
16. DO YOU HAVE AN ART BUSINESS NOW? (REGISTERED WITH THE STATE?)
17. HOW LARGE IS YOUR CURRENT BODY OF WORK?
18. DO YOU DO YOUR OWN FRAMING/SHIPPING?
19. IS THERE ANYTHING ELSE YOU WOULD LIKE ME TO KNOW OR WOULD LIKE TO DISCUSS?