

## EVERYTHING YOU NEED TO KNOW ABOUT COLLAGE-LAB BIZ ACADEMY

Thank you for your interest in The Collage-Lab Biz Academy!

The Academy builds on Collage Biz – a six-week, work-at-your-own-pace course that I created in 2021. The class itself was pre-recorded and designed to be “evergreen” so, in other words, it is basic information that doesn’t really change over time. The new Biz Academy will build upon the lessons presented in Collage Biz, and offer updated information and resources. But that’s not the best part – the Biz Academy is a very hands-on implementation-oriented course.

We’ll start with hands-on, step-by-step guidance to tackle the tasks that are presented in Collage Biz.

The weekly breakdown looks like this:

- ✂ BUILDING YOUR BRAND
- ✂ SETTING UP SYSTEMS
- ✂ SELLING YOUR WORK
- ✂ PROMOTING YOUR WORK
- ✂ GROWING YOUR PRACTICE
- ✂ PLANNING FOR SUCCESS

Inside these modules, we will cover starting a business, building your personal brand, social media, websites, email lists, artist statements, marketing, bookkeeping, inventory, pricing, shipping, grantwriting, calls for artists, galleries, exhibitions, ALL.THE.THINGS.

You’ll get 6 weeks of live training, plus 6 weeks of “get it done” sessions for implementation. There will be 3 additional sessions where I can audit your website, your social media, your artist statement, or whatever element of your biz that you want critiqued. These “hot seat” sessions offer 30 minutes of live feedback and actionable suggestions. You are guaranteed at least one “hot seat” and may get other opportunities based on total number of students.

Meet Your Mentor:

I’m Kelly Schaub, a mixed media collage artist and founder of Collage-Lab. I’ve been a self-employed entrepreneur since 1999. I’ve owned my own businesses and been an independent contractor for scores of organizations throughout my life. For almost 30 years, my focus was on managing live theatre companies. My background in nonprofit management and arts administration gives me a unique skillset as an artist and teacher to help you apply business skills to your art practice. I’m as comfortable in the studio creating as I am sitting at my computer doing all of the tech stuff to run Collage-Lab.com and my other business ventures. I’m a spreadsheet nerd and I have always believed in learning all aspects of my business. Even if you were to eventually outsource a task, I believe it is best to thoroughly understand each part of your business first. This is how/why I learned web design, marketing, graphic design, etc. I also have training and real world experience in all of the financial tasks of a company, along with fundraising, grant writing, human resources, office management, public relations, strategic planning, and more. In addition to management roles, I’m also a Stage Manager at heart and

love both the big picture view and all of the detailed logistics of bringing a project to life. Collage-Lab is a one-person business, so I'm uniquely qualified to share my own experiences with Academy students both from that standpoint and from the working artist point of view.

I'm excited to help you grow your practice into a business and take you step-by-step through this process. I'm excited to work with a small group of you in the Academy so that we can be laser-focused on your particular needs and goals.

If you're ready to take your collage practice to the next level, I'm excited to invite you to apply for the Collage-Lab Biz Academy.

Read on for all of the details.

## **COLLAGE-LAB BIZ ACADEMY 2024 SCHEDULE**

The schedule looks like this:

### **STARTING POINT**

Starting May 1<sup>st</sup>, you can book a 1:1 session with me to determine what your goals are for implementation by the end of the course. This will help me shape the focus and content of the live sessions to meet your specific needs.

### **WELCOME**

Tuesday, May 28, 2024 – we kick off the Academy with a live welcome Zoom.

You will then have 6 weeks to go through Collage Biz, on your own, and work on the exercises there. This foundational work is essential to your success. Do the exercises to the best of your abilities – I can clarify or offer further guidance during the live sessions.

### **MODULE 1**

Tuesday, July 9, 2024 – our first training session – focus on Building Your Brand

Tuesday, July 16, 2024 – our first implementation session – time to work on and finish related tasks

### **MODULE 2**

Tuesday, July 23, 2024 – training session – focus on Setting Up Systems

Tuesday, July 30, 2024 – implementation session – time to work on and finish related tasks

JULY – date to be determined – our first “Hot Seat” session where you can submit something for review/audit/critique – this can be your website, social media accounts, your artist statement or bio, etc.

### **MODULE 3**

Tuesday, August 6, 2024 – training session – focus on Selling Your Work

Tuesday, August 13, 2024 – implementation session – time to work on and finish related tasks

### **MODULE 4**

Tuesday, August 20, 2024 – training session – focus on Promoting Your Work

Tuesday, August 27, 2024 – implementation session – time to work on and finish related tasks

AUGUST – date to be determined – live “Hot Seat” session where you can submit something for review/audit/critique – this can be your website, social media accounts, your artist statement or bio, etc.

#### MODULE 5

Tuesday, September 3, 2024 – training session – focus on Growing Your Practice

Tuesday, September 10, 2024 – implementation session – time to work on and finish related tasks

#### MODULE 6

Tuesday, September 17, 2024 – training session – focus on Planning for Success

Tuesday, September 24, 2024 – implementation session – time to work on and finish related tasks

SEPTEMBER – date to be determined – live “Hot Seat” session” where you can submit something for review/audit/critique – this can be your website, social media accounts, your artist statement or bio, etc.

#### WRAP UP

After the final session, you can book a 1:1 session for evaluation and determining your next steps.

All sessions will take place on Zoom and replays will be available for you to watch or review at any time.

## COLLAGE-LAB BIZ ACADEMY 2024 FAQs

### **When are the live sessions?**

The 12 weeks of live trainings and implementation will take place on Tuesdays, beginning July 9, 2024, from 1:00-3:00 pm Central time via Zoom.

Monthly Critique sessions will be scheduled at a later date – students can sign up for reviews of their progress – critiques will be limited to 4 students each month, each receiving 30 minutes of feedback and actionable suggestions.

Your two 1:1 sessions will be scheduled when it is convenient for you – before and after the main content.

### **What if you can't make a session?**

It is totally fine if you think you'll miss a session or two - with 12+ sessions, as well as ongoing email communications, you will not be left behind. Replays of all live sessions will be available to watch in the Collage-Lab Course Library. Commit to the larger goal: three months of structured attention on and support for your endeavors.

### **What kind of results can you expect to see?**

The Academy is structured to not only guide you through the modules step-by-step, but to also give you the time and tools to implement the items that you are ready to tackle. I'll provide the training, resources, and guidance, along with a time and space to “get it done” but the motivation ultimately falls on you in order to see results.

### **I don't need all of this stuff. Will it be a waste of my time?**

That is the purpose of the initial one-on-one call. The number of students accepted into the Academy each session will be small and focused. Upon meeting with each student, I will design the live trainings around your needs and your goals. There may be certain topics that don't apply to your practice at this time, but you will be able to return to the replays if the need arises in the future. You will have lifetime access to all of the content.

### **I already have Collage Biz. How is this different?**

Collage Biz is a foundation for the Academy. All students will work through the modules in Collage Biz before the live implementation sessions begin. The live sessions will not be a repeat of this information and will offer loads of new resources, including templates and spreadsheets designed specifically for the Academy and designed for action.

### **Who is the Academy for?**

Take this short quiz and see if the Academy can help you:

1. Do you have a clear vision for your art business, including your target market and artistic style?
2. Have you researched and understand the basics of pricing your artwork competitively?

3. Are you able to confidently talk about and present your artwork to potential buyers?
4. Do you have a basic understanding of marketing strategies, such as social media promotion and networking?
5. Have you considered the logistics of selling your artwork, such as packaging and shipping?
6. Are you prepared to dedicate time and effort to the administrative tasks of running an art business, such as bookkeeping and inventory management?
7. Do you have a plan for growth and expansion in your art business, such as creating new collections or seeking out gallery representation?

If you answered "yes" to most of these questions, you may be ready for taking the next step by applying for the Academy.

#### **The Academy is not:**

- ✂ This is not a done-for-you one-size-fits-all solution. You will have to make business decisions of your own, based on the trainings, information, and resources.
- ✂ This is not a collage workshop – we won't be touching our scissors or gluesticks.
- ✂ This is not for total beginners – you need to already have a desire to uplevel your collage practice with professional business decisions.
- ✂ A guarantee that you will sell your art, gain followers, get grants, win prizes, or any other monetary desire. You will have to do the work, evaluate your results, and make decisions based on your experiences.

#### **What is the investment?**

The full price of the Collage-Lab Biz Academy is \$1,997. This includes lifetime access to the Collage Biz course as well. This is an investment in your business. If you want to make money as an artist, this training may be a tax-deductible expense.

#### ***Presale Pricing \$997***

***Save \$1,000 when you apply today.***

#### ***Space is limited!***

Once accepted, you will be invoiced and your first payment must be made within 48 hours to hold your seat.

If you have previously purchased Collage Biz, the actual amount you paid will be deducted from this purchase.

#### **Can I make payments?**

Two and three payment plans are available. Credit for Collage Biz purchase will be applied to your total and payments divided equally. There is a \$5 fee added to each payment in a payment plan, so full payment is your best deal.

**Other ways to save money?**

Referral bonuses: For each person that registers and indicates that you referred them, you will receive a \$100 credit, up to the full amount of your purchase.

Collage-Lab Biz Academy is by application only and the seats are extremely limited to allow for personalized training. The application will help me determine if you are ready for this type of training and committed to doing the work. Applications will be reviewed on a rolling basis. You will hear from me within 5 business days whether or not you have been accepted. Once full, applicants can be added to a waitlist in case of a future opening.

**Are there other expenses?**

Depending on your specific goals for the Academy, you may have some other expenses. You should be prepared to make purchases that are required to move you along with implementation. Examples of possible expenses would be: domain name, website hosting, website platform, design software, bookkeeping software, business registration, email provider, etc. I'll offer economical suggestions and give you the tools to compare features before you make any new purchases for your specific needs. There may be some free or inexpensive options, but some things may need an investment if you are to fully implement.

**What if I'm not ready yet?**

If you apply and it is determined that you aren't ready to take this step, you won't be accepted into the 2024 cohort of the Academy. If you don't apply to the Academy this year, be aware that it will not be offered again until 2026 at the earliest. Alternatively, if you are very advanced in building your business already, I may not accept you if I don't feel you will get value from my training. Feel free to reach out before the deadline if you are unsure.

**Can I get a refund?**

Due to the digital nature of online classes, and specifically the bespoke nature of the Academy being designed around your individual goals, there is a strict no refunds policy. Results are not guaranteed – it is up to you to show up and do the work.

**When will I find out if I'm accepted? When do I have to pay?**

Applications are reviewed as they are received. You will be notified whether or not you are accepted within 48 hours of applying. If accepted, you will receive an invoice and your first payment must be made within 48 hours of receipt.

**I have further questions.**

Please [email](#) me and I'll get you answers.

**How do I apply?**

The application form is [HERE](#).

If you'd like to prepare your answers first, and cut & paste them into the application, the questions are listed on the following pages.

## Collage-Lab Biz Academy Application

You may wish to prepare your answers in advance and cut & paste them into the form.

DEADLINE to submit application and grab the Early Bird Pricing is Monday, April 22, 2024 at 5:00 pm CDT.

### NAME \*

First

Last

### BEST EMAIL \*

### YOUR ARTIST WEBSITE \*

- Done/Great
- Done/Needs Work
- No website/this is a priority
- No website/not a priority
- Other

### Website/URL of your current site

### SOCIAL MEDIA \*

- Done/Great
- Done/Needs Work
- No email list/this is a priority
- No email list/not a priority
- Other

### List current social media handles and platforms:

### EMAIL LIST \*

- Great
- Needs Work
- None/this is a priority
- None/not a priority
- Other

### Email provider and size of list:

### FINANCIAL SYSTEMS \*

- Great
- Needs Work
- None/this is a priority
- None/not a priority
- Other

### Tell me about what you use for business finances:

**CV/BIO/ARTIST STATEMENT \***

- Great
- Needs Work
- None/this is a priority
- None/not a priority
- Other

**INVENTORY MANAGEMENT \***

- Great
- Needs Work
- None/this is a priority
- None/not a priority
- Other

**Tell me about what you use for inventory management:**

**Other skills you would like to improve: \***

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Selling online  | <input type="checkbox"/> Selling at events       | <input type="checkbox"/> Selling through a gallery |
| <input type="checkbox"/> Other sales     | <input type="checkbox"/> Exhibitions             | <input type="checkbox"/> Grants                    |
| <input type="checkbox"/> Residencies     | <input type="checkbox"/> Basic business start up | <input type="checkbox"/> Promotion and branding    |
| <input type="checkbox"/> Time management | <input type="checkbox"/> Portfolio               | <input type="checkbox"/> Other income streams      |
| <input type="checkbox"/> Other           |  |  |

**What are the top 3 things you'd like to start implementing in the Academy? \***

**Based on the preliminary schedule, will you be able to attend the majority of the sessions live? \***

- Yes
- No

**If you can't attend the live sessions, can you commit to keeping up with each weekly lesson and implementation session?**

- Yes
- No

**Tell me, in a short paragraph, why you are ready for the Academy and what will a successful Academy experience look like to your practice. \***

**If someone referred you to the Academy, please enter their name and email address so that they get credit for the referral.**

If accepted into the Academy, I agree to complete my first payment within 48 hours of receipt of my invoice. \*

- Yes
- No

Early Bird Pricing is \$750. If you have registered for Collage Biz in the past, the actual amount you paid will be credited to that amount. If you would like to set up a payment plan, the full amount due will be equally divided and payments will be due monthly. Absolutely no refunds. \*

- PAY IN FULL \$750 (minus amount paid for Collage Biz, if any)
- TWO PAYMENTS OF \$380 (minus amount paid for Collage Biz, if any)
- THREE PAYMENTS OF \$255 (minus amount paid for Collage Biz, if any)

Any other information you'd like to share?

Submit