

THE WHAT-TO-DO WHEN YOU'RE NOT WORKING CHECKLIST

BY TYPE AFFILIATED

FIND WORK

- Look through your old contacts for people you've wanted to work with and reach out to them.
- Look through your past clients and see if there are any who could use some more work.
- Walk around your town to see if there are any new businesses that might need some work done.
- Make a list of clients you would love to work with and start emailing them
- Check out public art opportunities in your community.
- Apply to be part of an art show or exhibition.

UPDATE YOUR PORTFOLIO

- Update your website and make sure all your work is up to date.
- Make some promotional materials like a get-to-know-me video or a brochure about your work.
- Take time to update your less used social media accounts

LEARN SOMETHING

- Take the time to FINALLY learn that one thing you've been wanting to learn.
- Teach something to someone else.

ORGANIZE

- Clean up the files on your computer.
- Organize your studio.
- Organize (or start!) a mailing list
- Organize all your work contacts or potential clients.

GET SMART

- Create a better budget. Make a financial plan.
- Implement a new invoice/billing system.
- Create some email templates
- Streamline your creative process
- Start a Pinterest/Linkedin/Facebook/Instagram/Behance/Ticktok/Youtube channel for your business.
- Work on your branding. Make sure you have a cohesive look and feel across all platforms.

BE CREATIVE

- Start a personal project.
- Find a creative meet-up group in your area (or start one!)
- Visit a museum!
- Volunteer for a cause you believe in.