



What Successful Artists Know

3 Breakthrough Strategies
to Move from Scattered Effort to Strategic Growth

ACTION GUIDE

Welcome

Hi,

Thanks for downloading your Action Guide. I hope that you got a lot of value out of the session.

This guide is designed to help you remember what was covered. It brings together the main points and provides you with some actionable tips and suggestions.

Suggested Way to use this Action Guide:

1. Grab a notebook or journal
2. Grab a highlighter or pencil
3. Read through this guide
4. Highlight or note any points that you want to delve into further
5. In your notebook write yourself a note about what interests you.
Do some journaling to explore what you will do and why.
6. Then schedule the actions and move through them. The timing of the actions is totally up to you.

Alternatively, file the guide away and bring it out whenever you need it.

It's totally up to you!

Until Next Time,

Amanda



Amanda van Gils
The Artists Business Lounge

What Successful Artists Know

3 Breakthrough Strategies to Move from Scattered Effort to Strategic Growth

This session is your chance to step back, reflect, and explore what's truly possible for your art career. Whether you're looking for more clarity, growth, or sustainability, this is all about equipping you to make the next 12 months your breakthrough year.

WHAT WE COVERED

A Quick Intro

so you know a bit about who is sharing this info

Three Breakthrough Strategies successful artists use to elevate their careers.

Uncovering the strategies, tools and techniques that drive actual results.

Exploring how to simplify your business and amplify your creative freedom.

Introducing The Artists Business Lounge

Success System Program

THE 3 STRATEGIES
SUCCESSFUL ARTISTS USE



The 3 Strategies Successful Artists Use



Align Your Vision: Your Roadmap to Success



Simplify Your Systems: Save Time, Focus More on Art



Amplify Your Reach: Build Connections that Matter

Breakthrough Area 1

Align Your Vision: Your Roadmap to Success

Your VISION is the non-negotiable core of who you are as an artist.

It is what you believe in.

When your vision is clear it becomes much easier to navigate your career and connect with the ideal collectors, collaborators, supporters and colleagues and put the right frameworks in place for your art career and business.

Without a vision, it can be all too easy to get distracted, go off track and waste time and energy

Why Vision Matters:

- Provides clarity and focus.
- Gives you a 'direction of travel'
- Helps you say "yes" to the right opportunities and "no" to distractions.

Key Elements of a Strategic Vision:

1. Define your ultimate goals as an artist - long term and shorter term. What matters to you?
2. Break big goals into sub-goals and actionable steps.
3. Align your artistic practice with professional growth by taking action toward your goals and vision - including professional and personal development..

When you have a clear vision and plan, everything else becomes simpler.

For example, if your goal is gallery representation, what kind of gallery? What locations? What steps will get you there? Are you building relationships with galleries? Are you creating a cohesive body of work?



Breakthrough Area 1

Align Your Vision: Your Roadmap to Success

- Identify your vision
- Identify one action to take this month that supports your long-term vision.
- Ask yourself weekly: *“Does this decision align with my vision?”*

Action Step 1: Define Your Artistic Goals

What is your ultimate goal as an artist? (E.g., gallery representation, financial sustainability, international exhibitions)

Write your response here:

Action Step 2: Identify One Action

What is one action you can take this month to move closer to your goal?

Write your action here:

Breakthrough Area 2

Simplify Your Systems: Save Time, Focus More on Art

The Myth - "Systems are for businesses, not artists." Or "Systems will stifle my creativity" OR "I'm not good with systems/routines/schedules."

The Truth? Systems reduce overwhelm and free up mental space for creativity.

3 Key Areas to Systemise and Simplify:

1. Your Time
2. Opportunity Tracking
3. Marketing

Time Management:

- Use time-blocking for admin tasks and creative time.
- Protect your studio time as non-negotiable.

Opportunity Tracking:

- Create a simple spreadsheet to track your priorities e.g. exhibitions, deadlines, and follow-ups. (You can use the *Organise Your Art Business Trello Board*)
- Update your tracking weekly to stay on top of your goals.

Automating Marketing Tasks:

- Use email marketing platforms (like Mailerlite) to automate newsletters or promotional emails.
- Schedule social media posts in batches (tools like Meta Business Suite, OnlySocial, Planoly or similar).



Breakthrough Area 2

Simplify Your Systems: Save Time, Focus More on Art

- Track your time for a period to better understand how you are using it - how long do things actually take? As an artist, you need reflection time, not just doing time.
- Create a time-blocked weekly schedule prioritising creative work.
- Start a simple opportunity tracker.
- Schedule your next month's social media posts using a batching tool.

Action Step 3: Streamline Your Time

Block out time in your week for creative work, admin, and marketing.

Write your weekly schedule here:

Action Step 4: Automate Your Marketing

Plan your next month of social media posts or emails. What tools will you use (e.g., Later, Mailchimp)?

Write your plan here:

Breakthrough Area 3

Amplify Your Reach: Build Connections that Matter

The Challenge: Getting your work noticed by “the right people”—curators, collectors, and galleries—can feel overwhelming.

3 Key Opportunities to Amplify Your Reach:

1. Build Your Visibility
2. Leverage Your Network
3. Showcase Strategic Consistency

Leverage Your Network

- Build relationships authentically—attend openings, online forums, or workshops.
- Engage meaningfully with curators and collectors on platforms like Instagram.

Showcase Strategic Consistency

- Participate in juried shows, regional exhibitions, or online challenges that are relevant for you, your artistic vision and the space you want to take up in the art world.
- Document and share these moments to strengthen your professional narrative.

Practical Steps to Visibility:

- Craft Your Professional Presence online and offline.
- Ensure you are showcasing your art in a way that is consistent with how you want to be perceived.
- Dig deep into your vision and motivations for your work to create a polished artist statement and bio.
- Tailor your submissions/portfolio for the specific audiences you’re approaching.



Breakthrough Area 3

Amplify Your Reach: Build Connections that Matter

Attracting curators, collectors, and galleries isn't just about having amazing work—it's about showing up consistently and professionally.

Think of your artist statement and portfolio as your handshake. Are they polished and tailored to the opportunities you're pursuing?

Similarly, visibility is key.

Social media platforms like Instagram are powerful tools for building connections, but remember to use them strategically—quality interactions are more valuable than quantity.

Action Step 5: Refine Your Portfolio

Is your portfolio up to date? Highlight your most recent work. What needs updating?

Action Step 6: Build a Connection Plan

- Research one gallery, curator or other art industry figure you'd like to connect with (eg licensing agent). What's your next step? (E.g., email introduction, follow-up on social media)
- Plan one outreach action, such as an email introduction, visit, mail or social media engagement.

Write your plan here:

3 BREAKTHROUGH STRATEGIES FOR TAKING
YOUR CAREER TO THE NEXT LEVEL



#1

ALIGN YOUR
VISION

A Clear Plan



#2

SIMPLIFY YOUR
SYSTEMS

Save Time, Focus
More on Art



#3

AMPLIFY YOUR
REACH

Build
Connections
that Matter

Your Big Takeaway

What's the most valuable insight you gained from this webinar?
Write your takeaway here:

Your Next Action

What's the first thing you'll do after this webinar to move your career forward?
Write your action here:

Recap - Your Breakthrough Strategies

1. Align Your Vision: Define goals and take actionable steps.
2. Simplify Your Systems: Save time and reduce overwhelm with practical tools.
3. Amplify Your Reach: Build meaningful connections with curators, collectors, and galleries.

We've covered a lot today! These three strategies—aligning your vision, simplifying your systems, and amplifying your reach—are the foundations for a thriving art career.

If you're thinking, "I love these ideas, but I need help applying them," the Success System Program is here to guide you step-by-step.

THANK YOU FOR JOINING US.

Recap - Your Breakthrough Strategies

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2. Simplify Your Systems: Save time and reduce overwhelm with practical tools.
3. Amplify Your Reach: Build meaningful connections with curators, collectors, and galleries.

We've covered a lot today! These three strategies - aligning your vision, simplifying your systems, and amplifying your reach - are the foundations for a thriving art career.

If this class helped you see the bigger picture, SSP is the next step. The class gives you a way to understand why effort can feel scattered and how to think more strategically about what needs attention next. SSP gives you the structure, support and practical guidance to apply that thinking to your own art practice over the next 12 months. You do not have to work it all out alone, and you do not have to keep fixing isolated pieces without a clear sense of what they are meant to support.

THANK YOU FOR JOINING US.

The Success System Program



Success System Program

Ready to apply this to your own art practice?

The Success System Program is a 12-month art business program for serious visual artists who want a clearer strategy, practical structure and ongoing support as they grow.

It is designed to help you apply the thinking from this class to your own practice, goals, capacity and next stage of growth.

Inside SSP, you are not given a generic list of things every artist “should” do. You are supported to understand what matters for your art business now, and to keep moving with more clarity, focus and support.

Inside SSP, you receive:

A personalised plan: A plan that reflects your current practice, goals, pressure points and next stage of growth.

Weekly live support: A regular rhythm of coaching and community Q&A calls, so you can ask questions, make decisions and keep moving.

Quarterly Doing Days: Dedicated reflection and implementation sessions to review, reset and support the actions for the quarter ahead.

The SSP course library: Over 20 art business courses covering all elements of art business.

SSP resources: Templates, tools, replay recordings and implementation support across the business and career side of your art practice.

Guest expert sessions: Specialist guidance across areas such as galleries, websites, tax, copyright, photography, residencies, SEO and digital visibility.

An existing artist community: When you join, you step into the existing SSP program and community, with artists already working on their own plans, decisions and next steps.

Join SSP

Enrolments are now open for the Success System Program.

This enrolment window closes Saturday 11 July 2026.

When you join, you step into the existing SSP program and community, with current members who are already working on their own goals, plans, decisions and next steps.

As a new member, you'll receive your input survey for the personalised plan, a welcome checklist, and we will schedule a special kick-off call for new members.

Your first SSP live call after this enrolment window will be a Community Q&A call on Monday 13 July 2026.

Here are the two ways to join.

Success System Program

For artists who want the full 12-month SSP experience, including personalised planning, weekly support, Quarterly Doing Days, resource library, guest experts and community.

Investment: \$2497 AUD

Payment options: Pay in full, payment plan, or extended 12-month payment plan.

VIP Success System Program

For artists who want the full SSP experience with deeper strategic support and more direct personal guidance.

VIP includes everything in SSP, plus additional individual support to help you make decisions, refine your strategy and stay closer to the work that matters most.

Investment: \$3997 AUD

Payment options: Pay in full, payment plan, or extended 12-month payment plan.

If you are an SSP alumnus interested in rejoining, please contact me for your special alumni rates.

View the options to join SSP at

<https://offer.theartistsbusinesslounge.com/success-system>

Meet Amanda



Amanda van Gils is a practising visual artist, art business coach and founder of The Artists Business Lounge.

She has exhibited paintings and drawings in more than 120 exhibitions in Australia and overseas, and holds a Graduate Diploma in Visual Arts from the Victorian College of the Arts, a BA in Fine Art from the University of Melbourne and a postgraduate business qualification from RMIT.

Alongside her art practice, Amanda has spent more than two decades working across business, coaching, facilitation and strategy. This combination shapes the way she supports artists: practical, strategic and deeply aware of the realities of sustaining a creative practice.

Amanda founded The Artists Business Lounge in 2020 to support serious visual artists with the business and career side of their practice, including strategy, visibility, websites, marketing, pricing, selling, exhibitions, systems, confidence and decision-making.

Before The Artists Business Lounge, Amanda created and led artist communities and projects, including TLF, the online gallery ART500, and curated exhibitions, including NetWork at the Art Gallery of Ballarat, Exchange and Table21.

Her approach is not about turning artists into generic business people. It is about helping artists build the clarity, structure and support around the work, so the work has a stronger chance of being seen, understood and sustained.



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theartistsbusinesslounge.com/



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Still Have Questions?

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