

## Web site helps artists develop business plan

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When she worked for the Oklahoma City Museum of Art and the Fred Jones Jr. Museum of Art at the University of Oklahoma, Alyson Stanfield said she prided herself on getting recognition for local artists.

It was her 10-year background as museum curator and educator that led Stanfield to her current career--helping artists develop the business side of selling their work.

"I've always been an advocate for local artists," Stanfield said. "The work I did in Oklahoma paved the way for what I do now."

Stanfield, 40, is now in Golden, Colo., because of her love for the mountains, but she found a way to stay in contact with Oklahoma City via the Internet.

Last year, Stanfield started ArtBizCoach.com. It is an online business helping artists in the form of individual consultations, classes, publications and a free weekly newsletter full of motivational support.

Stanfield's online business is doing so well, she decided to turn her classes into personal workshops where she can work with students face to face. Stanfield will hold her first workshops in her native Oklahoma City.

The four workshops, called "CPR (Career Path Rescue for Artists)" will be Saturday and April 26. Two workshops will be offered each day.

"I always feel rejuvenated and motivated after attending workshops," Stanfield said.

"There is something about being with colleagues and learning from each other that makes me want to get back to my office and get down to business. That's what these workshops are all about."

Elia Woods, an Oklahoma City artist, plans to attend one of Stanfield's workshops.

Woods said she worked with Stanfield for about six months last year consulting by phone and e-mail on how to develop her business plan and market her fiber art and glass earrings.

"As an artist, my weak areas were marketing and the business aspect of selling my artwork," Woods said. "I have put a lot of energy into learning my artistic skills but not a lot into the business side."

Woods said working with Stanfield was hard because it made a lot of work for her and took time away from creating art. The effort was worth it, however, because it has helped her get her work into local and national exhibits and her jewelry is now selling at stores in the state and nationwide.

Stanfield also helped her design a brochure that landed her a recent teaching spot at the

Oklahoma City Museum of Art.

"Marketing to me was terrifying," Woods said, "But Alyson was very positive and very enjoyable to work with."

Woods said she's taking the upcoming workshop because she's fallen behind on marketing her work and wants to be rejuvenated. She also has more advanced questions to ask, she said.

Julia Kirt, the executive director of the Oklahoma Visual Arts Coalition, said Stanfield's workshops are in line with the coalition's mission to support artists across the state. While the arts coalition offers its own business workshops--"Artists Survival Kit"--Kirt said Stanfield's are more intensive.

"A lot of artists don't want to think about this part, they just want to think about creating art," Kirt said. "But Alyson has such a good rapport with them. They won't be glazed over."

Kirt said Stanfield has been a big proponent of Oklahoma artists even after she moved out of state five years ago.

Stanfield has valuable perspectives for artists, Kirt said. She has a museum background, and many artists are working toward having their art displayed in museums, Kirt said. Stanfield also has worked with many corporate clients, giving artists the heads up on what they want to buy.

The workshops will "kick-start your business," Kirt said. They will be from 10 am. to noon, and 1 to 3 p.m. A complimentary lunch will be served to those enrolled in both workshops each day.

The workshops will be at The Tower, 1601 Northwest Expressway, in a first floor conference room, courtesy of Trammel Crow Co.

The first workshop is "Setting up (or Reviving) Your Business." This workshop will give artists basic information from developing professional work habits and organizing an office to forming a legal business and setting and attaining higher goals. At the second workshop, Stanfield will discuss perfect portfolios and what they should include, from resumes, biographies and cover letters to selecting images.

On April 26, Stanfield will host "Sales Basics and Opportunities" from 10 a.m. to noon and "Creative Marketing" from 1 to 3 p.m.

The cost of each workshop is \$35 or \$30 for members of the Oklahoma Visual Arts Coalition. There is a discount for enrolling in all four workshops.

More information is available at 232-6991 or [artbizcoach.com](http://artbizcoach.com).