



THE VOID ACADEMY

Ongoing Income for Artists

Worksheets



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INTRODUCTION

Thank you for taking our *Ongoing Income for Artists Course*! We are so excited that you are working on this part of your creative practice. We hope that you found the course helpful and are so looking forward to seeing you use online tools to grow your connection with your audience.

In this packet you will find worksheets we have made to go along with the information in the course. These worksheets are meant to help you complete some of the practical elements of setting up a Patreon or a storefront. They build upon and remind you of what you learned in the lessons in the course while simultaneously helping you to create some of the core elements needed to run a successful Patreon or sell your artwork online through a storefront.

As you may have seen, the .zip folder you downloaded has two folders in it. In one folder, you have found and downloaded this packet. In the second folder, we have provided you with Excel sheets if you're a PC user or with Numbers documents if you are a Mac user.

As you go through the worksheets in this PDF, in some cases, you will be prompted to open documents in the second folder. In other cases, the templates will be included right in this PDF and you can print them. You will find the instructions for each separate worksheet within its contents.

We hope you have fun using our materials and that they make this process simpler for you!

Warmly,

Karina, Siena, and Noah

The Void Academy



CREATOR'S STATEMENT WORKSHEET

One of the first things we have to fill out when creating a Patreon page is the creator's statement. What are you making? This will be the first thing people see when they come onto your Patreon page or if you show up anywhere in Patreon. Blank is creating blank. So how can you, a multi-faceted artist, summarize what you do without overthinking? Here's a hint: don't overthink! This statement is not the be-all-end-all of your artistic identity. It is simply there to catch the eyes of potential patrons and to give a quick overview of what you make.

Examples:

- _____ is creating _____
- Karina Vahitova is creating interdisciplinary poetry
- Taco McSauce is creating ideas for the future
- Lockit InPocket is creating film and dance

Your creator's statement:



PAREON RESEARCH WORKSHEET

One of the most helpful activities to do as you create your Patreon, is doing a little but of research into how other artists who create in a similar vein as you run their Patreons. Take some time to look online through your networks for artists who use this platform. If you do not know of any off the top of your head, head to [patreon.com](https://www.patreon.com) and explore their website by searching for mediums such as dance, poetry, video, film, music in Patreon's search bar to find examples of how other folks are doing this. In looking at their profiles try to pay attention to the following things:

- Do they have engaging rewards?
- Do you like their video? Why?
- Is their breakdown of funding clear?
- Are you inspired to support them? Why or why not?

Fill out the table on the following pages and refer to it as you continue working on setting up your own Patreon.



ARTIST NAME	PATREON LINK	LIKES	DISLIKES

ARTIST NAME	PATREON LINK	LIKES	DISLIKES

ARTIST STATEMENT WORKSHEET

For every crowdfunding campaign, you need to build trust with the people who are your potential backers. You do this by being transparent, clear, and kind in the language that appears on your page and in the main video of your Patreon.

A part of your Patreon page is your artist statement. In this section, you will tell folks about yourself. To do this you will write a 1-2 sentence artist statement that engages people to support you.

Answer the following questions for your artist statement:

- What do you do?
- How do you do it?
- Why do you do it?

Examples:

- I write poetry in order to uplift the voice of womyn.
- I make geographic collages with the aim of de-centralizing western imperialist thought.
- I create sculptures in virtual reality and craft them into objects you can own.

Your Artist Statement:



PROJECT NARRATIVE WORKSHEET

The bulk of your Patreon page is the section that narrativizes you and your art practice. In these 1-2 paragraphs, you answer the following questions for your backers:

- What do you do? Who are you?
- What kind of art do you make?
- Why are you passionate about what you make?
- If I back you, how will my money be used?
- If I back you, what will I receive in exchange for my pledge?

The easiest way to begin writing a project narrative is by sitting down and free writing about your artistic practice and the kinds of things you want to make for your Patreon supporters for 10-15 minutes. Try and keep these questions in mind as you write, but don't worry if you do not get to every single one. You can always add the missing information later.

Your Project Narrative:



PATREON REWARDS TABLE INSTRUCTIONS

Try to create rewards that are immaterial and don't take too much time to create. You don't want to end up spending a lot more time on the production of your rewards than on making the art you started a Patreon for in the first place! Focus on digital media and experiential rewards for your backers. It's always really exciting to think of all the possible things you can give to people for backing your project. Having people believe in you enough to give you money is a really humbling experience, one that can sometimes get artists very carried away. Here are some important things to keep in mind when you are brainstorming:

- You should have 5-7 rewards tiers
- Reward tiers are about giving as many people as possible the ability to give you their money, so you want to make sure to have financial diversity in your tiers
- Which types of posts you'd like to leave public and which types of posts you'd like to charge your patrons for

Here is an example of a reward structure and possible rewards that go along with each tier:

- \$1 = digital and easy to deliver, such as a PDF of sketches / behind the scenes photographs
- \$3 = videos of behind the scenes process
- \$5 = special shoutout and name of patron on your website
- \$10 = one question a month they can ask you that you can answer via email / audio recording of you reading a poem
- \$25 = access to workshop online / art advice session with you a few times a year
- \$100 = guest list / handwritten letter / name in program
- \$250 = studio visits or a personal concert window

Open your blank Patreon Rewards Table in the folder titled "Spreadsheets" and fill it out as you brainstorm.



PATREON GOALS TABLE INSTRUCTIONS

If you are getting ready to begin making income on Patreon, chances are you have some financial goals in mind. These goals are something that are not only good for you to keep for yourself, but also something you can share with your community. Come up with a dollar amount that would allow you to reach benchmarks towards your financial sustainability and think about how many people (and at what levels of support) you would need to reach that goal.

When it comes to publicly sharing your goals, you can also choose to share a goal number of Patrons you would like to have instead of sharing a purely financial goal.

Open your blank Patreon Goals Table in the folder titled “Spreadsheets” and fill it out as you brainstorm.



CONTENT PLAN TABLE INSTRUCTIONS

In order to not stress or feel overwhelmed by the content you'll need to create for your Patreon, the best thing to do is to create a content plan for yourself. You want to create some helpful guidelines that will help you to maintain content on your Patreon. I have created a table for you which you can download and fill out. This table will help you to determine and see clearly:

- When you will post things to your Patreon community
- What you will post each time
- Which posts you'd like to leave public or charge your patrons for

You can open your blank Content Plan Table in the folder titled “Spreadsheets.”



STOREFRONT CONTENT TABLE INSTURCTIONS

The first thing you're going to want to do for your storefront is make a list of everything you would like to sell. This will give you a holistic overview of everything you have to offer. I know this can be a daunting task, but think of things people have asked you about before. "Oh, do you sell these? Where can I get one?" — start there.

If this has not yet been your experience, think about what you want to give to the world. What work leaving your hands or your studio and being in the space of someone else makes you feel excited and happy to be an artist? What can you, of all the things you make, give away? What do you want to be taken off your hands?

To open this list making up to more experiential type of items, ask yourself what you would like to be hired to do?

This is not supposed to be a large task. You do not have to have millions of things for sale in your store. It can be as little as few things as three or four as long as they are things you genuinely want to offer.

Some artists I know have used a storefront as an opportunity to clear out their studios and archives. Sometimes we make things that we are not attached to or do not consider to be a part of our larger body of work, but these things are often great items to give to our community.

In thinking about which items you'd like to sell in your storefront, keep in mind that you will be the one responsible for fulfilling your orders, which means that you have to consider shipping and delivery costs as well as the labor certain items may necessitate on your part to get it out of your space and on the road to whomever purchased it.

Open your blank Storefront Content Table in the folder titled "Spreadsheets" and fill it out as you brainstorm.

