

Artist Survival Kit

Seven Resources for Your Art Career

BY SERGIO GOMEZ

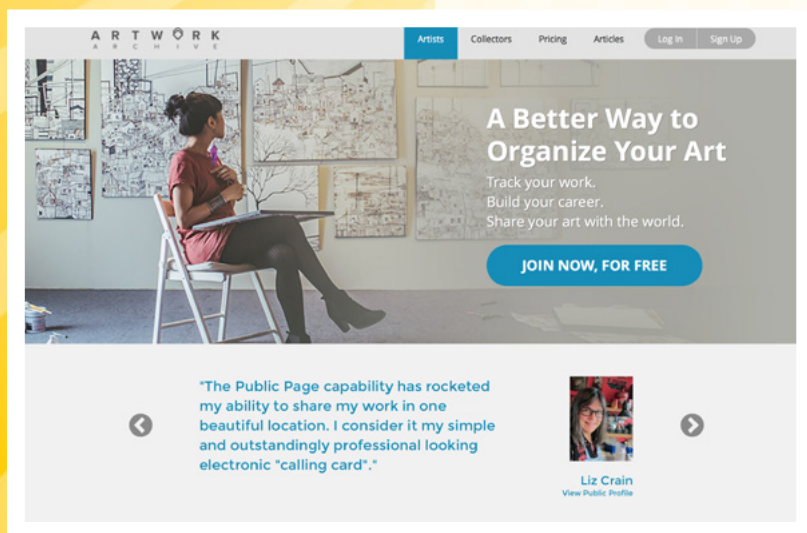


1

Organize your artwork effectively

Organizing and keeping track of your artwork in the digital realm might be one of those things you have been putting off. Remember the time when you had to use slides to document your artwork? Now that those days are over and everything has moved to the digital realm, you need to have a system that organizes your digital data effectively. If you are looking for a way to do this, look no further! Use Artwork Archive to organize your art production. Their online platform provides excellent tools to keep track of your artwork. Whether the work is stored in you studio, showing at a gallery or is part of

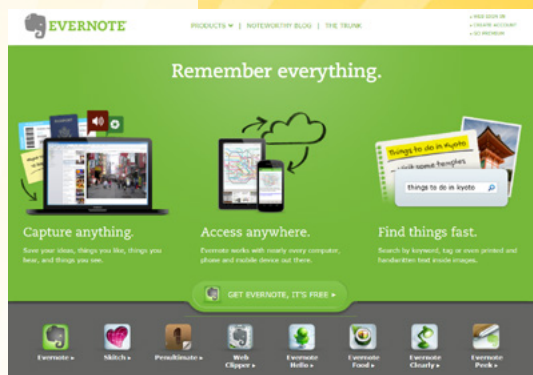
someone's art collection, you can keep track of it using this platform. You can also print labels, consignment sheets, data sheets, collections and much more with the click of a button. [Use this link to get 20% off your subscription.](#)



Organize your art projects the smart way

Every project you have requires information you need to store and keep track of. There are various project management tools and resources out there but one that I recommend is Evernote. Why? Because you can take your projects on the go. Evernote has available a great app for your smart phone and an application for your laptop or desktop computer. All the information synchronizes even when you use multiple devices. With Evernote you can keep track of information, manage projects, attach files, record voice notes, and much more. Check it out at www.evernote.com.

Additionally, I recommend Dropbox to keep a back up of your important data. You just never know when a hard drive will fail or a device will get lost. If that happens, you want to be protected with an online back-up system like Dropbox. You can read my post on backing up your data [here](#). Having a back-up plan is a must in the digital age. Check it out at www.dropbox.com.



Dropbox

All your photos, videos,
and docs anywhere



Manage your social media accounts like a Pro

Many artists I know have a hard time managing all their social media. It can be quite overwhelming! I believe that you have to be selective when choosing the social media platforms you want to manage. However, it is almost impossible to keep up with Facebook, Twitter, Pinterest, Google+, LinkedIn, ArtStack, Instagram, Selfienet and everything else on your own (unless that's all you want to do!). However, there are apps you can use to manage multiple accounts. I recommend Hootsuite to link your social media accounts. When you create a post, it will go to the various accounts you choose simultaneously. You can also read your various feeds in this app. If you don't have a smart phone, the online application works great as well. Here's the website: www.hootsuite.com.

Learn the basic Photoshop tools

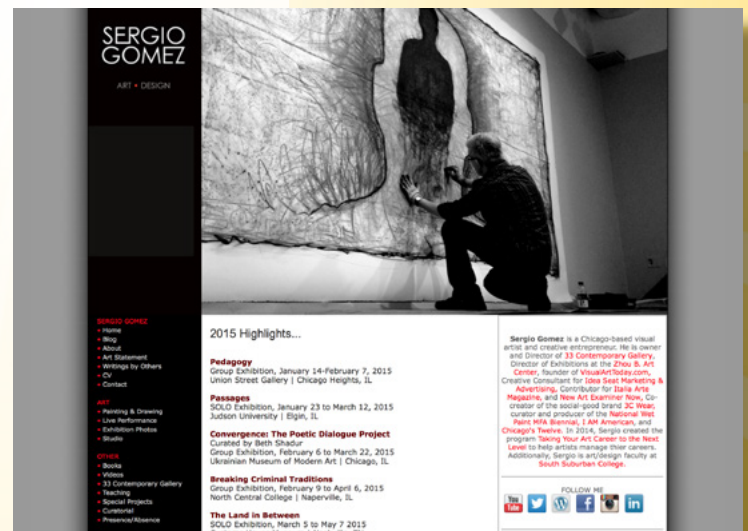
Nowadays, it's essential to manage and prepare images of your artwork digitally. Therefore, you should learn the basic ways to edit your files. You need to know how to change image sizes, crop photos, fix color issues, balance the light density and other basic things. Learning the basics will ensure your images will always look great and professional. Check out our Photoshop webinar to learn how to make your images look amazing at all times. To learn more about this webinar, created exclusively for artists, visit www.theartistnextlevel.com. You can also read my post *Five Basic Photoshop Tips Every Artist Should Know About* by clicking [here](#).



Keep up with your website

5

Nowadays, there is no reason why a professional artist should not have a website. Seriously! If you do not have one, make it a priority this year. If you are on a tight budget, I have great news for you! There are a number of free resources available. One of them is [WordPress](#). If you are ready to go pro, I recommend [Wix.com](#) or [Squarespace.com](#). Both offer fantastic templates for artists to create killer-looking websites. They are easy to use and will make your site look amazing. If you already have a website, make sure all your images are up to date. Think of it this way, as long as you are producing art, your website will never be completely finished.



6

Learn on the go

There are literally thousands of amazing podcasts available. Think of it as your school after school. You can find amazing stories, resources, information and advice on just about everything. Podcasts are

a great way to learn while you are on the go (e.g., working out, running, commuting, etc.). It is estimated that there are over 100,000 podcasts! You can download them to your iPhone/iPad, subscribe to a podcast channel you like, share them with your friends, etc. If you don't have an Apple device, use Podcast Republic to listen to iTunes Podcasts in your Android device. You will find hundreds of great podcasts within the art category. Do not miss our very own podcast. Search for "[The Artist Next Level](#)" in the iTunes search box.



7

Join a Strategic Group

Do you have a plan of action for your art career? Do you know what is your next logical step to move forward? A project without a strategy will not go too far, right? Similarly, a plan without action will never come to live. I recommend that you join the Art NXT Level Strategic Group. Simply put, the Art NXT Level Strategic Group combines a ton of professional development resources, a supportive community of driven artists who are determined to succeed in their art career and a platform to share with peers your professional struggles, gains and experiences. If you ever felt overwhelmed by all the things you ought to know to manage your art career, you will enjoy belonging to an art community that focuses on helping you connect, learn and grow during your professional journey. Use code **SP2016NEXTLEVEL** to get a special discount! www.TakeTheNextLevel.com



The background of the entire image is a sunburst pattern with rays emanating from the center, transitioning from a bright yellow in the center to a darker yellow at the edges.

art **NXT** level®

You will find tools, strategies, marketing ideas, coaching, podcasts, webinars and practical advice to take control of your art career and emotional wellness. Subscribe to receive regular updates today.

www.theartistnextlevel.com