

Time Management Solutions from Proactive Artrepreneurs

BY RENÉE PHILLIPS,
THE ARTREPRENEUR COACH

WHILE WRITING MY BOOK, *Vision, Passion & Purpose: ARTISTS As World Changers*, I was blessed to meet many extraordinary, creative individuals who successfully manage their art careers and still make time to serve the needs of others. Like so many other artists, some have full-time jobs outside their art careers as well as family responsibilities. What I observed is that they all exude a positive attitude and are well equipped to manage life's challenges, sacrifices and demands. They possess what I refer to as an "Abundance of Purpose," a topic I discussed in the November 2010 issue of *Art Calendar*. In that article, I wrote, "People with an 'Abundance of Purpose' have a mission, a dream and passion with which they profoundly affect the people around them, add significant quality to their own experiences, and make a difference by making the planet a better place."

When we are driven by creative passion and a sense of purpose, our levels of self-esteem and energy escalate. Consider the many occasions you are motivated to work long hours to finish a work of art or prepare for an important exhibition. However, managing a successful career for the long duration requires more than occasional adrenalin rushes. It requires the implementation of strategic time management skills on a consistent, daily basis.

There is an expression that says: "If you need help with a task, ask the busiest person you know." Well, to help with this article, I asked a few busy, proactive artists from my book to share their favorite time management tools.

Daggi Wallace's Dry Erase Board

Award-winning pastel artist Daggi Wallace (www.daggistudio.com), who recently moved to California, has a full-time job that requires a lot of overseas travel. On several trips to Haiti, after the devastating earthquake, she was overcome with grief when she saw the multitude of new orphans. Her compassion compelled her to create "Moni's Kids" (www.moniskids.org), a nonprofit organization named in memory of her mother, Monika König. Daggi explains, "In collaboration with the children in Haiti, we create fine art portraits and use the funds raised from the sales of the paintings to directly benefit the children portrayed for scholarships, school supplies, food and clothing." Her heartfelt mission and efforts have attracted interest from UNICEF, World Vision and many others.

Incredibly, Daggi's demanding job and nonprofit organization do not prevent her from being an actively exhibiting artist. How does she manage her busy schedule?

"I have a large dry erase board in my studio/office where I list all the juried shows I want to enter in a column with the title of the show, juror, location, submission deadline, the show's beginning and



Mission of Compassion by Karen Loew. Oil, 18" x 14".

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ending dates, reception and awards dates, any important rules, and any other restrictions. Finally, I list the titles of the pieces I have in mind for entering."

She realizes all of this can be done on the computer, but she prefers this system: "It helps me to have an actual board in front of me with easy-to-read dates to catch any overlapping that may occur. Having all of this in one place and visible every day frees up my mind and eases my anxiety about missing something."

She adds, "I circle the most pressing competitions in red and put a check mark once I have sent in the entry. I put other check marks when I have received notifications of acceptance and/or received awards. On another area on the same board I put remarks about possible commissions, project ideas, and things I need to follow up on."

Daggi also uses Art Tracker (www.xanadugallery.com/art-tracker/), an affordable artist software program, "to keep track of my inventory and client list."

Karen Loew's To-Do List and Online Calendar

New York artist Karen Loew (www.kloew.com) is a proud member of the Artists of the Coast Guard Art Program (COGAP) (www.uscg.mil/art). The mission of COGAP is to: "... immortalize

in our paintings the brave men and women who serve our country in the United States Coast Guard.”

Karen serves as the COGAP Committee Chair of the Salmagundi Club, which sponsors the national program. She explains, “My role as the Coast Guard Art Program Committee Chair is to: be the primary liaison between the sponsor, Salmagundi Club, and all USCG personnel, sectors/units; act as unofficial spokesperson for the program; promote the program with artists and the media; and to collaborate/consult with the COGAP Coordinator at USCG Headquarters in Washington, DC.”

This demanding role requires that Karen maintain an active schedule, so she uses a “To-Do List.”

“It gives me the big picture, but also gives me the option to pick out my favorites or easiest items, regardless of when I actually need the art completed,” she explains. “I have to augment the list, because I need to be deadline-driven. Therefore, my best time management tool is Google’s online calendar. I place a note on the calendar due date with email reminders not only that day, but one, three and, for the big projects, even 10 days prior to keep the project in my line of sight.”

Frank Juarez’s ‘Chunking’ System and Evernote Software Suite

An award-winning artist, art educator, arts advocate and community leader, Frank Juarez (www.juarezpaintings.com and www.effjayprojekts.com) has earned many accolades for his tireless support of artists. In 2007, the Wisconsin artpreneur launched The Sheboygan Visual Artists organization (SVA) (www.sheboyganvisualartists.com). More recently, he opened his first art gallery, EFFJAY PROJEKTS, in Sheboygan, which, “Exhibits and promotes the works of artists who value innovation, technical discipline and artistic excellence in their chosen medium.”

This busy Artpreneur manages time efficiently through a method called “chunking.”

“This method allows me to determine how much time I will need for a project and how many days it will take to complete it,” he says. “I divide the time according to how many days, and this will give me an estimate as to how much time I should devote to a project daily.”

Frank organizes his time via Evernote, a suite of software and services designed for notetaking and archiving. Frank has it on his smartphone, and then syncs the project information to his computer so he can print out a report. There is a free, but limited version of the software that is advertising-supported, or a more advanced paid version. The benefit of Evernote is that it makes the iPhone, iPod Touch and iPad into “an extension of your brain and lets you keep notes, ideas, snapshots and recordings.”

Carla Goldberg’s Email Distribution Service

Carla Goldberg (www.carlagoldberg.com) is a New York artist whose personal mantra is, “Leave the world a better place than how you found it,” and she follows it with tireless commitment. Among her many art projects is the Freedom & Art Project, in which she arranged for 74 artists from 24 countries to release images for a book donated to Amnesty International. Carla is also director of Skylight Gallery NYC and handles the public relations for a second gallery, Beacon Artist Union.

“Handling all this and trying to make precious time in my own studio and getting my artwork ready for an exhibition can seem monumental.”

Although she uses a master calendar list and breaks things down by month, week and day, and sometimes by the hour, Carla

emphasizes, “By far the biggest time saver for PR and letting people know about my upcoming exhibitions is using Constant Contact, an email service. It provides access to easy-to-use templates for my announcements for Skylight and Beacon Artist Union and my own shows. Since all of my emails are in separate folders by category, I simply change images and update information according to my needs, all in one step. What used to take me all day to do takes only a matter of an hour or two.”

If you need help with a task, ask the busiest person you know.

Reduce Stress, and Increase Your Productivity

It’s wonderful that we can choose from a plethora of traditional and innovative digital tools to help us organize our busy lives. Whatever methods we choose, we will reap many rewards, including the reduction of stress and an increase in productivity. We may even gain more time to contemplate how we can bring positive change to the world.

For more time management solutions, read my article “23 Golden Rules for Saving Time” in the July/August issue of *Professional Artist*. **PA**

Renée Phillips, The Artpreneur Coach, is a mentor to artists. She is the author of several books including Vision, Passion & Purpose: ARTISTS As World Changers. (www.Vision-Passion-Purpose.com). She is Director of Manhattan Arts International (www.ManhattanArts.com) and co-curator of “Celebrate The Healing Power of ART” online exhibitions. Follow her on Twitter @reneePhillipsny, and join her on www.Facebook.com/ReneePhillipsArtCoach and www.linkedin.com/in/reneephillipsartcoach.



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