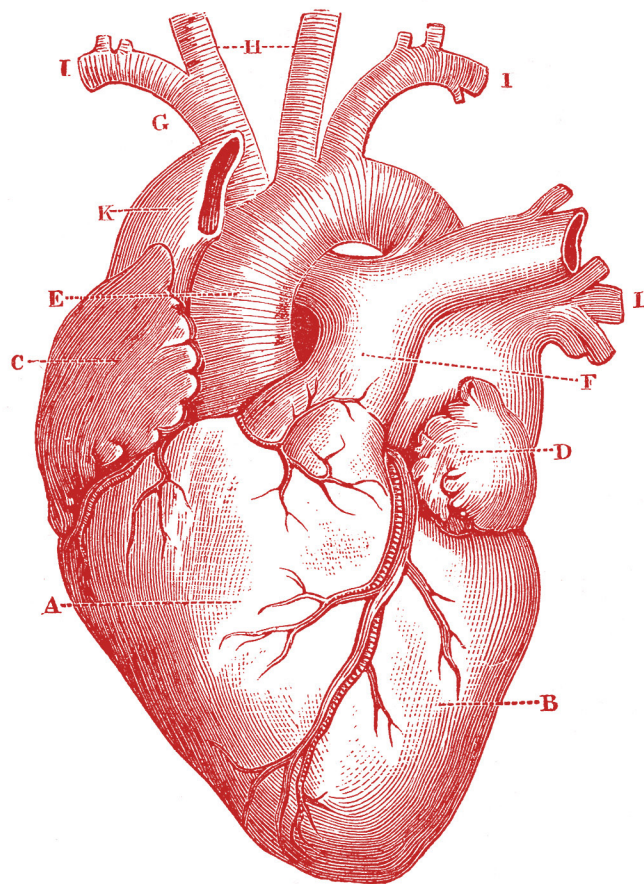


THE VOID ACADEMY

Fig. 37.



FUNDAMENTALS OF CROWDFUNDING SELF-EVALUATION WORKBOOK

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Define Your Heart

This questionnaire will help you to hone in on the tools you already have at your disposal and what you need to work in order to strengthen your connection with your community. Please answer each question in a few sentences or more!

Your Artwork

What kind(s) of art do you create?

What about your current art practice is working well?

What about your current art practice are you struggling with?

The Internet

How do you currently represent your art on the internet?

What are your favorite ways to explore art works online?

What kinds of content do you currently post on the internet?

Your Community

Who identifies or would identify with your artwork?

What are the ways in which people currently experience your art in person?

Through what channels do you currently connect your community about your art?

Money

Please describe your current revenue streams, both from your art and otherwise. How much time do you spend on each, and what percent of your total income does it comprise?

What do you need to make on a monthly basis to survive?

In an ideal world, how much time would you want to devote to your art practice versus other activities?

Assess Your Online Presence

This is a simple exercise to help you assess the effectiveness of your artist website. Show someone you trust your website and ask them to answer the following questions:

1. What do you feel is the main thing I want you to do on my website?
2. Did you feel compelled to do this thing? Why or why not?
3. What way(s) do I give you an opportunity to join my community?
4. What ways do I give you to interact with my artwork?
5. What do you think is the purpose of my website?
6. What do you like most about the design of the site?
7. What do you like least about the design of the site?
8. What do you like or dislike about my domain name?
9. When you Google my artist name, what shows up?
10. Do you have other thoughts about my site?

You may also want to post these questions to your social media platforms (to solicit feedback from your community) and/or to our forums (to solicit feedback from The Void Academy community!)

After completing this exercise, please write a short response sharing the most important things you learned from the feedback you received.

Assess Your Communication

What types of online posts do you most enjoy creating?

- ☐ Video
- ☐ Photos
- ☐ Stories / text posts
- ☐ Live online events / life streams
- ☐ Other

What channels do you most enjoy using to share communication about your artwork with your community?

- ☐ Mailing List
- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ Blog / Tumblr
- ☐ Other

Which channels is your community most engaged on?

- ☐ Mailing List
- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ Blog / Tumblr
- ☐ Other

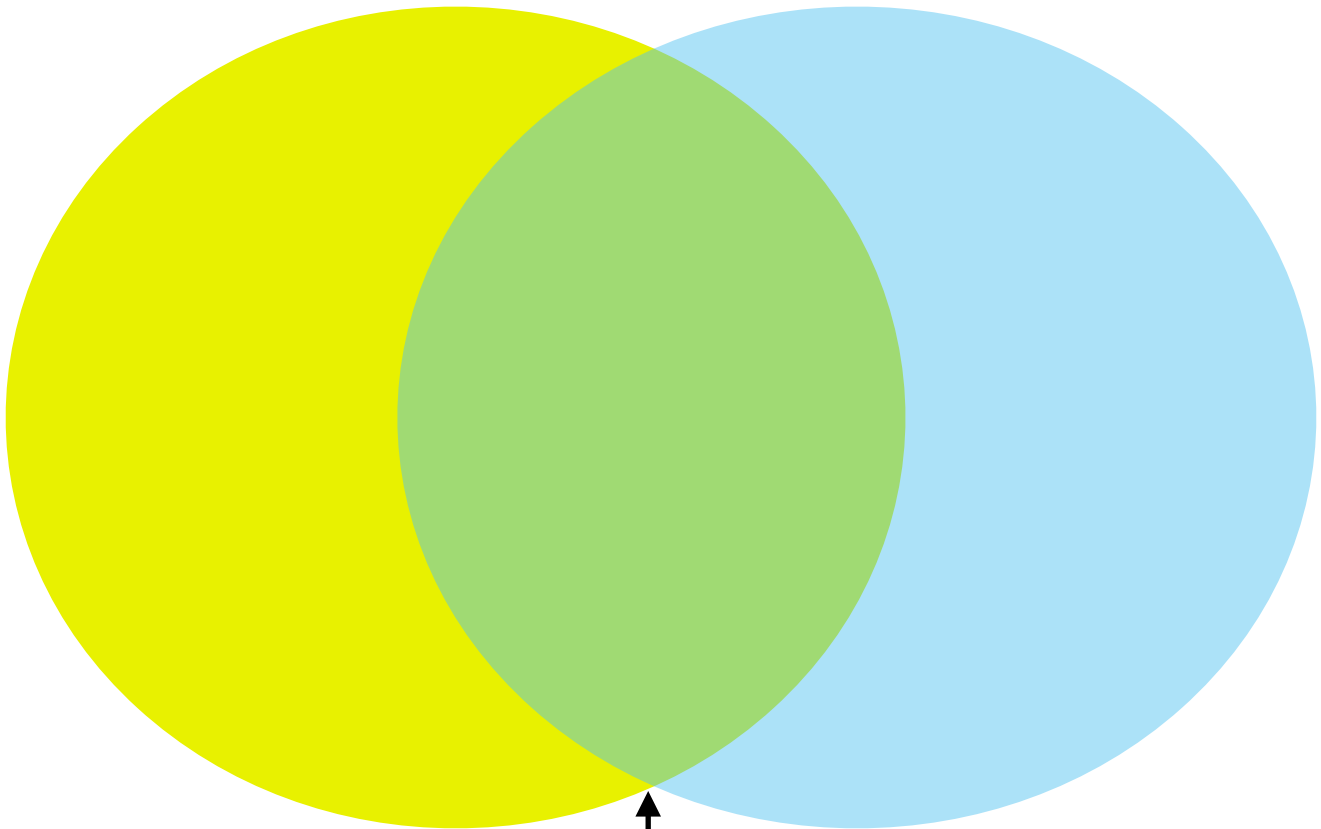
What types of posts does your community engage with the most?

- ☐ Video
- ☐ Photos
- ☐ Stories / text posts
- ☐ Live online events / life streams
- ☐ Other

Using your answers to the above questions, fill out your Venn Diagrams template:

Channels you enjoy

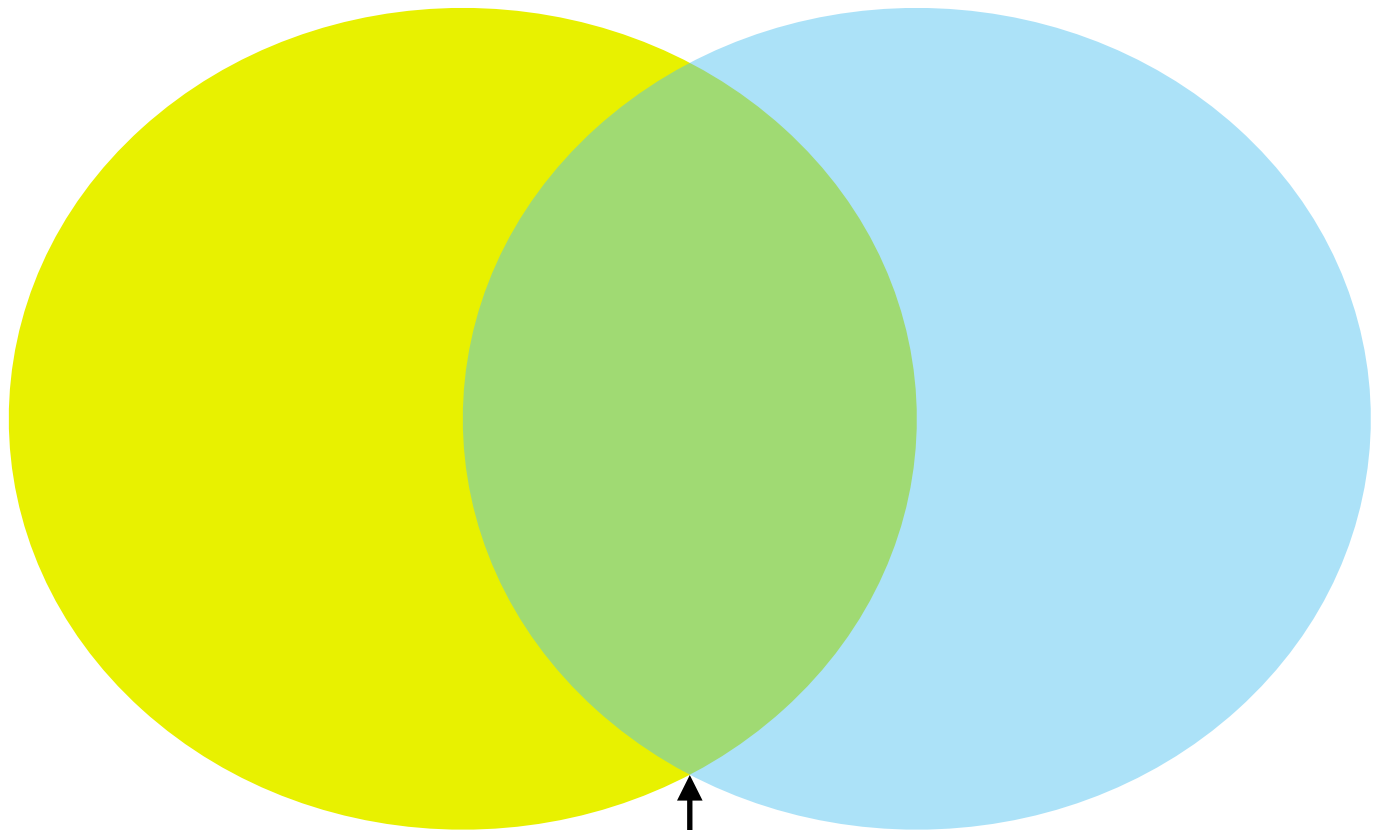
Channels your community enjoys



Where you should focus your energy

Posts you enjoy making

Posts your community enjoys



Where you should focus your energy

How often do you post on social media?

- ☐ 5+ times a week
- ☐ 2-4 times a week
- ☐ Once a week
- ☐ Less than once a week

How comfortable are you with that schedule?

- ☐ 1 (Not comfortable)
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 (Very comfortable)

If you answered 3 or less, what steps do you feel you could take to improve your posting schedule to help you to enjoy it more?

How often do you send out a mailer?

- ☐ Once a week or more
- ☐ Bi-weekly
- ☐ Once a month
- ☐ Once every two months
- ☐ Quarterly
- ☐ Bi-yearly
- ☐ Once a year or less

How comfortable are you with that schedule?

- ☐ 1 (Not comfortable)
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 (Very comfortable)

If you answered 3 or less, what steps do you feel you could take to improve your mailer schedule to make enjoy it more?

Think of a few times that you followed the calls to action of other artists online. In a short response, please reflect on what compelled you to do so.

Find the last 10 calls to action in your mailers and on social media. How do you think they could be improved?

Assess Your Community

In a separate document, make a list of your enthusiasts. Do so by answering the following questions:

- Who has been on your mailing list for a long time?
- Who opens your mailers most frequently?
- Who engages with your social media posts most frequently?
- Who shares your work frequently?
- Who buys your work frequently?
- Who attends your in-person events frequently?
- Who responded frequently to your calls to action?
- Who has frequently supported your work financially at any level?
- Who has supported your work financially at higher levels?
- Who has responded to your work with their own work?

When you have completed this list (which will continue to expand), please reflect in a few sentences on what you have learned in the process

In a separate document, make a list of your supporters. Do so by answering the following questions:

- Who has attended a show or event of yours multiple times?
- Who opens your mailers on a regular basis?
- Who engages with you on social media on a regular basis?
- Who has financially supported your work in the past?
- Who has inquired for more information about your work or your events?

When you have completed this list (which will continue to expand), please reflect in a few sentences on what you have learned in the process.

You Are Not Alone

As you think about forms of communication about your artwork, we ask you to pay attention to how other artists communicate about theirs. As you are the best litmus test for your audience, take note of what you respond to well in an ongoing journal. We've provided a format for you below, but feel free to do it in your own way!

Artist	Communication channel	Content	Did you enjoy it?	How did you engage?
<i>Example: Anna V., musician</i>	<i>Mailer via email list</i>	<i>November update and information about upcoming East Coast shows</i>	<i>Very much. Beautiful visuals and simple, clear call to action</i>	<i>I purchased a ticket to her upcoming show in my area</i>

