

Things To Do Whilst Stuck At Home As a Creative Business Owner.

1) Work on creating/updating your website

I don't know about you but my website is certainly looking for refresh; why not use this time to give it a little makeover? Do those tedious tasks that have been nagging at you for a few months and then reward yourself with creative time or a glass of wine. You deserve it!

2) Use social media to your advantage

The whole world is going into a lockdown, scary yes. But guess what that means? More people will be scrolling through their feeds. Make connections. Creatives often forget that the more we connect with our clients the more they AND social media favours us. Making GENUINE connections is the best way forward, talk to people, listen, exchange stories. Don't talk to people purely for a sale then disregard them when they don't buy, they may be biding their time, they may be financially not ready or they may just not want to buy (THAT'S OKAY!). The most beautiful thing about social media is the relationships that can be formed and it's also one of the most forgotten.

Sophie Adair
Fine Artist

3) Plan some new work or a new collection release

There is no time like the present, get out those sketch books, notepads or whatever you use to get your ideas down. Let your imagination run wild, is there something you've been planning on doing for a while?

Now is the time to start!

4) Take time to clear out and organise your studio space

Whether you have a huge room or a corner of a kitchen table; take time to organise the space, there is nothing like a pandemic to get those spring cleaning vibes flowing. I don't know about you but the feeling after a good rearrange is worth the 20-1hr time it takes. And don't forget to clean those brushes. I know you've been neglecting those.

5) Plan some posts for social media

Another thing I loathe doing but it DOES help. Even if it's just a few ideas of what to post, If you can get 20 ideas down and saved you won't have to think about what you're going to talk about. Google search; there's a lot of FREE resources out there, or look through social media, which posts seem to do well? Which don't? Engagement comes with ENGAGING things. It's in the name ;)

6) Try a different medium or practice one you've found difficult before!

With a little more free time these days now is the time to experiment, get your kids involved (if you have any) or even your significant other. Make a mess, have some fun and in the process you may end up with a happy little accident.

7) Give yourself some self love

It's day two of quarantine here in France and I didn't realise just how much I needed a break. As creatives our minds are racing 24/7 always thinking of the next thing we could be creating, social media, galleries, online shows, applications, working on websites, working out how to get our work seen and customer service (that's just off the top of my head) it is tiring, physically and mentally. So allow yourself a break, yes this time can be used to get a lot of work done but it can also be used to get some rest. Take a long soak, read a book for pure joy (not because it's recommended for business management), listen to your favourite podcasts, do yoga, sleep, give yourself a mini manicure or have a glass or two of wine. You deserve it, you've worked SO hard, enjoy the rest and then get back to work when you're ready. Go on...

Treat yo self.