



De-mystifying Setting up Your Business: The No-Bullshit Guide for Artists

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Introduction

- What's up? My name's Lauren Ruffin, and I'm really excited to be teaching this course. Over the last 20 years, I've done a little bit of everything. I've gone to law school and worked as a lobbyist in Washington, DC. I've helped families and children living in homeless shelters and worked in food pantries. For the last several years, I ran Fractured Atlas, the largest association of artists in the U.S., and I also started a small cooperative of black artists working in immersive storytelling. Along the way, I've been laid off and fired. I've had moments where I didn't know how I was gonna pay staff or where my next gig was gonna be, but I've also had a whole bunch of days where I absolutely crushed it. I've lived the fucking hustle, and hopefully everything I'm about to share with you is a crash course in how to get your business off the ground, ready to go quickly, so you can focus on making your work and selling your brilliance.