**Game Plan 2024**

As a decorative artist or faux finisher, there are several ways to generate income in 2024. Here are some ideas to get you started:

1. **Offer your services to homeowners and businesses**: You can offer your services to homeowners and businesses in your area. Keep your portfolio in your car.
2. **Social Media** You can advertise your services on social media platforms like Facebook, Instagram, and Twitter. Make sure your bio is being optimized and you give people a call to action and info on how to contact you, Post 3-4 times a week.
3. **Create A Website** You can also create a website to showcase your work and attract potential clients. Example: Visit your local furniture stores and ask to paint an accent wall. Leave business cards or flyers.
4. **Partner with interior designers, builders and real estate agents**: You can partner with interior designers who need your services for their clients. You can offer them a commission for every client they refer to you. You should call or email them and ask them to schedule a meeting to present your portfolio. See online portal Module 6 for a Letter template.
5. **Join Interior Design Organizations Join ASID or IIDA or industry design organization to network with other design professionals.**
6. **Use AI Network with other design professionals via Linked In, using Sales Navigator and AI tools such as Chat GPT or Bing. Search for interior designers and design firms by zip code.**
7. **Offer discounted consultations**: You can offer discounted or free consultations to potential interior designers to discuss their needs and provide them with an estimate of the cost of your services. This can help you build relationships with designers and increase your chances of getting hired.
8. **Provide excellent customer service**: Providing excellent customer service can help you build a loyal customer base. Make sure to communicate clearly with your clients, be responsive to their needs, and go above and beyond to exceed their expectations.
9. **Create a referral program**: You can create a referral program that rewards clients who refer new business to you. For example, you can offer a discount on your services or create a custom art piece.
10. **Collaborate with other artists**: You can collaborate with other artists to offer a wider range of services to your clients. For example, you can partner with a muralist to offer both faux finishing and mural painting services.
11. **Attend trade shows and events**: Attending trade shows and events can help you connect with potential clients and showcase your work. Make sure to bring samples of your work and business cards to hand out to interested parties. Example: High Point Furniture Market
12. **Show at local art shows in your area**.
13. **Check with local art stores. Check with local art stores like Binders or Sam Flax to see if they offer free showings or display space for local Artist.**
14. **Online Directories:** Listing your business in online directories like Houzz, HomeAdvisor, and Angie's List can help you reach potential clients who are searching for faux finish professionals in their area.
15. **Word of Mouth** Satisfied clients can be your best source of new business. Encourage your clients to leave reviews on your website or social media pages and ask them to refer you to their friends and family.
16. **Design Collaborations** Partnering with other professionals in the industry, such as interior designers or architects, can help you expand your reach and attract high-end clients who are looking for a complete design solution. Show Houses or Model Homes
17. **Join IASTE Join your local union if you are interested working in the tv and film industry.**
18. **Home Décor Accessories Create home décor items such as nursery names, wall**

**art, picture frames or Christmas ornaments.**

1. **Join IDAL FIND A PRO Program Join IDAL and list your business under Find A Pro. This will allow other artists who need help to locate you.**
2. **Local Paint Stores Ask the manager at your local paint store to showcase your samples on their front counter. Lease a stack of business cards or flyers.**
3. **Network with members of DPA**
4. **Network with friends, family and co-workers. Offer discounted services to your support system.**