

Member Handbook version 3.4

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1 - OVERVIEW

Welcome! We are so glad to have you here!!

When you first become an Art Storefronts member, it may seem like there is a lot of “work” ahead of you. You may be wondering what to start focusing on.

Looking at the big picture, it is actually quite simple. All you need to focus on are three very simple objectives:

- 1. **Get Your Website Live ASAP!**
- 2. **Start Marketing** - You will first run the “New Website Giveaway Contest”, our #1 tactic to start growing your audience. Then, you will just follow the Art Marketing Calendar.
- 3. **Become a “Self-Empowered Artist”** - This is someone who has learned to do their own direct marketing, is selling direct to their own customers, is making the most money from their art, is controlling their destiny, and is building a business that has long term value. This is the “end game”. This is where you are trying to get to. Everything that Art Storefronts does and provides is designed to help you get there.

Here’s a quick visual of where you are headed:



This handbook is going to guide you on this process from start to finish.

Therefore, we recommend saving this document on the desktop of your computer, and also keeping a printed copy handy on your desk.

2 - GETTING YOUR WEBSITE LIVE (ASAP!)

2A - The 14 Day Website Quick Launch Guide

Your next step is to get your website live ASAP!

Get it live in 14 days using the: [Guide for Auto- Fulfillment](#) or [Guide for Self-Fulfillment](#) (please bookmark your guide!)

2B - Onboarding Workshops

As soon as you join Art Storefronts, you will want to watch this recording of a [recent Onboarding Workshop](#).

During this workshop we show the ropes of the platform, core resources at your disposal, ways to contact support, and we go over most common questions.

For any additional questions, please attend one of the live Onboarding Workshops which are held every Tuesday at 10 am CST and Friday at 1:00 pm CST.

Link to join us live through Zoom: [Live Onboarding Workshop](#)

All of these sessions are recorded and posted in the [Workshop Replays](#).

2C - How Long It Should Take

Your goal right now is to get your website live within 14 days.

Does that sound too fast? Only if you are thinking about it the wrong way.

The correct way to think about your website launch is to get your best sellers (or the best representation of your work) onto the website so that it

can “go live”, which allows you to begin marketing and start growing your audience. Marketing is what is going to grow your sales, so we do not want anything delaying that.

You should save any “fine detail” work until after your website is launched, and after you have begun marketing. Trust us - the fine details are going to have a minimal, if any, impact on your business and so they should be prioritized as such. The only real problem every artist has when they come to Art Storefronts is that they don’t have enough traffic, leads, and customers. The sooner you start working on the real problem, the better.

Therefore, as you can understand, some Art Storefronts customers get their websites live in *1-2 days*. It is really not that difficult if you approach it correctly.

If for any reason your website is not live within (or around) 14 days, it usually means that some aspect is being over-complicated, or you are stuck somewhere.

If you find yourself in this situation, we want to help!! Just contact our Support Team ASAP and let us know what is getting in your way and we will help you move through it!

2D - How to Photograph Your Artwork for Reproduction

Painters, illustrators, graphic designers, and fine artists of all kinds – before you can offer stunning prints of your work in a variety of sizes and media types, you’ll need to have your work captured properly.

If budget is no issue, you can have this done professionally by a photographer.

If you'd like to attempt it yourself, it is doable, you'll just need a bit of equipment and the right techniques.

In this blog post, we lay out specific recommendations on equipment for photographing artwork, as well as a checklist for the basic process using lights and either a 24MP DSLR or a smartphone: [How to Photograph Your Artwork for Reproduction](#).

3 - GETTING STARTED WITH MARKETING

3A - Marketing Launch Workshops

Once your website is live you will want to watch this recording of a [recent Marketing Launch Workshop](#).

In this workshop, we cover the beginning steps of your marketing journey, walk you through our most important resources, show you how to place wholesale orders, and do a quick live audit of artists' websites.

For any additional questions, please attend a live Marketing Launch Workshop, which we hold every Wednesday at 1 pm CST.

Link to join us through Zoom: [Live Marketing Launch Workshop](#)

Password: **ASF**

All of these sessions are recorded and posted in the [Workshop Replays](#).

3B - The Art Marketing Calendar

All you need to do is follow the [Art Marketing Calendar >>](#)
(bookmark it!)

You will simply *follow the Art Marketing Calendar from here forward*. It is extremely important that you follow the strategies as they are explained, and not deviate from the instructions.

3C - Office Hours Workshops

Twice a week we hold live 1-on-1 art business consulting workshops as a part of your Art Storefronts membership. This is your chance to get live, personalized help from Nick (CEO and Owner), and Patrick (Head of Marketing) as well as the rest of the marketing staff. They will help you solve any business problems you are currently facing.

Link to join us through Zoom: [Live Office Hours Workshop](#)

Password: **ASF**

All of these sessions are recorded and posted in the [Workshop Replays](#).

3D - What if I only have a few hours a week to dedicate to marketing?

No worries! You don't need to be a full-time artist to take advantage of the Art Marketing Calendar.

We specifically *highlight the critical tasks* for those who have limited time, so that they know what to prioritize.

3E - What happens when I have marketing questions, or if I get stuck or confused?

It's not a matter of if, but when. Marketing is tricky, and this is GOING TO HAPPEN at some point. This is why we built a solution for it!

All you have to do is go to our ["SmallWins" Private Group >>](#) – and post your question there.

Our marketing staff is there to answer your questions and make sure you get past any roadblocks. Additionally, other Art Storefronts members will provide advice from their own experiences as well. Collectively, we hope you'll find the advice to be outstanding – fast, practical, and diverse.

But while confusion is a normal part of the process, we never want your art business to get truly stuck. It *always* needs to be moving forward.

That's why if you ever feel stuck, you need to let us know so that someone can help!

3F - What happens if I take time off or otherwise fall behind on my marketing?

No worries! This happens all the time. Maybe you have some art shows to focus on, or a vacation, or another job that is demanding your time.

Whenever you get back to working on Art Storefronts, all you need to do is go back to the Art Marketing Calendar, which will tell you what to do this week.

Just pick things back up right there! Don't worry about what you missed, and don't look backward.

3G - Marketing (not technology) is going to be the difference maker in your business

Like anything, building a great art business takes time – but it also requires active marketing. Fortunately, it is increasingly effective the more consistent you are and the longer you stay at it.

It's so important that our CEO calls it [The #1 Difference Between Successful Artists...and Everyone Else >>](#)

With this in mind, we encourage you to do as much marketing as you can.

While the features on your website will play an important supportive role, the success of your business will ultimately come down to marketing.

Marketing is the only thing that will double or triple (or much more) your audience size, and this will lead to a significant impact on your business. On the other hand, your website and its features provide an incremental benefit by squeezing every drop of juice out of the traffic and audience you generate, to turn them into leads and eventually customers. Remember that one comes before the other.

3H - The end goal: becoming a self-empowered artist

Our end goal is to help you become a “Self-Empowered Artist”. This is someone who:

- does your own direct marketing, and sells direct to your own customers
- is growing your own list of leads and customers
- is earning the most money from your art
- is controlling your own destiny
- is building a business that has long-term value (i.e. something you can retire on, pass to the next generation, or at least draw consistent income from)

This is in contrast to the usual "Dependent Artist", who:

- does not do direct marketing, and relies on 3rd parties (i.e. online or offline galleries, publishers) to do the marketing for you
- is not growing your own list of leads and customers, and instead allows 3rd parties to use your art to build their own customer list.
- competes in crowded, price-competitive art-selling venues (like online galleries), tries to sell everywhere it is easy but where everyone is doing it, and therefore struggles to differentiate
- earns the least money from their artwork
- is not building a business with any long-term value

Whereas a Self-Empowered Artist is a small business owner, a Dependent Artist is more like an independent contractor. It is completely flawed, and leads to the life of the “starving artist”. If more artists knew this, they would stop following it.

You are one big step ahead, because now you know!

It is all but impossible to build a business with long-term value (one that you can retire on, or pass to your children) when you fail to build your own

customer list. This is not rocket science; it is common knowledge in the business world.

This is why we provide an all-in-one solution here at Art Storefronts. It has all been designed specifically to equip you with **everything you'll need** to become a Self-Empowered Artist.

The piecemeal approach of getting a generic website, and hiring marketing consultants on your own, has not worked. It also leaves artists with a substandard customer experience, poor results, not to mention it is dramatically more expensive (particularly when it comes to consulting).

Together, with a detailed plan to follow (the Calendar) AND on-going advice and support (#SmallWins), you are now in the **best possible position to succeed**. It is designed to keep your business *constantly moving forward, and never getting stuck*.

If you ever get stuck, we want to help! All you have to do is let us know.

All in all, you may become *wildly* successful selling art.

Or, you may generate enough consistent sales to quit your job and focus on your creative life full-time.

Or, you may just earn some side income that pays for your passion while you stay focused on another career.

Everyone's journey is different. Your success will depend on what you do with all the tools you are given, and how much effort you put in.

We have members that are doing everything they can every single day to maximize revenue from their artwork, while plenty of others don't do as much as they could because they're happy to keep art as a side-gig.

No matter your goal, *our* goal is to help you get there.

4 - EVERYTHING ABOUT PRINT FULFILLMENT

4A - What media types should I offer?

Here's our general recommendation:

- One canvas
- One fine art paper (smooth or textured)
- One metal
- One acrylic
- Wood

If you want to offer a substantially lower-priced option, offer a photo paper (gloss, semi-gloss luster, and/or metallic)

The 3 critical, best-selling media types are going to be canvas, metal, and paper.

Acrylic and wood are specialty media types that are not critical, but will open your artwork up to be purchased by larger quantities of people (especially interior designers who have design requirements).

4B - What sizes should I offer?

We recommend offering a variety of sizes from small to large in order to accommodate low, medium, and high price points.

Also, the wall space a potential customer is looking to fill will vary, so you don't want to lose a potential sale by not offering a size in the range they are shopping for. We have a chart you can reference to determine which sizes to offer based on aspect ratio [here](#).

4C - What happens if something goes wrong with an order?

By being a member of the Art Storefronts community you have many resources to help support your business. Our Fulfillment team would be happy to assist you with any questions, comments or concerns you may have regarding an order placed on your website.

Have an issue with an order? Send us an email and our team will get back to you as soon as possible with more information on how to resolve your concern.

Depending on the fulfillment vendor your website is currently connected to, please view the correct correspondence below to best assist with your questions:

Graphik Dimensions: asfprints@artstorefronts.com

Bay Photo: bayphoto@artstorefronts.com

Gooten: gooten@artstorefronts.com

Print Partner: <https://www.printpartner.ca/contact>

4D - How can I purchase prints to stock up for art shows, sample the media types, etc.?

[Here is how to place a wholesale print order >>](#)

We provide high quality print fulfillment, backed by our support and guarantees, as well as competitive pricing, so that you will have **a single solution for all of your printing needs - online AND offline.**

We also want all of your prints to come from one place, so that you can have **print-to-print consistency** and don't have a bunch of artwork out there in the world that looks different.

To that end, we have made it extremely easy to buy prints at wholesale costs, using the "Self-Made Order" feature. The Self-Made Order feature is the same place that you enter in offline orders, as mentioned earlier in the discussion on your "Centralized Order-Entry System".

We recommend using it every time you need to stock up for art shows or get your hands on prints of your work for any reason.

"Art enables us to find ourselves and lose ourselves at the same time."
–Thomas Merton

5 - OTHER IMPORTANT CONCEPTS

5A - Mindset is everything!

There is a good reason we added this section in here. It is because the foremost experts in building companies highlight the role that psychology plays in those who find a way to success, and those who do not.

In other words, **how you approach your mindset and expectations today will have a profound impact on the success you experience in the future.**

Nick Friend, our CEO, has put together a series on exactly this topic to help new Art Storefronts members develop a productive, healthy mindset.

It's all based on Nick's experiences building companies that have exceeded 8-figures in annual revenue.

No matter where you are in your art business journey, we highly recommend taking the time to soak in this information.

Here's the link: [The Success Mindset for Art Entrepreneurs \(How the Quality of Your Thinking Can Make or Break You\)](#)

5B - Art Storefronts is your centralized contact manager (not Mailchimp or anything else)

This one is easy to miss.

While you'll collect a list of leads and buyers on both, there is a big difference between an email service provider like Mailchimp and your Art Storefronts Contact Manager.

Your Contact Manager in Art Storefronts collects comprehensive data on your visitors and customers that your email service provider cannot. Things like which visitor viewed which of your images, and when.

Your Contact Manager also represents a list that you truly own. Email service providers come and go, but your Contact Manager is the permanent, digital headquarters for your business.

Practically, what this means is that you should treat Mailchimp (or similar) as nothing more than a third party tool you use to email your list.

So when you collect email addresses offline, you will want to upload them directly into your Art Storefronts Contact Manager. Doing this will directly sync these contacts to Mailchimp automatically (once you have Mailchimp integrated).

5C - Art Storefronts is your centralized order-entry system (even for offline orders)

In order to keep all of your bookkeeping organized, it is wise to enter all of your orders (both offline and online) into one, central system.

Since your website will always be receiving online orders, it makes sense to use Art Storefronts as the hub for your offline orders too.

When you have a central order system, all your sales, your tax collected, and, if you're utilizing our automated print fulfillment, your fulfillment costs, are stored conveniently in one place.

Better yet, we have an easy way to enter all of this information into Quickbooks!

With every individual order (or close to it) stored within Art Storefronts, you do not need to duplicate every single individual order into an accounting system like Quickbooks.

Instead, you can simply make one "summary" entry each quarter, twice a year, or even once a year. The summary entry will contain all of your sales, sales tax collected, etc. for only the period of time you are entering.

If you do a lot of business, you can even create monthly summary entries.

Either way, there are big time savings here, and seeing your expenses and profit laid out by month or by quarter will be easier than ever.

5D - How do I move my offline orders into Art Storefronts?

Place a Self-Made Order - it's fast, and does not incur transaction fees.

Here's how: [Creating Self-Made Orders](#)

"It takes 3-5 years to build anything meaningful."

–Steve Jobs

6 - GETTING TECHNICAL AND MARKETING SUPPORT

6A - Technical support

Art Storefronts works to be available for our members in the form of:

- email/ticket support
- 30 minute scheduled phone appointments
- live chat

We Also offer a number of live workshops throughout the week that allow you to get live time answers from a member of our tech support and marketing team.

Please refer to the links below for more information:

[Learn how to reach us via chat, email and phone >>](#)

[Learn how to reach us on Live Technical Support Workshops >>](#)

A few examples of things our Support Team can help you with:

- How to set up a certain feature on your website
- Something on your website isn't working like it's supposed to

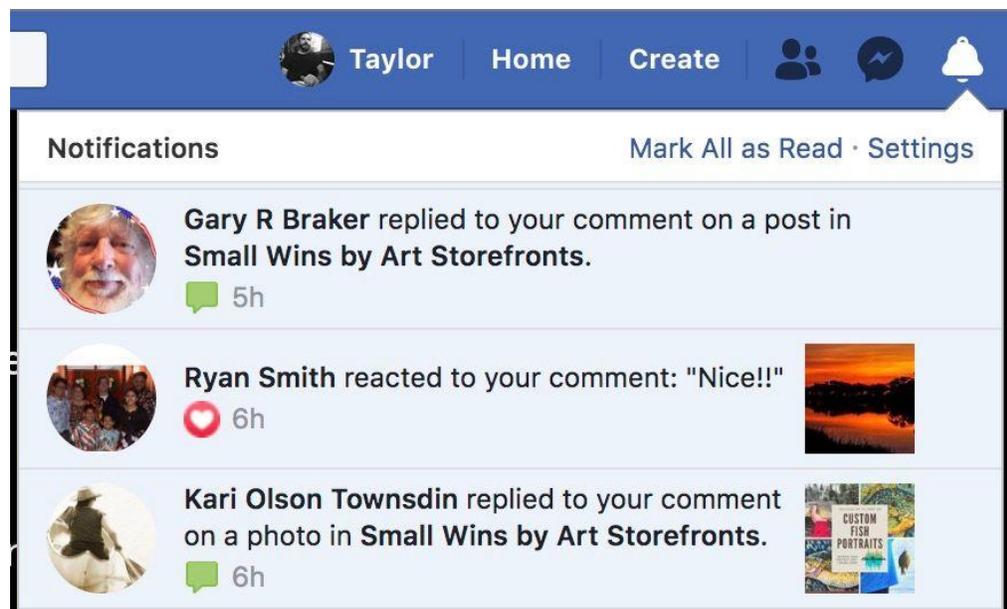
- A customer asked you a technical question you don't know the answer to
- You've been trying to set up your gallery but you're feeling lost

6B - Marketing support

Our Marketing Team is standing by in the #SmallWins Private Group to help you execute the Art Marketing Calendar and to answer questions whenever you get stuck or need an opinion.

[The #SmallWins Private Group >>](#)

Whenever you have notifications from the Small Wins group this little bell icon will light up white:



You'll receive a notification any time someone in the Group responds to one of your comments or posts, so checking this area frequently is key to staying up to date with the conversation.

You can click on any notification to view the relevant post.

7 - UNDERSTANDING CHARGES FROM US

7A - Why does Art Storefronts charge transaction fees?

Transaction fees are what enable us to provide you direct marketing advisement/coaching without charging expensive upfront consulting fees.

This kind of on-going help from a marketing consultant would be prohibitively expensive to all but the wealthiest artists – just get a quote on what **even a single campaign** would cost and you'll see why hiring consultants just isn't an option.

This is what makes the Art Storefronts marketing solution unprecedented. We are taking something that is too expensive for individuals to do on their own and allowing everyone to co-op together in order to have a shared team of consultants (i.e. the Art Storefronts Marketing Team)!

Better yet - after a small upfront fee, **you only pay when you actually see success.**

No sales = no transaction fees. Only when you start actually benefiting from the advice do you start to pay your small part into the system. In other words, our interests are completely aligned. Only when you succeed, do we succeed. Until then, the other Art Storefronts members who are succeeding are keeping the system afloat, hoping that one day you will be in their shoes too!

The best part is that, overall, the amount you pay in fees will be far less than the cost of hiring personal consultants, yet because our advisors are experts in art marketing (not just business in general) -- **the quality of the advice and resource you receive here will be dramatically higher than you could get anywhere else.**

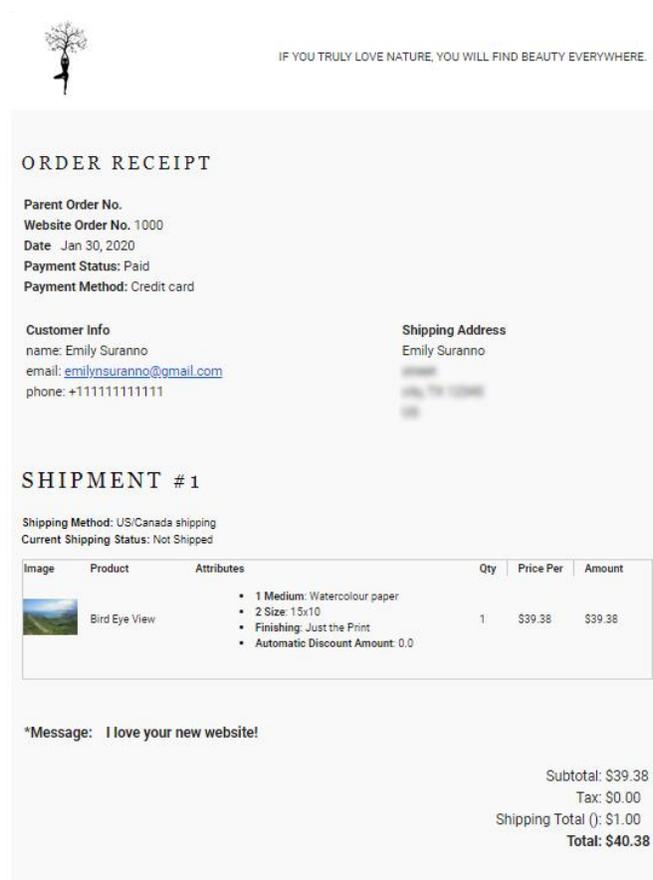
7B - How do I pay my print fulfillment costs?

For each order you receive, any vendor fulfillment costs will be charged to the credit card attached to your Art Storefronts account. These fulfillment costs will need to be paid to your vendor before the order will begin being processed by them.

7C - What happens after I receive an order?

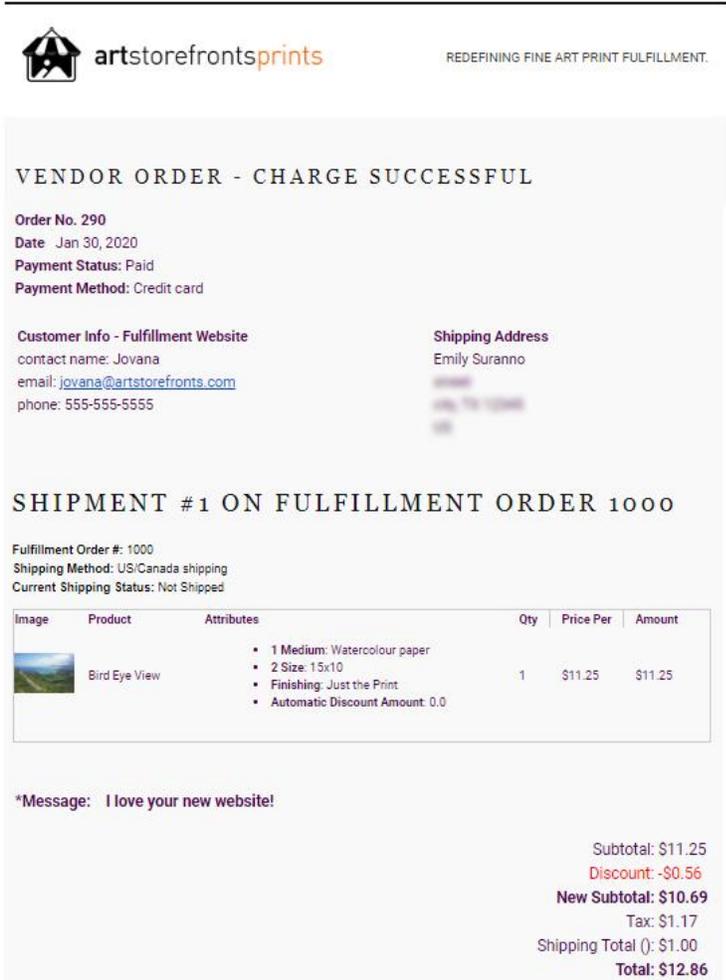
After a customer places an order on your Art Storefronts website, you'll receive a few emails and charges. Here's how it all works:

FIRST – you'll receive an email confirming the order has been placed. It looks like this:



At this point, the credit card you have on file with us is charged for the (1) transaction fee, (2) shipping fee, and (3) wholesale print price.

You will receive an email about this as well, and it looks like this:



artstorefrontsprints REDEFINING FINE ART PRINT FULFILLMENT.

VENDOR ORDER - CHARGE SUCCESSFUL

Order No. 290
Date Jan 30, 2020
Payment Status: Paid
Payment Method: Credit card

Customer Info - Fulfillment Website
contact name: Jovana
email: jovana@artstorefronts.com
phone: 555-555-5555

Shipping Address
Emily Suranno
[Redacted Address]

SHIPMENT #1 ON FULFILLMENT ORDER 1000

Fulfillment Order #: 1000
Shipping Method: US/Canada shipping
Current Shipping Status: Not Shipped

| Image | Product | Attributes | Qty | Price Per | Amount |
|---|---------------|--|-----|-----------|---------|
|  | Bird Eye View | <ul style="list-style-type: none">1 Medium: Watercolour paper2 Size: 15x10Finishing: Just the PrintAutomatic Discount Amount: 0.0 | 1 | \$11.25 | \$11.25 |

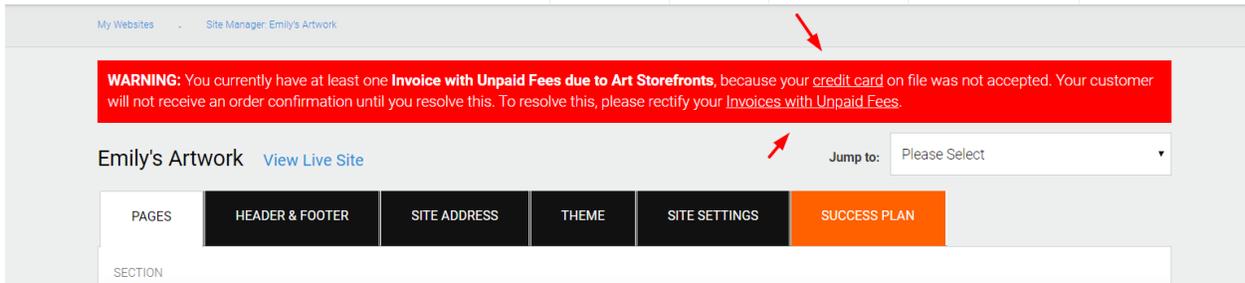
*Message: I love your new website!

Subtotal: \$11.25
Discount: -\$0.56
New Subtotal: \$10.69
Tax: \$1.17
Shipping Total (): \$1.00
Total: \$12.86

Next, your vendor will receive the order and get it ready to ship to your customer.

Up to 14 days after the order is placed, your payment gateway (Stripe, Authorize) will credit you the total price your customer paid, reimbursing you for your charges and giving you your profit!

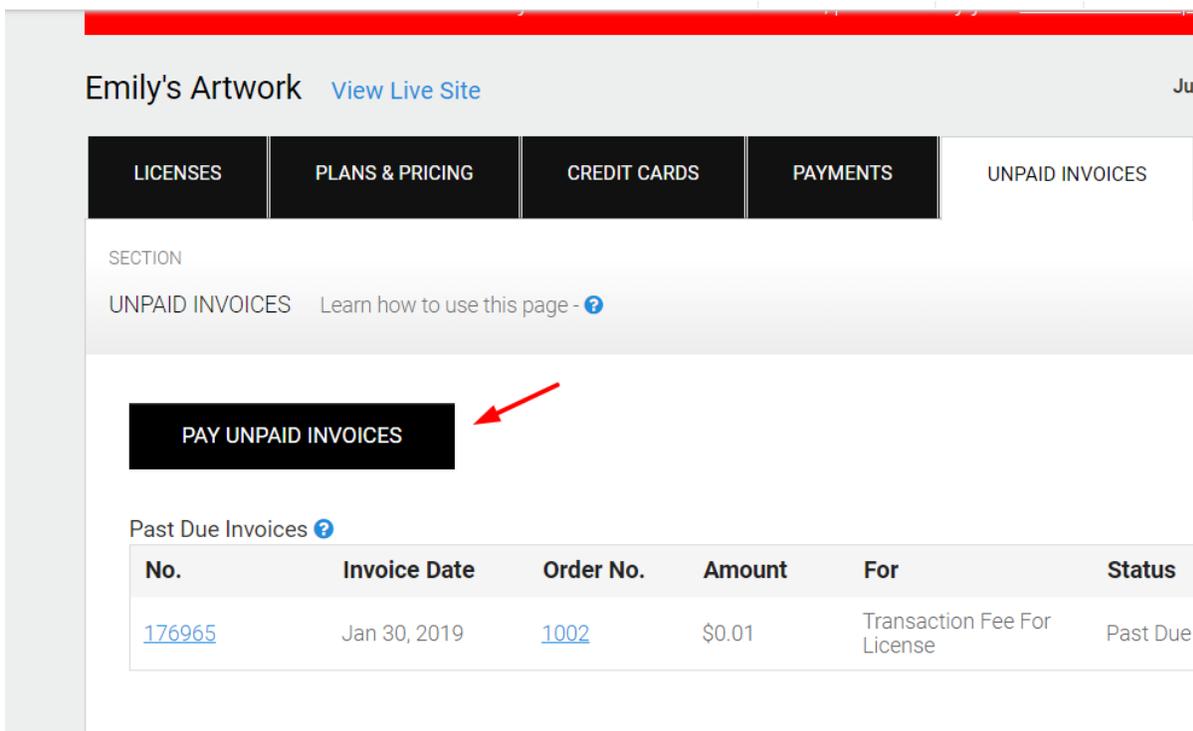
7D - I have an unpaid fee, what do I do?



This typically happens when your credit card on file is declined for (1) the vendor charges or (2) the transaction fees. Sometimes there is enough money to cover one charge, leaving one left unpaid and sometimes the charge cannot be covered at all.

To rectify these charges, simply click on the CREDIT CARD link in the red banner (visible on every page of your Site Manager whenever you have an unpaid fee) and either add funds to the current card or update the card on file.

Then, click on INVOICES WITH UNPAID FEES on the banner, followed by PAY UNPAID INVOICES.



8 - COMMUNITY PRINCIPLES

8A - This must be a positive environment

Why? Being an entrepreneur is a tough challenge for everyone – in any industry. Highs and lows will come, and throughout the process it is extremely important to maintain a positive outlook. Celebrating the small wins and seeking solutions to new challenges are critical to avoiding burn-out and achieving long term success.

By contrast, **negativity can be a poison**. Not only for the one sharing it but for those that see it and become infected by it – causing them to perform worse than they otherwise would have.

As very experienced entrepreneurs ourselves, we recognize a major part of maximizing our members' chances at success is to cultivate and maintain a positive environment.

Any members who consistently bring negativity into the Art Storefronts community (in the Facebook Group, in workshops, or elsewhere) will be kindly asked to stop and some of their privileges may be temporarily revoked. If the behavior continues after this initial warning, we will respectfully find a way for them to offboard from Art Storefronts and find a community that is better suited for them.

8B - What we require of our members

- **Bring a positive, "Can-Do" attitude.** Avoid negativity and pessimism that may negatively impact others and spread the problem further. We all have personal and business struggles that generate some frustration and disappointment at times – the key is to approach these challenges with a desire for practical solutions. In other words: this is not the place to host a pity party. If you are struggling with some element of your business, share it with the community and seek advice that can get you back on the right path.
- **Take personal responsibility for your art business.** This is an important skill to pick up as an entrepreneur. Taking accountability

for your business's success will motivate you to achieve it. Art Storefronts is here to help you, but we are not magic beans. Your success or failure as an art business will be 100% because of you. Every single Art Storefronts member has access to the exact same website software, playbooks, and consulting. The variables are (1) your work and (2) your ability to follow our advice and make good decisions while you are executing on your marketing strategy.

If your existing artwork is not getting the reaction you expected, take responsibility for that outcome by creating and marketing new work (our Pivot Playbook has everything you need). If you are not able to put much time or effort into marketing, make sure your expectations honestly reflect that.

- **Our promise to you** is that we will always uphold this standard so that you belong to a community of inspiring, forward-thinking winners. With negativity and pessimism removed, your path will be clear to building a thriving art business, backed by a vibrant network of like-minded artists and mentors.

9 - IMPORTANT RESOURCES TO BOOKMARK

- [14 Day Website Quick Launch Guide](#)
- [How to Contact Support](#)
- [How to Place a Wholesale Print Order](#)
- [The #SmallWins Facebook Group](#)
- [Art Marketing Calendar](#)
- [Marketing Resource Vault](#)

10 - LETTER TO NEW CUSTOMERS (FROM NICK FRIEND, CEO & CO-OWNER)

Welcome! We are so glad to have you.

As you probably realize by now, Art Storefronts was not created to be another “website company”. Nor another marketing consultancy.

Art Storefronts was created to get one specific job done:

To empower photographers and artists to make a living (or substantial side income) from their art.

This is all we focus on. This is all we think about. This is why we are different.

This is why we created an all-in-one solution, because it is the only way to get the job done in a realistic AND cost-effective manner for you.

At the core, I believe photographers and fine artists should benefit most from their work. Having been in the art industry for 20 years, I have seen many, many people get rich off photographers' and artists' work, but not the other way around.

I've seen countless photographers and artists working hard, struggling and even starving - who eventually realize after years of effort that they never built a business with any long term value. In my view, this is the biggest problem in the industry.

If you're ready to flip the script and take control of your business, and build something with long term value - you definitely came to the right place. You are no longer alone either.

Life is a journey, and so is building a business. Just how families are the support structure of our lives, and are here to help us through challenges – I have found the same support to be necessary for building a business, too.

So we want you to know, we are now your art family! Our entire staff and every other member at Art Storefronts is now on your side.

The collective power of this network cannot be understated – in fact, I dedicated [this entire blog post](#) to it.

I am both humbled and thankful that you have entrusted us to help you on your entrepreneurial journey. I want you to know that we are all here for you, and we are rooting for you.

Nick Friend

CEO, Co-Owner

Art Storefronts



THE END