



Free download!

The \$99 Launch Offer

- > PRE-LAUNCH ROADMAP
- > PARTY CHECKLIST
- > SAMPLE ARTWORK INSTRUCTIONS



Artsy | The \$99 Launch Offer

Who is Artsy? Artsy, Inc. is a family of creative brands that each serves a niche market in the mobile art entertainment industry. Member brands include Gallery On The Go, Artsy Pop-Up, Art Bar, and Create in the Classroom. Artsy's primary focus is to help artsy people like you launch and manage their own mobile art entertainment business.

Who is Gallery On The Go? Gallery On The Go (GOTG) is a member brand of Artsy, Inc. serving the mobile "paint & sip" market. Gallery On The Go has been pioneering the mobile paint party industry since 2011. With our proven business model and expert coaching, you can launch your mobile paint party business in less than 30 days!

\$99 Last Chance Offer:* Artsy is currently restructuring the way in which we recruit and train new members. This is your last chance to join Gallery On The Go for just \$99! But hurry because enrollment ends February 28th. The next opportunity to join will be April 2nd. All members who join before February 28th will be grandfathered into all new programs offered by Artsy.

Your \$99 enrollment fee includes an assortment of GOTG Swag, your official Gallery Guide Apron, online Digital Course with e-Workbook and access to IGG School (*our internal website just for Gallery Guides!*)

**Enrollment fee is \$99 plus \$30 monthly membership dues auto-billed the 15th of each month.*

FEBRUARY START UP

- You will have access to Fun Certification – a 2-hour online Digital Course with a printable e-Workbook which **guides you step-by-step** in launching your mobile art entertainment business.
- Welcome Package and complimentary **GOTG swag**.
- Immediate access to our members-only Facebook group for **mentoring and support**.
- Purchasing power with our industry partners to buy your supplies at a **50-70% discount**.
- Launch your mobile art entertainment business in **less than 30 days** and we are committed to helping you!
- As an original GOTG member you will have an all-access pass to participate in **all future training** on our current and new art brands and services.
- To join with this last chance offer please visit www.ArtsyAssociation.com/join

IF YOU DECIDE TO WAIT

We appreciate smart & patient decision makers. This industry isn't disappearing anytime soon, so we'll be here for you when you're ready. Enrollment will reopen on April 2nd for just 15 days. By limiting the enrollment period we ensure that you get the targeted education and support you need at each stage of your business launch. You join with a group of like-minded Artsy students and with dedicated coaches during your launch period you are ensured Artsy success! Continue to follow us on social media and we'll remind you when enrollment opens in April!

Let's get started!



TIME: Busy people get things DONE, and busy people are often in front of a lot of people! You'll want to glance at your calendar to make sure you have time to launch a business and do at least one event each month. Here are a few things to consider:

- The Fun Certification training takes about 2 hours.
- Ordering and getting familiar with your supplies (*but don't worry, we have a supply shopping list for you!*)
- Marketing and emails to your customers – your membership includes an email marketing program to simplify this task!
- Events take about 3 hours onsite, and a couple hours to prepare for. **What is your goal number of events per month?** _____



Bonus Goal Setting: Gallery Guides earn an average of \$200 per event. We train you to maximize your party attendance to earn the most for your time. **Calculate your goal revenue (# of Events x \$200 =)**



FRIENDS & FAMILY FEEDBACK: Jump on your social media and post a fun picture (*you can snag one off our Facebook page at www.Facebook.com/GalleryOnTheGo*) and post a message like this:

Hey friends! I'm in the process of launching my very own mobile paint party business. Have you been to one of these before? Would you consider being my very first hostess? I bring all the supplies and take care of all set up and clean up – your guests will have a great time and I will be so thankful for you helping launch my new business! The cost is only \$26 per painter and as my hostess you get to paint for FREE! You can learn more about the company I am joining at www.GalleryOnTheGo.com!

- What was the response?
- Remember – the goal is NOT to build a business off your friends and family, but they will be very helpful in launching your business and will be a forgiving crowd as you work through any jitters!
- Make it your goal to have three parties to kick off your business and break out of that friends and family circle. You'll get better after each and every one and painting with your close friends will help build your confidence.
- Review this business with your significant other or a close friend! They know you best.



SUPPLY INVESTMENT: You will want to budget \$200-\$300 to purchase your supplies. The Party Checklist included in this packet lists supplies for a typical paint party set up, but you can design your kit to best meet the needs of your business. When you join you will have access to our members-only discount codes to purchase your supplies at a savings of 30-70%!



PRACTICE PAINTING: This is not a requirement; your customer service and relationship skills are more important than your ability to paint. But it would be great for you to try it out if you haven't already. Find a local paint and sip and visit. Here's what to look for:

- What is the instructor doing?
- Take a look at all the supplies (*psst, we get all of that at 30-70% off!*)
- Listen to the people painting, these people could be your customers!
- Did you have fun? If you absolutely hate painting, well you might want to reconsider!



No local paint and sip? Exactly the reason your community needs YOU! Find the artwork instructions included below. You can purchase a few simple supplies from your local hobby store and practice a painting using our easy-to-follow artwork instructions.



DO YOUR RESEARCH ONLINE: A wise person isn't intimidated by the competition, in fact a wise person welcomes it! We encourage each other to support this industry – the success of our industry helps ALL of us, and we believe there is enough business for everyone. So always think highly and speak kindly about other businesses in our industry. Please research other mobile businesses as well as the paint & sip franchise. You'll see what a crazy amount of work it takes to build a business, but don't let it overwhelm you because we have perfected it for the independent mobile owner like you!

Keywords to search:

- How to start your own paint party business
- Pinot's Palette & Painting with a Twist
- Mobile painting parties

Things to look for:

- Start up investment
- Branding and overall look (*you don't want to look like a mom & pop shop!*)
- Customer base, some brands cater only to certain people like bars or adults – your business caters to the niche market you want to serve!



Bonus Tip: If you run across Social Artworking by Deco Art, know this: They are our partner and we get a fantastic discount to use their templates and paint! I know, right!



STALK GALLERY ON THE GO

- Check out our website at www.GalleryOnTheGo.com to get an idea of our personality. We have videos and artwork scattered about. When you join, you can send your customers to this website to pick their artwork. This helps your business look authentic, professional and FUN!
- Stalk our team on social media: simply go to Facebook and in your search bar type in "Gallery On The Go with". Multiple names of other Gallery Guides will come up and you can follow other Gallery Guides and how they serve their customers. Each of our members has their own unique identity and customer base they serve.

We know starting a new business is scary. That's why having coaches and a collaborative team alongside you is so important. This Pre-Launch Road Map are just a few things to help you consider the possibilities and to determine if this is the right step for you! When you're ready to start creatively making money – you know where to find us!



Party Checklist!



Party Date _____

Party Time _____ am _____ pm

Mileage _____

CONTACT

Hostess _____ Cell # _____

Email _____

Address _____

PLANNING

Party Type ☐ Adult ☐ Kid ☐ Fundraiser ☐ Corporate ☐ CITC ☐ Other _____

Artwork Selection _____

- | | | |
|---|---|--|
| <input type="checkbox"/> Hostess Coaching Email | <input type="checkbox"/> Tables / Chairs | <input type="checkbox"/> One Week Check-In |
| <input type="checkbox"/> Ticket Presales | <input type="checkbox"/> Site Visit (if needed) | <input type="checkbox"/> Day Before Call |

Notes _____

PARTY

- | | | |
|---|---|---|
| <input type="checkbox"/> Artwork • Instructions | <input type="checkbox"/> Paint | <input type="checkbox"/> Plastic Bags for Trash & Brushes |
| <input type="checkbox"/> Canvas | <input type="checkbox"/> Palettes | <input type="checkbox"/> Registration List • Change |
| <input type="checkbox"/> Stand Up Easel | <input type="checkbox"/> Brush Sets | <input type="checkbox"/> Guest Survey • Pens • Pencils |
| <input type="checkbox"/> Table Top Easels | <input type="checkbox"/> Water Cups | <input type="checkbox"/> Marketing Material • Portfolio |
| <input type="checkbox"/> Drop Cloths | <input type="checkbox"/> Aprons | <input type="checkbox"/> Camera • Props • Music |
| <input type="checkbox"/> Table Cloths | <input type="checkbox"/> Paper Towels & Wipes | <input type="checkbox"/> Hostess Gift • Snacks |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

AFTER PARTY

- | | |
|---|---|
| <input type="checkbox"/> Enter Surveys in Your Database | <input type="checkbox"/> Share Photos on Your Facebook Page |
| <input type="checkbox"/> Send Thank You Email/Card | <input type="checkbox"/> Follow-Up with Bookings |



ASPEN DELIGHT

Artist: Dawn Cary

CANVAS 11x14, Vertical

BRUSHES NEEDED

PURPLE BRUSH

¾" Glaze Wash Brush



GREEN BRUSH

Round #6



COLORS USED

Red	Orange
Yellow	Green
Purple	Black
White	

Grey (*White + dot of Black*)

Navy (*Blue + dot of Black*)

Lime (*½ Yellow + ½ Green + dot of White*)

Teal (*½ Green + ½ Blue*)



OTHER RECOMMENDED TOOLS Q-Tips and business card or old loyalty/credit card

NOTE Do not use the center of the palette for colors as you'll want to use it for BLACK later. You may want to use small paper plates instead.

BACKGROUND



PURPLE BRUSH: Using GREY, cover the canvas using vertical strokes. Add a few blended streaks of BLACK or just don't blend your grey well when mixing. Be careful not to apply your paint too thick as it will take longer to dry. Next, using WHITE, add about 6 tree trunks. The largest tree in the foreground will extend from the top of the canvas all the way to the bottom. The others will vary how far down they go, but the tops will always extend off the top of the canvas. Be sure to vary the thickness of each trunk by turning your brush sideways for some. Add a few branches to a couple of the trees, including the largest. The edges do not need to be perfect, we'll put a second coat on the trees later. Remember there are no perfect trees in nature so don't worry if they're not perfectly straight!

**** DRY BREAK ****

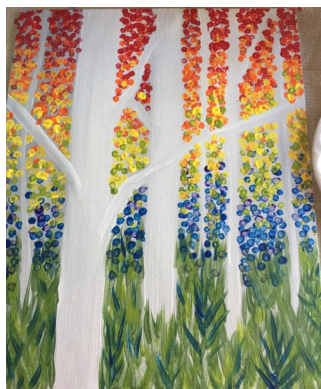
GRASS



GREEN BRUSH: Using LIME GREEN, make short upward strokes filling in between the trees, going up about 1/3rd of the canvas. Layer the grass by starting at the horizon line and moving downward to the bottom of the canvas. The grass should cover the bottom of the tree trunks. Next,

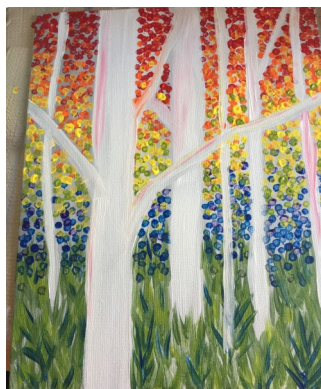
sporadically add in more grass using GREEN, and finally do the same with TEAL. The idea is we don't want the grass to be all the same color. Paint a few leafy plants with TEAL by painting a vertical centerline and then making angled lines from the center.

LEAVES



Using a Q-Tip, dip one end in RED and begin making dots across the top of the canvas. It's ok if you slightly overlap some of your trees, but try not to cover them. As you move downward, make the dots sparser. Next, dip the other end of the Q-Tip in ORANGE and work some dots into the red dots, then make more concentrated dots lower, then sparse dots moving downward. In this manner, the colors will blend into each other instead of being defined bands of color. Follow the same steps with a new Q-Tip, using YELLOW, then LIME GREEN, NAVY, and then add a few dots of PURPLE in with the Navy dots. The NAVY & PURPLE dots will slightly overlap the grass.

TREES



PURPLE BRUSH: Using WHITE, go back over your trees once again. It's ok to allow some of the dots to blend in with your WHITE to add some color streaks to your trees. If your dots are too dry, you can always add 1-2 more so you can streak some of the color in



FLOWERS

GREEN BRUSH: Using a variation of colors, make some clusters of dots and dabs in the grass for some flowers. The sample has RED, YELLOW, PURPLE and WHITE.

TREE DETAIL

Add some BLACK to either the center well of your palette or use a small plate. You will not need very much. **It may be helpful to practice once or twice on your napkin or a piece of paper first to get a feel for it.**

Using your Business/Rewards/Credit Card, run one end through the BLACK paint. Line up that end of your card with the edge of a tree and swipe the card towards the center of the trunk. You can turn the card on the edge to make thin lines as well. For most of the trees I only swiped from left to right, but on the large tree I did both sides. For edges on the other side I touched the card along the edge of the tree but did not swipe. You can also use your **GREEN BRUSH** to add other details as you like. Be careful not to get too carried away here! Your trees should be mostly white. Do a few swipes then step back from your painting to decide if you need more. It's easy to add more, it's harder to undo!



SIGN YOUR ARTWORK! 😊

Use the **GREEN BRUSH** or a Sharpie marker to sign your initials in the bottom corner of your painting!