

# Making it as an artist... is that a thing?

- Finding opportunities and getting yourself out there
  - Think like a business owner
- Burnout and embracing the seasonality of Cape Cod

Presented By

# Kenard Smith Jr.

## Self Taught Fashion Designer & Tailor • Entrepreneur



- **Fashion Designer & Tailor** – Owner of **Ken Tailor Designs**, specializing in alterations, custom garments, and sewing classes.
- **Self-Taught & Passionate** – Started as an abstract paint artist before transitioning to fashion in **July 2023**.
- **Sustainability-Focused** – Uses upcycled materials and minimizes waste in designs.
- **Aspiring Private Chef** – Currently studying culinary arts at **4C's** to gain industry knowledge and stand out.
- **Content Creator** – Photography and fashion social media marketing, with a goal of **consistent posting & engagement**.
- **Future Goals** – Expand **Ken Tailor Designs**, travel for fashion shows, collaborate with influencers, and eventually open a **restaurant combining the two**.

# Molly Avellar

Jeweler • Shop Owner • Creative Entrepreneur



- **Native Cape Codd**er – Lifelong Orleans local with deep creative roots and a family full of artists and entrepreneurs.
- **Jewelry Designer & Maker** – Discovered metalsmithing over 20 years ago at Nauset High School and instantly fell in love.
- **Studied At** – MassArt, UMass Dartmouth, and the SMFA before completing intensive training at Revere Academy of Jewelry Arts in San Francisco.
- **Launched** – Officially launched Molly Avellar Jewelry in 2012.
- **Brick & Mortar Shop Owner** – Co-founded Adorn in 2015, a jewelry and gift boutique in East Orleans, now celebrating its 10th year.
- **Supporter of Independent Makers** – Curates a shop filled with work by local and national artists, always emphasizing quality, craftsmanship, and story.
- **Board Member** – Serves on the Orleans Chamber of Commerce.
- **Outside of Work** – Happiest with her hands in the dirt, growing flowers and wrangling a menagerie of animals—including 34 chickens, two cats, and a dog—all with very big personalities.

# Jon Richardson

## Performer and Writer



- **Musician and Performer** – Performing year-round on Cape Cod and across the country
- **Training** – After graduating with a master's degree in music from New England Conservatory I moved to Cape Cod to begin my life as a full-time musician and performer
- **Writing** – I have written four albums of original music
- **Musical Theater** – Since 2019 I've been writing my first musical which is set in Provincetown. It will have its world premiere this fall at the Provincetown Theater under the direction of Leda Hoffmann
- **Piano Bar Solo Show / Donnelly & Richardson**

# Part 1:

Finding opportunities and getting yourself out there

# Behind The Scenes

- **Knowing Your Value & Skills** – Understanding what you bring to the table in your area, fashion, or any industry.
- **Networking & Building Connections** – Engaging with local businesses, attending events, and collaborating with like-minded creatives.
- **Leveraging Social Media & Online Presence** – Using Instagram, TikTok, YouTube, and local platforms to showcase your work.
- **Seeking Local Opportunities** – Partnering with small businesses, participating in farmers' markets, pop-ups, and community events.
- **Consistency & Confidence** – Staying committed, showing up consistently, and believing in your craft.
- **Investing in Yourself** – Taking courses, learning new skills, and staying ahead of industry trends.

# Connections & Opportunities

- Amplify POC - Tara Vargas
- The Cordial Eye - Mary G. & Anastaci P.
- SIGNED Management - Erin Scimeca
- Cape & Island Magazine - Eric Burst
- We Can

**“Put Yourself Out There Share What You Do”**

# Part 2:

Think like a business owner



# The Financial Reality of Being an Artist

## Creativity Isn't Enough

- *No matter how talented you are, if you don't take the business side seriously, you have a hobby—not a career.*
- Passion is the foundation, but sustainability comes from treating your creativity like a business.

## The Early Hustle is Real

- Most creatives start by juggling their art with other work—side jobs, service gigs, or client work—to pay the bills.
- It's normal to piece together income in the beginning—don't let that discourage you.

## What People Don't See

- Creatives wear many if not all of the hats in a business
- Behind the scenes, there's budgeting, tracking expenses, managing time, learning to price, marketing, and selling.
- The work you do *off the bench, off the stage, or outside the studio* is just as important as the creative part.

## Growth Brings New Challenges

- As your creative business grows, so do your responsibilities:
  - Higher material costs, taxes, hiring help, professional development
  - Burnout and financial pressure can creep in if you're not prepared
- Success isn't a finish line—it's a process of constantly adjusting.

## Your Mindset Matters

- Start thinking like a business owner, not *just* an artist.
- The more seriously you take yourself, the more others will too.

# Making It Work – Diversifying & Pricing Your Work

## Diversify How You Sell

- *You can't rely on just one revenue stream—especially in a seasonal place like Cape Cod.*
- Mix in-person sales (markets, pop-ups, trunk shows, storefronts) with online platforms (website, Etsy, Faire), commissions, wholesale, and partnerships.
- **Find the mix that works for you—and adjust as you grow.**

## Pricing Your Work: Know Your Worth

- **Know Your Costs** – Include materials, time, overhead, marketing.
- **Charge for Your Skill** – Years of practice and experience have value.
- **Avoid the “Starving Artist” Trap** – If you undervalue yourself, *customers will too.*
- **Confidence Counts** – If you don't believe your work is worth it, no one else will.
- **Test & Adjust** – Selling out fast? You might be priced too low.
- **Tell the Story** – People buy the artistry and experience, not just the item.
- **Use Spreadsheets** – Know your numbers and price with confidence.
- **Contracts** – Use clear written agreements for services or custom work to avoid misunderstandings.

## Part 3:

Managing burnout and embracing the seasonality of Cape Cod



# The Seasons

## The On-Season

- *We live in a unique economic environment with enormous market shifts each season*
- These shifts provide ways to manage the two sides of commercial and artistic work – especially how to be “on” in the on season.

## The Off-Season

- The advantage to the seasonal nature is the ability to rest and be in a creative mode when there aren't as many people in the off-season
- It's also an excellent time to form connections with locals who will be broadcasters and cheerleaders for your business when the tourists come
- Also it's a great time for...

# Hanging out with dogs.



# Burnout

## Burnout is real

- *Signs of burnout aren't what they seem: it's not just "being tired"*
- Admitting to feeling burnout isn't weakness and knowing some of the typical symptoms help to mitigate some of the difficulties.
- The September and October dopamine / adrenaline crash

## Learning when to say yes and when to say no

- Managing burnout in your first few years vs. once you've been doing it for a while
- The shift in consciousness from saying yes to every opportunity to being more selective about opportunities (when to do this)
- Saying no is powerful.

# Final Thoughts...

## It is a thing!!

- Start Small - Think Big
- Get yourself out there - make connections
  - Diversify your revenue streams
- Know your worth - Don't underprice yourself
  - Burnout is real
- Use the off season to your advantage

**Discussion : Ask us anything**