



DOING BUSINESS AS AN ARTIST

DBA

**Are you interested in
launching a new business
in the creative economy?**

The DBA Program is designed to showcase actual case studies from creatives in Colorado and beyond. The classes are interactive and embrace engagement along with Q & A. The classes are also designed to be an opportunity to network with others.

GREGORYHOWELL.COM



Mural: Artist Mike
Strescino

Consider joining DBA for one module or the entire series to learn what the opportunities are for creatives in our local economy. Each class offers an opportunity to learn from thought leaders and to network with other creative entrepreneurs.

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Module 1 • Be Yourself as Everyone Else is Already Taken

Class One | Vision
Class Two | Audience
Class Three | Exposure

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Module 2 • Your Brand is What People Say About You When You Are Not in the Room

Class Four | Brand
Class Five | Promotion
Class Six | Social
Class Seven | Video

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Module 3 • Swimming in the Hard Stuff

Class Eight | Legal
Class Nine | Accounting
Class Ten | Build Your Creative Business in 24 Hours
Checklist & Wrap-up