

YOU'VE GOT THE PASSION. WE'VE GOT THE PLAN.

**Everything you need to start + grow your beautiful business teaching art lessons to children:**

ONLINE • FROM HOME • IN YOUR OWN STUDIO

Remind me when Enrollment Opens!

Our Next Enrollment Opens in Early 2024!

Are you a member? Login here

## DO YOU HAVE BIG DREAMS BUT DON'T KNOW WHERE TO START?



When I began teaching art to children and saw the infectious energy kids poured into their art, I was smitten. I felt like I found a portal to a secret universe of happiness.

During that time, I expanded from an art teacher in a school with a small contract to a side business selling art lessons. It was an extraordinary feeling to add an extra thousand dollars to our household income. This was just the beginning.

At the start, I struggled with how to write emails and how to post on Facebook and Instagram. (Even editing the photographs of my art projects felt like learning a whole new language!)

*I had the passion, but I lacked the know-how.*

All of that changed in 2016 when I joined a supportive business group that was a sanctuary of ideas, answers and encouragement.

*I spent the next 7 years learning and experimenting:* growing my team, developing the operational side of the business, and learning digital marketing. I can truly say that making the decision to join that community changed everything for me.

Today, Deep Space Sparkle and Primerry support thousands of educators, families and children around the world every month, and *I want to share what I've learned with you.*



“I used to think that owning an art studio was just a dream - not something I could ever do. Now, I know that I’m capable of doing it, growing it, and making it thrive.”

I recently started my art practice on the side of my full-time teaching career. As a complete beginner, I launched my business and within two-and-a-half months earned \$10,000 from it.

Curriculum and marketing were my biggest challenges in the beginning. I knew I needed material that would get kids interested, and parents excited as well - without having to scour Pinterest for hours at a time and creating things on my own. The Art Kits, and how much you get out of the membership, have been amazing.



Being brand new, I don't know where I would've started with marketing my business. Primerry PRO taught me the details I needed in a visual format that I love, like the best business structure and how to grow my audience, for example.

Now that I've been in the program, I'm so much more knowledgeable and am seeing things in a different light. This can be so much more than just a dream or for fun. Jump in - it's worth it!

**Sarah Reid**

The Local Spark Art Enrichment Studio.

## HERE'S A CLOSER LOOK AT WHAT'S INSIDE PRIMERRY PRO...

*Turn your love for art into a thriving business with the*

### PRIMERRY PRO BUSINESS ROADMAP





Our *bite-sized business classes* will walk you through whatever stage of business you're in, from picking the name of your business to scaling up your studio.

You'll decide what to specialize in, what to charge, and even how to get more students, all with actionable steps that will guide you through the decision making.

And with our course workbooks to help supplement your learning experience, your new art business will be up and running in no time!

(We add a new Biz Course to the membership each quarter.)

Want to see the wins you'll celebrate at each stage?  
Expand the boxes below for all the details!



## DREAM IT

Let's create a studio art experience and niche that suits your lifestyle, teaching preferences and of course... your passion!

This stage is all about exploration and starting with the end in mind. You'll flex your decision-making muscles, commit to getting started, and learning as you go.

**DREAM IT Goal:** Teach your first studio art class!

### WINS YOU'LL CELEBRATE...

- **Deciding** on the type of experience you want to create, and the ideal location to host your classes
- **Setting** your initial prices based on how many students (and at what price) you need in order to hit your income goal and make a healthy profit!
- **Exploring** potential options for your niche -- this is where you get to lean into your creative side and experiment with what you want to be known for!
- **Validating** that there is demand for the type of classes you want to teach, so you can learn what works and what to adjust
- **Uncovering** where your first paying students will come from, and how to invite them to join you (we've got plenty of templates to help you nail it)
- **Committing** to a date for when you'll teach your first studio class!



## PLAN IT

It's time to put pen to paper and set yourself up to create a sustainable business teaching what you love.

From choosing a business name to creating a studio experience that keeps kids coming back, expect a quick and actionable guide on the fundamentals of earning revenue in your business.

**PLAN IT Goal:** Take care of your admin essentials and get set up to collect payments.

### WINS YOU'LL CELEBRATE...





## TEACH IT

Discover how to teach specific techniques and how to set up your studio space to maximize profit and student engagement.

We'll explore which supplies work best for different teaching environments and age groups, how to teach specific techniques, to setting up your studio spaces to maximize profit and student engagement.

**TEACH IT Goal:** Turn your studio vision into reality and teach with confidence!

WINS YOU'LL CELEBRATE...



## GROW IT

Grow your business by tapping into the magical world of digital marketing and grow your client base for consistent income!

You'll learn how to get your offer in front of more people, attract customers through social media and email marketing – and create a simple website that shares your vision.

**GROW IT Goal:** Master the art of filling your classes with simple digital marketing strategies that work.

WINS YOU'LL CELEBRATE...



Remind me when Enrollment Opens!



"I have a clearer goal for the direction of my business, I feel supported, and confident that Primerry PRO can help me continue to grow my business."

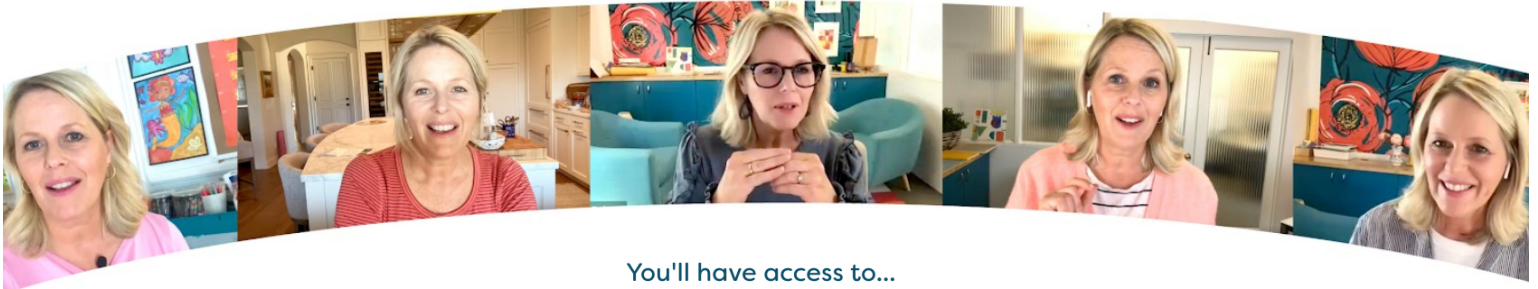
I started my afterschool art program and summer camps in 2016 and started teaching from home when the pandemic hit. Before joining Primerry PRO, I was building my business on instinct. I had joined a general business-building program, but it wasn't specifically for art studio owners.





I knew I needed support to grow my art business, and when I joined Primerry PRO I found the roadmap I was looking for. The program and community are very supportive because it's all like-minded people and we're all in the same boat but at different stages. You have support with all of the things that come up, and it makes your experience richer knowing that you're part of a community. They help you find your own vision, and give you not only the energy, but the support to just go for it.

**Geraldine Otte**  
artstudio4kids.com



You'll have access to...

## A PRIVATE COMMUNITY & GROUP COACHING CALLS WITH PATTY

**GROUP  
COACHING**  
WITH PATTY

\* Exclusive  
**COMMUNITY  
GROUP ACCESS**

Your membership includes a **Private Community** to share your questions, wins and goals with me and other artsy business owners.

This is where you'll receive **feedback and group coaching** from me on topics that will meet you where you are at and push you to move forward.

This group is kind, supportive and from every level of business. Our motto is one step at a time and we mean it. We go (and grow) at our own pace!

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**arthouselab** It's so wonderful to be able to chat about business with like minded individuals. Thanks Patty!

Molly Foster

I opened a brick and mortar art studio last week! it's been a dream in the making for the past 10 years. We had a successful first week of art camp with the help of the Happy Campers Art kit. Thank you Patty and the DSS team for the inspiration and fun activities! It's been a busy few months especially with renovations and inspections but now we are into the fun part of making art! We also hosted our first adult art night as well. Check out the amazing art that was made. I'm looking forward to the next coaching session to gather more ideas and support on this journey of being an entrepreneur.



Otilia Stan

You ladies and your students are prolific!!! I have just completed my first ever 3 day camp with 9 kids(had 10 spaces available). Ages were 5-9. The theme was hidden in the jungle from Primerry Pro.



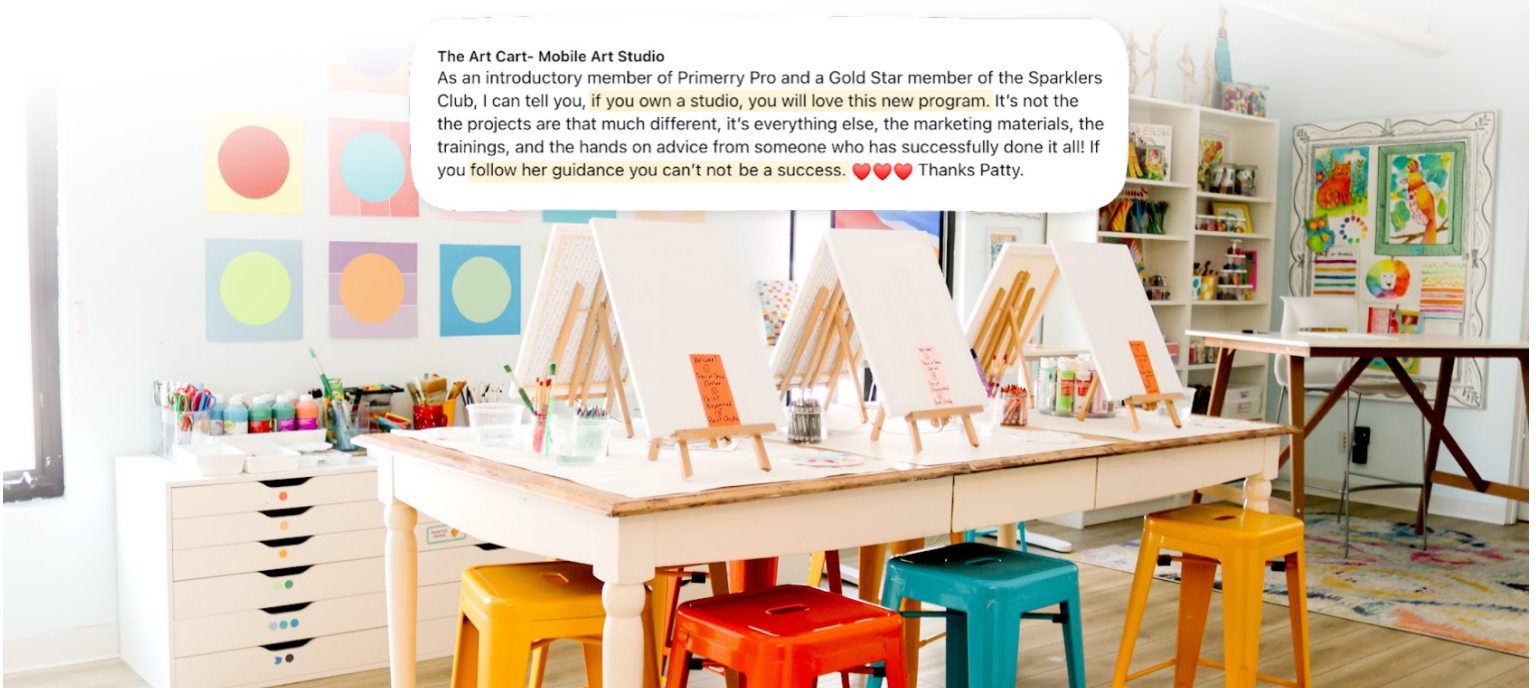


Jill Suzanne

Y'all!!!! I just wanted to take a quick moment before I land in colorado with my bestie for a quick vaca... **THIS** group means **EVERYTHING TO ME!!** I just finished 8 weeks of summer art camps at my home studio and a quick 2-dayer for extra \$\$ for my trip! I could NOT have achieved this without Patty's art lessons and inspirations!!! I can't wait to come back and get caught up on all the coaching calls and classes, I just didn't have a minute to catch my breath! It's all **LIFE-CHANGING!!!** Can't wait to share my story with y'all! 💖💖💖

#### The Art Cart- Mobile Art Studio

As an introductory member of Primerry Pro and a Gold Star member of the Sparklers Club, I can tell you, if you own a studio, you will love this new program. It's not the the projects are that much different, it's everything else, the marketing materials, the trainings, and the hands on advice from someone who has successfully done it all! If you follow her guidance you can't not be a success. ❤️❤️❤️ Thanks Patty.



## PROFESSIONALLY DESIGNED ART KITS FOR YOUR STUDIO... EVERY MONTH!

Every month you'll get a brand new Art Kit that will feature *multi-session and single-session projects to use in your studio classes*. Each project includes step-by-step instructions, drawing guides & templates, and even a calculated project cost per child. So all you need to do is gather supplies and teach!





# ENTIRE SUITE OF MARKETING RESOURCES

Inside Each Art Kit

These easy to use templates are professionally designed and fully customizable to fit your individual needs.

Each marketing kit has everything you'll need to attract your first students with *newsletter templates*, *Instagram stories*, *photos*, *videos*, *flyers*, and even *stickers for you to use on social media*.

Membership includes access to previous Art Kits + one new each month:



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## HERE'S SOME OF THE WINS OUR MEMBERS ARE CELEBRATING

Jacqueline Black Crocker

I scored a summer gig at a very prestigious club in a great college town near me. Lots of possibilities and lots of kids! New market. And I also got my website migrated to my new site.



Kristell Fox

I've opened up registration for Summer camp and have



17 students signed up this week 🎉



artstudio4kids



Mindy Adkins

Happy dance! I have 5 weeks of summer camps, and each week has a morning and afternoon session. Currently, all 5 afternoon sessions are full and the morning sessions are about half full. In March! And I've literally only sent two emails and made 2 Facebook posts since opening registration 2 weeks ago. I keep getting emails from places that want me to advertise with them, but I don't even need to do paid advertising for summer camps at this point!



PAPER. SCISSORS. CAKE ART STUDIO



artstudio4kids



Alison Rae Campbell

1h · 🌐

I narrowed down my Niche, finally, like in detail, having no shame being in the same Dream It stage for weeks, and I feel like the clouds opened up to rainbows and sparkles. Also, as I am cleaning up my website with enthusiasm and a new energy and direction, some tech exhaustion too, I keep having to tell my imposter syndrome to get in the back seat because I got this, I deserve this, and I know exactly what I am doing! You all have been so inspiring. Thanks Patty! My brain hurts so good. 🥰💬🌈



faith\_painting\_susie Worth every penny, thank you Patty!  
The first of every month is my absolute favorite!!!!



ART STUDIO. KELLI SACHER

primerry  
PRO

SO, ARE YOU READY TO TAKE THE  
JUMP TO START BUILDING THE ART  
BUSINESS OF YOUR DREAMS?

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