

Entrepreneurship basics for artists: Legal forms, fiscal situations, insurances, invoices + making a business plan

Want to make money with your art? In this workshop, you will learn basics about finances, legal forms of starting your own business, and the first steps of making your own business plan.

Phase

Pre-Production

Subject

Legal and administrative matters

Target groups

Artists, Creative and Cultural Professions

Sectors

for all sectors, photography, visual and graphic arts, music, webdesign, dance, media, performing arts

Level of experience

Beginners, Intermediary

Prerequisites

None

Description

In this training, participants get an introduction to relevant financial knowledge for freelance artists. Legal forms, taxes, insurances, making contracts and writing invoices are covered. As an exercise, participants create virtual companies and write basic business plans for those companies.

Content

- » making a business plan
- » applying for loans and fundings
- » founding a new business
- » legal statuses for freelancers
- » legal forms of enterprises
- » social insurance
- » other insurances relevant for artists
- » contracts and invoices
- » calculation of costs and prices

Method

- » Introduction / presentation of possible content

- » Collecting questions/concerns/interests on post-its
- » Input on developing a concept and a business plan
- » Group task: Developing a small concept/business plan for an artistic service/company, estimating the costs
- » Presenting the concepts in a simulation, trying to convince investors (played by the other participants and the coach)
- » Feedback (Lunch Break)
- » Short lecture on most relevant legal forms for artists in Germany
- » Lecture on rights and duties in German tax law
- » Lecture on insurances
- » Collecting costs that freelance artists/artistic enterprises will have
- » Tipps for calculating, long-term financial planning, saving money and unexpected costs
- » Q&A

Objectives

- » to gain basic knowledge about financial laws
- » to know about possible legal forms for working as an artist or starting an artistic business
- » to have an idea how to do financial planning, calculations and business plans
- » to get basic insight in applying for loans and fundings
- » to get an overview of what insurances might be relevant for artists and artistic businesses

Results

Participants will have a better understanding of financial laws, taxes and insurances, and will have the first tools needed for starting an own artistic business

Resources

- » Video projector
- » Markers, pens and papers

Evaluations

Online Questionnaire (Google Drive)

Support material

Power Point Presentation "Artists in Business" (about 100 slides), provided to the participants as handout

Duration

7 h

Participants

up to 28

Course language(s)

Deutsch, Français, Español, English

Past track experience

since 2011

Trainer

Philipp Godart

Organisation

ROOTS & ROUTES Cologne e. V. (RRCGN)

Contact

Sascha Düx

Tested

under the project
Routes to Employment