

# THE BUSINESS OF CREATIVITY

MASTERCLASS  
Christy Litster.com



**Location**  
**Arts Society of Kingsville**  
Carnegie Arts & Visitor Centre  
28 Division St S  
Kingsville, ON N9Y 1P3

## **Classes:**

**6pm-9pm**

Feb. 10th, 17th, 24th  
& Mar. 10th

## **Mentorship:**

(optional): **6pm-8pm**

Feb. 12th & 26th

**Price:** \$200 ASK Members // \$275 Non-Members

## ***About the Program***

The Business of Creativity Masterclass by Christy Litster is a fun and practical program designed for creatives of all skill levels—from hobbyists to seasoned professionals. No prior experience is necessary! Over four weeks, participants explore essential topics like creating standout CVs and cover letters, improving communication, budgeting, and planning for their creative businesses. They'll learn how to balance daily creative routines with bigger, goal-driven projects, using simple and effective time and project management strategies. The program also dives into understanding and connecting with customers through tools like social media and analytics. In the final week, participants gain access to resources like funding opportunities and business mentorship while mastering quoting, invoicing, and portfolio building. For those interested, there are also two private one-on-one mentorship sessions to get personalized guidance. The course wraps up with presentations where participants share their work and goals, leaving inspired and ready to elevate their creative journey.

## ***About the Facilitator***

Christy Litster is an award-winning artist based in Windsor, Ontario, with a Bachelor of Design in Fashion from Toronto Metropolitan University. She has worked with notable clients like the City of Windsor Mayor's Office and several local municipalities, and has delivered workshops throughout the region, most notably at Art Windsor-Essex. In 2020, she received the City of Windsor Mayor's Arts Award for her commitment to supporting emerging artists. Christy is devoted to fostering the growth of local arts businesses and regularly collaborates with fellow artists on unique projects. With a deep dedication to connecting with people and promoting healing through art, she facilitates the "Wellness Through the Arts" program at the House of Sophrosyne, a recovery center for women overcoming addiction.



# ***Weekly Breakdown:***

## ***Week 1: Foundational Business Skills***

In Week 1, we'll cover the basics to get you started on the right foot. You'll learn how to create and keep up-to-date core documents like CVs and cover letters—key tools for landing opportunities in the arts world. We'll talk about long-form CVs and cover letters that make customizing applications a breeze, so you're always ready for the next big thing. Plus, we'll dive into communication tips like adapting your tone, active listening, and getting your message across clearly. Along the way, we'll explore collaboration, working with stakeholders, budgeting, and action planning to help you confidently tackle employment, projects, exhibitions, grants, and residencies.

## ***Week 2: Time & Project Management***

In Week 2, we'll dive into time and project management to help you juggle your creative work more effectively. We'll talk about the difference between your regular creative routines (practice) and specific projects, which are time-bound and goal-driven. Whether you're a hobbyist, side hustler, or full-time pro, you'll learn how to tailor your planning and organization to fit your goals. You'll explore tools like time mapping and creating structured schedules to stay on track. We'll also break down a simple five-phase approach to managing projects—planning, launching, executing, managing, and wrapping things up—with tips on setting SMART goals, staying flexible, tracking progress, and reflecting when it's all done. It's all about finding balance and getting great results without the overwhelm.

## ***Week 3: Data & Marketing Skills***

In Week 3, we'll dive into the basics of data and marketing to help you get a better handle on who your customers are and how to connect with them. You'll learn how to gather info from tools like website analytics, social media, and market research to figure out what your audience wants and spot trends before they happen. We'll also explore tools like Google Analytics to track visitors and Canva to create awesome visuals. Marketing gets easier when you know your unique value, understand your audience, and pick the best ways to reach them—whether that's through social media, emails, or online ads. We'll break down four key types of data analysis to help you see what's working, why it's working, and how to plan for success. By the end, you'll have the know-how to boost your marketing, grow your audience, and take your creative business to the next level.

## ***Week 4: Resources, Invoices & Quoting, Portfolios & Presentations***

In Week 4, we'll dive into some super helpful resources like funding opportunities, local art spaces, and business mentorship. You'll also pick up important skills for quoting, invoicing, and building standout portfolios. We'll cover how to make professional quotes with clear terms and upfront deposits, and how to create invoices that are easy to track and understand. For portfolios, you'll learn how to put together polished, high-quality presentations that showcase your best work, whether it's online or in person. We'll wrap up with 5-minute presentations, giving you a chance to share your work and business goals through slideshows or physical pieces, letting your creativity shine!

## ***Optional One-on-One Mentorship Sessions***

Meeting with Christy in one-on-one mentorship sessions gives you the chance to dive deep into your creative business journey. These personalized sessions are a space to share your goals, discuss any challenges you're facing, and explore ideas you'd like to develop further. These sessions are available by appointment or drop-in, but drop-ins may need to wait for scheduled appointments to finish. With her expertise and supportive approach, Christy will help you gain clarity, find solutions, and take the next steps toward growing your creative vision.

***Have a question about this program? Contact me at: [ChristyLitster@gmail.com](mailto:ChristyLitster@gmail.com)  
Learn more about me at: [www.ChristyLitster.com](http://www.ChristyLitster.com)***