



2023 – 2024 | Recorded Workshops

### [Every Artist Insured: Understanding Your Options in New Jersey](#)

- Led by Renata Marinaro, National Director of Health Services for the Entertainment Community Fund, this webinar will give you clear, step-by-step guidance on what all your insurance options are and how to get the most affordable coverage to fit your needs. You'll learn about Affordable Care Act plans, Medicaid, COBRA, and how to get discounted care if you're uninsured. Find out how to estimate variable/sporadic income and see if you're eligible for free insurance or expanded subsidies to reduce your premiums. This is an excellent opportunity for unbiased, comprehensive information from an experienced health insurance navigator.

### [Business Essentials and Knowing Your Resources](#)

- This workshop is designed to give artists the essential business knowledge and resources they need to succeed. Participants will learn about the importance of operating like a business, how to write a business plan, and the various business structures available. They will also be introduced to a variety of small business resources in New Jersey.
  - Understand the importance of operating like a business as an artist
  - Learn the basics of writing a business plan
  - Explore different business structures and choose the one that is right for you
  - Identify and access small business resources in New Jersey

### [Financial Literacy and Best Practices](#)

- This workshop is designed to provide artists with the financial knowledge and skills to manage their businesses effectively. Participants will learn to track their business expenses and income, use QuickBooks or Intuit to manage their finances, price their work appropriately, and do taxes.
  - Learn how to track your business expenses and income
  - Get a hands-on tutorial on using Quick Books or Intuit
  - Learn how to price your work appropriately
  - Understand the basics of doing your taxes for your arts business

### [Digital Marketing and Artistic Branding for Artists](#)

- This workshop was designed for both artists and teaching artists eager to bolster their professional presence. It's a deep dive into artistic branding, practical digital marketing strategies, and the art of effective networking and collaboration to carve out lucrative opportunities.