

SATURDAY · 2 HOURS · MUNICH

Business Coaching 101. For Artists.

How do you sell yourself? How do you make money with your work — beyond the gallery? How do you build your own business in Germany? In two hours, the map artists spend years searching for.



SOPHIE FRIEDRICH
MANAGING DIRECTOR GRW+
GROWTH & GO-TO-MARKET

FORMAT	WHEN	FOR WHOM	BRING ALONG
Workshop · 2 hours	Saturday, ARTLAB Munich	Artists, studios, illustrators	A project that's stuck.

THE FOUR BLOCKS

DIRECTLY APPLICABLE · LIVE WORK ON YOUR OWN PROJECT

BLOCK 01	BLOCK 02	BLOCK 03	BLOCK 04
How do I sell myself? Positioning, visibility, touchpoints. Why people book you — and where they find you.	How do I make money with art? Beyond the gallery: B2B, brand collabs, art management, licensing, education.	Build your own business. Legal form, KSK, CRM, monthly routines. What you really need to know in Germany.	Coaching 101 — your start. The 10-day plan after the workshop. From "that was nice" to three real conversations.

WHY I DO THIS

**Nine years building businesses.
From 0 to 50.**

9 years 0 → 50 Growth

CO-
BUILDING
COMPANIES

TEAM
SCALED

GO-TO-
MARKET
THREAD

I've spent the last nine years taking companies from their first customer to fifty employees. Always with the same red thread: growth and go-to-market. Building brands, making them visible, scaling teams.

Artists don't need a business degree. They need the five decisions that really matter in the first twelve months — and someone who's been there a hundred times before.

What should be different on Monday after the workshop?

Reserve your spot →

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