Artist Shops Accelerator Application Template

Use this template to prepare your application. We will be accepting applications from November 1st to December 31st, 2017. The selected applications will be notified by January 20, 2018.

When complete, submit your application here: <https://threadless.typeform.com/to/ZAgAhC>

**Part 1: Contact Info**

*We'll ask for your name, Threadless username, email, mailing address, and phone number*

Name:

Threadless username:

Email:

Mailing address:

Phone number:

**Part 2: Shop Info**

*During this step we will ask for your shop's URL, your elevator pitch, a few long form questions, and a URL for your application video. Here is the full list of questions:*

What's your Shop's URL?

In 200 characters or less, describe your shop, designs, and plan – what makes your shop unique? Consider this your elevator pitch!

Describe the products and designs you intend to offer in your shop

Who is your ideal customer? Describe the type of customer or fan your shop will appeal to.

Does your brand currently live anywhere else, online or offline? If so, tell us about it.

Your application video! Please provide a URL to a 1 minute unlisted (but not private) YouTube video introducing yourself, your art, and your Artist Shop.

**Part 3: Shop Growth Plans**

*This is the meat of the application where you will explain to us how you will use the funds to grow your shop. We'll ask the following questions about your shop's growth plans:*

Provide examples of how you will market your shop and your art. Develop a light-weight plan across various marketing strategies – digital, traditional, influencer, social media, and/or guerilla marketing.

Describe how you will use each monthly payment throughout the year. Will you use the funds for promotion, outsourcing, supplies, equipment, advertising, graphic design, etc?

Are there any other methods you will use to grow your Artist Shop?

Provide a Marketing Timeline. When will new designs be released every week or month? Identify when you will run promotions on your shop. Identify when you will develop and launch new marketing materials.

How will you measure success across your growth strategies and overall marketing efforts?

Please tell us a bit about how you discovered the Artist Shops Accelerator program. What inspired you to apply? How did you hear about us? Why do you believe you should be selected for the program?

**That's it! Thanks for considering applying to the Artist Shops Accelerator, good luck!**