



THE ART BIZ ROADMAP

PDF GUIDE

Week Three: All About Emails

Lesson One:
An Intro to Email Lists

A hand is shown painting a blue and white design on a white surface. The hand is positioned on the left side of the frame, with the fingers holding a brush. The background is a light beige color with a dark grey horizontal bar at the top. The text is centered on the page.

WELCOME!

In this lesson you're going to an introductory view on why you need an email list and how to get started setting one up.

If you're brand new to the game, integrating just this first lesson into your business will be a big step! If you're not new to email lists this will likely be review.

Either way, having a fundamental understanding of how an email list can aid you in your business is **ESSENTIAL** to your success.

The Email List: Your Business Bestie

Remember when I said it's crazy important for you to have a website because it's a corner of the internet that YOU own?

The same goes for your email list.

Unlike social media, there is no algorithm for someone's inbox.

Also, email is not going away anytime soon.

I would argue that attention to your email list is actually MORE important than attention to your Instagram.

The emails that you're going to work on collecting are those of people who like your art and want to be in your world.

These are your potential buyers and lifelong fans. Your email list is you'll cultivate an ongoing relationship with them.

When you show up in these people's inbox you stay on top of their mind (even if they don't open your emails!) and by writing to them on a regular basis you're building trust and letting them get to know you + your creative world.

YOUR LIST AND YOUR BIZ

The way you grow this list of people and stay in touch with them will determine the success of your business.

If there was a make or break in online business-- this is it!

Your email list also helps with the PREDICTABILITY of your sales (very important!).

A healthy list (with the right prospects) should get about a 13-20% open rate, and, in general, have a sale range of about 1-2% when you release a new "product."

Of course, there are fluctuations and many factors that go into your sales.

But knowing that for every 100 people on your list you can expect at LEAST one or two sales changes everything when it comes to strategy + planning.

How to Use Your Email List

We're going to dive into the specifics of content creation and email writing in a later lesson, but for now I want to plant the seed:

Your email list is a place to build connection and to provide them with VALUE.

This is where you'll build a relationship with interested parties and **convert them into actual buyers.**

As far as HOW you'll develop that relationship much of that will depend on...

--> Your ideal /target buyer

--> Who you are as an artist and your brand

Depending on these factors, the value you provide to your email list may be in the form of...

--> Insights into your process or a deeper look into your work

--> Personal Updates (as relevant)

--> Education (this could be on design, framing, making art, shopping for art, etc.)

--> Pre-release of new work

--> Special offers

--> and more

Getting Set Up

SOFTWARE

While there's a TON of systems out there, I recommend choosing a system that keeps it simple (you don't need anything fancy or advanced). Aweber or Mailchimp are both great options.

You can sign up for a low monthly fee which typically increases after you have 1000 subscribers.

DESIGN

These programs allow you to drag and drop to create branded email templates. You can keep the design of your emails as just text, or make them a bit more branded to match your website.

A great way to incorporate simple branding is to upload one or two header options (a logo, photo of your work or a photo of you) and alternate which you use in your emails. You could also considering upload a signature to add a personal touch.

Links to your social media + website are also great to include at the bottom of your templates so people can jump off emails and further explore what you're up to.

NEWSLETTER SIGN UP BOX

We'll be talking about effect ways to drive traffic to your list in the next lesson, but I've found that having a standard newsletter sign up in addition to other opt-ins is nice to have.

Once you sign up with an email provider you'll want to get a newsletter sign up box on your website. This should be a simple code that you copy and paste. A great spot for the sign up box is in a pop up or somewhere in the footer.

You can be creative in your wording for the sign-up box or keep it simple ("Join my newsletter by entering you email below...I promise to only send you the good stuff ;) " etc.)

You can also consider letting them know what they can expect to receive in their inbox if they join:

Special offers, updates on new work, love letters from your studio, behind the scenes of your process, tips for creatives or for design-- whatever is in line with your business and your brand (**and would be desirable to your ideal buyer!**)

WELCOME MESSAGE

Once you have your newsletter set up and a sign up box on your website, the last step in having your newsletter officially set up is to craft an automatic welcome message

I recommend making this personable, short and **letting your new prospect know what they can expect next and when they can expect it.**

(i.e. "Keep an eye on your inbox for updates from my studio twice a month! The next one is coming your way September 23rd.")

A WORD ON CONFIRMATION MESSAGES

Some programs will make it so that your new subscribers have to confirm their subscription upon sign up (this is known as a double opt-in). Aweber allows you to turn this feature of, but others will require you to keep it.

If you will be working with a double opt-in, make sure that after entering their email, subscribers are directed to some sort of message letting them know to look for the confirmation email.

I've often done this by directing them to a separate "You're In!" page on my website.



That concludes Lesson One of this week.
I'll see you for the next one!