



# THE ART BIZ ROADMAP

PDF GUIDE

**Week Three: All About Emails**

Lesson Two:  
Growing With Lead Magnets



# WELCOME!

In this lesson you're going to learn all about how to get people to join your precious email list by using a tool called LEAD MAGNETS.

This is the most effective way to get that email list continually **growing** with the RIGHT kind of people.

We're going to cover...

--> What a Lead Magnet is

--> The different types of Lead Magnets you can use and ideas for creating the right lead magnet for your business

--> How to drive people to your Lead Magnet (and, therefore, to your email list!)

# Growing Your List

Now that you have your newsletter all set up and ready to go it's time to start GROWING it.

**Consistent growth in your business is equally important to consistent content.**

As discussed in the last lesson the more ALIGNED people you have on your newsletter, the more success your business will have.

Yep. It really does come down to that.

Again-- your email list is where you share value and stay in contact with your people!

Your website is the doorway to your and your world  
Your newsletter is the ongoing relationship with those who walk through the door and sit down to stay.

So the question is: how do you get people to join your list?

Yes, you can entice them with the benefits of receiving your emails with a standard newsletter sign up (as covered in the last lesson), **but what's more effect is providing some sort of immediate VALUE (aka a free gift) as a incentive to give you their email address.**

This offering is called a LEAD MAGNET.

# All About Lead Magnets

As I've mentioned, you don't just want to have a ton of people on your email list. You want a ton of the RIGHT people. People who are legitimate prospects for buying your working or services.

When creating your lead magnet it's important to do so with the intention of attract your ideal buyer or client.

Your lead magnet should...

--> **Be aligned with your ideal buyer** (it should speak to them and offer something that THEY would want)

--> Provide real VALUE (this isn't a gimmick or a place to just provide fluff)

--> Should operate as the starting point of your journey with the person signing up. It should "lead them in" to your world, give them a real taste of what you're about, and be the first step on the road to them eventually buying from or working with you.

I recommend creating one ever-standing lead magnet that you can direct people to and that lives on your website.

As for what your lead magnet should be, I encourage you to create something that's true to YOU (your interests, your brand, your skills) AND that is desirable by the people you'd love to work with.

Your lead magnet might be in the form of an "**art gift**," like...

--> an art wallpaper download for their desktop or phone

--> 10% off their first purchase

--> a free print download that they can print and frame themselves

Or it might be in the form of **education**, such as....

--> A guide to framing

--> How to find the perfect art for your home

--> What to look for when purchasing original art for the first time

--> How to select a color palette that fits your personality

--> The 5 ways original art takes your home (and your life) to the next level

Or **inspiration**....

--> A video of the start to finish process of an art piece

--> A personalized tour through your studio

--> The raw notes you jot down during the process

--> The series of photos that inspired your latest series

...you get the idea!

Make it fun! Offer something that's ALREADY within your wheelhouse.

A collage of artistic images including paint splatters, a palette, and brushes. The background is a light blue rectangle with a black horizontal bar at the top. The collage features various artistic elements: a palette with blue and green paint splatters, a palette with brown and blue paint, a palette with red and white paint, and several brushes and markers in a container.

## LEAD MAGNET BRAINSTORM

With your ideal buyer in mind, write down at least five ideas that sound fun and DOABLE to create. These could be from the examples above or new ideas you create on your own. This is just a brainstorm to get you thinking in this way-- it doesn't need to be perfect!

# Timely Magnents

Outside of creating an offering that lives forever on your website, **I recommend regularly creating time sensitive offerings as a way to drive people to your list.**

This is a good way to get a large influx of new people at one time AND--even if you get sign ups from people who are already on your list-- it's a great way to get them reengaged.

I recommend running something like this at least a couple times a year to keep your list growing.

This might be in the form of...

--> a giveaway

--> a special sale

--> early access to a new collection

--> a series of emails relevant to what you're currently creating (behind the scenes looks, insights, stories behind certain work, etc.)

--> a series of conversations about art (written or audio) only available for a limited time through sign up

These opt-ins should feel like EVENTS. **They are things that one must sign up for NOW if they want to be a part of it.** This creates momentum and drives attention to the magnet.

# Driving People to Your Lead Magnet

## YOUR WEBSITE

The number one place to host your lead magnet is your website!

Sign up boxes that pop up have the highest success rate, but you can also include it at the header or footer.

Regardless of where you have it live, it should be visible upon first view of your website.

## INSTAGRAM

I recommend driving people to your lead magnet by naming it in your IG bio:

*i.e. "Get Secret Process Photos of New Work"*

*"Free Wallpaper Download"*

Include a link directly to it and a little arrow pointing to the link ;)

**Your lead magnet should also be something you share about regularly, both in your posts and stories.** This way you'll get a continual flow of subscribers over time. (hello GROWTH).

This is also the benefit of running time sensitive opt-ins as mentioned above: it brings energy and momentum **to your social media** because you'll be sharing!



## **SERVICE-HOSTED SIGN UPS**

If you're in a pinch, running a timely offer and don't have the bandwidth to install a new sign up box on your website, you can link directly to the opt-in.

This is a page hosted by your email service provider (like Mailchimp).

You'll see the option to share this link after you've created the sign up box.

While having your lead magnets on your website is always a good idea, this can actually be quite effective as the only action one can take on this page is to sign up. They can't get distracted by your menu bar or other links.

## **A WORD ON GDPR COMPLIANCE**

As introduced in 2016, there are some new laws around sending emails campaigns. If you're a stickler and want to make sure everything you're doing is 100% in compliance with these laws, make sure you do your research!

However, the above email service providers will have you pretty much covered (giving people the option to unsubscribe, identifying your business address, etc.).

On your end, the main thing you need to do is let people know that when they enter their email address they're also agreeing to receive other emails from you.

This can be included beneath your lead magnet with something like....

"You'll also receive love notes from my studio once a week. Not feeling it? You can unsubscribe anytime."

In other words, they need to be aware that by providing their email they're giving you permission to email them about things beside the immediate offer, as well.



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