



THE ART BIZ ROADMAP

PDF GUIDE

Week Three: All About Emails

Lesson Three:
Writing to Your Subscribers

WELCOME!

In this lesson you're going to learn all about exactly what to do with your precious email list once you have subscribers on your list.

We're going to cover...

- > When to send emails
- > What to write in those emails (and how to cultivate your own voice + content)
- > Using email sequences to LAUNCH something new

The Consistent Newsletter

Okay! So you have an influx of beautifully aligned subscribers to your list...now what?

Now you start to cultivate a relationship with those subscribers.

This is done through the **consistent value** you bring to their inbox.

There's a couple different rhythms you might utilize in delivering this value: one is a regular newsletter, the other is launching something specific. We're going to cover both in this lesson, starting with the regular newsletter.

NEWSLETTER SCHEDULE

First and foremost, **I recommend committing to a regular newsletter schedule.**

This could be weekly, bi-weekly, monthly or quarterly. For myself, bi-weekly seems to be the sweet spot.

What's more important than the frequency is that you **commit to what's DOABLE for you and stay consistent with it.**

You'll have better success if you create a newsletter that your subscribers look forward to receiving (and therefore, know when they'll be receiving it!).

This gets your subscribers in the habit of reading your emails (which you especially want them to do when it's time to release new work or sell an offering!).

Newsletter Content

As for WHAT to write in your emails, your content should be aligned with your brand and with your ideal buyer (just like everything else we've been doing so far).


This is content that provides VALUE to your reader. That value could be in the form of education, inspiration, updates, stories, something action oriented, like art-making prompts, or even your current studio playlist. The possibilities are endless and you have free range to get creative, and deliver what suites you and your business.

Before diving into any more specifics, I want to invite you to explore **a bit of your own voice and what might be aligned for you to share in your newsletter.** Feel free to skip any prompts that don't apply to you-- this is just to get the ideas flowing!

NEWSLETTER CONTENT BRAINSTORM

What's important and/or meaningful to you as an artist?

What do you find yourself thinking about while you're in the process?



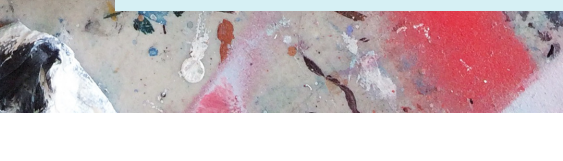
What art-related topics are you interested in or have knowledge in? Process? Materials? Design? Art therapy? Art history? Commercial art? Etc.

What is something that someone might not know about you and/or your art at first glance?

What have you learned in your art making that you could share? (this could be a whole range of things!)

What have you currently been navigating in the process?

What are you currently working on? What led you to this direction?



YOUR VOICE

It might be tempting to make yourself sound super academic or like you've been doing this for 25 years, but the way to cultivate relationships is to **make a real CONNECTION with your readers**. A lot of the time, connection is made by being **relatable**.

There is a balance between professionalism and keeping it real. Let your readers get to know what you actually think and who you really are as an artist. Talk to them like real people-- because they are!

CONTENT IDEAS

While it's important that what you share in your newsletters is true to you, your art and your business, here are some ideas to get you started. Make them your own!

- Tell the story of how you got started with art
- Give a tour of your studio (or art-making space) in photos and words
- Tell the story of a BAD painting day
- Talk about the materials you use in your process and why you love them
- Show the start to finish process for a piece
- Write a newsletter in the form of a LIST (10 things that inspire you, 5 things you tell yourself when the work isn't going well, 3 ways you know when your painting is done, etc. etc.)
- If your market is also other artists, share tips + advice from your own journey
- Simply give an update: what you're working on, what you're loving, what you've been grappling with or a theme that's been present for you.
- Discuss your process for choosing titles
- Share photos! This could be of your process, sneak peaks of new work, or things that inspire you.

NOTE: Your newsletters can absolutely be short in sweet! In fact, a lot of the time-- less is more. People have short attention spans. Giving a heartfelt update in a paragraph or two is perfectly acceptable so long as there is value in there (and that might just be providing insight into your world or inspiration for others).

MAPPING IT ALL OUT

A great way to keep things streamlined is to map out 1-2 months of newsletters at a time (depending on how often you plan to send them). Put the topics in your calendar and schedule in the time that you'll write them. This way when you sit down to do it, you already know what you're going to write about. Again-- the key here is consistency!

Let's Talk Launching

When it's time to release a new collection of work, announce a special sale or sell an offering, a great way to bring attention to that is by LAUNCHING.

Launching, simply put, is sending a series of emails designed to build buzz and momentum around what you're selling. Often times these emails are sent closer together than usual and build on each other (I recommend mirroring this momentum on your social media during a launch, as well!).

Depending on what you're launching, the nature of the content and scheduling will vary. For a holiday sale you might do a series of three emails in a week, while for the release of a collection you might send one email a week leading up to the release and then 4 emails during the official release.

For the sake of this lesson, I'm going to go over an example launch schedule for the release of a new series of work:

Let's say the collection is scheduled to officially release on December 2nd. The launch schedule might look something like....

- Nov 15th: send your regular newsletter. Let the topic be something related to your new work. This could be where you're currently at in the process or themes that are coming up. Let readers know that they can expect to be updated on how things have evolved in next week's regular newsletter.
- Nov 22nd: The update on the work (more of the process story) and announce that the official release date will be December 2nd.
- Nov 28th: A few sneak peaks of the work and the title of the series. Let your newsletter subscribers know they'll be the FIRST to have access to the work and, as a thank you, can receive 10% off from Dec 2nd-Dec 4th.
- Dec 2nd: The release! Share anything else that you'd like to about what the work is about, what it means to you, etc. as well as photos and a link to purchase pieces. Remind them about the discount which will expire in two days.
- Dec 4th: A reminder that the discount is expiring. You can also include how it feels to have the work out there, photos and anything else that feels relevant to share.

The idea is that you want people to be engaged with the story of the work (you're taking them along for the journey!) and to be EXCITED to finally see it once it's released. Notice how the emails start slow and then become more frequent as the launch date approaches.

Also note that at the end of each email the reader is left knowing what to expect next!

A great way to keep these emails engaging is to still keep them VALUABLE. That means even when you're selling, to still provide content that is of value to the reader.



That concludes Lesson Three of this week.
I'll see you next week!