



This course is about establishing a creative business and a life you love.

ACTION GUIDE: Module 3

This MODULE is about **Building your Email List**

YOUR ASSIGNMENT FOR THIS MODULE:

1. Go through the checklist below and see where you are with your email list
2. Begin working on your next level item

Email List Building Checklist:

Check off what you have in place, and begin working on the next level. Rewatch the training if you need a reminder of what to do.

STEP 1: GETTING STARTED: Put the following steps into place for your Art Business:

- Start your email list – Open a Word Document or similar, add the email addresses of your friends and family, and any supportive associates at work or otherwise. Add anyone who's purchased your art.
 - Congrats! You've started your email list. Go celebrate!
 - See Appendix C below on how to grow your email list, or rewatch the training for this module in the business booster course on KellieDayArt.com
- Have a sign up sheet every time you have an art event – Have a sign that says, "enter your name for a chance to win a free (print, tea towel, etc)"
- Send out your first email announcing that you are diving back into your art and are super excited to share with them (give an approximate amount such as "quarterly" or "monthly").
 - If you don't have an email server yet, start with your computer email platform, and add a photo of one of your recent paintings.
 - See Appendix B below for a template
 - (We will talk about what to write more in our next training)
- Get an opt-in where folks can sign up for your newsletter on your social media. (If you don't have your Instagram going, start there – rewatch the video in week 6 of TYA and establish your Instagram first.
- Put your email list in an email management platform. Research these platforms and see what feels "right" for you:

- MailerLite (simpler to use)
- ConvertKit (has great tracking for sales)
- MailChimp (more robust for bigger businesses)
- Or, you can start with an email service through your website

STEP 2: ONCE YOU'VE ESTABLISHED YOUR EMAIL LIST:

- Create your Lead Magnet – See Appendix A below for a list of suggested lead magnets for artists.
 - Put it on your social media links
 - Embed it on your website if you have a website
 - Email your lead magnet to anyone you think might be interested
- Have a place people can sign up for your Email list:
 - On your website – header and footer
 - Or a pop up box, which some websites include
 - On your social media – send them to your landing page, which You can create on Lead Pages, we'll talk this about in a moment.
- Invite people to join your list on your social media. Use compelling visuals and strong CTAs to encourage your followers to subscribe.
 - You can Run Contests and Giveaways: Host contests or giveaways with the condition that participants must subscribe to your email list to enter. Make sure the prize is attractive to your target audience.
- If you have a Website: put an opt-in form – also be sure to include this on any blog posts you may write. Make it EASY for people to opt in.
- Landing Pages: Try Creating a dedicated landing page for a special offers. Landing pages with a clear call-to-action (CTA) and a sign-up form tend to convert well. You can use lead pages for this.
 - Link to your landing page from your social media
- Email Signature: Include a link to your email sign-up form in your email signature. This is a subtle but effective way to promote your list with every email you send.

STEP 3: ONCE YOU HAVE YOUR LEAD MAGNET IN PLACE:

- Segment your email list with tags
 - This is advanced, for artists who are ready to keep track of locals, vs national followers, or buyers vs. interested, etc.

- Create an Automated Journey toward one of your goals: (more on this next week!)

EXTRA CREDIT THINGS YOU CAN TRY TO BUILD YOUR LIST:

- Try a Collaboration: Promote an artist you love on your email newsletter or social media, with a link to his/her lead magnet to check out their great art or offer. Ask them to do the same for you.
 - Often times it's better if it's a product or person who COMPLIMENTS your offerings. Such as my yoga teacher has an email promoting a yoga pillow company.
- Use QR Codes: Include QR codes on print materials or at physical events that link to your email sign-up form when scanned.
- Paid advertising – Only start this if you have a paid product that you know will bring you a return.

Remember that building a high-quality email list takes time and effort, so be patient and consistent in your efforts. Make sure your email marketing practices comply with privacy laws.

Celebrate your wins every step of the way!

Email List Numbers

Fill this out in as much detail as possible:

| | |
|--|---|
| List building: | |
| This year: (List the number of your subscribers) | Goal for next year: (List the number of your desired subscribers for next year) |
| List the ways you are currently getting subscribers: xxx | List the ways you want to add in the next year, to increase your subscribers: xxx |

Appendix A – Suggested Lead Magnets for Artists:

A good lead magnet for an artist looking to build their email list should resonate with your ideal customer and provide value related to your art or your creative process. **Here are some lead magnet ideas tailored to artists:**

1. **Free Artwork or Print:** Offer a downloadable high-resolution digital artwork or a printable version of one of your art pieces in exchange for email sign-ups. This is particularly effective if you have a signature or popular piece.
2. **Exclusive Artwork Sneak Peeks:** Provide subscribers with early access or sneak peeks of your upcoming artwork, allowing them to see your work before anyone else.
3. **Home Guide:** Share how to select the perfect Art for their home. Use [Chat GPT](#) to get tips. Then re-write it in your own voice.
4. **Behind-the-Scenes Studio Tour:** Create a video or photo series that takes subscribers on a virtual tour of your studio, showing them where and how you work. Share stories about your workspace and tools.
5. **Exclusive Discounts:** Provide subscribers with exclusive discounts or early access to purchase your artwork. This can be particularly appealing to art collectors and enthusiasts.
6. **Art-themed Wallpaper or Screensavers:** Design custom desktop or mobile device wallpapers featuring your artwork. Subscribers can download these to beautify their devices.
7. **Art Challenges and Prompts:** Offer a set of creative art challenges or prompts that subscribers can use to inspire their own artwork. Encourage them to share their creations with you.
8. **Art Catalog or Portfolio:** Create a digital catalog or portfolio showcasing your best work. Include descriptions, stories, and insights behind each piece.
9. **Art Printables for Coloring:** Design coloring pages based on your artwork that subscribers can download and color. This is not only enjoyable but also relaxing for many people.
10. **Promise exclusive content related to the art world,** such as interviews with other artists, reviews of art supplies, or updates on art exhibitions and events.
11. **Time-lapse Videos:** Share time-lapse videos of your artwork being created from start to finish. These can be mesmerizing and educational.

12. Artistic Quotes and Inspirations: Curate a collection of inspiring quotes from famous artists and creatives. Combine them with your own reflections on creativity and artistry.

When creating your lead magnet, ensure it aligns with your artistic style and brand identity. Promote it on your website, social media profiles, and any other platforms where your target audience hangs out. Make it easy for visitors to sign up for your email list in exchange for the lead magnet, and always deliver on the promised value to build trust and engagement with your subscribers.

Appendix B: Email template for starting your list

Subject: Unveiling My Artistic Reawakening: Get Ready for a Creative Adventure!
(you can search for variations on your subject line in [chat GPT](#))

Hi,

I hope this message finds you well. I'm thrilled to share some exciting news with you! Over the years, my passion for art has grown, and I've found endless inspiration in [the stunning landscapes of Colorado, particularly its majestic mountains and serene forests.]

As many of you know, my heart has always been intertwined with [the natural beauty of Colorado], and I've poured that love into my artwork. It brings me immense joy to announce that I'll be sharing my art journey with you through [quarterly/monthly] emails. In these emails, you can look forward to discovering [new paintings, updates on upcoming art shows, and exclusive special offers and discounts.]

Your support has meant the world to me, and I'm truly grateful for each one of you. If you find joy in my artwork, I kindly ask that you share these monthly emails with friends and family who share a similar appreciation for art inspired by the [breathtaking landscapes of Colorado]. If you don't wish to receive these emails, just reply, "Please unsubscribe", and you can follow me on instagram instead [@KellieDayArt] .

Thank you for being a part of this artistic journey with me. I can't wait to continue sharing my passion and creations with all of you. Stay tuned for our

very first monthly update coming soon! If you have any thoughts or feedback, please feel free to reach out; I'd love to hear from you.

Warm regards,

[Your Name]

Appendix C – Ways to grow your Email List:

Ways to grow your list:

- Start with friends and family
- Add supportive clients/business associates.
- Absolutely anyone that has bought your art.
- Have it in the header or footer of your website, AND have it other places on your website too.
- Have a signup sheet at any events/shows you do. Have a sign that says, “enter your name for a chance to win a free (print, tea towel, etc), and (in smaller print) receive my latest art”
- Drive traffic from social media – put a post in fb, with a link to a landing page where they can sign up (opt in) for your email list. Use compelling visuals and strong CTAs to encourage your followers to subscribe.
 - o You can Run Contests and Giveaways: Host contests or giveaways with the condition that participants must subscribe to your email list to enter. Make sure the prize is attractive to your target audience.
- Create a Lead Magnet
 - o Put it on your social media links
 - o Embed it on your website if you have a website
 - o Email your lead magnet to anyone you think might be interested
- Referral Programs: Incentivize your current subscribers to refer others to your email list. Offer rewards or discounts for successful referrals.
- If you have a Website: put an opt-in form – also be sure to include this on any blog posts you may write. Make it EASY for people to opt in.
- Landing Pages: Create dedicated landing pages for specific campaigns or offers. Landing pages with a clear call-to-action (CTA) and a sign-up form tend to convert well
- Email Signature: Include a link to your email sign-up form in your email signature. This is a subtle but effective way to promote your list with every email you send.
- Collaborations and Partnerships: Collaborate with complementary businesses or influencers in your industry to co-host events, webinars, or promotions. This can help you tap into a new audience and grow your list.
- Email Forwarding: Make sure you always have a “forward” or “share” link at the bottom of your emails. Encourage your current subscribers to forward your emails to their friends and colleagues who might be interested in your content.

- Use QR Codes: Include QR codes on print materials or at physical events that link to your email sign-up form when scanned.
- Paid advertising – Only start this if you have a paid product that you know will bring you a return.