



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

31 Email Ideas

When you're NOT promoting something for sale, here are some ideas for Emails you can write to your fans... Keep it simple, and valuable to your readers.

1. What's going on in your studio
2. Your paintings in process
3. A photo or story about YOU – out in your life, getting inspired – on a walk or coffee shop, or art journaling
4. Studies you are doing
5. Color palettes you're exploring
6. Close up photos of things that inspire you – botanicals, colors, landscapes, birds,
7. Tell a quick story of something that just happened– a trip, a class, an encounter
8. A favorite Art tool
9. A creative book you like
10. What's sold recently, or photos of your fans with your paintings in their home
11. A commission you're working on
12. Another Artist who's show or studio you visited
13. Ask your fans to help you name a painting
14. Giveaway – some free notecards or a print to the first 10 people who respond with their favorite artist
15. A testimonial – if someone loved your Art, and talked about it or wrote about it, share that story!
16. A downloadable gift – “Thanks for being here, here's a little something for you”
17. Something you accomplished with your Art – won an award, celebrating getting into a juried show, got into a new shop
18. An inspirational Art quote – especially nice to lay these on top of your art – people love to share these
19. What you're up to... “Here's the latest in my Art life I wanted to share with you”
20. Ask your fans a question about what inspires them
21. Talk about your paintings and what they're about
22. Create a quickie video on your phone, or share an Instagram reel
23. Feature one of your favorite charities to donate a painting to
24. A blog post you've written
25. Your most popular Instagram post
26. Talk about a film or Artist documentary and one thing that inspired you
27. What's a challenge you're working on? Talk about how are overcoming it
28. Personal stories that are art related – did your family help you hang your show? Did you husband frame your work and you have a photo?
29. Review an Art material you love
30. Feature one of your friend artists, and ask them to feature you to their list
31. Share your Art dreams