

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

Email Scripts for everyday use

**Edit the following templates with your own voice, and voila you have your email content!**

**The “I’m just starting my list” Email**

*This email asks your friends, family and any supportive business/associates to join your new email list.*

*You may want to offer them an art gift as an incentive to join, such as “Receive a set of art notecards as a thank you when you join”. Remember to make joining your list sound more exciting/sexy than just “join my list.” You can play with phrases on ChatGPT like “Join here to receive news on my latest paintings and shows.”*

**Subject: 🎨 Join My Art Journey for a Creative Adventure!**  
Hi [ Personal name makes a difference ]  
  
I hope this message finds you well and filled with positive vibes!  
  
I wanted to share something really exciting with you. I've been on an incredible artistic journey, creating a series of original paintings that have been a labor of love. 🖌️  
  
But here's the best part: I'd love for you to join me on this creative adventure! Just click to join my new art email list, and I’ll send you a free set of beautiful . 🖼️ Art notecards in the mail. They're perfect for sending handwritten notes or just admiring the artwork.

You'll also get other goodies, and be among the first to:  
  
✨ Receive Exclusive Art Glimpses: Get sneak peeks into my latest original paintings. I can't wait to share my creative process with you!  
  
💌 Receive VIP invitations to my art exhibits, get first dibs on any special sales or promotions, and even enjoy some surprise gifts along the way.  
  
If you ever feel like you've had enough artistic inspiration (although, can you really have too much?), you can opt out at any time – no hard feelings.  
  
So, what do you say? Let's embark on this creative journey together! Simply click here to be a part of my art world.

I can't wait to share the beauty and creativity that lies ahead.  
  
Feel free to reach out if you have any questions or just want to chat about art, life, or anything in between.  
  
Sending you creative vibes and warm wishes,  
  
[Your Name]  
ps. If you want to share this with an art-loving friend, that would be great!

**The “What Do You Think?” Email:** *From the Abundant Artist Website*

*This email gives your list subscriber the inside scoop on one of your recently completed works. You can also use it to involve them in a work in progress, if you don’t mind sharing a piece that isn’t quite finished yet but are willing to get some opinions on it.*

*These kinds of communications are really important because it helps your audience feel like they are a part of your creative process. When they’re invested like this, they are much more likely to buy from you (and recommend you to their friends!)*

*By the way, you’ll also notice the call to action at the very end in the P.S. after the signature… this is a great way to ask for a share or a like, so don’t forget to add in social media buttons at the bottom.*

**Headline: “What Do You Think?”**

**or: “Can I Get Your Opinion on Something?”**

Hey there!

I’m just about finished with this piece and would like to get your opinion on it.

What do you think?

The inspiration for it came to me the other day when I [TALK ABOUT YOUR INSPIRATION FOR THE PIECE.]

I am feeling pretty good about it… what about you? I’d love to hear your thoughts.

Well, I’ll let you know how the final piece turns out…

All the best,

Your name

P.S. – Feel free to share this with a friend you think might like it!

[INSERT SOCIAL MEDIA BUTTONS]

### The “Secret Peek into my Studio” Email

*People love to peek behind the curtain at the inner workings of your art. Just think of the DVD extras that come with those special effects-laden movies… isn’t it fun to watch those and see how the moviemakers did those amazing things? Or did you ever run to Wikipedia after watching a riveting true-story drama to look up the real story behind the movie?*

*It’s the same way with your studio. You may see it as just a place where you work… but to much of your tribe, this is a magician’s lair filled with mysterious artifacts where you conjure amazing creations. Even if it may not be exciting to you, it is to them… and they will appreciate you for sharing it.*

**Headline: “Take A Peek Inside My Studio”**

**“Just For You: A Backstage Pass Into My Studio**”

Good morning!

Would you like a behind-the-scenes look at my studio?

I consider it my sanctuary, the special place where I feel most comfortable being my most creative self.

And it’s where I create the stuff you’ve been seeing in my other emails and online gallery!

Here’s a peek:

[IMAGE OR LINK TO PICTURES OF YOUR STUDIO (including the picture of the snoozing studio pet – people love pets!)]

[SOME WORDS ABOUT THE PICTURES]

What do you think? Is it what you expected?

I’ve enjoyed sharing this with you!

If you would like to see more, just click this link:

[LINK TO MORE STUDIO PICTURES OR STORIES]

Sincerely,

*Your name*

### The “Secret Technique” Email

*This is a variation of the “peek inside the studio”, but it focuses on a “secret” technique or skill that you use to make your art. You may be hesitant to spill “trade secrets”, but let’s get real… every technique out there has pretty much been done before by somebody, somewhere. (Look at stage magicians Penn and Teller… they spilled the beans about how they did their tricks, but instead of turning people off, this made them even more popular).*

*Note in the postscript at the end there a little teaser that there are more wonderful things to come in future emails.*

**Headline: “The Secret Technique I Use To Get Amazing Results”**

**or: “The Tool I Use That Gives Me Superb Textures”**

**or: “The Trick I Found That Helps Me Mix The Perfect Colors”**

Guess what?

I have a [TECHNIQUE OR TOOL] that gives me amazing results.

I struggled and struggled to learn how to use it.

Then, one day, things finally just clicked… I was able to really [IMPORTANT DISCOVERY.]

The result was this beautiful technique:

[PICTURE OR LINK TO A VIDEO OF THE TECHNIQUE]

What do you think?

i’ve used it in these works recently:

[PICTURE OR LINK TO PICTURES OF YOUR ART]

Hope you enjoyed my little secret!

Well, I’d better get back to [PAINTING, DRAWING, WHATEVER YOUR ART IS]

Creatively Yours,

*Your name*

P.S. – That’s not all of my secrets, not by a longshot… stay tuned for more!

### The “My Failed Attempt And What I Learned” Email

*If you think you should only be talking about your success stories, think again!  Talking about your failures shows your audience that you’re human… that just like them, you make mistakes, too. This openness and the fact that you’re sharing inside personal information is very endearing to your tribe, and it helps them trust you. (And just so you know: trust yields eagerly paying buyers.)*

*You’re also showing them that you are resilient and can bounce back from failure and learn from it, so the “What I Learned” part after the failure part puts a positive spin on it.*

**Headline: “My Failed Attempt at \_\_\_\_\_\_\_\_\_\_ and What I’ve Learned”**

**or: “How I Failed At \_\_\_\_\_\_\_\_\_\_ (Until I Got It Right)**

Dear [LIST MEMBER],

I sure goofed.

The other day, while I [ARTISTIC ACTIVITY] , I made the mistake of [INSERT FAILURE HERE].

The result was [RESULT OF THE MISTAKE].

Then I discovered [IMPORTANT DISCOVERY].

Here’s what I learned: that [WHAT YOU LEARNED].

As a result, now I [SUCCESSFUL RESULT].

You can take a look at it here: [LINK TO SOMETHING SHAREABLE].

All the Best,

*Your name*

P.S. – Am I the only one who has failed at something? Write me back and let me know if you had a similar experience… and what you learned from it.

### The “Interesting Slice Of Life” Email

*Your emails don’t all have to be about your work. Your audience likes to hear about your life, too.*

*You don’t have to have a lot of drama or anything… this isn’t a reality show. But you do have every right to share a piece of your everyday happenings, whether it’s a great dish you made, a new shopping conquest, or an major personal event.*

*Your language (as always) should just be as if you’re addressing a friend and talking casually.*

**Headline: “I Just Had To Share This!”**

**or: “Something Awesome That Happened The Other Day”**

Good Morning!

I thought I’d share this funny/interesting/emotional life event with you.

The other day, [SHARE EVENT]

Here’s a picture:

[SHOW A PICTURE OF WHAT YOU’RE TALKING ABOUT]

Have you had a similar experience?

If you have, know you’re not alone.

Thanks for listening.

Your Friend,

*Your name*

P.S. – What about you? I love my readers and I enjoy getting your pictures and stories… feel free to share!

### The “Origin Story” Email

*People love origin stories. Origin stories are like the first issue of a comic book where you get to see the story of the ordinary guy who gets superhero powers. Not only do people enjoy hearing this insight into how you started as an artist, but on a deeper level, they feel like they are living your story along with you. Speaking with your tribe about this cements your relationship and increases trust.*

**Headline: “How I Got Started As An Artist”**

**or: “The Breakthrough Moment In My Creative Career”**

Dear [LIST MEMBER],

Would you like to hear the story of how I started [YOUR ART]?

It’s a doozy… so sit back and I’ll tell you.

[TELL THE STORY]

Well, thank you for listening.

I’ve really enjoyed sharing this story with you, and I sincerely hope it encouraged you in some way today.

Please share any comments or questions you have, I would really like to hear them!

Cheers,

*Your name*

### The “Invitation Offer” Email

*Ah, here it is… the one many of you have been dreading.*

*This email is what separates the hobbyist from the professional.*

*This is the email many of us won’t write…* ***and that may be the reason why we are not able to sustain a living from our art.***

***Don’t be afraid of the offer email! It’s all in how you approach and word it. The key is to phrase it as an******invitation to participate****in what you’re doing. And if you’ve been sending the other six kinds of emails, then the offer email will be accepted as a natural next step for those who are your fans.*

**Headline: “A Special Invitation”**

**or: “A Chance You Won’t Want To Miss”**

Dear [LIST MEMBER],

All the dreaming, planning, and hard work have paid off…. and I’m excited to finally raise the curtain on what you’ve been hearing about!

Here it is: [LINK TO A GALLERY OF YOUR WORK].

[A DESCRIPTION OF THE WORK]

Thank you for being a part of it. Your feedback has been amazing.

I told you about it first because I want the folks who allow me in their inbox every week (that’s you!) to have special access.

So, I’m offering you this exclusive chance to get in on this a few days early before I release it to the general public.

And, to thank you for being so special to me, I’d like to offer you this [DISCOUNT/COUPON/FREEBIE] as an added bonus!

To redeem it, just do the following: [PROVIDE INSTRUCTIONS].

Thanks for all you do,

*Your name*

P.S. – If you decide to pass on the offer this time, it’s fine if you would like to forward this on to a friend who you feel may enjoy it. But remember – the special bonus is only available for the next few days!