



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

ACTION GUIDE: Module 5

This MODULE is about Social Media

YOUR ASSIGNMENT FOR THIS MODULE:

1. **Block out a regular time each week** – to work on the social media for your Art Business. You should already have a time blocked out for your Art business
2. **Review your Art Business goals** for the next year, that you set at the beginning of this course – Use these as your guide for all you do for your Art business, so that your efforts are *always moving forward*, in the right direction. (If you don't take this step, it can feel like you're all over the place or overwhelmed)
3. **Establish the fundamentals for your Social Media below, if you haven't already** – If you need help, rewatch the Week 6 training, and the recording for this module in the [Course page](#).
4. **Set up your Photo library** – Set up a place where you can save your best photos for an upcoming social media launch. Include a document with social media post descriptions for each photo. (Examples below)
5. **Create your social media Art product launch** – Using the instructions below, pick one of your Art products that you'd like to sell, and pre-write your series of posts for an upcoming launch. Do this while it's fresh in your mind this week. This will create the muscle memory to understand the material.
6. **When you're ready, launch it.** You have nothing to lose, you just have to start!

Beginner checklist for your social media:

Do these things first before moving on

- **Schedule a regular time** on your calendar to post regularly on your social media
- **Get Instagram up and running**, with a professional photo and bio
- **Place your website link or linktree in your Instagram bio** – to direct people to your goal (review your original goals if needed)
- **Photograph your paintings** at different angle and write descriptions whenever you finish a painting, or you can “batch it” (do several at a time).
- **Store your photos and descriptions** on google drive or drop box. Or somewhere you can easily find them. Have a way to edit your photos so they LOOK GOOD! (If you need help with this, watch Lesson 6 in the [Course page](#))
- **If Instagram doesn't make sense, watch some free beginner Sue B. Zimmerman videos** – so that you understand the basics.

When those look good, you can move on ...

Create a social media Launch to sell your Art:

1. **Create your own pre-written Art Product Launch** – using the instructions below.
2. **Pick an Art product you want to sell, and prepare everything** – so you're ready to promote it!
3. **Create a Launch timeline** – and start your Launch when it's time. Don't wait for everything to be perfect – done is better than perfect. You will learn by launching, and *get better every time*.

Launch description:

Launching your new series of paintings or Art products is about sharing your story in an organized succession, that leads to a sale.

You can share your heartfelt description on what went into making it, your materials or glimpses into your studio, product photos that are attractive, and what you're excited about.

It's all about these 3 phases:

- Announcing the product and building excitement (The Pre-Launch)
- Opening up your shopping cart to sell it (The Launch)
- Keeping the sales going by sharing your enthusiasm in a heartfelt way that builds fan loyalty.

All of the ideas below are suggestions. So try different things to see what works. And above all, follow what you are excited about, and share your story.

You can also follow other companies that are doing launches and borrow what you like about those.

Launch instructions:

Read through everything below before starting...

Save these instructions and have them in place for every time you want to promote a new Art product on social media:

PHASE 1: PRE-LAUNCH – Before you officially kick off (a couple of weeks before you even start selling):

- Share 2-3 attractive pics, spacing them out a few days apart.
- Be sure to share the same thing on your newsletter.
- Drop a little teaser on your Instagram stories once every few days.

- If you've got a blog, share a teaser there too.

PRE-LAUNCH ACTION STEP: Pick an Art product you'd like to launch, like a new series of paintings or prints. Set up your photo library with your photos and descriptions for this phase. The amount of posts you write will depend on your launch timeline, and how long you want to promote this sale. Include your Call to Action (sign up for your email list for more details)

Pre-Launch Post Examples:

– (Photo of your painting) – Here's my latest painting. Here are the materials I've been using, or the color palette I'm excited about. I'm adding this to my website soon. Sign up for my newsletter for details at KellieDayArt.com

– (Photo of a different painting at an interesting angle) – Here's a new painting I just finished. (Then a Heartfelt description. Talk about something that was challenging, or had meaning to you.) ... I'll be posting these to my website shop later this month. Sign up for my newsletter to get more details at KellieDayArt.com

– (Photo of a group of paintings) – I'm getting ready to post these on my online shop. If you'd like to be the first to know when they're available, sign up for my newsletter at KellieDayArt.com

PHASE 2: LAUNCH – When it's time to start selling:

- Put up a post on the actual day the product is ready to sell, and another one a few days later. Have wonderful photos.
- Send out a newsletter on the same day the big launch happens.
- If you're feeling fancy, you can put together a blog post with a video, all the juicy details, and some links to where they can buy it.

LAUNCH ACTION STEP: Place your photos for this phase in your photo library. Write a post description for each photo, in a document where you'll keep all of your post descriptions. If you need help thinking of what to write, do a little research of others on Instagram whose language speaks to you. Keep your brand in mind. The amount of posts you write will depend on your launch timeline, and how long you want to promote this sale. Include your Call to Action (where they can buy)

Example of Posts during your Launch:

– (Attractive Photo) – My new collection is up on the shop. (Talk about how excited you have been to create these and why.)... If you want to see all the latest works, visit my shop at KellieDayArt.com

- You can also do giveaways to increase the likelihood of people sharing your posts, during this time period.

Remember to share all of these things on your email newsletter as well!

PHASE 3: AFTER THE LAUNCH - Keep the buzz going:

- Keep posting more fun details about what you're selling, like 1-2 times a week, with a few days between each post, until your promotion is over.
- It's okay to have a relaxed pace, so you don't overwhelm people. Post every few days, with maybe a story once a day.
- If it's a longer promotion, over time, you can space out your posts even more, like once a week or less, after you've covered all the launch bullets above.

You want to make sure your audience knows about your art promotion, because they may have missed it or been busy the first time it popped in their feed. With marketing, people need to see your promotion several times before they act on it. They also often need to see it in more than one place.

You can keep it authentic by making it about your story. This helps your fans know how much you put into your creation, and how much it meant to you, which connects them to it, and makes it more likely they will become a customer.

ACTION STEP FOR KEEPING THE EXCITEMENT GOING: Place your photos for this phase in your photo library. Write descriptions for each photo, including your Call to Action (where they can buy), in your descriptions document.

Launch examples:

EXAMPLE OF A PRE-LAUNCH

If I'm working on a new painting series and getting ready for a show, two weeks before it goes on sale, I will let everyone know it's coming, and post photos on social media of me getting ready for my show. I might post a photo of me painting, and then some photos of some of the paintings hanging on a wall.

I'll also promote the upcoming show in my email newsletter and post on my blog, saying that I've got an upcoming show.

Post about all the meaningful things that go into creating your Art product.

This lets your fans know what you're working on so they can get excited about it. Don't be afraid to share these things with your fans, the more involved and heartfelt you are

about what you love about your Art, the more connected they will become to you, and the more likely to become a customer. It's just like your email newsletter in that way.

Remember, you are not selling widgets. *You are authentically adding beauty to the world*, and unless you want to stay locked in your studio painting alone the rest of your life, the real fun is getting to share what you create – and make other people's lives better!

It's important to keep reminding your fans about your upcoming Art product, without being salesy. If you follow these steps, you'll do exactly that!

EXAMPLE OF A LAUNCH

When you're ready to start selling your Art product, you'll create some posts with more details, and great product photos. Include different types of photos of your work, sometimes in someone's home, or on the wall. Use different angles and always great lighting. Be sure to do the same thing on your email newsletter. (Remember you can store your photos on google drive or drop box).

You can also include close-up photos. Keep talking about your inspirations and what went into making the Art. What you're doing is keeping them excited, and always reminding them where they can buy it.

You can also do a giveaway of a print or such, which people might be likely to share and help spread the word about your launch. "In honor of my new painting collection, I'm giving away a free print. Just do this to have a chance to win....." Then at the bottom of your post, remind them where they can buy your new paintings.

This helps to keep the launch going and get the word out!

KEEP THE BUZZ GOING:

Any fun ideas you have to keep the excitement going is worth trying. You will find out what works for your business and fans by trying different things.

You can also ask your connections personally if they would include a promotion of your new product on their social media, in exchange for promoting one of their products when the time comes.

Having these types of partnerships and collaborations with people whose work you admire will make both of your businesses stronger.

You can also post about clients who've bought your work, or happy testimonial photos of customers with your work in their home.

There are so many ways to promote your Launch like this, with enthusiasm instead of feeling salesy.

AFTER YOUR LAUNCH:

If a painting or some of your Art products didn't sell, which is normal, you can do some of these type of posts:

- Have a Sale, using different photos than you did before.
- Sell a *Bundle* (group of products or prints) at a discounted rate.
- Talk about your inspirations again and remind them where they can have one last shot to own your amazing piece.
- Post a video of you working in your studio on the piece that's available still, and remind them where to buy.
- Create a post to thank everyone for being a part of your exciting new creation, and for all the paintings that have sold. Mention there are "just a few left".
- You can do all of this without sounding salesy by posting a few non-sale posts in between these.
- Always include your Call to Action, where they can buy.

OTHER TIPS FOR YOUR LAUNCH:

- **Take photos while you work and upload them to your library as you go.** That way when it comes time to have your Launch, they are ready to go. This will save you a *ton* of time.
- **Have a document of photo descriptions** going, written for social media.
- **Have a timeline for your launch**, you can put this on your calendar, or print out your timeline and check off each item as you go.
- **Post your photos/descriptions around your noteworthy dates:** when you are ready to build excitement, launch your product, when your sale is over, when you are offering a discount, etc.

Supplementary Social Media Info:

General guidelines when you are not in the middle of a launch

SCHEDULING WHEN YOU'RE NOT IN A LAUNCH:

SAMPLE BEGINNER SCHEDULE:

- If you're just starting out try to make a post once a week at least.
- Add a story in the middle of the week.
- Take note of what other brands you like are posting. Don't just follow artists

SAMPLE ADVANCED SCHEDULE:

- Post something once a day, story or post. use good photos
- On Instagram, post at least 1 reel per week

- You can use the same images and text on all of your social media feeds (fb biz, fb personal, insta, twitter)
 - Schedule your posts for the most popular times your users are active on social media – pay attention to what posts are getting most attention and the time you posted them.
 - If you're really trying to grow your business, you can post 2-3 times a day to Instagram stories, use good videos and photos
 - You can create a collection of photos and videos, and a collection of descriptions.
 - Interact or at least like every reply comment to build relationships with your fans.
 - Once a week (or 80/20) announce what you are offering / selling in your posts
- **** Always Spend your energy on what's working and what you love- that's the secret formula (where those two meet) so grow that**

SCHEDULING: You can preschedule your social media on many apps. Here are a couple that have been recommended to me, and there are many others:

- Sked Social – best for feed planning
- Hootsuite- great for customer management and scheduling

WHAT TO POST:

- **Social Media is storytelling**, your own curated gallery
- Keep your posts relevant and friendly
- Fans want to see the creator. Have great photos of yourself, and of yourself and your studio and painting, also out getting inspiration. If you don't have good photos of yourself, get a professional photoshoot. I get one every year when I have a bunch of paintings ready that I can use as a background.
- Always post what inspires you and what you are working on. Always be driving traffic to your email newsletter, or where you want to send your fans. (Think of your goals)
- Inspiring quotes (make sure to give attribution)
- I have while creating,
- favorite supplies
- stories from your life or art
- mistakes/frustrations
- talk about what's inspiring you
- show what you're working on
- a video of you painting
- a photo of you in your studio
- your hand holding your brush or paint
- **POST GOOD PHOTOS AND CONTENT CONSISTENTLY** to grow your following and have more success when you go to launch a product

HOW TO GROW YOUR FOLLOWERS:

It's much better to have a loyal, engaged following, than a big sleepy following.

- Consistently post unique photos that are your style
- Like all comments or comment back when people leave you a comment
- Have conversations in your comments
- Leave thoughtful comments on other people's feeds
- Give credit to other artists who've inspired you, that build connection with that person and you may do a giveaway or promotion together some time.
- Be consistent
- Have strong branding.

HOW TO GET THE MOST OUT OF HASHTAGS:

- **Use 9-15 hashtags** – do this, to attract and connect with like-minded people
 - o Add your tags right away to get more views
 - o But it's still more important to leave heartfelt comments with kindred spirits.
 - o I think it's nice to put your hashtags in the comments section so it doesn't interfere with your post.
 - o Keep a list of different tags on your phone that you can copy and paste into a comment, but don't use the same ones each time.
 - o See what other artists with big followings are using.
 - o Be precise with your hashtags - #Flagstaffarts instead of #arts- so you will attract more kindred souls.