



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

ACTION GUIDE: Module 5

This MODULE is about **Create an Email Series to Launch Your Collection**

YOUR ASSIGNMENT FOR THIS MODULE:

1. Start below, in order, and **go through your email writing checklist.**
2. **Download the Email Templates to Launch Your Collection** in the course page.
3. Using the templates, **write your email series.** Do it now so you learn to get in the groove while the information is fresh in your head!
4. Make sure you have a photo App where you can edit your photos to look great, and make a small file size.
5. EXTRA CREDIT: Schedule your emails to go out ahead of time.

Launching Your Collection Checklist:

When you are ready to promote and sell your art or art products, you can write your “Launch Your Collection Emails:

- Write your series of “Launch Your Collection” Emails.
 - *Use the SWIPE FILE “Email Scripts to Launch Your Collection” on the [course page](#) for a template*
 - Remember to make it EASY for them to buy – have a simple link to buy.
 - If you are not set up with a link yet, you can put the STRIPE or SQUARE app on your phone, and connect it with your bank account. This way you can have them call you and easily take a payment over the phone or at your show.

- Go forth and sell your art, and make your fans’ lives even more gorgeous!

Congratulations for living your glorious life and being brave enough to share it with the world!

ADVANCED THINGS YOU CAN DO WHEN YOU’RE READY:

- 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:

- Use a series of 5-7 emails that fans receive when they join your list. These are pre-written and send out automatically.
- Use your email provider tech support to learn how to do this.
- Remember to base this automated email journey on your goals and dreams, so you are moving your fans towards your goal

You got this!