



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

EMAIL SCRIPTS: For releasing your collection

Edit these to have your tone of voice and branding...

EMAIL 1: The “Announce Your Collection is coming” Email

This email gives your list subscriber heads up that you have something exciting coming. If you’ve been keeping them warm with monthly art news emails, this will feel natural to them.

These kinds of newsletter are really important because it helps your fans feel like they are a part of your creative process. When they’re a part of it, 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.

Subject: “Big News in the Studio”

or: “Do you want a Sneak Peak of my New Works in Progress?”

(You can use [chatGPT](#) to come up with 20 variations, then edit with your own voice.)

Hi *|FNAME|*

I’m working away at my latest inspirations and guess what? ... I got a little obsessed and they are turning into a new series of paintings!

I wanted to share a little glimpse with you and see what 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...More to come soon.

Warmly,

Your name

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

[INSERT SOCIAL MEDIA BUTTONS]

EMAIL 2: The “Secret Peek into my Studio” Email

People love to peek behind the curtain at the inner workings of your art. Just think of how much you love watching reels on instagram... isn't it fun to watch those and see how the artists did those amazing things?

It's the same way with your art. You may see it as just a place where you work... but to your fans, this is an exciting work that they want to see more of. The life of an artist is , and people wonder about that. Even if it may not be exciting to you, it is to them... and they will appreciate you for sharing it.

Subject: “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 creating my latest inspirations, like the one I sent you last week, and in my 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!)]

Make sure to compress your photos/small file sizes so they will load

[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

Email 3: The “Meaning of my Art” Email

This is where we connect your heart to theirs. This email focuses on a the story and the emotional that is in your art. Be willing to be a little bit vulnerable. This is your gift to the world, to connect your viewers to their own heart. ... Think about how music does that for YOU! OR you could talk about how collecting and appreciating Art is about slowing down and enjoying the beauty in life.

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

Subject: “Sharing a Tale of Courage: Why I Paint [Sandhill Cranes]”

or: “Love in every stroke – the meaning behind my [local mountain] paintings”

or: “Capturing Serenity, the Emotions Behind my Mixed Media Paintings”

Hi (Name)

I'm going to share something kind of private about my art here...

When I was little my dad always took me to [TELL A STORY] that made me feel really connected to the [WHAT YOU LOVE TO PAINT].

I felt so moved by [THIS LOCATION/SITE/COLORS] that I would sit for hours with Dad and [DETAIL OF YOUR STORY]

Even though he's too old to go with me now, I still [WHY THIS PLACE/SUBJECT MOVES YOU] love to go there and sit by the [DETAILS OF YOUR STORY] and paint. It makes me feel at home again. Like life is a little simpler.

The result was this beautiful study:

[PICTURE OR LINK TO PART OF ONE YOUR NEW PAINTINGS]

What do you think?

I've used it in these works recently:

[SNAPSHOTS/HINTS OF YOUR NEW ART]

Hope you enjoyed my little secret about the emotion and meaning behind these new paintings I'm making. We all have our stories.

Click here and send me one of yours if you can.

Creatively Yours,

Your name

P.S. Well, I'd better get back to painting. More to come soon!

An Alternative to Email 3:

How collecting and appreciating Art is about slowing down and enjoying the beauty in life.

**Subject: "Embrace the Art of Slowing Down and Savoring Life's Beauty"
Or "How Art Helps Us Appreciate the Beauty in Everyday Moments"**

Hi [Name],

I hope this message finds you well. Lately, I've been noticing how appreciating art has transformed my perspective on life. It's become a beautiful reminder to slow down and savor the richness of our every day life.

It's so easy to rush through the day without noticing it's gifts. But when you immerse yourself in art, you're invited to pause, savor the details, and appreciate the around us. Whether it's the delicate brushwork in a painting, the captivating colors, or the shapes and patterns, art encourages us to linger in the present moment.

Collecting art isn't just about what hangs on our walls; it's about the way art can slow down the pace of our lives and relish in them a little more than usual.

Not to be too cheesy, but life really *is* a masterpiece waiting to be appreciated.

Take care,

Your Name

Email 4: The “Why Having Original Art in Your Home is Going to Change Your Life” Email

As it get closer to your sale date, talk about how having original art in your home is going to change your life. Share how owning art is a creative act in itself.

Subject: “Transform Your Space and Your Soul with Original Art”

or: “How Original Art Can Brighten Your World”

Hi [Name],

Hope you're doing well! I wanted to chat with you about something that's added a lot of joy to my life: original art in my home.

You know that feeling when you walk into a room and something catches your eye, making you pause for a moment? That's the magic of original art. It's not just a decoration; it's like adding a splash of your personality to your home.

Having original art at home has changed my perspective on everyday life. It brings color, emotion, and inspiration into my space. Sometimes, I find myself lost in thought, staring at a painting, and suddenly, I see the world in a whole new way.

It's not about being an art expert; it's about connecting with creativity and the stories artists tell through their work. It's like having a daily dose of inspiration right at your fingertips.

Owning art isn't just about sprucing up your space; it's about enriching your life. It's an ongoing creative adventure that brings a part of you onto your wall.

Let's chat more about this soon. Maybe even over a cup of coffee surrounded by beautiful art!

Talk with you soon!

Your Name

P.S. – Do you have a special piece of Art on the wall that reminds you of something special? Write me back and let me know.

Email 5: The “Invitation Offer” Email

It's time to invite your email list fans to purchase from your new collection. You've warmed them up, added beauty and value to their life, developed the relationship, and now they are ready to hear about your art.

Don't be afraid of the offer email! It's all you being authentic and sharing your love of your work. The key is to phrase it as an invitation to participate in what you're doing. That way it will not sound salesy.

**Subject: “Your VIP Sneak Peek: Be Among the First to See!”
or: “Special Preview: Unveiling the Art You've Been Waiting For!”**

Hi [Name],

I'm so excited share my new painting collection with you – it's the result of lots of dreams, plans, and some serious elbow grease! We've been talking about this for a few weeks, and I've shared some parts of the process with you.

So without any more suspense, I'd like to introduce you to a sneak peek of what's been brewing: [LINK TO A GALLERY OF YOUR WORK].

[DESCRIPTION OF THE WORK]

I wanted to take a moment to say thanks for your awesome support and all of the comments you've sent. Your enthusiasm mean the world to me. That's why I'm offering you the first look at this –before it hits the masses.

As a token of my gratitude, [you get the first look at this series / OR here's a code for FREE SHIPPING] just for you. Snagging it is a breeze; just follow these simple steps: [PROVIDE INSTRUCTIONS].

Thanks for being such a huge inspiration to me.

Cheers,
Your Name

P.S. Feel free to pass this along to a buddy who might dig it, but remember, the special bonus won't stick around forever!

Email 6: The “Offer Ending” Email

It's important to have an ending that forces your buyers to make a decision. People will often not buy without it. One way to do this is with scarcity – either letting them know you're about to open up your show to the public, or letting them know your sale is ending.

Don't be afraid to send this last email. If you don't, you will leave money on the table. People often need a reminder. If they like one of your pieces, they've been thinking about it, and your email will cause them to make a decision. As long as your wording is good, it won't sound salesy. It will just sound like another announcement.

Subject: "Last day of Online Art Exhibit and Free Shipping"
or: "With Gratitude: Closing the Curtains on Our Private Art Viewing"

Hi [Name],

I hope you're doing great! I just wanted to drop you a quick note to say a massive thank you for being a part of this incredible journey with me. It's been an amazing ride, exploring the creation of this new painting collection, and sharing the deeper stories behind each piece.

Guess what? Tomorrow marks the big day when my art exhibit finally opens its doors to

the world! 🎉 If you've had your eye on one of the pieces and it's been whispering to your soul, today might just be the perfect day to make it yours. Take a peek at the collection right here: [Insert Purchase Link].

Oh, and as a little something special to show my appreciation for your support, I've decided to extend free shipping until tomorrow. Don't miss your last chance to bring one of my original artworks home, before the doors open.

I genuinely can't thank you enough for being a part of this creative journey. Your presence and support have been like a warm hug on a cold day..

If you happen to find yourself in the [Denver area] over the next week, you're invite to the [Denver Gallery]? We're having an opening event Thursday from 5-7pm, and I'd absolutely love to share a toast with you in person. It's a fantastic chance to catch up!

Here's to art, creativity, and incredible folks like you who make it all worthwhile. 🥂

Warmly,

[Your Name]
[Your Contact Information]

P.S. Feel free to pass this along to your art loving friends.

Email 7: The “Locals Invite” Email

As a final note, I would recommend having a separate list of LOCALS, who you can invite to your in-person art opening. Send that email the night before or day of. Make it feel like a personal, VIP invite. Now go forth, make the world a more beautiful place with your art, and sell your art!