



CHAPTER FIVE CHECKLIST – CREATING CONTENT THAT SENDS THE RIGHT MESSAGE

- ☐ I have a cold list that I haven't contacted recently (or perhaps ever)
- ☐ If yes, split out older contacts from new sign-ups who may get a different message. Use segmented lists for this purpose. To review segmented lists, see Chapter 2.

Read Chapter 5 carefully, and construct a "soft" email that reintroduces you to people on your list who haven't heard from you in a long time. Don't do any selling; remind them where they know you from, and let them know they will hear from you once monthly. Take a look at the "Anatomy of an Email" file.

Use this space to construct your message:

- ☐ I have newer subscribers that have opted in within the last month or so.

If yes, write that initial email **now** to launch your ongoing email marketing campaign. Use images, informational details, but not a lot of hard selling. Your CTA here may be visiting your site, or connecting with you on social media, for example.

Use this space to construct your message:

Review Chapter 5 carefully. Use a 75% sharing to 25% selling ratio in your emails. That means you will need to plan them out ahead of time, and decide when to share and when to sell, depending on the time of year, upcoming events, new releases of your work, and so forth.

Your email marketing may be a once-a-month event, but you will do other forms of marketing as well, on an ongoing basis.

- ☐ Print out the blank **Marketing Calendar** in your Bonus Materials and begin to fill out marketing activities for this month.
- ☐ Take a look at emails you receive from artists you respect, galleries and others in your field. What makes them compelling? Analyze what they have done. What would you keep and what would you change if you were sending a similar email to your list? If you are not currently receiving email marketing from these sources, subscribe to several that you like and take a close look at their marketing efforts. These can be great sources of ideas for topics, layout and CTA's.

- ☐ Topic List: Check suggested topics in Chapter 5 and also the "Creating Content" page in your Bonus Materials. List below topics that you can share given your unique art business:
