



## CHAPTER 7 CHECKLIST: CONVERTING READERS INTO BUYERS

### Calls to Action (CTA)

What CTA's will you use in your email marketing? Consider these reasons to add a link in your email message:

- Do you have a shopping area with a cart on your site?
- Do you have a blog to follow?
- Do you want to increase your following on social media?
- Do you want to invite readers to a show, fair, or other in-person event?
- Do you teach workshops and want to register students?
- Are you seeking commission work?

Make a list of all of the reasons you can think of to place Calls to Action in your emails. Some will be more "sharing" (like following you on social media) and some will be more "selling."

**Sharing or Selling**

**Purpose of CTA**

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1. What specific CTA's would you issue to **segmented lists** – for instance to potential workshop students? Or repeat customers?

**Name of List**

**The CTA**

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2. *Where will your CTA take the reader?*

Links in CTA's should generally not go to your website Home page. If you are promoting a particular piece of art, send the reader directly to the page with that artwork. A request to connect on Facebook should lead to your Facebook profile. If you invite readers to come to an art or craft fair, you may want to link them to the website for that event.

At other times, you may want to have a special "landing page" on your website which you create specifically for the CTA. For example, if you are having a "Sneak Peek Preview Sale" of your new collection, you might make a page on your website that shows the new work and may even have a shopping cart.

Make a list below of CTA's you plan to make during your next few emails to your list. Then decide where those links will lead. ***Know specifically what you want your reader to do, and make sure that the link leads to a place where that can be accomplished.***

**Call to Action**

**Where the Link will Land**

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## **Working with Sales Leads**

Every artist has a "sales cycle" and often has more than one. For instance, you may sell work easily and quickly from a retail booth or online, but you may have more expensive work or commissions that take time to cultivate.

1. *What is your best description of the sales cycle(s) in your own business?*

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- 2. Evaluate each of your sales cycles, and determine the follow-up emails, phone calls or other contacts that are needed to close those sales. How will you use email marketing to move each prospect toward the sale? What other follow up steps will you use?*

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***Create a “Hot List” of prospects:***

When you have analytics available from your ESP, you will be able to see who regularly opens your emails, and who regularly clicks on your links. Those readers could be added to a **Hot List** of the people who are most interested in your work. Also add to this list people you know who have strongly considered making a purchase of your work.

Then, ramp up your contact to that group by adding activities to your **Marketing Calendar** that include extra messages, or special invitations to this group.

1. Create a separate list of emails that can be directed towards this group – who should be “segmented” in your ESP. You will reach out to them on a more intensive schedule than your typical monthly email.
2. Carefully choose CTA’s for this group of hot prospects, leading towards closing a sale or more personal communication with you so that you can communicate and close the sale, depending on your sales cycle.

***Your email marketing campaign is an effective and regular way to reach out to people whose lives are enriched by hearing about your inspiration, your studio practice and your wonderful Art. Honor them by sharing in an authentic and personal way, and take an interest in what they truly care about, creating a Win/Win for yourself and your fans. This builds the type of relationships that lead to collectors who are thrilled with the artwork they purchase, want to collect more, and will refer you to others.***