



# THE UNSTARVING ARTIST

A Counterintuitive Approach To  
Becoming A Successful Artist  
*Without Art World Or Gallery Connections*

by Harry Whelchel

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## Dedication

To my parents, brother, and sister,  
Your support and encouragement has been so helpful.  
Thank you.

## Epigraph

Being good in business is the most fascinating kind of art.

Making money is art and working is art and good  
business is the best art.

ANDY WARHOL

## Preface

Hi, I'm Harry Whelchel, and I help everyday people become successful artists.

I believe in the power of creativity and the impact it has on the world. This book is a wealth of resources and connections to help you thrive as an artist, both personally and professionally.

It includes actionable advice and inspiring stories from artists, creatives, and more. It celebrates art in all its forms, showcasing the many ways you can tap into your artistic skills, regardless of your current medium or job title.

With my work more broadly, my aim is to create a welcoming yet focused community where artists can engage in meaningful conversations, learn from one another, and grow their artistic careers.

I hope you enjoy this book and use it as a stepping stone to become a more successful artist, however you define success. Additionally, I invite you to become a part of our passionate community that supports, encourages, and elevates creativity in all its forms. Let's celebrate art and chase our dreams together!

-Harry

# Introduction

Welcome to The Unstarving Artist. My goal with this book is to help you succeed in your entrepreneurial journey by creating income through art and online art booths.

Before diving into the book, please read this introductory chapter and follow the next steps to get started. Start with the "Ten Minute Jumpstart" and continue with the "1 Hour Jumpstart" before moving on to Chapter 1.

I'm excited to have you as part of the Unstarving Artists community and I look forward to witnessing your growth and success. Remember to take advantage of all the resources available to you beyond the book, and share your wins with us and the wider community to inspire others.

## 10 Minute Jumpstart

Welcome to the 10 Minute Jumpstart, designed to kick-start your success as a visual artist. The 10 Minute Jumpstart is all about getting plugged into [The Catalyst](#) community as a source of accountability and motivation to ensure you actually take action on what you learn in this book.

While joining [The Catalyst](#) is 100% optional, by doing so and completing these two simple action steps, you will become more comfortable with not just reading the book but taking action from it which dramatically increases the likelihood you see wins in your career as an artist. [The Catalyst](#) goes beyond the members area you already have access to by providing you with a true community of positive, supportive, and self-starting artists you can get support and mentorship from. If you're able, we would be glad to have you there.

### 1. Answer the "Where are you in your journey?" Poll.

Inside [The Catalyst](#) community you can find a poll titled, “Where are you in your journey?”. Choose the option that best represents your current stage in the process. This helps us understand where you are in your journey, allowing us to tailor our support to your needs. Remember to update your answer as you progress through the book.

## **2. Comment on someone's post in the community.**

In [The Catalyst](#) community, look for a pinned post celebrating a fellow student's win, and leave a congratulatory comment. This helps foster a supportive and encouraging culture within the community, which benefits everyone involved. It's essential to participate and contribute to this culture to receive the same support from others.

### Frequently Asked Questions:

#### **1. Do I need a portfolio of work when starting out?**

No, you do not need a portfolio when starting out. Prospective collectors are more interested in knowing, liking, and trusting you as an artist. If you don't have a portfolio, check out the "No Portfolio Kickstarter Bonus" in the 7 Day Profits Workshop for more in-depth information.

#### **2. What are the general steps I will be learning?**

Your questions about the process will be answered as you progress through the chapters. Just stay focused and keep moving forward, and your questions will be addressed in due course.

#### **3. How much time per week do I need to spend to see progress?**

While the more time and effort you invest, the faster you will see results, steady progress can still be made with a few hours per week of effort. Focus on consistency and making small improvements each week.

### **Next Steps:**

Celebrate your first wins and the healthy habit of taking action you've begun to develop. Then, proceed to the 1 Hour Jumpstart to continue building momentum. If you ever need help or feel stuck at any time, refer to the "How to Get Help" section below in the Introduction.

Congratulations on completing the 10 Minute Jumpstart, and good luck as you continue to progress through the process.

### **1 Hour Jumpstart**

Welcome to the 1 Hour Jumpstart, where we'll focus on jumpstarting your success as an artist. In this lesson, we will cover two main objectives: getting clear on your "why" and acquiring your first collector. Our action steps for this jumpstart include completing your Artist Life Vision, reaching out to potential beta collectors, and introducing yourself in the community to celebrate your first collector. As an added bonus, we'll also introduce you to a tool called ChatGPT to help personalize your introduction post.

First, let's complete your Artist Life Vision. This exercise aims to help you gain clarity as you begin your journey in our process. We will cover the "Seven P's of Clarity," which include Perfection, Passions, Proposal, Praise, Place, Programming, and Perseverance. Clarity is crucial for success, so we need to define what true clarity means for you. It involves knowing what you need to do, how you must do it, and feeling excited about taking action right away.

As you work through the Seven P's, consider the following:



1. Perfection: Describe a perfect day in your life, including the activities you'd like to focus on and the environment you want to live in.
2. Passions: List at least ten things you're passionate about, such as art styles or mediums you enjoy working with.
3. Proposal: Reach out to potential beta collectors, who are friends, family, or colleagues that agree to receive a free or affordable work of art in exchange for a testimonial.
4. Praise: Determine the kind of recognition you'd like to receive for your art, such as gallery exhibitions or solo shows, and envision a great video testimonial.
5. Place: Consider improvements to your living and working environment for better focus, creativity, and enjoyment.
6. Programming: Utilize positive affirmations to reprogram your mindset for success and confidence in your art business.
7. Perseverance: Write down the benefits of succeeding in your art business and the downsides of not making progress, ensuring you're motivated to persevere.

Once you have clarity on your Seven P's, you'll be better equipped to market and sell your artwork. Remember, success comes from a succession of small steps linked together. Reflect on Vincent van Gogh's quote: "For great things do not just happen by impulse, but are a succession of small things linked together." This principle applies not only to creating art but also to building the business side of your art practice. As you move forward in your journey, let this quote serve as a reminder to take small but consistent steps towards your goals.

In this lesson, you have likely received a response from one of your beta collectors, who may have agreed to receive a free piece of your artwork. If they haven't responded yet, give them 24 hours and send a friendly follow-up message. People might be busy, and a gentle nudge can help them remember to respond.

Once you have a willing beta collector, it's crucial to celebrate this milestone. You can do this by sharing your achievement in [The Catalyst](#) community. To create a post,

click on "write something" and include a post title and body that you can personalize with your name, type of art, and location.

When creating your post, remember to select the "Celebration" category and attach a selfie of you with one of your art pieces. This visual element helps engage the community and showcases your work.

If you're struggling with creative writing, consider using a tool like ChatGPT. This AI-powered tool can provide creative insights and inspiration for your community introduction post and other tasks throughout the process. By inputting a prompt, ChatGPT can generate multiple post ideas for you to choose from or combine.

As you progress in the process, you might have questions about setting up an online art booth on Instagram or whether you should create a new Instagram account. The online art booth is our unique method of customizing your Instagram profile to maximize art sales. If you don't have an existing account or your current account has many bot followers, consider creating a new account for a fresh start.

Another common concern is whether the process will work for your specific art medium. As long as you're open to selling individual works for \$1,000 or more and other artists in your medium have achieved similar sales, this process can work for you. The primary requirement is being eager to sell your work at this price point.

In conclusion, celebrate your first collector win, and continue with either the Seven Day Profits workshop, if you signed up for it, to learn how to make your first genuine sale offline in your local area or continue with the next chapter in this book. By completing these steps, you are well on your way to mastering the art of marketing and selling your artwork.

## How To Get Help

In this lesson, we will discuss the various ways to get help within the process, whether you need assistance with account-related issues or with selling your art. There are two main types of help you may require: account-related assistance and art sales assistance.

For account-related help, such as password recovery, login details, or billing questions, visit our knowledge base at [support.unstarvingartists.com](https://support.unstarvingartists.com). You can search the knowledge base for articles on common account-related issues. If you can't find the answer you're looking for, click the chat button in the lower right-hand corner to open a support ticket. Enter your name, email, and describe your issue. This is the primary method for account-related support.

When it comes to getting help with selling your art, several options are available. The training lessons in the members area are your first resource, as they contain extensive information on various topics. To quickly find specific lessons, use the navigation menu on the left hand side of the screen. Alternatively, you can join [The Catalyst](#) community and search for discussions on your topic of interest there.

If you still have questions, another resource for assistance is ChatGPT, a personal assistant tool that can help with technical questions and creative writing. To use ChatGPT, create a free account at [chat.openai.com](https://chat.openai.com). For a more advanced version, consider subscribing to ChatGPT Plus for \$20 a month. Type your question into the text box and receive recommendations from the AI tool. The more precise and articulate your questions are, the better the output from ChatGPT.

If you still need help, join [The Catalyst](#) community and ask your question there. If you would like more hands-on coaching, inside [The Catalyst](#) you can learn more about joining The Academy which is our flagship program which has gotten most of our students' results. It includes live Q&A calls hosted twice a week. These two-hour sessions allow you to ask questions directly to the coaches. The Academy also comes with four

one-on-one coaching calls where you can troubleshoot specific problems in your art business.

For those who may not feel tech-savvy, additional tech support resources are available. Zoom, the tool used for Q&A calls and recommended for studio tours, offers a help center, chatbot, email, and phone support for troubleshooting issues. Apple and Microsoft also provide various support options, including in-person assistance. For seniors, Senior Planet offers free tech tip videos and Zoom training, while Candoo Tech provides paid online sessions and memberships for personalized tech assistance.

Local libraries often offer free computer and tech classes, and librarians may provide in-person help with tech questions. You can also pair up with a buddy within [The Catalyst](#) to help each other with tech-related issues or ask tech-savvy friends or family members for assistance.

As a new member of the Unstarving Artists community, you have access to numerous support options. Make sure to utilize these resources to get the help you need.

## **Chapter 1: The Unstarving Mindset**

Welcome to the first lesson in our process, where we lay the foundation for understanding the process of setting up and marketing an online art booth. In this lesson, we will discuss what to expect, the overall model, the keys to success, and various other aspects of the process.

To begin, let's briefly explore my journey into the art business and how it transformed my life. At 22 years old, I found myself at rock bottom, directionless, and searching for a way to make a change. I started with an entry-level job in Charlottesville, Virginia, and began exploring entrepreneurial projects. Although my initial earnings were minimal, I remained dedicated, and my business eventually allowed me to quit my job and reach an income of \$10,000 per month. Through perseverance and a belief in the potential of my business, I achieved the incredible life-changing impact that I now strive to share with others.

At Unstarving Artists, our mission is to help everyday people create consistent income streams through online art booths. Our process, The Unstarving Artist book and our programs, are all designed to provide top-notch resources and guidance for those looking to succeed in the art business.

The online art booth model has proven to be incredibly effective and advantageous for many reasons, including fixed upfront investments, the potential for semi-passive income over time, and low startup costs. Comparing online art booths to real estate, one can see the potential for generating substantial income with a fraction of the initial investment.

It's important to note that the success of the online art booth model requires commitment and action. We provide all the necessary steps and resources, but it's up to you to implement them and create a thriving business.

The process for generating income through online art booths can be broken down into four steps, known as the PAID process: Pick a topic, Assemble your online art booth, Install your art on Instagram, and Develop income streams.

**1. Picking a topic is crucial to the success of your online art booth.** We base our choices on research and proven concepts to maximize profitability. It's essential to maintain an open mind and be adaptable when selecting a topic, as this will increase the likelihood of success.

**2. Assembling your online art booth involves optionally hiring experts** to assist with various elements, such as social media marketing, Instagram growth, and scheduling studio tours. These professionals help make the process accessible to individuals with little or no experience in social media or technology.

**3. Installing your art on Instagram focuses initially on commission-based artwork.** By targeting higher-priced commissions and engaging with clients effectively, you can generate a substantial income and transition to selling originals once you have validated your commission process.

**4. Developing income streams is the final step in the PAID process.** This includes creating prints, publishing on external platforms, and repeating the process for each new commission. While the process may seem repetitive, its effectiveness in generating income is undeniable.

In summary, the method of setting up and marketing an online art booth involves a series of well-planned steps and a commitment to taking action. By following the PAID process and utilizing the resources provided, you can achieve life-changing success in the

art business. As you progress through the process, we will delve deeper into each aspect of the process, setting you on the path to success in marketing and selling your artwork.

The online art booth model is not just about setting up an online presence for your art. It involves creating content, testing, and formatting your online art booth to attract potential buyers. While we will discuss these steps in detail in later chapters, it is essential to understand that commitment to this process is crucial to your success. Those who follow the process and don't quit have a 100% success rate.

Here are the top three secrets to success in the art business:

**1. Use the resources available to you:** Utilize this book, the training videos, the bonuses, and other resources provided in the process. These resources are designed to help you overcome your struggles and achieve success. Don't be afraid to ask for help and guidance from your peers in [The Catalyst](#) community.

**2. Ignore all other business opportunities:** Focus solely on your online art booth and avoid distractions from other business ventures. Stick with the process for at least a year to see significant results. Those who have been consistent with the online art booth model have seen the most success.

**3. Get your first five art commissions sold quickly:** Focus on booking and completing 100 studio tours to sell your first five commissions as quickly as possible. This will help you gain momentum and motivation to continue growing your art business.

To make the most of the process, follow these tips for using The Unstarving Artist:

- Read all the chapters attentively and complete the action items at the end of each chapter.

- Use [The Catalyst](#) community during crucial stages in the process, such as selecting your art topic, setting up your online art booth, growing your Instagram following, and getting studio tours.
- Ask at least one question in [The Catalyst](#) community per week to learn from your peers who are a few steps ahead of you.

Lastly, the key to success in the art business is commitment. You will face unexpected obstacles along the way, but with dedication and perseverance, you can overcome these challenges and achieve life-changing success. Adopt a mindset of success by improving your productivity habits, setting up routines, and staying motivated even when faced with challenges.

In the following chapters, we will dive deeper into the Unstarving Mindset, where we will discuss productivity habits, setting up routines for busy individuals, and maintaining motivation during challenging times. Many students have found this chapter to be the most impactful in the entire book. With commitment and determination, you too can master the art of selling your artwork and transform your art career.

### **Confronting Yourself**

Welcome to the most important lesson in this chapter, Confronting Yourself. In this lesson, we'll discuss how to achieve complete life transformation, the dark force holding you back, and raising your consciousness. Remember, this lesson might be challenging, but it's designed to give you control of your life and inspire positive change.

To begin a full life transformation, focus on going from the person you are to the person you want to be, rather than solely focusing on external goals like income or career milestones. Successful people are different from "normal" people in their beliefs, thought processes, and perspectives. Success, in our definition, means predictably achieving anything and everything you want while being in control of your thoughts, words, deeds, and emotions.



It's crucial to understand that who you are creates the success you have. This lesson will help you grasp this concept, and the rest of the chapter will guide you in becoming that person. When you transform, many external changes occur, such as increased income, improved relationships, and better health. However, the most significant changes happen within you, including how you see the world, how you think, and what you believe.

Your current reality is the result of all the decisions you've ever made, meaning you are the reason for where you are in life right now. It's not your parents, friends, age, government, race, class, gender, or any other external factors. Blaming external factors for your situation only leads to a lack of control and stagnation.

When you blame external things, you give up control of your life. Confronting yourself means looking in the mirror and accepting that where you are in life is because of you. This includes both the positive and negative aspects of your life. You are your own worst enemy when you blame things other than yourself.

If you feel it's not your fault, understand that there's more to this concept. You might be wondering why you ended up where you are if you're in control. The answer lies in taking responsibility and gaining control over your life. Once you accept responsibility, you can start making changes and moving towards your goals.

In conclusion, taking personal responsibility for where you are in life is the key to achieving the success you desire. By confronting yourself and recognizing that you are in control, you can begin the journey of transforming into the person you want to be and ultimately realizing your dreams. Embrace this challenging lesson, and you'll be on your way to a life of success and fulfillment.

Let's now dive deeper into understanding the concept of living on autopilot and how it affects our lives. Many people live without realizing the consequences of their actions and decisions. This lack of consciousness prevents them from taking control of

their lives and achieving their goals. The key to overcoming this barrier is raising consciousness, which means increasing your awareness and understanding of yourself and the world around you.

Everyone has experienced a moment when they look back at their past selves and realize how little they knew. This is a result of raising consciousness, which happens in breakthroughs rather than gradual increments. By stepping outside of oneself and examining the choices and actions that have led to the present, one can gain a greater understanding of how their life has unfolded.

Raising consciousness allows us to see that we are living in a small box of our own making. As we learn and grow, this box expands, enabling us to see the world and ourselves more objectively. This process is continuous, with each breakthrough leading to a greater level of consciousness.

Many people are unaware of the possibilities that exist outside of their limited worldview. They may be content with their current lives, but they do not know what they are missing out on. It is important to seek out new experiences and knowledge to expand our consciousness and grow as individuals.

When we realize that we have control over every aspect of our lives, we gain a sense of power and responsibility. This mindset allows us to make the necessary changes to achieve our goals and live the lives we desire. Taking responsibility for our actions and decisions is crucial in gaining control of our lives.

It can be helpful to look back at our past selves and see how far we have come in terms of our awareness and consciousness. This can serve as motivation to continue seeking growth and learning. We must always strive to be open-minded and never assume that we know everything.

Understanding that we create our own reality is essential for success in any endeavor, including the art business. Two people may have access to the same resources and opportunities, but their level of success will depend on their mindset and personal growth. We must change from the inside out in order to achieve our goals and create the life we desire.

In conclusion, confronting yourself and taking responsibility for your actions and decisions is the first step towards raising your consciousness and changing your life. By increasing your awareness and understanding of yourself and the world around you, you can break free from living on autopilot and take control of your life. The following lessons will focus on the changes you need to make within yourself to achieve success and create the life you dream of. This lesson serves as a foundation for the journey ahead, highlighting the importance of awareness and personal growth.

### **Forging A New Identity**

In this lesson, we will explore the concept of identity and how it affects our lives, especially as artists. Our identity is deeply ingrained in us from childhood, and it influences how we perceive ourselves and how we behave. We will discuss why we may feel stuck in our identity, how we form our identity, and how we can break free from it to transform our lives for the better.

From a young age, we are labeled by our parents, family, teachers, and peers, which shapes our identity. Children absorb everything they hear and take it as fact, as they have no data to compare it to. This creates a strong impression of who they think they are, based on what others have told them. As we grow up, society reinforces the notion that we should never change and always be true to ourselves. However, this mindset can be limiting, as it may prevent us from growing and evolving.

It's important to understand that we always act in alignment with who we think we are, not necessarily who we truly are. Our perception of ourselves can have a significant impact on our actions and behavior. For example, if we believe we are shy and quiet, we

will act accordingly, even though we may have the potential to be outgoing and confident.

To break free from the limitations of our identity, we need to challenge the beliefs we have about ourselves. We must recognize that what others have told us and what society believes may not be accurate or helpful. By questioning these beliefs, we can begin to reshape our identity and unlock our true potential.

One way to begin this transformation is by reading books such as “The Four Agreements” by Don Miguel Ruiz or "Psycho Cybernetics" by Dr. Maxwell Maltz, which delve deeper into the concept of identity and self-image. Another strategy is to surround ourselves with positive influences and people who inspire us to grow and change. By doing so, we can gradually shift our mindset and adopt new beliefs about ourselves.

In conclusion, our identity plays a crucial role in our lives, especially as artists trying to market and sell our artwork. By understanding how our identity is formed and how it can limit us, we can take steps to break free from these constraints and transform our lives for the better. Embrace change and self-improvement, and you will find success in your artistic endeavors.

Let’s now look at the concept of the "hamster wheel" and how it prevents us from achieving our goals. We will also explore the idea of the "static self" and the "becoming self," and how embracing the becoming self can help us overcome the hamster wheel effect and forge a new identity.

The hamster wheel effect is the feeling that we are stuck in a recurring cycle of progress and self-sabotage, never able to break through our invisible barriers. These barriers are created by our identity and the limits we place on ourselves, both in terms of what we believe we deserve and the standards we hold ourselves to. The hamster wheel effect can be observed in various aspects of life, such as finances, cleanliness, work, and relationships.

To escape the hamster wheel, we must first understand and challenge our static self. The static self is our unchanging identity, deeply ingrained and resistant to change. This identity is often based on past experiences and reinforced by our actions. The static self creates mental blocks, preventing us from taking action and transforming our lives.

The key to breaking free from the hamster wheel is to replace the static self with the becoming self. The becoming self is an identity that is constantly seeking change and focused on becoming who we want to be. This involves raising our standards, embracing discomfort, and taking action despite fear and resistance.

To forge a new identity, we must:

1. **Write down the characteristics of the person we want to become**, including financial goals, family situation, and lifestyle preferences.
2. **View this ideal self as a real person that exists** and ask ourselves, "What would this person do?" in various situations.
3. **Embrace the fear, discomfort, and resistance that comes with change**, understanding that these feelings are a natural part of the process.
4. **Continuously raise our standards and believe that we deserve more**, allowing our identity to evolve and grow.
5. **Recognize that our current self is an illusion based on the past** and that we are in control of changing it.

By embracing the becoming self, we can overcome the hamster wheel effect and forge a new identity that aligns with our goals and aspirations. This process may be

uncomfortable and challenging, but pushing through the discomfort and taking action is what will ultimately lead to success.

In the following lessons, we will discuss specific habits and strategies to help you achieve your goals, build a successful art business, and create lasting change in your life. Remember, the key to change is doing the things you know you need to do, no matter how scary or uncomfortable they may feel. Embrace the becoming self, and you will become the person you aspire to be.

Let's discuss more the importance of embracing discomfort in order to forge a new identity as a successful artist who effectively markets and sells their artwork. This concept may be challenging, but it is essential for growth and transformation.

Embracing discomfort is a key component of personal and professional development. It is natural for humans to seek comfort and avoid discomfort, as it is a built-in survival mechanism. However, when it comes to marketing and selling artwork, staying in the comfort zone can lead to stagnation and missed opportunities.

Consider the example of eating healthy. We all know that eating nutritious foods is essential for maintaining a healthy body and mind, but why do so many people choose unhealthy options instead? The answer lies in the fact that eating unhealthy food is often more comfortable and convenient than making the effort to consume a well-balanced diet. Similarly, artists who do not push themselves to learn new marketing strategies or actively promote their work may fail to reach their full potential.

To forge a new identity as a successful artist who effectively markets and sells their artwork, it is crucial to embrace discomfort and challenge yourself to take bold actions. Here are some strategies for stepping outside your comfort zone and embracing discomfort:

1. **Set specific goals:** Establish clear, measurable objectives for your art business, such as increasing sales, reaching a broader audience, or improving your online presence.

2. **Learn new skills:** Continuously educate yourself on marketing and sales strategies, as well as advancements in the art world. Stay up-to-date on trends, attend workshops or webinars, and network with fellow artists and professionals.

3. **Take calculated risks:** Be willing to try new marketing strategies or invest time and money in promoting your work, even if it feels uncomfortable. Remember that taking risks can lead to significant rewards.

4. **Seek feedback:** Ask for honest, constructive feedback from peers, mentors, and even customers. Use this feedback to improve your marketing efforts and grow as an artist.

5. **Be persistent:** Success rarely comes overnight. Continually work on refining your marketing and sales strategies, and don't be discouraged by setbacks.

6. **Practice self-compassion:** Embrace the fact that you will encounter challenges and setbacks along the way. Instead of being overly critical of yourself, practice self-compassion and recognize that growth and progress are often accompanied by discomfort.

By confronting discomfort and pushing through it, you will develop resilience and adaptability, essential qualities for any successful artist. As you forge this new identity, you will be better equipped to market and sell your artwork, ultimately transforming your life and career for the better.

In conclusion, embracing discomfort is a necessary step in forging a new identity as a successful artist who can effectively market and sell their artwork. By stepping out of your comfort zone and taking bold actions, you will grow, evolve, and open up new

opportunities for success. Remember that discomfort is often a sign of growth and transformation, and as you continue on this journey, you will become a more confident, capable, and successful artist.

## **Inputs = Outputs**

Welcome to this section on Inputs = Outputs, a crucial concept for visual artists who want to market and sell their artwork effectively. In this lesson, we will explore the importance of understanding and living by this principle to achieve success in both your personal and professional life. We will cover the following topics:

1. Newton's Third Law of Motion and its relevance to your art business
2. The meaning of Inputs = Outputs and the Garbage In, Garbage Out principle
3. The importance of monitoring the inputs you provide to your brain
4. Identifying the inputs you need to eliminate and those you need to seek out
5. The common trait shared by all successful students

Newton's Third Law of Motion states that for every action, there is an equal and opposite reaction. In the context of your art business, this means that the quality of the outputs you produce cannot be better than the quality of the inputs that went into creating them. Inputs can be experiences, information, or actions, while outputs are the results of these inputs. This principle applies to both the quantity and quality of inputs.

When it comes to your personal growth and your art business, the Inputs = Outputs concept applies in two main areas: the inputs you provide to your brain and the inputs you provide to your art business. In both cases, the quality and quantity of the inputs directly affect the outputs, or results, you achieve.

To ensure positive outcomes, it is essential to be mindful of the inputs you expose yourself to. For example, consuming large amounts of negative content on social media, TV, or through your social life can have detrimental effects on your mental well-being and your ability to achieve your goals. Providing your brain with positive and valuable



inputs, such as high-quality books, online courses, and informative YouTube videos, can help you stay focused and motivated to grow both personally and professionally.

In terms of your art business, the quality and quantity of the inputs you provide will determine the success of your venture. For instance, if you invest in high-quality studio tours and consistently work on improving your marketing and sales skills, you are more likely to achieve positive results.

To optimize your inputs, consider eliminating negative sources of information and surrounding yourself with positive influences that align with your goals. This includes choosing the right books, courses, and mentors, and surrounding yourself with like-minded individuals who share your aspirations.

Understanding and living by the Inputs = Outputs principle is crucial for visual artists who want to successfully market and sell their artwork. By being mindful of the quality and quantity of the inputs you provide to both your brain and your business, you can take control of your personal and professional growth, ultimately achieving the success you desire.

Let's now look closer at the importance of the inputs in your life and how they directly impact the outputs, particularly in the success of your art business. Surrounding yourself with positive, uplifting, and encouraging people is crucial for your growth and progress towards your goals.

First, let's address the inputs in your life. Be aware of what you are consuming throughout your day, whether it's through people, social media, or other forms of media. Analyze the quality and quantity of these inputs, and determine if they are helping you get closer to your goals or taking you further away from them. It's essential to replace bad inputs with high-quality, good inputs.

However, it's important to understand that everything is a spectrum. Your level of commitment to improving your inputs and cutting out negative influences will depend on the size of your goals and how badly you want to achieve them. If your goals are massive and you're determined to achieve them, then you should take this process extremely seriously.

To improve your brain inputs, consider the following recommendations:

1. Stop watching or following the news completely.
2. Limit Netflix or other entertainment to weekends only.
3. Unfollow all the garbage on Instagram and Facebook, focusing on family and close friends instead.
4. Spend less time with people who are bad influences on you.
5. Make friendships with successful artists in the art community.

These recommendations provide a balance between making necessary sacrifices for your goals while still allowing for some enjoyment in your life. Remember, if you do not sacrifice for your goals, your goals become your sacrifice.

Now let's discuss the inputs into your art business. The inputs you put into your business will directly result in the outputs you receive. If you put in high-quality work and a significant amount of time, you will get positive results. The most successful of our students have several things in common: they've invested time and effort into their art business, prioritized quality at each step, and reinvested their earnings back into their business to grow and scale.

It's essential to understand that if you put in the same inputs as these successful artists, you will get the same outputs. Focus on improving the inputs in your life and business, and the results will follow.

In conclusion, eliminating negative inputs and focusing on positive, growth-oriented inputs is crucial for your success as an artist. Surround yourself with like-minded individuals, invest in your art business, and prioritize quality at every step. By doing so, you'll pave the way for a successful and fulfilling art career. Remember, it's not just about the goals; it's about the journey and the inputs that get you there.

### **How Successful People Act**

In this lesson, we'll explore the one ability that all successful people have in common and the four traits required to develop this ability. We'll also discuss the importance of feedback and how to easily learn these four traits. The quote "There are a million ways to make a million dollars" holds true, but regardless of the path you choose, you must possess the ability to get things done. This skill can be learned, and it is relatively easy to acquire if you know the right techniques.

The ability we're discussing is simply getting things done, or sitting down and doing the work no matter what. To accomplish this, you need to develop four traits: routine, habits, discipline, and focus. By mastering these traits, your ability to get things done will significantly improve.

1. **Routine:** A routine is a consistent sequence of actions followed daily. It allows you to maximize your productive hours and minimize time wasted making decisions. Stick to your routine with no exceptions, as this consistency is key to its effectiveness.

2. **Habits:** Good habits are crucial to maintaining a successful routine. Identify the habits that help you stay disciplined and focused, and work on incorporating them into your daily life.

3. **Discipline:** Discipline is the ability to stay committed to your routine and maintain focus on your goals. It's essential to develop strong discipline to ensure your success.

4. **Focus:** Being able to concentrate on the task at hand is crucial for getting things done. Learn to eliminate distractions and maintain your focus throughout the day.

To create a successful routine, follow these eight steps:

1. **Input your off days:** Schedule one to two days off per week. These days should have no rules, allowing you time to indulge and recharge.

2. **Input your wakeup time:** Wake up early and consistently, ideally no later than 7:00 AM. This sets the tone for a productive day.

3. **Schedule high-priority tasks:** Allocate specific time blocks for your most important tasks. This ensures that you're making progress toward your goals.

4. **Schedule breaks:** Include breaks in your routine to maintain productivity and focus throughout the day.

5. **Schedule exercise:** Incorporate exercise into your routine, as it can help with discipline and focus.

6. **Schedule relaxation time:** Set aside time for relaxation and leisure activities to maintain a healthy work-life balance.

7. **Prepare for bedtime:** Develop a bedtime routine to ensure you get enough sleep, which is vital for productivity and overall well-being.

8. **Share your routine:** Sharing your routine with others can help to hold you accountable and provide support from your peers.

By following these steps and developing the four key traits, you can create a routine that will set you up for success in your art business and life in general. Remember

to remain consistent and disciplined in your approach, and always strive to improve and grow.

Inconsistency in your routine can negatively impact every aspect of your life, including your work, diet, relationships, and art. To avoid this, create a morning routine that energizes you, sharpens your focus, and puts you in a good mood. This routine can take anywhere from 15 to 60 minutes and should be tailored to your preferences.

Maintaining a routine requires strict adherence to start and end times for each task. Prioritize your most important tasks in the morning, when you are sharpest. Keep in mind that working more than 9 hours per day on focused tasks is not sustainable in the long run.

To further enhance productivity, develop good habits. Some of the best productivity habits include:

1. Locking away your phone while working.
2. Closing all non-work-related tabs on your computer.
3. Using a physical alarm clock instead of your phone.
4. Planning tomorrow's tasks each evening.

Discipline is key to achieving your goals, as motivation can be fleeting. Discipline allows you to control yourself even in difficult situations, ensuring you stay on track even when motivation fades. By focusing on discipline, you can work consistently towards your life goals, regardless of your motivation levels.

Let's more deeply discuss the importance of discipline and focus in achieving success as a visual artist. It is essential to understand and seek delayed gratification, which is the key to building discipline. By learning to say no to instant gratification, you can train yourself to focus on long-term goals.

Discipline is crucial when you lose motivation, and it helps you stay on track even when you don't feel like working on your goals. One way to train your discipline is to be aware of the impact instant gratification has on your goals. By choosing to do things that align with your long-term vision, you can develop the discipline needed to achieve success.

To improve focus, it is critical to eliminate distractions. Some suggestions for doing this include working alone in a quiet room, using white noise to block out external sounds, and logging out of social media and email accounts. Additionally, tools like [Cold Turkey Blocker](#) and [Focusmate](#) can help you maintain focus and productivity. If necessary, consider switching to a minimalist smartphone like [The Light Phone](#) to limit distractions further.

Understanding the role of feedback in achieving success is also crucial. Successful people view failure as feedback and are not afraid of it. They know that every failure and feedback has a lesson to take away from it, and by learning and applying these lessons, they will become more successful.

Embracing failure is a crucial element of success, especially for artists looking to market and sell their artwork. In this lesson, we will discuss the importance of learning from failures and adopting a positive mindset when facing setbacks.

One effective way to deal with harsh feedback or feelings of failure is to make the sound of a cash register, "ka-ching", to yourself every time you receive feedback. This simple act can bring a smile to your face and help remind you that if you let yourself be open to it, this feedback will lead you to more art sales and success in your life. You can then calmly evaluate the situation and extract valuable lessons from it. In [The Catalyst](#) community, we have a post category called "ka-ching" where students can share their experiences and the lessons they've learned from them. Remember to stay positive and focus on the key takeaway from each situation.

Another important aspect of embracing failure is supporting and encouraging others when they face setbacks. When you see a fellow student sharing their "ka-ching" moment, offer words of encouragement and share your thoughts on the lessons learned. This fosters a sense of unity within the community, as everyone is working together to learn and grow.

In addition to sharing failures, it's equally important to celebrate successes. The "Celebrations" post category is a space where students can share their achievements, big or small, without fear of judgment. Within [The Catalyst](#) community, success is celebrated and not hidden away. By sharing your wins, you'll find yourself becoming more successful, faster.

One essential lesson to remember is that failure ultimately leads to success. The more "ka-ching" moments you have and posts you make, the quicker you'll reach your celebration posts. It's crucial to understand that the only true failure is not trying at all. Once you give up, you've truly failed, and there's no opportunity for growth or improvement.

The key to overcoming the fear of failure is to embrace it and use it as a tool to grow. Successful people don't let setbacks hold them back; they understand that failure is a natural part of the process and helps them improve. Keep this in mind as you navigate your artistic journey: you never fail until you stop trying.

As you progress through the lessons in this chapter, take time to reflect on your thoughts and feelings and share them with [The Catalyst](#) community. Engaging in open discussions about both failures and successes will help you grow as an artist and develop the resilience necessary to achieve your goals.

In conclusion, don't be afraid of failure. Embrace it, learn from it, and use it as a stepping stone on your path to success. Remember to support your peers, share your experiences, and celebrate your achievements along the way. By adopting this mindset,

you'll be well-equipped to face the challenges that come with marketing and selling your artwork.

### **Lifestyle That Breeds Success**

In this lesson, we will discuss the importance of creating a lifestyle that breeds success for visual artists looking to market and sell their artwork. The right lifestyle will propel you towards your goals, while the wrong lifestyle can hold you back. This lesson will provide guidance on how to make the necessary changes to set yourself up for success.

First, we must understand that a full life transformation involves many aspects and requires changes in various areas of your life. Lifestyle habits are no exception. Some critical lifestyle habits to consider include lowering personal expenses, simplifying personal life, creating an incubator environment for growth, and working a job if necessary to support yourself financially.

Lowering personal expenses is a crucial step to achieving financial success. Many artists struggle with the financial aspect of their careers, often living beyond their means. This can hinder your progress and prevent you from reaching your goals. One way to tackle this issue is by downsizing the "big three" expenses: rent, food, and car. Assess your current spending and determine where you can cut costs in these areas. Remember, every dollar saved is like an additional tax-free dollar earned.

Next, simplify your personal life by setting boundaries and protecting your time. Focus on your goals during the week, dedicating your full attention to your art and business. Reserve weekends for spending time with friends and family. Learn to say no to activities that don't serve your goals and surround yourself with people who support and encourage your dreams.

Creating an incubator environment means removing distractions and elements that do not contribute to your growth. This can be accomplished by subtracting things from



your life, such as certain people, social media accounts, or unnecessary possessions. Surround yourself with positivity and a supportive community, such as [The Catalyst](#) community for your art business.

In conclusion, creating a lifestyle that breeds success is about making sacrifices and prioritizing your goals. By making these changes, you will set yourself up for a successful and fulfilling career in the art industry. Remember, if you aren't willing to make sacrifices for your goals, your goals will end up being the sacrifice. So embrace the necessary changes and create a lifestyle that supports your journey towards success.

### **Determining Your Fate**

In this lesson, we will discuss the essential steps to succeed with online art booths and how to avoid failure. We will also touch on straight line art selling and the concept of the grass not being greener on the other side. By following the advice in this section, you can determine your fate as a successful artist selling your artwork online.

To succeed with online art booths, there are three simple steps to follow:

1. Read every chapter in chronological order.
2. Take action and complete the action steps at the end of every chapter.
3. Do as instructed in the process.

By doing these three things consistently, success with your online art booth is inevitable. However, many people fail to take action and complete the action steps, which is crucial for making the online art booth work. It is essential to focus on completing the tasks and using [The Catalyst](#) community whenever you have any questions.

On the contrary, to guarantee failure, one can read the chapters out of order, not take action and complete the action steps, and not follow the advice given in the process. Overcomplicating things and worrying about irrelevant details can also lead to failure.

It is essential to understand that online art booths are a simple and easy business model that does not require a complicated ecommerce store, paid ads, or a team to manage. By focusing on the online art booth and following the process, you can achieve success.

However, many artists struggle with the notion that the grass is always greener on the other side. This mindset leads to jumping from one business model to another, never committing to one and experiencing success. The key is to choose one business model, in this case, online art booths, and commit to it fully.

FOMO (Fear of Missing Out) can be detrimental to your success as an artist. Once you commit to the online art booth model, it is crucial to focus on it and not be distracted by other opportunities. Make it your mission for at least a year and see the results that follow.

In conclusion, determining your fate as a successful artist selling your artwork online comes down to committing to the online art booth model, following the process, and taking action on the action steps. By doing so, you will set yourself up for success and avoid the pitfalls of failure. Remember, the grass is not always greener on the other side; focus on your chosen path and go all-in.

## **Time & Numbers**

In this lesson, we will discuss the importance of understanding time in relation to achieving success. This concept applies not only to visual artists but to everyone who aims to pursue their goals and achieve greatness. The key topics we will cover include second-order consequences, the number one reason for failure, instant gratification, short-term vs. long-term thinking, and the power of time.

The truth is, humans have a poor understanding of and relationship with time. Every goal or achievement worth having in life can only be accomplished with time.

Without time, whatever you set out to achieve will fail. This is why understanding time is crucial for success.

The biggest mistake people make in business and life is short-term thinking. Short-term thinking involves seeking instant gratification, which can be summarized as wanting a better today at the cost of tomorrow. The inverse of short-term thinking is long-term thinking, which involves making choices that may not be enjoyable today but will yield positive results in the long run.

Consuming content on social media is an example of short-term thinking, as it trains our brains to seek instant gratification. This can lead to bad habits, depression, and obesity. In contrast, long-term thinking involves making healthier choices, such as eating salads, exercising, waking up early, and investing in your business.

Making good decisions every day is the key to achieving success and living a fulfilling life. Here are five examples of long-term thinking and their benefits:

1. **Eating salads and healthy food:** This leads to a healthy, energized life, more years, and more time for pursuing your goals.
2. **Reading books:** Although it may not always be enjoyable, reading helps you grow as a person and learn valuable information that can contribute to your success.
3. **Going to the gym and exercising:** Regular exercise is essential for maintaining a healthy body and mind, which in turn supports your overall well-being and productivity.
4. **Waking up early:** Starting your day early gives you more time to be productive and make progress towards your goals.

**5. Investing in your business:** Although it may not be immediately gratifying, investing in your business is crucial for its long-term success and growth.

Understanding and embracing the power of time is essential for achieving greatness. The key is to focus on making good decisions every day and practicing long-term thinking. By doing so, you will set yourself up for success in both your personal and professional life as a visual artist.

Let's discuss in more depth the importance of long-term thinking and delayed gratification in achieving success in various aspects of life, including marketing and selling art. By making long-term decisions consistently and delaying instant gratification, artists can unlock their true potential and achieve their goals.

Healthy habits, such as eating well, exercising, and waking up early, contribute to long-term success, while short-term pleasures often lead to negative consequences. Understanding the difference between instant and delayed gratification can help you make better decisions and build a more successful future.

One way to practice this mindset is by creating a binary scenario for every decision, choosing between the short-term pleasure and the long-term benefit. By making the right choice consistently, you can develop a habit of long-term thinking that can significantly improve your life.

An interesting study that highlights the importance of delayed gratification is the Marshmallow Test. In this experiment, children who were able to wait for a larger reward (two marshmallows) instead of choosing instant gratification (one marshmallow) were found to have greater success in various aspects of life later on. This study demonstrates the power of delayed gratification and its impact on overall success.

When making decisions, it's crucial to consider not only the immediate consequences but also the second and third-order consequences that may follow. For

example, choosing to buy a TV on credit may seem like a small decision, but it can lead to second and third order consequences. Because you bought the TV, the second order consequence is you will want to use it which leads to wasted time. Because most shows on TV are negative and cynical, the third order consequence is you start to have more negative thoughts and a cynical view of the world. By being aware of these potential consequences, you can make better decisions that align with your long-term goals.

To adopt the mindset of long-term thinking and delayed gratification, start by becoming aware of your decision-making process and consistently choosing the option that leads to long-term benefits. As you develop this habit, you will start enjoying the process of making long-term decisions and experience greater success in various aspects of life, including your art career.

Remember that the key to success lies in making the right decisions consistently and delaying instant gratification. By embracing long-term thinking and staying focused on your goals, you can transform your life and achieve the success you desire.

The world we live in is heavily shaped by the concept of instant gratification. People are constantly bombarded with negative news and seek short-term comfort, which can lead to negative consequences in various aspects of life, especially in business. Let's discuss further the dangers of instant gratification and the power of long-term thinking.

Instant gratification is the desire for immediate satisfaction. In the modern world, people often fall prey to this desire, seeking out things that provide immediate pleasure or relief. This can include watching excessive amounts of television, indulging in unhealthy foods, or engaging in destructive habits like smoking or excessive drinking. The problem with instant gratification is that it often leads to negative long-term consequences.

These negative consequences can manifest themselves in various ways, such as spiraling out of control, addiction, or even the eventual failure of businesses. People who consistently seek out instant gratification often fail to confront themselves and take

responsibility for their actions, leading to a cycle of poor decision-making and negative consequences.

On the other hand, long-term thinking is the ability to consider the future consequences of your actions and make decisions based on what will be best in the long run. This type of thinking often involves delaying immediate satisfaction in favor of future rewards. One of the best ways to practice long-term thinking is through education.

Education is the foundation for making better decisions in life. By continually learning and expanding our knowledge, we can make more informed choices that will ultimately lead to a better life. This can be achieved through various forms of education, such as reading books, taking online courses, or attending workshops and seminars.

In the world of business, long-term thinking is crucial for success. Many businesses fail because their leaders are focused on short-term gains and instant profit, rather than considering the long-term consequences of their actions. This can lead to poor decision-making and the eventual collapse of the company. Examples of this can be seen in large corporations all the time, where short-term decision-making led to significant losses and failure.

To avoid these pitfalls, it is essential to prioritize long-term thinking and decision-making in both our personal lives and in business. This means shifting our focus from instant gratification to delayed gratification, considering the long-term consequences of our actions, and continually seeking out education to improve our decision-making abilities.

The dangers of instant gratification and the power of long-term thinking are essential concepts for success in life and business. By prioritizing long-term thinking and decision-making, we can avoid the negative consequences of instant gratification and set ourselves on a path toward a better life. It is crucial to continually educate ourselves in

the areas we wish to improve, as this will provide the foundation for better decision-making and, ultimately, success.

To achieve massive success with online art booths, bring long-term thinking to your art business. This involves making strategic decisions and avoiding the allure of instant gratification. Long-term decisions in art and any other area of life are what lead to success.

The art business is not a get-rich-quick scheme. While it's possible to make money quickly, building a lasting and profitable art business requires a commitment to long-term thinking. Investing in education and focusing on the future will lead to exponential growth over time.

One effective approach to selling artwork is focusing on commissioned artwork. This method allows you to charge higher rates and build genuine connections with collectors. Commissioned artwork, at least at first, solves the collector's problem better than original artwork because it is tailored to their desires and preferences. This personalized experience is highly sought after and enables artists to charge more for their work. Once you have validated your commission artwork, you can use your new skills to transition to selling originals.

The Unstarving Artist way of selling art involves building real relationships with collectors, offering a personalized experience to each collector, and focusing on quality and attention to detail. By following this approach, artists can enjoy long-term success and increased demand for their work.

To apply long-term thinking to your art business, consider the following steps:

1. **Focus on building genuine connections** with prospective collectors through direct messaging and video calls.

2. **Offer commissioned artwork**, at least initially, tailored to the collector's desires and preferences, allowing you to charge higher rates.

3. **Pay attention to detail** in every step of the art income process, ensuring consistency and quality throughout.

Remember, success in the art business requires a commitment to long-term thinking and strategic decision-making. By incorporating these principles into your art practice, you will be well on your way to achieving lasting success and transforming your life for the better.

Being a successful visual artist involves not only creating quality artwork but also understanding how to market and sell it effectively. Let's now explore the importance of taking the time to focus on the details, avoiding shortcuts, and understanding the power of incremental progress in your art business.

One common mistake artists make is rushing through the process of setting up their online art booth and studio tours, cutting corners and taking shortcuts. This approach can lead to long-term negative consequences in their art business, as well as other areas of their lives. To avoid this, it's crucial to follow proven strategies and focus on quality at every step.

When you invest in a book like this, the real work begins once you start implementing the lessons and taking action. Most people who read such books never even take the first step. The key to success is to follow the guidance provided and ensure that you consistently take action.

In your art business, small improvements in various aspects can add up to significant gains over time. For example, properly formatting your Instagram bio may seem insignificant, but it can have a profound effect on your online art booth in the long run. It's essential to pay attention to these details and make incremental improvements.



Remember the analogy of a plane flying from Los Angeles to New York City: a one-degree change in direction can lead to a massive difference in the final destination. The same concept applies to your art business; small improvements can lead to substantial growth over time.

It's essential to focus on what truly matters in your art business: generating studio tours and selling commissions. Many artists mistakenly believe that creating art is the main thing, but in reality, it's the studio tours that enable you to turn someone into a collector and sell your work. This mindset shift is crucial for success in the art business.

When it comes to reaching your financial goals, such as making \$10,000 per month, it's vital to know your numbers and understand what it takes to get there. For example, if you're selling commissions at \$1,000 each, you would need to sell ten commissions per month to reach your goal. However, if you focus on selling higher-priced commissions, you can achieve the same goal with fewer sales.

To maximize your income, it's essential to focus on selling higher-priced commissions and conducting high-quality studio tours. This approach allows you to generate more income with less effort, leading to greater success in your art business.

In summary, to master the art business and achieve your financial goals, it's crucial to focus on the details, avoid shortcuts, and understand the power of incremental progress. Concentrate on generating quality studio tours, selling higher-priced commissions, and continually improving your art business. By following these principles, you'll set yourself up for long-term success and transform your art career for the better.

As an example, let's say it took you three months and 150 hours to generate your first significant commission, with smaller commissions sold along the way. By consistently improving your skills in generating and conducting studio tours, the time it takes to secure your next commission will decrease. This trend continues as you become more efficient and effective, eventually reaching a high effective hourly rate. After one

year, following this pace, there is the potential to make six figures in sales, with much of that being profit.

The key to achieving these results is consistent effort and a focus on long-term results. Two artists may start offering commissions at the same time, but the one who focuses on higher-priced, quality commissions will see greater financial success in the long run.

To ensure long-term success, you need to invest time and resources into creating a high-quality online art booth, perfecting your studio tour, and offering an exceptional commission experience. By doing so, you can tap into the social proof feedback loop, where positive feedback from satisfied collectors strengthens your online presence and reputation over time.

In contrast, if you try to save time by not building relationships with collectors or offering multiple art products at different price points without focusing on quality, your art business may fizzle out in the future due to a lack of momentum and social proof.

Embrace the power of time in your art business by focusing on building relationships, conducting studio tours, and addressing your collectors' desires. With a high-quality collector experience, time will become your ally, helping you grow your business and increase your income.

Long-term thinking is the key to success in the art business and life in general. By understanding that your desired financial results will come in the future, you can make strategic decisions that will lead to sustainable success. Creating a simple, high-quality online art booth, studio tour, and commission experience can lead to significant income over several years.

To ensure you're focusing on long-term success, remember the following principles:

1. Be patient and trust that the future will come.
2. Focus on long-term results rather than short-term gains.
3. Invest in your online art booth, studio tours, and commission experiences.
4. Make time your friend, not your enemy, by building strong relationships with collectors and providing exceptional experiences.

By embracing long-term thinking, you can transform your art business and achieve lasting success. Don't be swayed by the allure of quick gains; instead, focus on building a sustainable, successful business that will continue to grow and thrive over time. Remember, the future will come – and with the right mindset and strategies, you can be prepared to make the most of it.

### **The Start Up Delay**

The start-up delay is a significant challenge that many aspiring artists face when trying to sell their artwork. This lesson explores the reasons behind the high dropout rate among artists and offers insight into how to overcome the start-up delay and stay committed to your art business.

The start-up delay is the period between starting a new business and making your first sale. Unlike a traditional job where you earn money instantly, starting a business requires upfront investment in terms of time, effort, and money. The start-up delay encompasses the time spent learning the process, setting up an online art booth, and conducting studio tours.

Most people are used to making money through a job where they show up, do the work, and get paid quickly. However, starting a business requires an investment in resources, and the quality of work is essential for making a profit. The process of generating studio tours and building relationships with potential collectors can be time-consuming, and many people quit before they make their first sale.

During the start-up delay, it is common for artists to doubt themselves and their business. They might think that the business isn't working, that they would have more money if they had worked a job instead, or that they are bad at running a business. These thoughts can lead to the decision to quit prematurely.

To overcome the start-up delay, it's essential to understand that the discrepancy between the time and effort invested and the rewards reaped is only temporary. As your business grows and you start making sales, the rewards will catch up and eventually surpass the initial investment. Patience and persistence are key during this period.

Think of the money and time you invest in your business as an investment in your future. The more you invest, the greater the potential for long-term growth and profits. By sticking with your art business and not quitting early, you are giving yourself the opportunity to exponentially increase your income over time, something that is not possible in a traditional job.

In conclusion, the start-up delay is an inevitable part of starting an art business. To succeed, you must understand the temporary nature of the discrepancy between investment and rewards and remain committed to your art business despite the challenges. Remember that patience, persistence, and maintaining a long-term mindset are essential for overcoming the start-up delay and achieving success in your art business.

## Chapter 2: Picking Your Topic

In this chapter, we will discuss the Art Income Process in more detail, covering the steps involved in building a full-time income art business. We will discuss the concept of online art booths on Instagram, the various income streams you can develop, and the role you will play in the process. Additionally, we will provide guidance on setting reasonable expectations in terms of costs and time.

An online art booth is an Instagram profile set up in a specific way that makes it easy to generate income from your art. The Art Income Process consists of several steps: picking your topic, assembling your online art booth, installing your art on Instagram, and developing income streams.

When picking your topic, you should also develop a message statement that will serve as the first line of text in your Instagram profile's bio. This statement should clearly communicate the focus of your artwork and appeal to your target audience.

Assembling your online art booth involves creating an outline for your Instagram profile, optionally hiring a social media marketer to create your initial posts, and setting up your profile with a professional photo and bio. This process also includes proofreading and editing the social media marketer's work, formatting the content, and establishing a studio tour scheduling link.

Installing your art on Instagram is primarily focused on generating studio tours, which will be the main source of income for your art business. You can also optionally work with an Instagram growth specialist to increase your followers, which in turn will lead to more opportunities for studio tours and sales.

Developing income streams can involve selling your art on print on demand platforms such as Saatchi and Redbubble, bundling print versions of your commissions, and creating new artwork to offer as well.

To reach a full-time income with your art business, you should aim to sell two commissions per month for around \$2,000 each, generated from approximately twelve studio tours. Focusing on a specific commission series that appeals to the same target audience will make it easier to cross-promote your art and generate more sales.

As the CEO of your own art business, your main responsibilities are quality control, pushing progress, and generating studio tours. Ensuring that every aspect of your business is of the highest quality and consistently working towards progress are crucial for success. Generating studio tours is the most important income-producing activity for your business.

In terms of costs and time, you can expect to spend between \$0 and \$1,500 to set up your online art booth, depending on the services you choose. The time it takes to create and publish a profit-producing online art booth is typically one to two months. While we can make no guarantees of specific income or other tangible results, reaching a full-time income with your art business can happen typically within twelve to eighteen months.

The factors that influence the sales of your art commissions are the topic you choose, the bio of your online art booth, the quality of your posts, and the number of studio tours you generate. By focusing on these four elements and following the Art Income Process as outlined in this chapter, you can successfully build a full-time income art business.

## **Topic Research 101**

Welcome to Topic Research 101: the Foundations of Choosing Profitable Art Topics. In this lesson, we will discuss the importance of topic research and how to

determine the profitability of an art topic. The profitability of an art topic is a combination of demand and competition, and it is essential to find the right balance to ensure success. By following a research process, we can almost guarantee the success of your art sales, as long as you strictly adhere to the guidelines.

It is important to note that topic research is not the only factor that contributes to the success of your online art booth. Other factors, such as your profile, bio, posts, and studio tours, play equally significant roles in determining your success.

In order to understand the distinction between art medium, style, and subject, consider the following definitions:

- Art medium: The material and tools used by an artist to create a work of art.
- Art style: A broad categorization of art based on visual characteristics.
- Art subject: The people, places, things, or ideas represented in the work.

A good art topic should speak to a deep human desire that transcends the medium or style of the art. It should be specific and clear, usually consisting of two to six words. A good art topic should also have a significant number of people searching for it on the internet, indicating the demand for the topic.

Examples of potential art topics include strengthening family bonds, encouraging sustainable living, celebrating Peruvian culture, rekindling faith in God, honoring men and women in uniform, and celebrating heroic moments. These topics are specific, clear, and speak to deep human desires.

On the other hand, vague terms, art styles, art mediums, and famous artists are not considered viable art topics. Additionally, if a potential art topic is too broad or vague, it should be narrowed down to a more specific and clear subject.

In order to determine the profitability of an art topic, we will follow a three-step process:

1. Assemble a list of art topic ideas by researching best-selling art on the internet.
2. Establish proof of concept by finding evidence that the chosen art topic will make good money.
3. Decide on an art topic and start creating the online art booth.

Keep in mind that topic research is a skill that takes time and practice to develop. As you become more experienced, the process will become easier and more intuitive. If you ever need help, don't hesitate to reach out to [The Catalyst](#) community for assistance.

Finally, always remember your goals and the reasons behind your art business endeavors. Stay focused, and never lose sight of what you are striving for.

### **Essential Research Tools**

In this lesson, we will discuss two essential research tools for visual artists who want to market and sell their artwork on Instagram. These online tools are [Saatchi](#) and [Flick](#). We will cover what they do, how much they cost, and how to sign up and use them effectively to improve your research process.

First, let's discuss [Saatchi](#). This tool is free to use and provides a platform for researching different art subjects as a starting point for your own art topic. [Saatchi](#) saves you time by giving you a quick overview of the subjects that artists are focusing on and at what price point. To get started, create a free account on the [Saatchi](#) homepage by clicking "Register" in the top right corner and following the instructions. After registering, you can explore various subject categories and filter your search based on the medium, style, and price range. This helps you narrow down your research and find relevant artworks and artists for inspiration.



It's important to note that the prices listed on [Saatchi](#) are the asking prices, not necessarily what the artwork has sold for. To obtain more accurate pricing data, you can explore each artist's profile and view their sold artworks within specific price ranges. This will give you evidence of what kind of art can sell and at what price points.

The second essential research tool is [Flick](#). This tool offers a seven-day free trial, after which it costs approximately \$8 per month (in USD). [Flick](#) is a website that helps you find the best relevant Instagram hashtags related to your art topic, which can improve the organic reach of your posts. Using [Flick](#) in conjunction with [Saatchi](#) can help you develop a profitable art topic and find the perfect words to describe it on Instagram.

To create a [Flick](#) account, go to [unstarvingartist.com/flick](https://unstarvingartist.com/flick) and click "Get Started for Free." Follow the instructions to sign up for your free trial. Once your account is set up, you can use the search feature to find relevant hashtags for your art topic. In upcoming lessons, you will learn how to use [Flick's](#) data to assess demand and competition for your art topic.

In summary, [Saatchi](#) and [Flick](#) are valuable research tools for visual artists who want to market and sell their artwork on Instagram. [Saatchi](#) helps you explore different art subjects and find inspiration, while [Flick](#) helps you find the best hashtags to describe your art topic and improve your post's visibility. By using these tools effectively, you can develop a profitable art topic and optimize your Instagram presence.

Action steps for this chapter include creating a free [Saatchi](#) account, signing up for a free trial of [Flick](#), and ensuring they are both functioning properly. These tools will be instrumental in your research process and help you build a successful online art business.

### **Coming Up With Art Topic Ideas**

The process of coming up with art topic ideas involves researching and analyzing existing successful artwork in the market. One effective method is to explore Saatchi Art's Profitable Sellers Lists. Saatchi Art is an online art gallery that features a variety of

subjects and categories. By examining best-selling art in these categories, you can extract potential art topics for your own work.

Begin by selecting a subject category from Saatchi Art that you feel drawn to or interested in. As you browse through the artwork, take note of the topics and themes present in the pieces that resonate with you. To help you keep track of your findings, use a Topic Research Sheet to record the art topics you extract. Aim to compile a list of at least 20 art topic ideas.

When determining the art topic of a particular piece, ask yourself what the artwork is about and try to describe it in clear, concise terms. Sometimes, the topic may be explicitly stated in the artwork or artist's profile, while other times it may require further research or context to understand.

While examining artwork, be aware that some pieces may not have a clear topic or may be abstract in nature. Also, be cautious of art created by famous individuals or celebrities, as their work may not have a focused art topic. These examples should not be the primary source of inspiration for your art topics.

In addition to Saatchi Art, you can also use Google searches to find art topics within your preferred medium or niche. This can be particularly helpful if your medium or subject is not well-represented on Saatchi Art.

When selecting an art topic, be mindful of Instagram's community guidelines, as certain subjects may not be allowed or may require careful handling. Familiarize yourself with these guidelines to ensure your online art booth stays in good standing.

After compiling your list of art topics, the next steps involve testing these topics for profitability and making a final decision on which topic to focus on. Remember that these initial art topics are just a starting point, and variations or adjustments can be made as you refine your art practice.

To summarize, the process of coming up with art topic ideas involves researching successful artwork, extracting topics from these pieces, and compiling a list of potential ideas. By focusing on proven topics and adhering to platform guidelines, you can increase your chances of success in marketing and selling your artwork.

## **Proof of Concept**

Welcome to the lesson on Proof of Concept, where you will learn how to find winning art topics that are already proven to be highly profitable. This lesson is at the core of topic research, and it will help you determine which art topics have the potential to make money.

Proof of concept, in the context of an art business, is evidence or proof that even a non-authority figure could make good money by publishing quality art on a given topic. You might be wondering what a non-authority figure is and what constitutes good money. To clarify, a non-authority figure is someone without an established following or fame, while good money can be defined as at least \$500 per work of art.

Let's further define the distinction between authority figures (AF) and non-authority figures. Authority figures are famous, successful individuals with a devoted following. They can create art on any topic, and their followers will purchase and appreciate it. Non-authority figures, on the other hand, do not have an established following. Most students in the Unstarving Artists community fall into this category.

When researching art topics, it's crucial to understand the difference between authority and non-authority figures. Authority figures have thousands of followers and high engagement on their social media profiles, whereas non-authority figures have a smaller following and lower engagement levels. For the purpose of this lesson, we'll consider any artist with fewer than 100,000 followers as a non-authority figure.

To establish proof of concept for an art topic, you must find evidence that non-authority figures can make money with that topic. You will need to identify successful non-authority figure artists based on two criteria: the number of followers they have on Instagram and the sale price of their work. If an artist has fewer than 100,000 followers and at least five pieces of art sold for \$500 or more, they can be considered successful non-authority figures.

To find these artists, you can use platforms like Saatchi to search for art topics and analyze the artists' profiles to see how many pieces they've sold and at what price. Then, check their Instagram profiles to confirm their follower count. Remember, you need at least three artists within a topic that meet these criteria to establish proof of concept.

For example, let's say you are researching the art topic "clouds." To determine if there is proof of concept for this topic, you will need to find at least three artists who have fewer than 100,000 followers and have sold at least five pieces of cloud-themed art for \$500 or more. If you can find such artists, you can confidently set up an online art booth around that topic.

To further refine your art topic, you can use tools like Flick to discover related keywords and phrases. This will help you identify the best words to describe your topic on Instagram and capture the attention of potential followers and buyers.

In conclusion, to establish proof of concept for an art topic, you need to find evidence of non-authority figure artists making good money within that topic. By doing so, you can confidently create an online art booth and potentially earn a significant income from your chosen topic. Remember to always follow the guidelines provided in this lesson, and only pursue topics with established proof of concept.

When testing proof of concept, it is crucial to ensure that the artworks are about the specific topic being researched. Sometimes, it may be necessary to read the artist's profile, visit their website, or conduct a broader search on Google to confirm the topic.

Variations within art topics can also be explored to find more niche markets. For instance, the topic of water reflections can be modified to 'lake reflections' or 'calm waters.' Using tools like Flick to search for Instagram hashtags can help uncover hidden untapped topics within broader art subjects.

It is essential to understand that the proof of concept process isn't an exact science, but it is a valuable method to determine if an art topic is profitable. When testing an artist's profitability, keep in mind that factors such as followers and art sale prices can change over time. This means that if an artist's sale price or followers fluctuate, it doesn't necessarily indicate that the topic is no longer profitable. If the topic passes the proof of concept test at the time you're assessing it, consider it profitable and move forward without looking back.

Some students express concerns that an art topic they choose now might become unprofitable in the future when their online art booth is being created. However, this fear can be alleviated by understanding that numbers do fluctuate, and it does not necessarily mean the topic is no longer profitable.

Art topic research is a straightforward process, but it is also a skill that requires time and practice to develop. The more you practice it, the easier it gets. If you encounter any difficulties, don't hesitate to seek assistance from [The Catalyst](#) community, where a community of peer artists is available 24/7 to help you.

The action steps for this lesson is to test for proof of concept until you have about five art topics that have proof of concept. This will give you a small list of art topics to choose from.

In the next lesson, you will learn how to narrow down your list and decide on the one art topic for your art business. Remember, it is crucial not to proceed with creating an Instagram profile or an online art booth if you can't find proof of concept for a specific

topic. If you deviate from the process taught in this book, it may be challenging to predict whether your chosen art topic will be successful or not.

In conclusion, adhere to the proof of concept process to determine the profitability of your chosen art topic. Practice and persistence are key to mastering this skill, and with the support of the Unstarving Artists community, you will be well on your way to establishing a successful art business.

### **Decide & Go**

In this lesson, we discuss the importance of deciding on your art topic and taking action to set up your online art booth. By now, you should have a list of around five potential topics with proof of concept. The two key factors to consider when making your final decision are 1) your liking for the topic and 2) the data supporting the topic. Your personal connection and enjoyment of the chosen topic are crucial for long-term success and motivation.

One of the reasons why enjoying your chosen topic is important can be demonstrated through a story about Michael Jordan. When asked about his secret to success, Jordan simply answered, "I just love the game." This love for what he was doing allowed him to put in the hard work, time, and commitment necessary to become successful. Similarly, choosing an art topic that you love and are passionate about will make the work feel less like a chore and allow you to persevere even during challenging times.

To avoid analysis paralysis or overthinking, take the list of topics with proof of concept and order them from favorite to least favorite. Then, just pick your favorite one that again truly has proof of concept. If your favorite does not have proof of concept, do not pick it.

It is important to understand that there is no single perfect art topic. There are thousands of correct decisions that can lead to success. Making no decision is worse than

making the wrong decision, as no progress is being made. Even if you make the wrong decision, you can learn from it and try again.

To prevent falling victim to analysis paralysis, remember that there are always people you can consult with for help, such as fellow artists in [The Catalyst](#) community. Set strict time frames for making decisions; for example, deciding on your art topic should not take more than two weeks.

Seeing the success of other students in the process can serve as motivation to take action and make decisions quickly. Several students have achieved significant financial success after being part of the process for a few years. These examples demonstrate the potential rewards of taking risks, making decisions, and sticking with your chosen art topic.

In conclusion, deciding on your art topic and taking action to set up your online art booth is crucial for success. Enjoying your chosen topic will provide the motivation and drive necessary to persevere during challenging times. Be prepared to make decisions quickly and learn from any mistakes, as this will ultimately lead to progress and growth in your art business.

### **Winning The Battle With Cash**

Welcome to the lesson on Winning the Battle with Cash. In this lesson, we'll take a slight digression to discuss the challenges artists face when managing their finances and how to overcome them. We will cover the following topics: understanding the battle with cash, the money mindset, breaking Parkinson's law, the foundations of money management, choosing between making \$100 or not losing \$100, and setting up your online art booth on different budgets.

The battle with cash refers to the struggle between needing money to pay your bills and support yourself while also having enough to invest in your business for growth. This is a common issue for new entrepreneurs, especially those starting in the art industry. To

win this battle, it's crucial to adopt the right mindset and learn money management techniques.

The money mindset revolves around two perspectives: the "I can't" mindset and the "how can I" mindset. People with an "I can't" mindset often make excuses and blame external factors for their lack of success. On the other hand, those with a "how can I" mindset seek solutions to overcome obstacles and achieve their goals. Developing a relentless instinct and adopting a "how can I" mindset is crucial for success in your art business.

Breaking Parkinson's law means resisting the urge to spend money just because you have it. Parkinson's law states that work expands to fill the time available for its completion, and it can be applied to money management as well. To break this law, you must make your unconscious spending behaviors conscious and focus on saving and investing your money instead.

The foundations of money management involve two methods for creating more money: increasing your income and decreasing your expenses. By focusing on these two aspects, you can create more financial resources for your art business.

When faced with the choice of making \$100 or not losing \$100, it's essential to consider the implications of each option. Making more money means increasing the inflow of cash, while not losing money involves decreasing the outflow. Balancing both aspects is crucial for financial success.

In fact, setting up your online art booth on different budgets involves understanding your current financial situation and determining the best approach for your art business. Regardless of your budget, it's possible to start and grow your art business by adopting the right mindset, learning money management techniques, and making wise financial decisions.



Managing your money is crucial for marketing and selling your artwork. The key is to make more money and spend less. There are two main aspects to consider: how to make more money and how to spend less. To make more money, consider working more hours, taking on additional jobs, or finding creative ways to earn income. To spend less, prioritize cutting nonessential spending and lowering essential spending where possible.

It is important to track your expenses in order to manage your money effectively. A useful method to do this is to use a tracking sheet to monitor your income and expenses on a monthly basis. By doing this, you will be able to analyze your spending habits and make necessary adjustments.

Learning to enjoy sacrifice can lead to significant financial progress. Saving money can lead to wealth, even with a modest salary, but it requires consistent sacrifice throughout your life. To avoid constant penny-pinching, it is crucial to take control of your income.

When setting up an online art booth, consider different budgets, and how to allocate your resources accordingly. Online art booth budgets can range from “broke” said affectionately as someone who has been there (less than \$100), small (\$1,000), medium (\$3,000-\$5,000), high (\$10,000), to no budget. The approach you take will depend on your budget level.

For writing the outline for your profile and initial posts, consider using tools like [Grammarly](#), [Jasper](#), or [ChatGPT](#) to help, especially if you have a low budget. If you have a medium or high budget, you can consider hiring social media marketers or freelancers to create content for you.

When creating media for your profile and initial posts, use your phone for photos and videos, as these tend to perform better than highly produced media. If you have a small budget, upgrade to [Canva Pro](#) for additional features, and if you have a medium budget, consider hiring a local photographer for a half-day photoshoot.

By being strategic about your spending and making the most of the resources available to you, it is possible to effectively market and sell your artwork, regardless of your budget.

In this lesson, let's discuss in more detail various budget options for visual artists to market and sell their artwork on Instagram. We'll explore different strategies based on your budget, including outsourcing tasks, using software tools, and creating content.

Starting with photos and graphics for Instagram, if you have a high budget, consider investing in a professional photographer to create high-quality images for your profile. For those on a lower budget, you can use a phone camera, take selfies, or ask a friend to help you. Additionally, you can hire a social media marketer or freelancer from [Upwork](#) to design any graphics you need.

For proofreading and editing, if you're on a broke, small, or medium budget, do this yourself. If you're on a high budget and haven't already signed up for [Grammarly Premium](#), consider using it. On the other hand, if you have no budget, you can use a service called [Foster Plus](#) in addition to doing it yourself.

When it comes to formatting your Instagram posts, if you're on a broke, small or medium budget, do it yourself. If you're on a high budget, consider hiring a social media marketer for this task. Remember, proper formatting can make a significant difference in your engagement rates and help you establish yourself as an authority in your niche.

Moving on to studio tour scheduling, this step involves setting up a [Google Workspace](#) account, a [Calendly](#) account, and a [Zoom](#) account to automate the process of scheduling virtual studio tours. If you're on a broke or small budget and not too tech-savvy, consider getting some extra help from a technical marketer or someone on [Upwork](#).

Next, let's discuss Instagram growth. Growing your followers on Instagram is essential, but focus on quality, engaged followers rather than just numbers. For artists on a broke or small budget, use [Flick](#) for hashtag research and sign up for [Flock](#), an Instagram growth specialist, to gain more followers. On a medium or high budget, you can hire a social media marketer to help with content creation and strategy.

Regarding software tools, we recommend using them to save time and make more money. The costs of these tools vary depending on your budget, but it's crucial to invest in software that will support your business goals.

In conclusion, remember that investing in your art business is essential for growth and success. Whether you're on a broke, small, medium, high, or no budget, there are strategies and tools available to help you market and sell your artwork effectively. Embrace the journey and make the necessary sacrifices to see your art business flourish.

## **Accounting Made Easy**

Welcome to this lesson on Accounting Made Easy. In this lesson, we will go on one more important digression to discuss accounting for artists and provide you with an easy system to manage your finances. Note: we do not offer any tax, accounting, financial, or legal advice. You should consult your business' accountant, attorney, or financial advisor for advice on these topics. Sections like this are for informational purposes only.

We will cover the following topics: the importance of accounting, common mistakes artists make with accounting, the concept of singularity, and a simple accounting system that can be used even for multi-million dollar businesses.

Why is accounting important? Accounting is crucial for several reasons:

1. **Stress reduction:** Good accounting practices can eliminate financial stress by giving you a clear understanding of your financial situation.

2. **Improved decision-making:** Accurate financial information allows you to make better decisions for your business.

3. **Tax season management:** Proper accounting can save you time, money, and stress during tax season.

Before diving into the accounting system, let's discuss where most artists go wrong with their accounting. Many artists hire an accountant or bookkeeper to handle their finances, but this only treats the symptoms and ignores the actual problem: the artist's lack of understanding of their financial situation. This section aims to provide you with the knowledge you need to take control of your finances.

The key to clean and organized accounting is practicing singularity, which means reducing things to one. In the context of accounting, this involves having one bank account, one inflow of money, and one outflow of money.

To practice singularity in accounting, follow these steps:

1. **Centralize your money into one bank account:** Choose one bank account for all your business finances and eliminate any others.

2. **Have one inflow of money:** All income from your business should go into your centralized bank account.

3. **Have one outflow of money:** Use only the debit card associated with your centralized bank account for all business expenses.

By following these steps, you can easily track your finances and know exactly how much money you have at any given time. This system will also make it easier to manage your taxes, as all your financial information will be in one place.

Remember, less is more when it comes to accounting, and focusing on simplicity will lead to greater success in the long run. Let's now cover the importance of organizing your finances, separating personal and business finances, and using a simple but effective accounting system. This is crucial for visual artists who want to market and sell their art effectively.

First, let's talk about the foundation of your accounting system. The key is to have a singular, simplified approach to managing your finances. All your business financial information should be in one place, making it easy for you to understand and analyze your business's financial health. One way to achieve this is by having one business bank account and one personal bank account. Mixing personal and business finances is a common mistake and can lead to significant financial issues down the line.

To separate your business and personal finances, follow these steps:

1. **Open a business bank account:** All your business income should go into this account, and all your business expenses should be paid from it. Business expenses can include software, marketing costs, art supplies, and any other costs related to running your art business.

2. **Have a separate personal bank account:** All your personal income should go into this account, and all your personal expenses should be paid from it. This includes income from your job, gifts from friends or family, and any other non-business-related income.

With separate bank accounts for personal and business finances, it becomes nearly impossible to mix the two, ensuring clean and accurate financial records for your art business.

Now that you have a solid foundation for your accounting system let's dive into financial statements. The most important financial statement for your art business is the profit and loss statement, also known as an income statement. This statement helps you organize and interpret your financial information, making it easy for you to understand the story of your business's finances. It tracks your revenue, expenses, and net income.

To maintain accurate financial records, set aside one hour at the beginning of each month to fill out your profit and loss statement for the previous month. This regular practice will give you clarity regarding your financial situation and help you make informed decisions about your art business.

When it comes to accounting methods, you can choose between cash and accrual accounting. Cash accounting recognizes revenue and expenses only when money changes hands, while accrual accounting recognizes revenue when it's earned and expenses when they're billed. The choice between these two methods is up to you, but cash accounting is usually simpler and more straightforward for small businesses like your art business.

To stay on top of your finances, use a profit and loss statement spreadsheet, which automatically calculates key financial figures and provides an overview of your business's financial health. This tool will help you track your revenue, expenses, net income, and other important financial metrics.

Next, tracking business expenses is crucial in understanding your financial situation and identifying areas where you may be overspending. Examples of business expenses include software subscriptions, staff salaries, art supplies, and marketing costs. It is essential to separate business expenses from personal expenses to maintain accurate financial records.

When it comes to managing your finances, it is crucial not to focus solely on cash flow. In the early stages of your art business, your primary focus should be on reinvesting

in your business to promote growth. A steady job can provide the necessary cash flow to sustain your art business while you work on growing your income.

Hiring an accountant to handle your taxes can be a wise investment, as they may be able to identify tax benefits that you may not be aware of. Once your art business starts generating a consistent income, consider hiring a bookkeeper to take the accounting tasks off your plate.

In summary, effective financial management is crucial for the success of your art business. By understanding the difference between cash and accrual accounting, tracking your business expenses, and using a single bank account, you can stay on top of your finances and promote growth in your art business. Remember that focusing on reinvesting in your business and not solely on cash flow is essential for long-term success.

## Chapter 3: Setting Up Your Online Art Booth

Welcome to chapter three, where you'll learn how to create an incredible online art booth on Instagram. By the end of this chapter, you will have built a strong foundation for your art business and will be ready to showcase your work to the world.

Before diving into the content, it's essential to understand the importance of completing the previous chapters. You should have gained a new perspective on life, started a new success-driven lifestyle, selected the topic for your online art booth, and committed to staying in that topic throughout this chapter. If you haven't, go back and complete the previous requirements.

In this chapter, you'll learn various skills, such as turning an Instagram profile into a profitable online art booth, copywriting, creating trust-building profile photos, using social media marketers, building a personal brand, and more. The goal is to master these steps and become proficient in these skills.

To illustrate the power of social media, it's essential to discuss Jimmy Donaldson, also known as MrBeast. As the most successful individual YouTuber and social media marketer, MrBeast has earned millions of dollars and amassed an audience of over 200 million subscribers across his channels. Although MrBeast is not an artist, his success demonstrates the democratizing power of social media.

The key takeaway from MrBeast's story is that anyone can build an audience and gain the know, like, and trust factor with their followers. By doing so, you can promote your products or services, such as your art commissions, more effectively. This concept is crucial when setting up your online art booth, as it emphasizes the importance of building a loyal audience and creating content that resonates with them.



When starting out with the Unstarving Artist method, the product or service you offer is a commissioned artwork experience. However, it's vital to have a method of distribution or a way to reach customers and showcase your service. Social media platforms, such as Instagram, can provide you with that distribution channel. By mastering social media marketing, you can build your audience, gain their trust, and ultimately sell your art.

Remember, you don't need to become MrBeast to achieve success as an artist. Your content doesn't need to even look and feel like his or be about the same subjects. That's not the point. Instead, learn from his story and apply the general principles of social media marketing to your art business. By building a strong online presence and creating content that resonates with your audience, you can transform your art business and achieve success in the art world.

In the next sections, we will dive deeper into the strategies and skills needed to create an exceptional online art booth and effectively market your artwork. Be prepared to learn, grow, and ultimately, build an art business that you can be proud of.

The key takeaway is that your commercial success as an artist is not solely dependent on the quality of your art, but more importantly, your ability to distribute your content and gain recognition through social media platforms.

Again, one individual who has mastered the art of distribution is Jimmy Donaldson, also known as MrBeast. He has demonstrated that by focusing on growing an audience and getting more followers, you can gain the distribution needed to sell your art, or any other product for that matter. By studying and reverse engineering the principles behind MrBeast's success, you can develop your unique style and message as an artist.

A significant point to consider is the rise of influencers and content creators who have the power to achieve instant distribution. As discussed in a business podcast

featuring billionaire tech investors, traditional brands will eventually die out and be replaced by influencers and individuals who create content. These influencers have built-in distribution, which is the number one challenge for consumer goods and services. In the future, content creation will replace advertising and marketing, becoming the primary means for people to become aware of and purchase goods and services.

The key takeaway for setting up your online art booth is that you are not just in the business of creating art, but also in the business of creating an audience and following. To achieve financial success, creating an audience is more important and challenging than creating art. Studying the best influencers and social media marketers, regardless of whether they are artists or not, can help propel you towards your goals.

Jimmy Donaldson, or MrBeast, is a prime example of someone who has mastered his social media platform (YouTube) and has been rewarded as a result. His emphasis on making content that people want to watch is crucial for success on any social media platform. By publishing engaging content regularly, you can grow your audience faster.

MrBeast's success did not come by chance. He was systematic and scientific in his approach, analyzing every detail and testing various aspects of his content. He also surrounded himself with like-minded individuals who collaborated and shared their learnings, allowing them to grow exponentially faster.

Another artist who has embraced social media, particularly Instagram, is Takashi Murakami, who has an estimated net worth of over \$100 million. Murakami has collaborated with brands like Louis Vuitton and celebrities like Kanye West, Pharrell Williams, and Billie Eilish. By adopting principles from successful social media marketers and influencers, Murakami has been able to create a unique identity as a Japanese artist and gain recognition worldwide.

In summary, to establish your online art booth successfully, focus on growing your audience and following through engaging content. Study the best influencers and social

media marketers, regardless of their field, and apply the principles you learn to your art business. Embrace the power of distribution and create an audience that will help you achieve financial success. Remember, creating an audience is more important and challenging than creating art, so invest your time and energy into mastering this aspect of your business.

Let's now explore further the concepts and strategies implemented by world-renowned artist Takashi Murakami and how you can apply those principles to your own online art booth. Murakami's approach to marketing his artwork involves a combination of hard work, embracing collaboration, and leveraging social media to reach a wider audience.

Murakami is well-known for his tireless work ethic and his ability to manage both the creative and business aspects of his art practice. He admires successful entrepreneurs and business people like George Lucas, who have managed to assemble teams of artists, designers, and creators to help bring their visions to life. By not being afraid to seek help and collaborate with others, Murakami has been able to expand his artistic reach and promote his work successfully.

Another key takeaway from Murakami's story is that he does not concern himself with distinctions between high and low art. He embraces commercial appeal and is not afraid to promote himself through social media. By doing so, he has managed to build a strong personal brand and gain attention for his work. This approach aligns with the concept of social proof, which is the idea that other people value you and your work.

Furthermore, Murakami is an excellent communicator and is always looking for ways to connect with others and share his ideas. This skill has allowed him to build a strong audience and gain recognition for his work in the art world.

As an artist looking to market and sell your artwork, it is essential to adopt a similar mindset to Murakami. Focus on building your personal brand and leveraging social

media platforms like Instagram to reach a wider audience. And then not right away but eventually, collaborate with other artists, musicians, and brands to gain more exposure and increase the value of your work.

It is also crucial to view yourself as the CEO of your art business. As the CEO, you are responsible for making major decisions, managing operations, and providing the vision for your art practice. This might involve tasks like creating content for your Instagram, formatting posts, and collaborating with social media marketers or studio assistants to help bring your vision to life.

In summary, the Online Art Booth Model involves the following steps:

1. Research and choose a topic for your online art booth based on market demand.
2. Write an outline for your online art booth based on your research.
3. Find the best social media marketer for your online art booth and budget.
4. Prepare initial posts for your online art booth on Instagram using the outline.
5. Proofread and edit your posts yourself before publishing.

By following these steps and adopting the mindset of a successful artist like Takashi Murakami, you can transform your Instagram profile into a professional online art booth and effectively market and sell your artwork. Remember, it is essential to be persistent, passionate about your work, and open to learning from others. With the right mindset and strategy, you can achieve success in the art world and turn your passion into a thriving art business.

### **Building Your Personal Brand**

Welcome to this lesson on building a personal brand as a visual artist. The main focus here is to clarify what building a personal brand means, provide examples as inspiration, discuss feedback loops, explain the mechanic test, and outline a five-step process to start building your personal brand.

First, let's clarify what building a personal brand means. Contrary to popular belief, building a personal brand is not about creating a cool logo or having specific brand colors. Instead, it means building an audience, primarily by growing your Instagram following. Instagram is a powerful platform because it allows you to reach your audience in various ways, such as posts, direct messages, and even video calls.

Building a personal brand involves staying in one art niche, building an audience around that niche, and consistently serving that audience with content they resonate with. When selling your artwork, think of it as serving your audience rather than focusing on the benefits for yourself.

Historically, artists have used the shotgun method to sell their artwork, meaning they would create art in various unrelated niches, hoping to find their golden topic. However, this method is inefficient and makes it difficult to build an audience, gain social proof or testimonials, and have repeat customers.

In contrast, building a personal brand around a specific art niche has numerous benefits, such as:

1. **Repeat customers:** Once a customer is satisfied with their first purchase, they are more likely to buy multiple commissions from you in the future.

2. **Social proof:** Building an audience in a specific niche makes it easier to gain testimonials and reviews, increasing the perceived value of your artwork.

3. **Higher profit margins:** Having social proof and a loyal customer base allows you to raise your prices without losing sales.

4. **Domination of organic traffic on Instagram:** By focusing on a specific niche, it's easier to rank high in search results and gain more followers.

In summary, building a personal brand as a visual artist is all about focusing on a specific niche, growing your Instagram following, and consistently providing valuable content to your audience. By doing so, you can reap the benefits of repeat customers, social proof, higher profit margins, and increased visibility on Instagram. So, start building your personal brand today and watch your art business thrive in the long run.

To make more money as an artist, focus on growing your audience rather than creating more art or offering a wider variety of art. Some artists in the Unstarving Artists community have made \$10,000 a month with a single art commission experience, selling two to four commissions a month, all in the same style. This is much more manageable than trying to create dozens of different works of art in various sizes and styles, known as the shotgun method.

In this lesson, we will examine some personal brands of both artists and non-artists on Instagram. Keep in mind that many artists on Instagram may have a good personal brand for growing their audience, but they may not be as successful at converting their audience into profitable sales and customers. When studying other Instagram accounts, look at artists for ideas on how to grow your audience and non-artists to learn how to convert your audience into customers.

Personal brands that are successful usually focus on having just one offer or service. They specialize in a certain area, which leads to more sales and easier sales than the shotgun method. Some examples of personal brands on Instagram include [Zander Whitehurst](#), who teaches UX/UI design; [Shelby Bettencourt](#), who offers hairstyling tips; [Caitlin](#), a pet portrait artist; [Zaria Lynn](#), an artist focusing on climate change; [Lauren Hom](#), a mural artist; and so many more.

When examining these personal brands, don't blindly copy them. Instead, pay close attention to the specific elements of their personal brands that can be imitated or used as inspiration. For example, Zander Whitehurst's simple face videos that offer helpful tips to his niche, or Shelby's call-to-action asking her audience to DM her for one-on-one work.

Personal brands are built by staying in one niche, growing an audience, and serving that audience repeatedly. The quality of your online art booth, studio tour, and art commission experience is crucial to your success. The mechanic test analogy demonstrates this: when looking for a mechanic, people often rely on factors such as communication, presentation, and relationship-building to decide whether to trust a mechanic with their car. In the art world, the same concept applies. The overall customer experience and how well an artist communicates and builds relationships with their clients will determine their success.

In conclusion, focusing on building a strong personal brand and offering a single, high-quality art commission experience will lead to more sales and success as an artist. Learn from the examples provided and find your niche to create a personal brand that resonates with your audience and keeps them coming back for more.

In this lesson, we will discuss the significance of providing an outstanding art commission experience to ensure repeat customers and the long-term success of your art business. The quality of your service plays a crucial role in building a strong personal brand and an effective online art booth.

One of our students, Preston, built a thriving art business by creating personalized memorial paintings for families in grief. He started charging a little over \$1,000 per commission and within 90 days, increased his pricing to \$4,900 per commission. Preston attributes his success to his personal brand, online art booth, and the use of social proof, such as testimonials and in-depth interviews with his customers.

The power of social proof cannot be underestimated; it has a significant impact on the visibility and growth of your online art booth. The more social proof you have, the easier it is to book studio tours and convert them into sales. This leads to a positive feedback loop, where good studio tours and art commission experiences result in more visibility, more sales, and more social proof.

On the other hand, a bad studio tour or art commission experience can lead to a negative feedback loop. Poor social proof will result in less visibility, making it harder to book studio tours and make sales. Over time, this can lead to the demise of your art business.

Now, let's dive into the step-by-step process of building a personal brand:

1. **Choose your topic and commit to it:** Decide on the specific subject matter for your art and commit to it wholeheartedly.

2. **Research and define your target audience:** Understand the group of people who will be most interested in your artwork and tailor your online art booth to cater to their preferences.

3. **Set up an online art booth your target audience will love:** Create an attractive and engaging online presence that appeals to your target audience.

4. **Build your audience:** Use various strategies to expand your reach and connect with more potential customers.

5. **Serve your audience by providing great studio tours and art commission experiences:** Offer exceptional service that will encourage your audience to become repeat customers and provide positive social proof.

To reinforce the importance of building a strong personal brand and offering a great art commission experience, watch the mandatory interview with Preston, one of our successful students. You can find this as a bonus in The Unstarving Artist members area. This insightful interview will provide you with valuable information and inspiration for your own art business journey.



In conclusion, the quality of your studio tours and art commission experiences is the key to long-term success in the art business. By following the step-by-step process outlined above, you can build a powerful personal brand and an effective online art booth that will attract and retain customers.

### **Knowing Your Customer**

In this lesson, we will discuss the importance of knowing your customer, which is essential to successfully market and sell your artwork. To understand your customer better, we will explore the four best resources for conducting customer research. Finally, we will learn from the successes and failures of others to improve our approach.

Knowing your customer is crucial for building a successful online art booth. This knowledge allows you to create content, advertisements, and marketing materials that resonate with your target audience. When you can describe someone's desire better than they can, they are more likely to believe you have the solution and will be willing to invest in your artwork.

To conduct thorough customer research, we recommend researching your target audience on topics such as gender, age, relationship status, occupation, income, hobbies, language, concerns, and goals. Understanding these topics for your audience will provide valuable insights into the needs and desires of your customers.

To gather the information needed to gather these insights, we recommend using four primary resources:

1. **YouTube:** The comment sections of popular YouTube channels related to your art topic can provide insights into the interests and concerns of your target audience. You can also observe the language they use and identify any unique terms or jargon.

2. **Quora:** This question and answer platform allows you to ask questions about your art topic and receive answers from people with expertise or interest in the subject.

The answers can provide valuable insights into the desires and concerns of your target audience.

3. **Amazon Book Reviews:** Amazon Book Reviews related to your target audience and art topic will give you great insight into what hopes, dreams, fears, and desires your people have that they are looking to have addressed.

4. **Facebook Groups:** Join Facebook Groups related to your art topic to gain insights into the interests, concerns, and desires of your target audience. Engage in conversations and observe the language used by members of these communities.

Let's now dive deeper into understanding your customer in order to create content that resonates with them and ultimately make sales. Again, there are four primary resources we will use for customer research: YouTube comments, Quora, Amazon reviews, and Facebook Groups.

First, we looked at YouTube comments and Quora to gather information about why people are interested in specific topics. These platforms offer insights into the demographics and preferences of your potential customers. For example, if our art topic was clouds, we could discover that people enjoy clouds for various reasons, including their connection to nature, the science behind their formation, and their symbolic meanings. It's essential to analyze these responses and consider how they might apply to your art niche.

Next, we can explore Amazon reviews to get a more in-depth understanding of what customers like and dislike about books on your topic. Pay attention to the language used in reviews, as well as specific critiques. It's essential to consider both good and bad reviews, since people with different perspectives may offer valuable insights. For example, in our research on cloud books, we found that some people appreciate the combination of poetry and science, while others are more interested in detailed explanations and accurate information.

Lastly, we looked at Facebook Groups to learn about the discussions and interests of people who are passionate about your topic. By joining groups related to your niche, you can observe conversations, analyze demographics, and gather insights into potential customer preferences. In our cloud appreciation group example, we discovered that people enjoy surreal imagery, specific cloud types, and the emotional connection they have with clouds.

When conducting customer research, it's crucial to take detailed notes and analyze the information gathered. This will help you answer questions about your customers' desires, daily frustrations, and preferences. The more you know about your customers, the easier it will be to create content that resonates with them and ultimately make sales.

As you complete this exercise, remember that selecting a topic you genuinely care about will make the process more enjoyable and help you connect with your customers on a deeper level. Once you have a thorough understanding of your customers, you can create an outline for your online art booth, craft a compelling bio, and tailor your content to their preferences.

In conclusion, getting to know your customer is essential for creating content that resonates with them and ultimately leads to sales. By using resources like YouTube comments, Quora, Amazon reviews, and Facebook Groups, you can gather valuable insights into your customer's preferences, desires, and frustrations. Use this information to create a customer profile, guide your content creation, and tailor your art business to meet their needs.

### **Booth Profile**

Welcome to this lesson on setting up your online art booth, also known as your Instagram profile. In this lesson, we will discuss the importance of setting clear and specific goals for your Instagram profile, as well as how to effectively set up different aspects of your profile, such as your username, profile picture, and account type.

First, let's talk about the importance of setting clear goals for your Instagram profile. It is essential to set specific, measurable, attainable, relevant, and time-bound (SMART) goals for your Instagram account. These goals should include a primary goal, typically related to sales, and secondary goals, such as follower growth. By setting clear goals, you can create a more effective strategy to achieve them.

When setting up your Instagram profile, there are several key aspects to consider:

1. **Username:** Choose a simple and memorable username that represents your personal brand. Avoid long and complex usernames, as well as random numbers and letters. Ideally, use your first and last name or an abbreviation of your last name if necessary. You can also include your art topic in your username to increase searchability.

2. **Profile Picture:** Select a high-quality, recent photo that shows your face clearly and naturally. Smile with your teeth visible and ensure your eyes are not blocked by sunglasses or hats. The photo should be a close-up of your head and shoulders, with you looking directly at the camera. Avoid using dark, blurry, or low-resolution photos for your profile picture.

3. **Account Type:** Choose between a personal, creator, or business account type. For artists looking to grow their online presence and sell their work, a business account is recommended. A business account provides access to additional features, such as API access and third-party app integration, such as Flick for hashtag analytics.

4. **Profile Name:** Include your full name and your art topic or niche in your profile name. This makes your profile more searchable and helps potential followers understand what your account is about.

5. **Account Settings:** Ensure that your account settings are optimized for your goals. Switch to a business account if necessary, and select the appropriate profile

category, such as "Entrepreneur" or "Artist," to ensure access to the full library of Instagram music for Reels.

Remember to always keep your primary goal in mind when setting up your online art booth. By focusing on your goals and optimizing your Instagram profile, you can increase the chances of achieving success and growing your art business.

As you set up your Instagram profile, remember that not all goals are equally helpful or actionable. Take the time to critically analyze your goals and adjust your strategy accordingly. By doing so, you can create a more efficient and effective approach to growing your art business on Instagram.

Let's now look at the importance of creating a high-converting bio for your online art booth. A well-crafted bio is essential for turning profile visitors into followers and eventually turning followers into paying clients. Always keep in mind that your bio is a tool designed to convert visitors into followers and clients.

To create an effective bio, make sure it is clear, concise, and focused on the benefits your followers will receive. Avoid using too many self-descriptive labels or being overly salesy. Instead, focus on how you can help your followers and what they can expect from following you.

Here are some key points to consider when crafting your bio:

1. **Make it about your niche:** Your bio should be about you, but more importantly, about your art niche. Think about how you can write about yourself while answering the question, "How can I help you, profile visitor?"

2. **Use a strong credibility indicator:** Include a line about your accomplishments, results, or well-known clients/brands you have worked with. This will show your profile visitors that you are credible and authoritative in your field.

3. **Include a clear call to action (CTA):** Encourage your profile visitors to take a specific action, such as following you, booking a studio tour, or sending you a direct message. Make sure you have only one call to action to avoid confusion and maximize conversions.

4. **Give value:** Show your audience that you are entertaining, knowledgeable, or someone they can look up to. This can be achieved through social proof or by showcasing your personality.

5. **Use emojis sparingly:** Emojis can be used effectively as bullet points at the beginning of each line, but avoid using them mid-sentence as it can make your message harder to read and understand.

6. **Prioritize clarity:** Use simple sentences and words to ensure your message is easily understood by your audience.

7. **Match your CTA with the link in your bio:** Ensure that the call to action in your bio matches the link provided, and that the link leads to a relevant and functional page. Remember you do not need to include a link and in many cases it's better to not have one.

8. **Avoid linking to a store or website:** Linking to a store can sabotage your higher-ticket art commission sales. Focus on building relationships through Instagram DMs and inviting potential clients to studio tours on Zoom.

By following these guidelines, you will create a bio that effectively communicates your value to profile visitors, encouraging them to follow you and ultimately become clients. Remember that your bio is a tool for conversion, so always ask yourself if any changes you make will lead to more followers, direct messages, or bookings. If the answer is unclear or no, then do not make the change.

Let's now discuss how to create effective Calls to Action (CTAs) in your online art booth's profile and utilize Instagram features to maximize engagement with potential clients. We'll also cover some features to avoid and how to reach an audience outside of your home country.

First, it's crucial to ensure that the value your followers receive from taking action exceeds the cost of taking action. This includes both financial and effort costs. Make it easy for people to follow you, DM you, and book studio tours. Tailor your CTAs to your art topic and niche, and focus on increasing perceived value while reducing the cost of taking action.

If you have fewer than 1,000 followers, your primary CTA should be to follow you. If you have thousands of followers, your CTA should be to DM you, as it facilitates relationship-building and rapport. For those with a larger audience, consider testing out a direct invitation to book a studio tour.

Next, let's discuss Story Highlights on Instagram. These can be a great way to nurture existing followers when optimized correctly. However, unoptimized Story Highlights can confuse and lose the interest of your audience. To keep things simple, we recommend not setting up any Story Highlights for now, and removing any that are unoptimized.

Hidden Words is another useful feature to help reduce spam comments on your posts. By inputting specific words and phrases commonly used in spam comments, Instagram will automatically block them. This makes your content more pleasant for your genuine followers and can increase engagement.

There are also several Instagram features that we recommend not using, as they can distract your audience from taking the desired actions. These include:

1. Display category label
2. Display contact info
3. Display address
4. Providing contact email address, phone number, or WhatsApp number
5. Instagram audio calling
6. Instagram shop
7. Action buttons
8. Suggested accounts

If you want to use third-party apps like Flick for hashtag research, you'll need to connect your Instagram page to a Facebook page. However, we recommend not sharing your Instagram content to Facebook to avoid splitting your focus between both platforms.

Finally, for artists looking to reach an audience outside of their home country, it's essential to be proactive in targeting potential clients in other locations. This will require creating content only in the native language of the country you are targeting. You might also need to use a VPN and even a dedicated international SIM card to ensure the Instagram algorithm shows your content to your target audience instead of people in your home country. This is definitely a more techy strategy, so don't worry if you target your home country instead. There are prospective collectors all over the world, not just in the United States, Canada, etc.

For those who are interested, let's discuss more in depth how to reach an international audience through your online art booth. This is particularly useful for artists living or traveling abroad who want to target the US market or any specific country. But again this is completely optional and not relevant to most artists. Here are the steps you need to follow:

1. **Create a new account:** If a significant portion of your current account's followers are from your home country, create a new account to avoid being recognized by



the Instagram algorithm as a local influencer. This will help you reach a more global audience.

**2. Use a VPN:** A Virtual Private Network (VPN) allows you to access the internet as if you were in another country. By connecting to a VPN server located in your target country, you can convince Instagram that you are a local resident. NordVPN is a popular option, but there are many to choose from.

**3. Obtain an international SIM card:** Although using a VPN is usually sufficient, acquiring an international SIM card can provide additional assurance that Instagram will recognize you as a local user. These cards can be easily purchased online.

**4. Use the language of your target audience:** In addition to posting content in the language of your target audience, make sure to use hashtags in the same language as well.

To recap, reaching an international audience through your online art booth requires creating a new account, using a VPN, obtaining an international SIM card, and using the language and hashtags of your target audience. Not all artists will need to follow these steps, but they can be helpful for those targeting specific international markets.

Now, let's review the key aspects of setting up your online art booth profile:

- Choose a suitable username
- Select an appropriate profile photo
- Pick a name relevant to your art
- Set your account type to "business"
- Write a compelling bio
- Choose a call to action
- Remove any distracting story highlights
- Add recommended hidden words
- Turn off features that may distract profile visitors

We will cover adding a studio tour scheduling link in your bio in a later lesson. For now, focus on optimizing your online art booth profile using the steps provided. Be prepared to edit your profile again after receiving feedback from people on Instagram.

In conclusion, setting up your online art booth requires careful attention to various aspects of your profile. Don't hesitate to revisit this lesson as needed to ensure you have an optimized and effective presence on Instagram. With a well-prepared profile, you will be well on your way to marketing and selling your artwork successfully.

### **Copywriting Secrets**

Copywriting is the act of preparing content with the intent to persuade a person or group of people to take a particular action. It is a vital skill for your online art booth and your art business in general. In this lesson, we will explore the importance of copywriting, the real psychological reasons behind making purchases, and how to effectively use copywriting techniques to boost your online presence and sales.

First, it is essential to understand that copywriting is not only about writing. It includes using text, images, and videos to persuade people. Copywriting is crucial for your art business as it helps you sell not only your art but also yourself as a leader, influencer, and provider of exceptional experiences.

To be a successful copywriter, you need to understand the emotional reasons behind people's purchasing decisions. People buy products and services based on emotions and justify their choices with logic afterward. Your content on Instagram and your studio tours should be captivating and emotionally charged to resonate with your audience.

An effective way to capture your audience's attention is by creating captivating headlines for your content. A great headline should hook the reader's attention and make them want to read more. Using numbers, benefits, and shortcuts in your headlines can

help you achieve this. Remember to be specific with your headlines and target a niche market to increase your chances of success.

To establish credibility in your niche, use the language and terms familiar to your target audience. This creates a bond with your audience and makes you appear more relatable and trustworthy. Also, be prepared to back up any claims you make in your headlines with well-reasoned arguments and information.

In the world of sales, the reciprocity principle states that people buy from those who they perceive as similar to themselves or share similar values. As an artist, using the reciprocity principle and the language of your target market can make your art more relatable and appealing to potential customers. By understanding the specific preferences, desires, and needs of different niches, you can tailor your marketing messages to resonate with your audience.

One common obstacle that artists face is the "Special Snowflake Syndrome," where potential customers believe they have unique reasons why they cannot engage with the artist or purchase their artwork. These reasons can be categorized into physical reasons (e.g., age, lack of knowledge about art) and circumstantial reasons (e.g., not being local, feeling too late). To overcome these objections, it is essential to address these concerns and make the process of engaging with your art as simple as possible while still being honest.

To create compelling marketing messages, artists should leverage authentic scarcity and urgency, inducing the fear of missing out (FOMO) in their audience. This can be done by highlighting limited availability, emphasizing time-sensitive offers, or addressing common objections before they arise.

Another powerful tool in copywriting is the use of emotionally charged language, which can create strong mental images and attract or repel potential customers based on

the emotional reaction they evoke. Utilizing positive empathetic variants of emotionally charged language can persuade readers to bond with the artist and their clients.

Power words or phrases, such as "dead broke" or "explosive growth," can elicit an immediate mental picture and emotional reaction, making marketing messages more memorable and impactful. Using these strategies, artists can craft compelling marketing messages that resonate with their target audience, resulting in increased engagement and sales.

In other words, effective copywriting for artists involves understanding the preferences and desires of their target market, addressing potential objections, creating a sense of urgency and scarcity, and utilizing emotionally charged language and power words to create memorable and impactful marketing messages. By implementing these strategies, artists can attract and engage with their ideal audience, ultimately leading to increased sales and success in their artistic endeavors.

Using visual imagery is a powerful way to make your content more memorable and persuasive. By creating vivid pictures in your audience's minds, you can evoke emotions and inspire them to take action. One way to achieve this is by using words or phrases that create instant images, such as "cutting edge" or "autopilot." Another method is to use descriptive sentences that resonate with your audience's experiences and desires.

When it comes to numbers, our brains process them faster than words, making them an effective tool for persuasion. Use numbers for comparisons and to make big things seem smaller. For example, breaking down a price into smaller installments can make it feel more affordable. Be specific with your numbers, as precise figures are more believable than vague statements.

To make your artwork seem more accessible and valuable, build up its value in your audience's minds before revealing the price. This can be achieved through various

methods, such as showcasing your expertise, comparing your work to well-known artists or prestigious institutions, and highlighting the unique features of your art.

Creating comparisons between your art and other luxury experiences can also help make your work seem more reasonable and affordable. For example, compare the price of your art commission to the cost of a trip to a high-end jewelry store or a luxury vacation. This provides context for your audience and makes your art seem like a better deal.

When searching for great copy templates, turn to platforms like TikTok and Instagram, where you can find trending content related to your niche. Save these posts to your swipe file for future reference and inspiration. By staying on top of current trends and adapting your copy to fit your unique voice and audience, you can create compelling content that resonates with your potential customers and drives success for your online art booth.

To begin, let's explore how to find copy templates on Instagram. Start by clicking on the magnifying glass icon at the bottom left of your screen to open the search page. Search for words related to your niche and ignore Instagram handles and hashtags. Ensure you are using the Search tab rather than the Reels or Home tabs, as these might bias your perception of what content works best for your audience.

Once you find relevant content with high engagement, save the post for future reference by clicking on the triple dots in the bottom right-hand corner and selecting "Save." You can view your saved posts by clicking on the Profile button, then the Hamburger menu, and selecting "Saved."

Remember, you can also find copy ideas from various sources, including magazine ads, blog posts, books, YouTube videos, and Facebook posts. When selecting copy templates, ensure they have strong evidence of engagement and results, as this will increase the likelihood of your content receiving similar engagement.

To improve your copywriting skills, make it a habit to notice and analyze persuasive copy around you. Ask yourself why certain messages capture attention and motivate action. By making this a game, you will have a never-ending supply of copy templates and improve your copywriting skills.

To further your understanding of marketing and human psychology, we recommend reading "Influence: The Psychology of Persuasion" by Robert Cialdini. Other recommended books for aspiring copywriters include "Ogilvy on Advertising" by David Ogilvy, "Scientific Advertising" by Claude Hopkins, and "Never Split the Difference" by Chris Voss. These books provide timeless insights and principles that can be applied to various communication situations, both one-on-one and one-to-many.

In conclusion, by utilizing various platforms and resources for inspiration, focusing on engagement and results, and continuously learning and practicing copywriting skills, you can create persuasive copy to effectively market and sell your artwork. Stay curious and open to learning, and remember to ask for help in [The Catalyst](#) community whenever needed.

### **Creating Your Booth Outline**

In this lesson, we will discuss the importance of creating a booth outline for your online art booth and how it can help you market and sell your artwork on Instagram. We'll cover what a booth outline is, what makes a great booth outline and how to come up with content ideas for your booth outline. We will also address some frequently asked questions and important things to know when starting out with content creation.

A booth outline is a post-by-post overview of the content you plan to publish on your Instagram profile. It serves as a roadmap or content plan for your Instagram profile, guiding both you and your social media marketer (if you choose to work with one) in creating and organizing your content. The main purpose of a booth outline is to create a solid online art booth that showcases high-quality content that resonates with your target audience.

Creating a booth outline is similar to writing a short research paper, and with guidance, it should only take a day or two of focused work. An amazing booth outline is essential for activating a positive feedback loop in your art business, as discussed in a previous lesson.

The content you include in your booth outline should always be tied to your specific goals. For example, if you're just starting out and need to grow your followers, focus on content that helps you achieve that goal. Remember to prioritize your primary sales goal and secondary follower goal when planning your content.

To determine the best content strategy for gaining followers, consider the following three factors: potential reach, quality of reach, and time efficiency. Reels have proven to be the most effective content type for achieving these goals, as they can get the most reach with a quality audience in the most time-efficient manner possible.

Although photo posts and carousels may not be as effective for gaining followers, they can still be useful for converting existing followers into sales. Guest content, mutual shoutouts, and live collaborations with other creators can also help increase your reach and attract new followers.

In summary, creating a well-thought-out booth outline is crucial for building a successful online art booth on Instagram. By focusing on the right content strategies and keeping your goals in mind, you can effectively grow your followers, increase your reach, and ultimately sell more of your artwork. Remember to continually refine your content and adjust your strategy as needed to achieve long-term success in your art business.

Let's now discuss the importance of creating a booth outline to gain more followers on Instagram and the best content strategy to achieve this goal. To begin with, we will explore different content strategies, such as viral giveaways, dating apps, social media

groups, and offline methods. But ultimately, the most effective content strategy we have found is posting Instagram Reels.

Reels are short videos that can range from a few seconds to 90 seconds long, and they have the potential for massive reach and attracting a high-quality audience. They can also be time-efficient, as they don't expire and can continue to generate views and leads for months.

To create a successful Reel, you should focus on making them educational and relevant to your audience. However, they don't have to be dull or boring; you can also incorporate entertaining elements to make them more engaging. We call these "edutaining" Reels. As you progress through the process, you will learn how to create Reels in different genres and styles, but for now, we will focus on the talking head style.

A talking head Reel is a simple video where you face the camera and talk. These Reels are easy to create and can gain a lot of reach. To come up with content ideas for your talking head Reels, you can review your customer research, search for popular content within your art topic on TikTok, or use websites like [answerthepublic.com](https://www.answerthepublic.com) and [explodingtopics.com](https://www.explodingtopics.com) to find trending topics and questions.

Once you have your content ideas, it's time to plan and organize your Reels. By making your Reels educational, relevant, and entertaining, you can connect with your audience and establish rapport. As you continue to learn and experiment with different styles and genres of Reels, you will be able to create content that resonates with your audience and helps you achieve your goals.

Let's now go through the steps of creating your booth outline, which is crucial for marketing and selling your artwork. Don't overthink or stress about this step; just follow the process. Open a new Google Doc or Word Doc and include this information:

1. **Username:** Copy and paste your Instagram username.



2. **Profile photo:** Instead of copying a photo, copy and paste the link to your Instagram profile.

3. **Name, Account Type, Category, Bio, Call to Action:** Refer to the earlier lesson on booth profiles for help with these details.

4. **Website link:** If you don't have a website, add "none."

5. **Hidden words and features not to use:** Set up hidden words and turn off irrelevant features.

Next, create a content outline with a clear goal (e.g., more quality followers). Each post should include the following:

1. **Medium** (e.g., Reels, photo posts, stories)

2. **Subtopic:** The main point of your post, related to your topic directly or indirectly.

3. **Reference:** Use a TikTok video or Instagram Reel as inspiration.

4. **Headline:** Format your content idea into a clear and captivating headline.

5. **Body:** A short answer to the question posed in the headline. End the body with "Did you like this video?"

6. **Call to Action:** Encourage users to follow you for a specific benefit.

7. **Hashtags:** Use relevant hashtags to target your audience.

8. **Caption:** Include your Call to Action and hashtags.

Repeat this process for each post in your initial outline. You can reuse your Call to Action, hashtags, and caption, but customize each headline and body.

Now, let's address some frequently asked questions about booth outlines:

1. **Is it okay if I don't have much knowledge on the topic?** Yes, as long as you have an interest in the topic and are willing to do research.

2. **What if I don't know much about the topic?** Do research and learn about your topic.

3. **I'm not an expert, and I don't feel qualified to create content about the topic.** You don't need to be an expert; just be one step ahead of your audience.
4. **How many followers can I expect to gain from my initial booth outline?** This varies, but the main goal is to become comfortable with creating booth outlines and Reels.
5. **How often should I post Reels?** Aim for one Reel a day.
6. **Can I get a social media marketer to do this for me?** It's best to create your initial booth outline and Reels yourself before delegating.

Remember that creating your online art booth takes upfront work, but it can lead to long-term rewards. Keep the mindset of "work upfront and sell forever" as you progress through this process, and don't hesitate to ask for help from [The Catalyst](#) community if needed.

### **Scheduling Studio Tours**

In this lesson, we will discuss how to schedule studio tours efficiently and seamlessly. We will be focusing on setting up an Instagram profile, getting it ready with different call-to-actions, and using specific tools to streamline the scheduling process.

The three essential tools required for this process are [Google Workspace](#), [Calendly](#), and [Zoom](#). If you already have accounts with these platforms, you can use them. If not, we will guide you through setting up these accounts.

[Google Workspace](#) provides you with a digital calendar that can be synced across different devices, ensuring your schedule remains up-to-date. [Calendly](#) acts as a scheduling assistant that communicates with your Google Calendar, allowing prospective clients to book studio tours based on your availability. It also creates a landing page for booking and manages the scheduling process. [Zoom](#) is a video call tool used for conducting studio tours.

To set up [Google Workspace](https://workspace.google.com), visit [workspace.google.com](https://workspace.google.com) and sign up for a plan. The basic plan costs \$6 per user per month. You will also need a domain for your [Google Workspace](https://workspace.google.com) account, which can either be an existing domain or one purchased during the sign-up process. After signing up, you will have access to a digital calendar that can be accessed through the web or synced with your devices.

Setting up [Zoom](https://zoom.us) involves signing up for a free or paid plan. The free plan allows meetings up to 40 minutes, while the paid plan offers unlimited meeting duration. Once you have signed up, configure your account settings to enable features like waiting rooms, passcode-protected meetings, and automatic recording.

[Calendly](https://calendly.com) can be set up by visiting [calendly.com](https://calendly.com) and signing up for an account. The free plan is sufficient when starting, but upgrading to the \$10 per month plan is recommended once you begin booking studio tours. This plan offers additional features such as email reminders to boost attendance rates.

With these tools set up, you can efficiently schedule studio tours and manage your appointments. This system serves as an excellent 24/7 scheduling assistant, ensuring a consistent and streamlined experience for you and your clients.

Let's now discuss how to set up your scheduling system for studio tours using [Calendly](https://calendly.com), an online scheduling tool, and how to create a branded link for your business.

1. Create an account on [Calendly](https://calendly.com) and connect it to your Google Calendar and [Zoom](https://zoom.us) account.
2. Customize your scheduling settings, such as availability, event type, and duration of the event. For example, you can set your general availability from Monday through Friday, 9 AM to 5 PM, and create an event type called "Studio Tour" with a duration of 45 minutes.

3. Set up email and text reminders for your event, such as 24 hours, 8 hours, and 10 minutes before the scheduled time.

4. Add a cancellation policy and instructions for your event, such as asking your clients to reschedule at least 24 hours beforehand and ensuring they are in a quiet place for the call.

5. Test your scheduling system by booking a test event to ensure everything is set up correctly.

6. Create a branded link for your business. To do this, go to your domain host (e.g., [GoDaddy](#), [Namecheap](#), [Squarespace](#), or whatever domain host you use) and manage your DNS records. Add a forwarding subdomain (e.g., studio.yourdomain.com) and paste your [Calendly](#) link as the destination URL. Make sure to use "http" instead of "https" when adding the link to Instagram.

Remember, for most artists, the call to action in your Instagram bio will be either to follow you or to DM you. If people are DMing you, you can send them the unbranded [Calendly](#) link. However, if you are at a later stage and it makes sense for the studio tour link to be your call to action in your bio, configuring a DNS forwarding record or URL redirect record can be helpful.

Setting up an effective scheduling system for your studio tours will not only help you manage your time better but also provide a seamless experience for prospective clients. Spend some time testing your scheduling system and making adjustments as needed to ensure it works well for both you and your clients.

Let's next discuss how to set up a seamless scheduling system for your studio tours, utilizing [Google Workspace](#) and [Zoom](#). First, set up your [Google Workspace](#), which includes configuring your calendar. This will serve as the foundation for your scheduling system. [Google Workspace](#) offers a free trial period, and after that, it costs \$6 per month.

This small investment will provide you with the tools needed to streamline your studio tours scheduling process.

Next, set up and configure [Zoom](#) for your virtual studio tours. [Zoom](#) is a popular video conferencing platform that will allow you to connect with potential buyers in a professional manner. Initially, you can use the free version of [Zoom](#), but as you start conducting more studio tours, you may want to upgrade to the \$14.99 per month plan to access additional features and avoid time limitations.

Once your [Google Workspace](#) and [Zoom](#) accounts are set up, make sure to test the system. You can do this by scheduling a test tour with yourself or a fellow artist. Testing is crucial to ensure that the scheduling process is working smoothly and to identify any potential issues that need to be addressed.

Another aspect to consider is branding. Since the scheduling system will be linked to your Instagram profile, it's essential to ensure that it reflects your brand and artistic identity. This can be achieved by customizing the appearance and content of your scheduling page, making it visually appealing and consistent with your overall brand.

To summarize, setting up an efficient scheduling system for your online art booth is crucial for effectively managing your virtual studio tours. By investing a small amount in [Google Workspace](#) and [Zoom](#), and taking the time to test and brand your scheduling system, you can create an organized and professional experience for your potential buyers.

Remember, the key is to be proactive and put these systems in place before you start scheduling studio tours. Don't delay in testing and setting up your system, as it will ultimately save you time and energy in the long run.

## Chapter 4: Publishing Your Initial Posts

In this lesson, we will discuss how to set up your smartphone or tablet for recording high-quality videos for your posts. We will focus on iPhone and iPad settings, but the principles can be applied to Android devices and other operating systems as well. Remember, the goal is to record and upload the best quality videos possible.

First, let's look at the iPhone or iPad settings. Open the "Settings" app, represented by the gear icon, and find the "Camera" settings. Click on "Record Video" and choose the highest available option, which could be 4K at 30 or 60 frames per second, or 1080p. This will allow you to record your video at the highest quality level.

Recording at a higher resolution is beneficial because it allows for better video quality when zooming in or cropping the footage. However, it is important to note that these settings only affect the back-facing camera, not the front-facing camera. To record the highest quality video, use the back-facing camera and point it towards yourself.

Now, let's move on to the Instagram settings. Open the Instagram app, go to the hamburger menu, and then click on "Settings." From there, go to "Account," then "Data Usage." Make sure the "Upload at Highest Quality" option is toggled on. This ensures that Instagram will always upload the highest quality videos, even if uploading takes longer.

It is also crucial to upload your videos using a WiFi connection to prevent Instagram from downgrading the quality of your videos. Uploading over a data plan, even if it's LTE, may result in lower video quality.

In summary, to ensure the best quality videos for your posts, configure your device to record at the highest resolution possible, set Instagram to upload at the highest quality, and always upload your videos using a WiFi connection. By following these steps, you'll be well on your way to creating high-quality content for your audience.

## **Recording Posts**

In this lesson, we will discuss the process of recording raw video footage for your Reels using your phone, covering everything from the setup to the actual recording process. By following these steps, you will have high-quality video content that will help you market and sell your artwork effectively.

1. **Stabilizing the shot:** To ensure a stable shot, use a tripod. A mini tripod with flexible rubber arms will allow you to position your phone on various surfaces and even wrap it around objects for unique angles. This investment will help you achieve professional-looking footage without breaking the bank.

2. **Using the back camera:** Most phones have two cameras, a front-facing and a back-facing one. The back-facing camera generally records at a higher resolution, so it is advisable to use this camera for your Reels. A tripod will help you set up and frame your shot correctly.

3. **Recording in the camera app:** Instead of recording your video within the Instagram app, use your phone's camera app. This allows for better control over settings like resolution and frame rate. Make sure to select the video mode and use the appropriate zoom settings for your shot.

4. **Audio:** There's no need to invest in an external microphone for recording Reels. The built-in microphone on your phone will provide good quality audio for your videos.

5. **Lighting:** Natural lighting is always best, so try to use a window or other natural light source to illuminate your face. Make sure the light is in front of you, not behind, to avoid casting shadows or washing out the image.

6. **Consistency in setup:** If possible, set up your tripod and phone in a place where you can leave them without having to move them frequently. This will make it easier to record videos regularly, as you won't have to spend time setting up each time.

7. **Using a script:** Create a Google Doc with your script, enlarging the font for easy reading. Place the script next to your phone for easy reference, but do not read from it directly while recording, as this will appear inauthentic. Instead, memorize a sentence or two, and then look at the camera to record your take.

8. **Recording in one long take:** When recording your Reels, leave the camera running and record multiple Reels in one continuous take. If you make a mistake, simply go back to a logical starting point and redo it. This will save you time and make the editing process smoother.

In summary, to record high-quality video Reels, use a tripod for stability, the back camera of your phone for better resolution, your phone's camera app for recording, and the built-in microphone for audio. Ensure proper lighting and consistency in your setup, and use a script for guidance. Record your Reels in one long take and edit out any mistakes later.

By following these steps, you will create engaging and professional-looking videos that will help you market and sell your artwork effectively. In future lessons, we will discuss how to edit and publish these Reels to maximize their impact on your audience.

## **Editing Posts**

In this lesson, we will discuss how to edit your raw video footage to create polished and engaging video content for your audience. The primary goal of editing is to remove



mistakes, dead air, and any unnecessary content, leaving only the essential parts of the video that you want to present.

To edit your videos effectively, we recommend using the InShot app, which is available on both Apple and Android devices. Although there is a free tier available, it's best to upgrade to the paid version to remove the watermark on your videos. By investing in the paid version, you can access all the features and benefits of this powerful editing tool.

Once you have downloaded InShot and opened it, import your raw video footage by tapping the 'Video' button and selecting the video file you wish to edit. You will primarily use two buttons in InShot: 'Split' and 'Delete'. The 'Split' button allows you to divide the video at a specific point, while the 'Delete' button lets you remove the selected part of the video. By using these tools, you can trim your video down to its essential components.

As you edit your video, be mindful of dead air and long pauses. Removing these can make your video tighter and more engaging. To do this effectively, you can zoom in on the video timeline for more precise editing. If you make a mistake during the editing process, you can use the 'Undo' button to reverse any unwanted changes. Note that InShot does not alter the original video file, so you can always return to the raw footage if needed.

After editing your video, save it to your device by tapping the 'Save' button in the top right corner of InShot. This will create a new video file in your camera roll, separate from the original raw footage. You can then share the edited video to your Instagram feed by clicking the 'Instagram' button within InShot.

To maximize efficiency in your editing process, consider following this workflow: edit your raw video to remove mistakes and dead air, save the edited video as a draft, and then create copies of the draft for each individual Reel you want to publish. In each copy,

delete all footage except for the specific Reel you're working on. This method allows you to work more efficiently by focusing on one Reel at a time.

In conclusion, editing your video content is an essential part of creating engaging and polished content for your audience. By using InShot and following the recommended workflow, you can streamline your editing process and produce high-quality Reels that will resonate with your viewers. So, don't be afraid to dive into the editing process and explore the possibilities that InShot offers. With practice, you'll become more proficient and efficient in your video editing endeavors.

### **Posts Text**

In this lesson, we will discuss how to add text to your Reels in Instagram. The process involves taking your raw video footage, trimming and clipping it, and then adding it to Instagram as a draft. It is possible to add text to your videos using other tools, but it is recommended to add the text in the actual Instagram app. This allows you to see what the text will look like and ensure that it is easily readable and not placed in an awkward part of the screen.

To begin, open the draft of the Reel you want to add text to. Click "Edit" in the top right corner to access the editing options. To add text, click on the "Aa" icon in the top right corner. Type in your desired text and add any emojis you want to include.

You can change the font type, size, and color by clicking on the appropriate icons. It is essential to prioritize clarity over creativity when selecting a font. Make sure the text is easily readable and legible for your audience.

Once your text is formatted, position it on the screen by dragging it with your finger. The app will provide guidelines and feedback to help you center the text and ensure it is not placed in an area where it will be hidden. You can also adjust the duration of time the text appears on-screen by tapping the icon representing the text and dragging the slider.

In addition to adding a headline, you may also want to include a call to action (CTA) at the end of the Reel. To do this, simply follow the same process as adding the headline text. Position the CTA text to appear only during the last few seconds of the Reel when you are verbally asking viewers to follow you or take another action.

If you make any mistakes or want to delete text, simply drag the text down to the trash can icon at the bottom of the screen. To save your work as you make edits, click "Next" and then "Save Draft." This will help avoid frustration and ensure your changes are saved.

In summary, adding text to your Instagram Reels can enhance your content and provide additional information to your audience. By following these steps, you can quickly and easily add headlines and CTAs to your Reels, ensuring your content is clear and engaging for your viewers. Practice using these tools and techniques, and you will become proficient at adding text to your Reels in no time.

## **Posts Audio**

In this lesson, we will explore how to add audio from the Instagram Music Library to your Reels, including selecting trending audio and adjusting the volume levels.

1. **Accessing your drafts:** First, open the Reels tab at the center of your Instagram app and click on "Drafts" in the bottom left corner. Select the draft you want to work on and click "Edit" in the top right corner.

2. **Adding music:** You will see a ribbon of buttons at the top, including a music icon with musical notes. Tap on the music icon to access the Instagram Music Library. To decide which music to add, look for trending songs that have a significant number of Reels already created, ideally at least 10,000 or more. You can browse through the "For You" section to find such songs. If you want to preview a song, tap the play icon on the right.

3. **Choosing instrumental music:** If your Reel involves a lot of talking, consider adding instrumental music to avoid distraction. To find instrumental versions of songs, search for the word "instrumental" in the music library.

4. **Adding the selected music:** Once you've decided on a song, tap on the title or the name of the artist to add it to your Reel. Instagram will automatically select a suitable clip from the song based on the length of your Reel and its popularity among other Reels. You can adjust the selected clip if needed, but for most users, the recommended clip will suffice.

5. **Adjusting volume levels:** After adding the music, you may need to adjust the volume levels to ensure it doesn't overpower your original audio. To do this, tap on the music icon again and then tap on "CtrlS" at the top. You will see the volume levels for both your camera audio and the added music. Adjust the music volume by dragging it down to a level that doesn't overpower your main message.

6. **Removing or editing the music:** If you decide to change the music, tap on "Edit" and then "Remove" to delete the current song. You can then add a different song following the same process. To edit the part of the song being used, tap on "Edit" and then "Edit Track." You can slide the selector back and forth to choose a different section of the song, looking for the red dots that signal recommended parts.

7. **Saving and favoriting songs:** In the Instagram Music Library, you can also save songs for later use and mark them as favorites for easy access.

Adding music to your Reels can help attract more traffic and boost engagement, especially when participating in trending challenges or using popular songs. Remember to ensure that the music volume is balanced and doesn't distract from your main message. If you have any questions or need further clarification, feel free to ask in the comments below.

## Posts Covers

In this lesson, we will discuss the importance of post covers for your Reels and how to create an effective cover that captures the attention of your audience.

A post cover, also known as a thumbnail, is a still image that represents your Reel. This image is the first thing users will see on your Reels tab, so it's essential to choose an attractive and relevant cover. You can either select a frame from your Reel or upload a separate thumbnail.

To create an effective post cover, follow these steps:

1. **Open your Reel draft:** Navigate to the drafts section and select the Reel you've been working on.
2. **View the current cover:** Before editing the cover, take a look at the existing image to see what needs improvement. A basic cover may not be very appealing to the audience.
3. **Edit the cover:** Click on the "Edit Cover" button to load up the video and access the cover editing options.
4. **Select a frame:** Slide through the video to choose a frame that you want to use as the cover. Ideally, pick a frame at the beginning of the video where the headline is present and you are smiling or have a neutral facial expression.
5. **Consider consistency:** As you create more Reels, you may want to develop a consistent style for your post covers. This can help your audience recognize your content and make your Reels tab look more professional.
6. **Save your work:** Once you have selected the desired frame, click "Done" to set the cover and then save the changes to your draft.

Here are some tips for creating an effective post cover:

- Choose a frame with a clear and engaging headline to let your audience know what the Reel is about.
- Make sure your facial expression is friendly and inviting. A smiling or neutral face is more appealing than a grimacing or yawning expression.
- Consistency is key. As you create more content, try to maintain a similar style for your post covers to establish your brand and make your content easily recognizable.

Remember, while having an attractive post cover is essential, it is not the most crucial aspect when you're just starting. However, as you progress and develop your brand, investing time and effort into creating appealing and consistent thumbnails can benefit your content and audience engagement.

In summary, post covers play a significant role in capturing the attention of your audience. By selecting an engaging frame from your Reel and ensuring a consistent style, you can create an appealing and professional thumbnail that enhances your content and attracts more viewers.

## **Posts Captions**

Welcome to this chapter, where we will discuss the importance of adding captions to your posts and share some tips on how to do it effectively. Captions are a crucial aspect of any visual post, as they provide context and additional information to your audience. They can be used to educate, build rapport, add value, include a call to action, or simply influence your audience in some way.

For our initial posts, we will focus on a simple call to action: "Follow me for (some benefit)". Additionally, we will include relevant hashtags in the caption to increase the visibility of our posts.

One method to create captions easily is by using the copy-paste feature across devices. For example, if you are using a Mac computer and an iPhone, you can write your caption on the computer, copy it, and then paste it directly into the caption field on your phone. This makes it simpler and quicker than typing the entire caption on your phone, especially when you want to add multiple hashtags.

If this feature is not available to you or you are not using a Mac computer, another option is to use the Notes app on your smartphone. You can create a note with your desired caption, format it the way you like, and include all the necessary hashtags. Once you have completed your caption, simply copy the text from the Notes app and paste it into your post's caption field.

It is important to note that hashtags can be placed either in the caption itself or in the first comment on the post. There is ongoing debate about which method is better, but according to Instagram's official creators' page, having hashtags in the caption is beneficial if you want your post to appear on the search or discovery page. However, some research suggests that placing hashtags in the first comment may only slightly decrease your post's reach, and that this effect can vary between different accounts.

Ultimately, the choice of where to place your hashtags depends on your personal preference and the aesthetic you want to achieve. If you prefer the clean look of having only the call to action in the caption and the hashtags in the first comment, you can do so, but be prepared for the extra work of adding the hashtags in a separate comment. If you prefer to streamline the process and have everything in one place, including the hashtags in the caption is a viable option.

In summary, captions are a vital element of any visual post, providing context and additional information for your audience. By using the copy-paste feature across devices or the Notes app, you can create and format captions easily and efficiently. Remember to include a call to action and relevant hashtags in your captions to maximize the visibility and effectiveness of your posts. Always save your drafts to ensure your work is preserved, and continue experimenting with captions to find the best approach for your unique artistic style.

### **Additional Post Settings**

In this lesson, we will discuss the remaining features and settings of Instagram Reels that you need to consider before publishing your artwork. We will cover topics such as sharing to feed, tagging people, adding topics, and more.

1. **Share to Reels and Share to Feed:** Make sure to enable the "Also share to feed" option when publishing your Reel. This will ensure that your Reel is not only visible in the Reels tab but also appears on your main Instagram feed, increasing visibility and engagement.

2. **Tagging People:** The "Tag People" feature is useful when you have collaborated with other artists or influencers and want to give them credit in your post. However, if the content is solely your own, there is no need to use this feature.

3. **Add a Message Button:** Instagram allows you to add a message button under your video, enabling viewers to send you a direct message (DM). This may be useful for future content, but for now, it is not necessary if your call-to-action is to follow your account.

4. **Adding Topics:** Topics can be considered the newer version of hashtags and are currently being tested by Instagram. You can add up to three topics related to your content. However, ensure that the topics are relevant to your artwork and target audience.



It is also important to note that topics may change or evolve as Instagram continues to develop this feature.

5. **Location:** If you have a location-specific business, it might be useful to include the location in your Reel. However, for most artists, it is generally better to focus on reaching a wider audience based on their interests rather than limiting your reach to a specific location.

6. **Recommend on Facebook:** If you have connected your Facebook page to your Instagram account, you can enable the "Recommend on Facebook" option. However, it is crucial not to get distracted by Facebook and maintain your focus on Instagram.

7. **Advanced Settings:** In the advanced settings, ensure that the captions are turned on, and the video is uploaded in the highest quality. These options should be enabled by default if you have set them up in your account settings.

Once you have adjusted these settings according to your preferences, save your Reel as a draft. It is recommended to create and save multiple drafts in one sitting, so you have a collection of ready-to-publish Reels. When the time comes to publish your Reel, simply click the "Share" button.

In conclusion, understanding and utilizing these additional post settings can help optimize your Instagram Reels and increase visibility and engagement with your target audience. Be mindful of the relevance of each setting to your content and audience, and make adjustments accordingly. With these settings in place, you will be well on your way to successfully marketing and selling your artwork through Instagram Reels.

### **Saving Posts**

In this lesson, we will discuss how to download your edited Reels from Instagram so you can receive feedback from your fellow members in [The Catalyst](#) community. By

following the steps outlined below, you can ensure that your downloaded Reels are saved correctly and that your chosen music is preserved for future use.

1. Go to the Reels tab in Instagram, and navigate to your drafts.
2. Click on the draft you are currently working on, and then click "Edit" to access the Reels editing page.
3. Locate the download button at the top left of the screen. It is an arrow pointing down toward a horizontal bar.
4. If you have added music from within the Instagram app, you may receive a warning when attempting to download the edited video. Instagram will remove all audio to protect the copyright of the music. To proceed without removing the audio, follow these steps:
  - a. Click on the music icon next to the download button.
  - b. Remove the music from your Reel, and then click "Done."
  - c. Click on the download button again. This time, the video should download without any warnings, and the original audio will be preserved.
5. If you want to keep the music you selected for your Reel, make a note of the song title and include it in your booth outline. This will help you quickly locate the song when you are ready to publish your Reel, as the available songs may change over time.
6. After downloading your Reel, check your camera roll to make sure the video was saved correctly, with all text, headlines, and call-to-action elements intact.
7. Return to Instagram and add the music back to your Reel. Adjust the volume as needed, and then save your changes.
8. Lastly, save your Reel as a draft to ensure all edits and additions are preserved.

By following this workflow, you can download your Reels to your camera roll without losing any original audio or selected music. This enables you to share your work with others, receive feedback, and make necessary improvements before publishing your final product. Remember to always save your Reels as drafts to keep your edits and progress intact. Happy creating, and see you in the next section!

## **Finding A Social Media Marketer**

In this lesson, we'll discuss working with a social media marketer to create high-quality content for your art business. This lesson is packed with valuable information, so consider taking notes to absorb as much as possible.

First, let's define what a social media marketer is. A social media marketer is a professional who uses social media platforms to raise awareness, generate leads, and make sales for a company or personal brand. For artists, there are three critical roles a social media marketer may take on: Social Media Manager, Reels Editor, and Social Media Technician.

When seeking a social media marketer, it's essential to find someone with the right expertise for your specific needs. Don't look for a general social media marketer, instead search for someone who specializes in the platforms and content types relevant to your art business. The first hire most artists make is a Reels Editor.

Now, let's dive into the two routes you can take to find a social media marketer: working with a video editing company or hiring a freelance Reels Editor.

**1. Video Editing Company:** Companies like [Video Husky](#) and [beCreatives](#) offer video editing services for a fixed monthly rate, including unlimited video edit submissions. The pros of working with a company include a faster, more convenient process, reliable services, and customer support. However, the cons include potentially inconsistent or lower quality editing, less communication and control over content, and a more expensive subscription-based pricing model.

**2. Freelance Reels Editor:** Hiring a freelance Reels Editor on platforms like [Upwork](#) allows you to have a more personalized, one-on-one relationship with your editor. The pros include better content quality, more control, and potentially more affordable rates. The cons include a more time-consuming hiring process and the potential for less reliability compared to a company.

Both options have their pros and cons, and the right choice depends on your specific situation and preferences.

To ensure you get the best results from your social media marketer, avoid the "conveyor belt mindset" of shutting off your brain and just going through the content creation and hiring processes without thinking. This mindset leads to low-quality content that doesn't engage your audience or help you make sales. Instead, prioritize communication, collaboration, and critical thinking in your content creation process.

First, let's discuss the benefits of hiring a Reels Editor. One significant advantage is that it can be more affordable in the long run than using a video editing company. You can also build a long-term relationship with the Reels Editor, which can be invaluable if you find a superstar Reels Editor. Additionally, you can pay them on a per-project basis, which allows for flexibility in your budget.

However, there are some drawbacks to hiring a Reels Editor. The process can be more time-consuming and frustrating if you hire the wrong person, as they may drop the project without completing it or lose interest. This can be avoided if you follow our hiring process, which we will discuss later.

Now, let's compare the two video editing options: using a video editing company versus hiring a freelance Reels Editor through [Upwork](#). The video editing company offers a quick and easy but more expensive route, while hiring a Reels Editor requires more upfront effort but has the potential for better content.

Ultimately, the best path for you depends on your personal preferences and circumstances. Some people may prefer using a video editing company like [Video Husky](#) or [beCreatives](#), while others may choose to hire a freelance Reels Editor from [Upwork](#) or even manage the editing of their Reels themselves. In fact, many artists do this when starting out because they find it's not too difficult for them to do.

To help you decide which option is best for you, consider the following factors:

1. **Your experience level:** If you are a beginner and easily become discouraged by problems and challenges, a video editing company may be the best choice. If you are more experienced or have a strong will and determination, hiring a freelance Reels Editor or editing the Reels yourself may be the better option.

2. **Your budget:** If you are on a strict budget, hiring a freelance Reels Editor or editing the Reels yourself will allow you to stretch your budget further.

3. **Your time commitment:** If you can only dedicate a limited amount of time to your art business, using a video editing company may be the most efficient option. However, if you have more time to commit, hiring a freelance Reels Editor or editing the Reels yourself can lead to better content.

Regardless of which path you choose, remember that you can always change your approach later. For example, you could start by using a video editing company for one month and then edit your Reels yourself the following month or hire a freelance Reels Editor.

Once you've made your decision, you can begin working with your chosen video editing company or Reels Editor. If you choose a video editing company like [Video Husky](#) or [beCreatives](#), the process typically involves submitting video requests, providing

the necessary footage, and collaborating with your video editing team through their platform.

If you decide to hire a freelance Reels Editor through [Upwork](#), the process involves creating a job posting, interviewing potential candidates, and selecting the best fit for your needs. Once hired, you can work with your Reels Editor on a per-project basis, ensuring that you receive high-quality content that effectively markets and sells your artwork.

In this lesson, we will discuss the process of finding and hiring a social media marketer on [Upwork](#), specifically a Reels Editor, to help market and sell your artwork. The process consists of five steps, which will be explained in detail.

#### Step 1: Create a job post on [Upwork](#)

Begin by creating a job post on [Upwork](#), a popular platform for hiring freelancers. Include a detailed job description and set your preferences accordingly. For example, choose an ongoing project, select "Independent" for talent type, and set a minimum job success score of 90%. Additionally, set the English level to native or bilingual, and set a minimum amount earned of \$1,000.

#### Step 2: Collect applications for 5-7 days

Wait for 5-7 days to collect applications from potential candidates. While waiting, you can also invite suitable applicants to apply for your job. Use the search filters on [Upwork](#) to narrow down the list of potential candidates, and invite those who fit your criteria.

#### Step 3: Sort applications and create a shortlist

After receiving a sufficient number of applications, sort them into A and B piles. The A pile should contain good applicants who fulfill all four of the following criteria: have experience editing Instagram Reels, TikToks, or YouTube shorts; have good profile

reviews; have a well-written cover letter mentioning "red draft"; and have submitted good sample videos. Discard the B pile, and create a shortlist of the best applicants.

#### Step 4: Conduct video interviews

Schedule 30-45 minute video interviews with the shortlisted applicants using Zoom. During the interview, focus on the applicant's dedication and passion for the job, their personality and attitude, as well as their knowledge of Instagram Reels and your art topic. During the interview process, ask the candidate questions about their experience with editing Instagram Reels, TikTok videos, or YouTube shorts. Assess their video editing style and how their choices can affect viewer engagement and click-through rates. Find out if they have experience in editing videos related to your art topic and if they have a passion for editing videos that drive more attention and results. Do not limit yourself to hiring Reels Editors from the US or UK. Many talented editors come from countries with lower costs of living, making them more affordable without compromising on quality. Ensure that the editor is a proficient English speaker, but remember that this does not necessarily mean they must be from the US, UK, Canada, or Australia. Judge Reels Editors based on their communication skills and actual video editing work.

#### Step 5: Offer a paid Reels Editing test

Give your top shortlisted candidates the opportunity to showcase their skills by editing a short video for you. Review the results of this test and provide feedback to the candidates. The best candidate should be able to respond well to feedback and requests for revisions. Choose who you are going to hire from here.

When collaborating on content creation, maintain open communication with your social media marketer. Check in with them regularly and provide honest and constructive feedback. Support and encourage them while also allowing them the creative freedom to produce their best work. Your role in the content creation process is to ensure the quality and success of your social media content.

To get the most out of your social media marketer, build a strong working relationship with them. Treat them with respect and appreciation, and make sure they understand how important their role is in promoting your artwork. Provide honest feedback and be open to their suggestions and ideas.

Finding the right social media marketer for your visual artwork is essential for marketing and selling your art effectively. By conducting a thorough interview process, collaborating on content creation, and maintaining a positive working relationship, you can ensure the success of your social media marketing efforts.

Let's now discuss the process of creating and evaluating your social media content, how to avoid being taken advantage of on platforms like [Upwork](#), the use of b-roll in your content, and finding other key team members like social media technicians and managers.

**1. Evaluating your social media content:** To ensure your content is effective, follow the guidelines provided in our training and teachings. Ensure your content has a headline, call to action, perfect grammar and spelling, and is engaging. Keep in mind that there are multiple ways to create great content, so avoid being a perfectionist and focus on following the core principles of good copywriting.

**2. Avoiding pitfalls on [Upwork](#):** It's essential to follow the five-step hiring process mentioned earlier to minimize the risk of bad experiences. By conducting video interviews and paid editing tests, you can verify the candidate's identity and skills before committing to a long-term partnership. Additionally, using [Upwork's](#) escrow service adds an extra layer of protection for both parties.

**3. Using b-roll in your content:** B-roll refers to stock video footage used to supplement the main content. While it's not necessary for your content, you may test it with your audience to gauge their response. Many video editing companies and freelancers have access to stock footage libraries, so you don't need to source it yourself.



If you decide to edit your content, consider using resources like [motionarray.com](https://motionarray.com), [storyblocks.com](https://storyblocks.com), [Pixabay](https://pixabay.com), and [Unsplash](https://unsplash.com) for stock images and videos.

**4. Finding social media technicians and managers:** Follow the same process outlined for finding a Reels Editor on [Upwork](https://www.upwork.com). Post a job ad, shortlist applicants, conduct video interviews, and perform small paid tests to evaluate their skills. Choose the best candidate based on their performance and pay them on a per-project basis to control costs.

In conclusion, remember to dream big, stay positive, work hard, and enjoy the journey. Cultivating a positive mindset will help you overcome challenges and achieve success in marketing and selling your artwork. Take the time to reflect on your progress and continue learning from your experiences.

### **Publishing Posts**

Welcome to this lesson where we discuss publishing your initial posts. By now, your Reels should be polished and ready to go in your drafts folder. Two common questions often arise at this stage: when should you post your Reels and how often should you post them? Let's address them one at a time.

First, when should you post your Reels? Your professional dashboard provides some analytics on your account, such as locations, age range, gender, and most active times. If you don't have a large following yet, you can still make educated guesses based on general trends. A good rule of thumb is to post around noon in your time zone. This coincides with lunch breaks when people are likely to be scrolling through their phones.

Now, how often should you post? For your initial batch of Reels, we recommend posting one Reel per day, resulting in nine days of content. In future lessons, we'll discuss different posting schedules and strategies. Remember, it might take a few days for your Reel to gain traction, so don't be discouraged if it doesn't immediately take off.

Before posting your content, always perform a test check of the Reel, even if you made it yourself or had someone else edit it for you. To do this, go to your drafts, find the Reel you want to publish, click on it, and then click Edit in the top right corner. Watch the Reel again to ensure the text, music, and volume are correct, and that the cover hasn't changed. Double-check your caption and settings before hitting Share.

In summary, post your Reels at the most engaged times, which is usually around noon in your time zone. Begin by posting one Reel per day and adjust your posting frequency as needed. Always double-check your content before posting to avoid any errors or inconsistencies. As you gain experience, you'll become more efficient at creating and posting Reels, allowing you to experiment with different styles and content types.

Don't forget to share your progress in [The Catalyst](#) community. Share positive insights, takeaways, and wins to motivate and inspire others. By sharing your experiences and learning from others, we can all grow together and achieve success in marketing our artwork. Congratulations on reaching this milestone, and stay tuned for future lessons that will help you further develop your skills and strategies.

## Chapter 5: Generating Studio Tours

Welcome to chapter five, where we discuss generating studio tours predictably. At this point in the process, you should have chosen your art topic, set up your online art booth, and published your initial Reels. This chapter focuses on engaging with your followers and generating studio tours with them.

The conversation framework presented in this lesson aims to provide a high-level overview of our strategy for generating studio tours. We want to generate studio tours to predictably turn people into leads who are open to the idea of working with you. Lead quality is not primarily about social media activity but about the state of the person's mind. There are two essential elements for a quality lead: rapport and desire.

Rapport refers to the sense of being in sync or harmony with another person, feeling understood, heard, and respected. Desire, in this context, is not necessarily for your artwork but for a better version of themselves that your art can help them achieve.

To establish rapport and desire, we direct the conversation with our leads using a simple, repeatable conversation framework. The framework is a straight line that moves through certain milestones or "dominoes." First, we focus on building rapport with the other person. If rapport is already established, we move on to the next domino: desire. If the desire is there, then we can move on and ask them for the studio tour. If the rapport or desire is not present, we work on building it before moving forward.

The conversation framework can be visualized as a funnel, beginning with content (Reels), engagement, messenger, quick chat, studio tour, and finally, the client. This funnel represents the progression of conversations with your audience as they move towards becoming a client.

As you get better at copywriting and content creation, your content will do more of the work for you, and you'll be able to simplify the conversation framework. The ultimate goal is to create content that establishes rapport and builds desire, leading directly to studio tours and commissions.

Remember that conversations mean more opportunities. By being open-minded and engaging with people while knowing how to direct conversations, every conversation becomes an opportunity for you. Embrace this mindset as you progress through the chapter, and you'll find success in generating studio tours and art commissions.

### **Directing Conversations**

Welcome to this lesson on directing conversations. In our previous lesson, we discussed the importance of establishing rapport and desire in our conversations. In this lesson, we will delve deeper into how to actually establish rapport and desire, and effectively direct conversations with potential buyers of your artwork.

When we think about directing conversations, we imagine a conversation framework with a straight line connecting different states of mind that we want the person we are engaging with to experience. We want to move them from rapport to desire, like toppling dominoes in sequence. To achieve this, we need to focus on the content of the conversation and the way we communicate to establish rapport and desire.

Let's first talk about rapport. Rapport is a mutual feeling of being in sync, in harmony, and ultimately, a feeling of knowing, liking, and trusting each other. There are four key aspects to building rapport: commonality, attentiveness, positivity, and mirroring.

1. **Commonality:** Find common interests and ground by showing genuine interest in the other person and their passions. With art, this is often easier as the person has already shown interest in your work.

2. **Attentiveness:** Show that you are actively engaged and listening by reacting to messages, using emojis, and promptly replying when possible. This demonstrates that you are emotionally invested in the conversation.

3. **Positivity:** Allow the other person to feel like the most positive version of themselves by taking a charitable interpretation of their actions and words. This helps them feel like the best version of themselves.

4. **Mirroring:** Adjust your communication style to match the person you are talking to, both in person and online. This can include body language, vocabulary choices, and even emoji usage.

By focusing on these four aspects, you will be able to establish a strong rapport with potential buyers and move on to the next stage, which is building desire.

Desire is not about your artwork for its own sake, but rather positioning your artwork as a bridge to the desired self for your audience. To create desire, think about the current self and desired self of your potential buyer, and position your artwork as a way to fulfill that desire. It may be helpful to consider examples from other industries and pop culture to see how they create desire for their products.

Now, you may be wondering how to direct the conversation while ensuring that rapport and desire are established. The key is to ask questions. In any conversation, the person who asks the most questions is the one leading the conversation. However, it is essential to ask questions that will help establish rapport or desire. For example, if you are selling artwork related to a specific topic, ask the potential buyer about their interests and experiences with that topic.

In summary, to direct conversations effectively and establish rapport and desire, focus on commonality, attentiveness, positivity, and mirroring, and ask questions that will

lead to a better understanding of the potential buyer's current and desired self. By doing so, you will increase the likelihood of selling your artwork and creating lasting connections with your audience.

In order to effectively direct conversations with potential art buyers, it is essential to understand the concepts of pain and desire. By asking questions that encourage the individual to dwell on the pain of their current situation, you can increase their desire to change and move towards their desired self. Through this approach, you can influence their state of mind, making them more receptive to the idea of purchasing your artwork.

To effectively influence someone's state of mind, you can use three main techniques: asking questions, labeling answers, and obtaining micro commitments. Asking questions allows the individual to speak and express their thoughts, making them feel heard without feeling pressured. Labeling answers involves restating what the person said in a way that highlights their problems or desires, making their issues clearer in their own mind. Micro commitments are small agreements that help the person feel more invested in the conversation and their desired outcome.

When directing conversations, focus on establishing rapport and desire. Start by asking questions, labeling answers, and obtaining micro commitments to build rapport. Once rapport is established, move on to establishing desire using the same techniques. This will help nudge the conversation in the desired direction.

However, conversations might not always follow a straight line, as people can introduce what is referred to as "gremlins," or topics that are unrelated to the main conversation. Both you and the other person can introduce gremlins; when this happens, it's crucial to deflect them and return to the main topic.

To deflect gremlins, acknowledge the unrelated topic, but do not engage with it further. Instead, ask a question that brings the conversation back on track. If the person

continues to introduce gremlins, deflect up to two or three times before politely wrapping up the conversation and moving on.

By following this conversation framework, you can maximize the potential for sales from your followers. Remember that while you may not always have perfect conversations, taking action and maintaining the focus on rapport and desire will ultimately lead to more successful interactions.

Additionally, it is important to be aware of the "frame" of the conversation, which sets the parameters of what is acceptable to discuss. By asking questions and directing the conversation, you can control the frame and keep the focus on your desired outcome.

Let's next discuss the importance of recognizing milestones and building momentum in your conversations with potential clients or collectors. By understanding these milestones and how to progress through them, you can effectively direct conversations towards booking studio tours and ultimately selling your artwork.

First, it's crucial to acknowledge the stair-step dynamic in your conversations. This refers to the incremental progress you make as you engage with your audience. Each step represents a milestone, and recognizing these milestones can help you maintain motivation and momentum.

The initial milestone is getting people to reply to your messages. This first step might seem small, but it's essential for establishing communication and building rapport. Once you've achieved this, you can focus on encouraging potential clients to open up and share more about themselves. Remember, creating a connection is key to moving the conversation forward.

The next milestone involves transitioning from messaging to having a quick chat. This could be over the phone or through a video call, depending on the preferences of the individual. By moving from text-based communication to a more personal interaction,

you're demonstrating your commitment to understanding their wants and needs. This step allows both parties to feel more comfortable with each other and creates a stronger foundation for future communication.

Once you've successfully navigated these milestones, the conversation can shift towards booking a studio tour. This is the ultimate goal of your interactions, as it allows potential clients to view your artwork in person and increases the likelihood of making a sale.

It's important to remember that internalizing these concepts and applying them effectively takes time and practice. Don't be discouraged if you don't see immediate results. Through repetition and experience, you will become more adept at guiding conversations and achieving your desired outcomes.

Throughout this chapter, we will continue to explore these principles in greater detail, providing examples of how they play out in real-life scenarios. This approach will help you develop a better understanding of the stair-step dynamic and how each milestone contributes to the overall success of your marketing efforts.

For now, consider reflecting on the insights shared in this lesson and identifying at least one positive takeaway. By focusing on the progress you're making, you can maintain your motivation and continue building momentum towards generating studio tours and selling your artwork.

### **Engagement to Messenger**

In this lesson, we will discuss how to transition from engagement to messenger with prospective clients on Instagram. The conversation framework focuses on two main goals: establishing rapport and desire. If you can achieve these, then the person you're talking to is ready for a studio tour. We will explore the different types of engagement on Instagram, such as likes, comments, shares, saves, follows, and direct messages.



When someone interacts with your content, it's an opportunity to break the ice and move the conversation into Messenger. The first thing to focus on is establishing rapport, as it is essential for building a connection with the prospective client. Avoid off-topic discussions, and if faced with a gremlin (an obstacle in the conversation), deflect it a few times before politely wrapping up the conversation and moving on.

To start a conversation, consider the art subject or the person's interests. You can use the content they engaged with as an icebreaker or respond to a comment they made in Messenger. If they followed you, take a quick look at their profile to see if there's anything relevant to personalize the conversation. A good rule of thumb is to imagine the interaction happening in person, and use natural openers to build rapport.

If you're unsure what to say, a fallback opener could be: "Hey [first name], thanks for the [engagement]. How are you doing?" Remember to ask questions, as this encourages the other person to open up and talk more.

To demonstrate how this works, let's look at some examples. If someone follows your art account on Instagram, you can send them a message thanking them for the follow and asking a question related to their interests or your art topic. For example, if you're offering pet portraits and someone followed you from their dog Gino's account you could say, "Hey, thanks for the follow. Gino is super cute. Just curious, how long has Gino been Instagram famous?"

When engaging with people, remember that your goal is to establish rapport and desire. Look for multi-word, neutral-to-positive responses that indicate the person is open to a conversation. Simple one-word answers or silence might suggest they're not interested in engaging further. In these cases, try one or two more questions to gauge their interest before moving on.

If you need help with conversation ideas or handling gremlins, consider using AI copywriting assistants like [Jasper](#) or [ChatGPT](#). These tools can provide suggestions and variations for conversation openers and responses.

In summary, the key to moving from engagement to messenger is establishing rapport and desire through asking questions and finding common ground in conversations.

### **Messenger to Quick Chat**

In this lesson, we will discuss how to transition from messaging to quick chats in order to generate studio tours for visual artists. The main goal is to establish rapport and desire with the person you are engaging with, as these are essential elements for moving forward in the process.

First, it is important to remember that rapport may already be established in some cases. This can happen if the person is a close friend or a big fan of your content. In these situations, you can focus more on establishing desire rather than building rapport. However, in most cases, you would need to build rapport by finding common interests and engaging in a two-way conversation.

Once the conversation is flowing and engaging, it is time to ask for a quick chat. A good way to do this is by stating that you are enjoying the conversation and suggesting a call to discuss the subject further. Make sure to ask if they would be open to the idea of a quick chat, as this approach is softer and easier to agree to.

It is important not to discuss your art, commissions, or pricing during the quick chat. The purpose of this chat is to determine if it is a mutual fit to move forward to a studio tour. Maintain a professional attitude and focus on understanding the person's desires and whether you can help them.

To advance the conversation, engage in 2-4 back-and-forth interactions before asking for a quick chat. Once they agree to the chat, propose two times for the call and ask for their email address to send a calendar invite. This reduces the chance of no-shows.

For the quick chat, you can either use the Instagram call feature or Zoom, depending on your preference. The Instagram call feature is more casual and promotes a warmer response, while Zoom is a more formal option.

During the conversation, avoid introducing "gremlins," which are topics unrelated to the main focus – building rapport and establishing desire. If the person starts asking about your art, pricing, or commissions, politely deflect their questions and suggest a studio tour to discuss the matter further. The purpose of the studio tour is to discuss your commission process, your art, and pricing, if it makes sense.

In conclusion, the key to generating studio tours is to establish rapport and desire through engaging conversations and quick chats. Focus on finding common interests and maintaining a professional attitude while avoiding unrelated topics. By following this approach, you will increase your chances of successfully generating studio tours and potential sales for your artwork.

### **Quick Chat to Studio Tour**

In this lesson, we discuss how to turn a quick chat into a studio tour, building rapport, and clarifying the desire of potential clients to understand if they are a good fit for your artwork. The goal is to have a conversation that leads to the invitation for a studio tour and ultimately turns them into a client.

We will be using a conversation framework focusing on four key elements: rapport, topic/desire, bio, and ask. The first section, rapport, is about small talk and reconnecting with the potential client, picking up the conversation from where it left off in messenger. The second section is about bonding over the topic or desire. Here, you should focus on

asking questions about what they are looking for and why they are looking for it, without discussing your artwork or commissions yet. This helps build the desire for your art.

Once rapport and desire have been established, transition to discussing your bio by asking, "How much do you know about me and what I do?" Share a brief origin story about how you started creating art and how it has helped others. This will make potential clients more curious and build their desire to learn more. If they show interest by asking follow-up questions, it's a good sign that they are genuinely interested in your work.

If the potential client shows sufficient interest, ask if they would be open to a studio tour. Address any concerns or questions they may have about the studio tour and provide emotional reassurance. If they agree, book the studio tour immediately and check if any other decision-makers should be present during the tour.

It's important to remember that each domino in the conversation framework should only be toppled when the previous one has been successfully tackled. If at any point the conversation stalls or the potential client shows resistance, do not push further. Instead, end the call politely and leave the door open for future conversations.

In summary, the key to turning a quick chat into a studio tour lies in building rapport, understanding the potential client's desires, and sharing your story. Use the conversation framework and stay focused on each domino to guide the conversation toward booking a studio tour. Be prepared to deflect any gremlins and know when to end the call if the conversation is not progressing. By following these steps, you can effectively generate studio tours and ultimately transform potential clients into actual clients.

### **Recording Conversations**

This lesson is all about the various ways you can record conversations for self-study, reflection, and feedback from your peers. We will discuss taking screenshots, recording Loom videos, and recording calls on Instagram and Zoom.

First, let's discuss taking screenshots. This is important when you want to share a portion of a conversation with a peer for feedback or assistance. To learn how to take a screenshot on your device, visit [takeascreenshot.org](https://takeascreenshot.org). This website provides instructions for various devices, including Mac, Windows, iOS, iPad, Android, Chrome OS, and Linux.

Next, we will explore recording [Loom](#) videos. [Loom](#) is a free tool that allows you to easily record screen videos with audio. This is particularly useful when you want to share a lengthy conversation that spans multiple pages. To use [Loom](#), simply download the app and click on the [Loom](#) icon to start recording your screen. This will enable you to scroll through messages and capture the entire conversation.

Now let's discuss recording Instagram calls. We recommend using Instagram for quick chats as it is the most casual and least intimidating way of building rapport with potential clients. However, it is important to note that there is no easy way to record Instagram calls. If you find that your quick chats are not converting into studio tours, you may want to try having a few quick chats on Zoom and record them there. This way, you can seek feedback from peers or coaches if needed. Keep in mind that you don't need to record all your quick chats; only do so if you specifically want feedback.

There are third-party tools available for recording calls, such as ScreenFlow for Mac, Camtasia for Windows, and native screen recorders on iOS and Android devices. However, be cautious when using these tools, as they may not record the other person's audio or may prevent you from hearing their audio. Also, note that in some states and countries, you need two-party consent to record calls. Zoom takes care of obtaining this consent, so recording calls on Zoom is worry-free.

Finally, let's talk about recording Zoom calls. To record calls on Zoom, simply configure the settings to record all calls by default. Check for the red flashing dot and the

word "recording" during the call to ensure it is being recorded. We recommend recording locally to your computer to avoid additional cloud storage charges from Zoom.

In summary, recording conversations is a valuable tool for self-improvement and obtaining feedback. Utilize screenshots, Loom videos, and Zoom recordings as needed to enhance your marketing and sales efforts. Remember that recording conversations should be done primarily for educational and self-improvement purposes. With these tools at your disposal, you will be well-equipped to refine your approach and increase your success in generating studio tours.

### **Improving Your Conversations**

In this lesson, we will explore the process of troubleshooting conversations to identify bottlenecks and improve the flow of interactions when marketing and selling artwork. It is normal to encounter challenges and breakdowns throughout the process, but it is essential to remain calm and analyze the situation to find the best possible solutions.

Begin by analyzing the data and identifying the conversion rates at each step of the funnel. This will help pinpoint the exact stage where the bottleneck is occurring. Focus on the highest step in the funnel with the lowest conversion rate, as this is often where the issue begins. By addressing this problem, it will be easier to resolve any subsequent issues and increase the overall flow.

When a conversation goes sideways, try to reflect on the interaction and identify the point where things went wrong. Consider the frame of mind at that moment and analyze whether it positively or negatively impacted the conversation. By identifying and addressing these issues, you can improve future conversations and prevent similar mistakes. Practicing these skills and incorporating feedback from others can lead to rapid improvement.

To maximize your learning experience, engage with your peers and community members to provide and receive constructive feedback. This collaborative approach can

lead to faster growth and a deeper understanding of the art selling process. Utilize various resources, such as AI copywriting assistants, books, and more, to further enhance your skills and troubleshooting abilities.

In summary, the key to successfully troubleshooting conversations is to remain calm, analyze the data, and identify bottlenecks in the process. Utilize various resources and engage with your community to continually improve your skills and ensure a smooth flow of interactions when marketing and selling your artwork. With persistence and practice, you will be able to refine your approach and achieve long-term success in the art world.

### **Setting Up Your Payment Processors**

In this lesson, we will discuss setting up payment processors for your art business, specifically focusing on [Stripe](#) and [PayPal](#), which are essential for smooth and professional transactions during and after studio tours.

A payment processor is a company that partners with businesses to handle transactions and accept payments through credit and debit cards. With online businesses, this can be done by sending a link to the customer where they can securely enter their card details and complete the transaction.

There are two common situations when accepting payments: during the studio tour itself and after the studio tour. When someone agrees to purchase your artwork during the tour, it's essential to accept their payment immediately by sending them a link through Zoom or Instagram Messenger. If the payment cannot be made during the tour, you can send them a payment link via email or messenger for them to complete the transaction on their own time.

The main requirements for a payment processor include a simple, easy, and professional way to accept payments, the ability to adjust the price point on the fly, international payment acceptance, and having a fallback payment processor.

The two recommended payment processors are Stripe and [PayPal](#). Stripe should be your primary payment processor, while [PayPal](#) can serve as a fallback option.

Setting up [Stripe](#) is straightforward. After signing up and providing the necessary information, you can create [Payment Links](#), which allows for easy and professional payment processing without needing a website or custom coding. Configuring the payment links involves entering details such as product name, price, and advanced options like saving payment details for future purchases. You can bookmark the Payment Links page for quick access during studio tours.

[PayPal](#) serves as a fallback payment processor. To set up a business account with [PayPal](#), sign up and select the business option. [PayPal's](#) "Request Money" feature allows you to request payments from customers by entering their email address or phone number.

In case you need technical support with [Stripe](#) or [PayPal](#), their customer support teams can provide assistance. Additionally, resources like Candoo Tech, local libraries, and social media technicians can offer help.

Remember not to be "pennywise and pound foolish" by attempting to avoid transaction fees by using a tool like Venmo. Focus on providing a smooth and professional checkout experience for your customers, which will lead to more sales and income in the long run. Avoid accepting slow payment methods like checks and stick to credit cards, debit cards, or [PayPal](#).

By setting up [Stripe](#) and [PayPal](#) as your payment processors, you will be well-prepared to accept payments during and after your studio tours, ensuring a smooth transaction process for both you and your customers.



## Chapter 6: Conducting Studio Tours

Welcome to the chapter on conducting studio tours. This framework will provide you with the knowledge and tools to grow your sales and enhance your art practice. Studio tours are essential in turning leads into collectors, and understanding how to effectively engage with potential buyers is key to your success.

The Studio Tour Framework is based on four primary components: rapport, desire, solution, and investment. These components are interconnected, like a series of dominoes. By establishing rapport, you can uncover a person's desire, which in turn leads to presenting a solution (your commission and working experience) and ultimately, securing an investment from the collector.

Directing the conversation in a straight line is crucial for a successful studio tour. Begin by checking for rapport, and if necessary, establish it. Next, check for desire and establish it if needed. Proceed to discuss your solution and check for investment. The conversation should flow smoothly from rapport to investment, ensuring that you address any concerns or questions the potential buyer may have.

As you become more proficient in this process, you may find that your Instagram content assists in establishing rapport and desire, allowing you to focus more on discussing solutions and investments during the studio tour. This will enable a more streamlined and efficient experience for both you and your potential collector.

Remember that dominoes represent the current topic or state of mind you wish to establish in the person you're speaking to. By asking questions, labeling answers, and seeking micro-commitments, you can effectively topple each domino and move on to the

next one. If a domino isn't established, loop back and continue asking questions until the person is sold on the idea.

It's essential to stay focused on the current domino and avoid any off-topic distractions, referred to as gremlins. Gremlins can relate to past conversations, future concerns, or anything that strays from the current domino. Deflect any gremlins that arise and return to the relevant domino by asking a pertinent question. If a specific gremlin persists, politely end the conversation after two to three deflections.

With this introduction to the studio tour framework, you can better understand how to effectively engage with potential collectors during studio tours. This simple mental model provides predictability and consistency in your sales approach. In the following lessons, we will explore each section of the studio tour in more detail, providing an example studio tour script for your reference. By applying these principles, you can transform your studio tours into a powerful sales tool for your art practice.

## **Preparation**

In this lesson, we will discuss how to prepare for studio tours to ensure a professional and smooth experience for both the artist and the potential collector. Below are the key steps to take before and during each studio tour to maximize success.

1. **Set up a paid [Zoom](#) account:** Having a paid account allows for unlimited meeting times, ensuring that your studio tours won't be cut short due to time limits. The [Zoom](#) Pro tier plan is recommended for this purpose.

2. **Enable automatic recording on [Zoom](#):** Set up your [Zoom](#) account to automatically record your meetings to your local computer. This way, you won't have to remember to enable recording during each tour.

3. **Set up payment processors:** Make sure you have [Stripe](#) and [PayPal](#) accounts set up for processing payments. Bookmark your payment links in [Stripe](#) for easy access during studio tours.

4. **Create a quiet environment:** Ensure that you conduct the studio tour in a quiet room with no interruptions, as background noise can be distracting and negatively impact the experience.

5. **Have your hands free for note-taking and expressing:** Body language is important during studio tours, so make sure you have your hands free to take notes and express yourself effectively.

6. **Record the [Zoom](#) call:** If you've enabled automatic recording, this will be taken care of, but double-check before each tour to ensure the call is being recorded.

7. **Use a pen and notepad:** Taking notes during the tour helps you focus and actively listen to the prospective collector. This is important for building rapport and understanding their needs.

8. **Minimize distractions:** Close any open tabs or clutter on your computer, and ensure your phone is silenced or set to vibrate. Dim your screen to further reduce distractions.

9. **Release attachment to the outcome:** Focus on accurately diagnosing the collector's needs and desires, rather than obsessing over making a sale. This approach will make the collector feel more at ease and increase the likelihood of a successful outcome.

10. **Let go of emotional baggage:** Approach each studio tour with a clear and tranquil mind, regardless of the outcome of previous tours. Focus on being present and engaged with the current collector.

11. **Join the [Zoom](#) call on time:** Ensure you have the [Zoom](#) link ready and join the call precisely on time to make a good first impression and establish trust with the collector.

In summary, preparing for studio tours is about creating an environment where you can be fully present, actively listen, and make the prospective collector feel valued and attended to. By following these steps, you will increase your chances of building rapport, understanding the collector's needs, and ultimately making a sale. Your action items include setting up a paid [Zoom](#) account, enabling automatic recording on [Zoom](#), bookmarking your payment links, and creating an organized, distraction-free environment for your studio tours.

## **Rapport**

In this lesson, we will discuss the importance of rapport in conducting successful studio tours and how you can effectively establish this vital connection with your clients. Rapport is the first domino in the studio tour process, and it sets the foundation for desire, solution, and investment. It is essential to ensure that rapport is present and maintained throughout the interaction, as it helps you establish a connection and build trust with your clients.

Since your clients have already seen your content, followed you, and interacted with you in some way before the studio tour, there should already be some rapport established. Your goal now is to reinforce this rapport by showing them that you respect their time and will take the lead during the tour. Acting like a tour guide, you should lead the conversation and guide your clients through the process, ensuring they have a pleasant experience.

To accomplish this, use the Studio Tour Framework, a step-by-step script designed to help you navigate the rapport-building process. This framework consists of four main dominoes: rapport, desire, solution, and investment. Begin by engaging in a brief small

chat, asking your clients how their week has been and where they are calling from. Remember to keep this conversation short and focused, avoiding getting lost in the details.

Next, state the agenda and take the lead. Explain to your clients how the call will proceed: first, by asking them questions about themselves and revisiting topics from previous conversations; second, if it seems like a good fit, walking them through your studio process; and finally, allowing them to decide whether they want to be a part of it or not. By outlining the agenda, you provide a clear vision for the studio tour, answer any potential questions, and encourage them to trust in your guidance.

As you progress through the rapport-building process, be prepared for potential obstacles or "gremlins" that could disrupt the flow. For example, a client may not agree with the proposed agenda and suggest a different approach. In this case, politely restate the agenda and emphasize the importance of following the outlined process. If the client continues to resist, you may need to end the call, emphasizing that the purpose of the call is to determine mutual fit and tailor the studio tour accordingly.

To prepare for your studio tours effectively, make a copy of the Studio Tour Framework and practice reading it out loud to yourself five to ten times. This practice will help you become familiar with the script and build confidence in your ability to lead the conversation. Focus on the tone of your voice, ensuring you sound calm, confident, and focused when stating the agenda and asking questions. With practice and proper execution, you will be able to establish and maintain rapport with your clients, leading to successful studio tours and increased sales of your artwork.

## **Desire**

In this lesson, we will discuss the importance of establishing and strengthening the desire of potential art collectors during a studio tour. The desire should not be just about the art itself, but rather a deeper motivation that transcends the artwork. This could be a

personal milestone, a desire to celebrate a loved one, or any other human emotion that drives their interest in your art.

The first step in strengthening a collector's desire is to ask questions about their current situation and highlight why it may not be as comfortable as they think. This helps in enhancing their motivation to take action and make a change in their life. The next step is to ask questions about their desired situation, which aims to clarify why their desired situation is much better and more satisfying than their current one. Creating a perceived gap between their current and desired situations will encourage them to take action.

During the studio tour, you should focus on emotionally charged questions that draw out the collector's feelings and desires. For example, if you are offering pet portraits, you can ask questions about their pet's personality, favorite activities, and special memories. These questions help the collector connect with their emotions and enhance their desire for your artwork.

As you gather information about the collector's current situation, aim to build pain by asking questions that make their current situation feel uncomfortable. This could involve discussing past experiences with their pets and the eventual loss of those pets. By asking these questions, you are subtly reminding them of the importance of, for example, celebrating their current pet while they still have time.

To understand the collector's desired situation, again using the pet portrait as an example, ask if they have ever considered having a commission done of their pet. Let them think about the possibilities and give them the opportunity to express their desires. If they seem hesitant or unsure, share anecdotes of previous clients who had similar desires and eventually decided on a larger or more elaborate piece. This will help them feel more open to the idea of a commission.

Finally, ask the collector what is stopping them from celebrating their pet in another way or on their own. This question helps build their commitment to making a change and

showcases their need for help in achieving their desired situation. By admitting that they need help, they move closer to making a decision and moving forward with you.

Your action items for this lesson include adapting the questions and script to your specific art niche and practicing the adapted script until it feels natural and smooth. By asking emotionally charged and thought-provoking questions, you can effectively strengthen a potential collector's desire for your artwork during a studio tour.

### **Solution**

In this lesson, we will discuss how to establish the solution domino in the studio tour by bridging the gap between your client's current and desired situation through your commission process. Remember, rapport and desire are crucial elements that are already established at this point in the studio tour.

1. **Asking permission to share:** After ensuring that the client acknowledges their need for help, ask for their permission to share information about your art practice and commission process. This makes them more receptive to what you have to say.

2. **Stating your studio practice:** Clearly and confidently present what your studio practice is about, in a way that resonates with your client's desires. This statement should be consistent and similar to your bio on Instagram.

3. **Explaining your commission process:** Describe your commission process at a high level, keeping it vague to maintain focus on the outcomes. Avoid going into too much detail about techniques, materials, or mechanics. Your explanation should not exceed two minutes.

4. **Show relevant work at various stages:** While explaining your commission process, show examples of your work at different stages – sketches, progress check-ins, and final pieces. However, avoid showing too much art or getting into the weeds, as it might distract your client from the desired outcome.

5. **Answering client questions:** As your client asks questions about your process, answer them clearly, but keep it high level. Ensure that you don't introduce any distractions or gremlins, but provide enough information to address their concerns.

6. **Setting clear expectations:** During the explanation, take the opportunity to set clear expectations about how much influence your client will have on the creative process. This helps avoid misunderstandings and ensures a smooth commission process.

7. **Handling the price question:** Once your client has all their questions answered and feels comfortable with your process, they will likely ask about the price. This is the cue to move on to the next domino – the investment.

To prepare for this studio tour section, make a copy of your script and tailor it to your specific art practice and commission process. Write down and practice explaining your process, gather relevant visual aids, and be ready to answer any client questions with clarity and confidence. By following these steps, you will successfully present your art practice and commission process as the ideal solution for your client's needs, paving the way for a successful studio tour and a satisfied client.

## **Investment**

In this lesson, we will discuss the investment phase of conducting a studio tour. This phase comes into play when the potential buyer asks about the cost of your artwork and how to proceed with purchasing it. We will cover the concept of incentive-based rates, handling objections, and some action items for you to complete.

Incentive-based rates are a powerful tool to encourage buyers to make a decision during the studio tour. You can offer a discounted rate for those who decide to purchase on the spot, while having an everyday rate that is 20%-30% higher. The incentive-based rate represents the actual amount you want to earn from the sale of your artwork. For



example, if you want to earn \$1,800 per painting, you would offer an incentive-based rate of \$1,800 and an everyday rate of \$2,500.

When discussing the price with potential buyers, it is essential to be silent after disclosing the price and allow them to process the information. This helps avoid negotiating against yourself or giving off a nervous energy that might make the buyer think they can negotiate for a lower price. Wait for them to respond first, whether it is a yes, a no, or a maybe.

Handling objections is a crucial part of the investment stage. Objections are essentially gremlins that arise during the pricing discussion. They can include concerns about finances, needing time to think, checking with a partner or spouse, and more. To handle objections effectively, it is important to ask probing questions and uncover the root of the concern. Address the concern directly and offer solutions that will help the potential buyer feel comfortable moving forward.

Some action items for this section include adjusting the script provided in the lesson to reflect your own pricing and reading through it out loud five to ten times. This will help you become more comfortable with the investment conversation and build muscle memory for when you conduct studio tours.

In summary, the investment phase of conducting studio tours involves discussing pricing, offering incentive-based rates, and handling objections. By mastering these concepts, you will be better equipped to guide potential buyers towards making a decision and ultimately selling your artwork.

### **Pricing Your Work**

In this lesson, we will discuss the importance of pricing your artwork and different strategies that can be employed to maximize profits while building value for your customers. The story of Pablo Picasso and his quick napkin drawing is illustrative:

One day, while Picasso was enjoying a meal at a café in Paris, a wealthy woman recognized him and approached the artist. Excited to meet the famous Picasso, she asked him if he could do a little drawing for her on a napkin. Picasso agreed and quickly sketched a small piece of artwork on the napkin.

When he handed it back to her, she reached for it enthusiastically. However, before she could take it, Picasso pulled it back and said, "That will be \$20,000." The woman was flabbergasted. "But it only took you a minute to draw it," she protested.

Picasso replied calmly, "No, madam. It took me forty years."

This story illustrates the idea that the value of art is not only determined by the time and materials used, but also by the artist's experience and the perception of value in the mind's of others. Let's continue and look at a few pricing strategies.

There are three main pricing strategies for artists: cost-based pricing, competitor-based pricing, and value-based pricing. Cost-based pricing, which involves calculating the total cost of materials and labor, is the least effective and profitable strategy. It does not take into account the perceived value of the artwork, and often leaves out essential costs such as sales and marketing efforts.

Competitor-based pricing, on the other hand, involves researching similar artists and basing your prices on their work. This approach is more effective and profitable than cost-based pricing, as it uses empirical evidence to determine the market value of your artwork.

Value-based pricing is the most effective strategy. It anchors the price of your artwork against the perceived value in your customer's mind. To use value-based pricing, you must have your own audience and be able to gauge their perception of your work's value.

Axiomatic pricing is a simplified way to begin value-based pricing. Choose a floor price (at least \$500 or more) and focus on creating artwork that justifies that price point. Instead of lowering your price, think of ways to add more value to your work to justify the price.

As you become more comfortable with your pricing and gain more sales, you can gradually increase your prices to find the sweet spot, ideally between \$3,000 and \$10,000. This range allows for a sustainable income and requires fewer sales to reach desired monthly profits.

Be aware of the Osborne Effect, which refers to the cannibalization of sales due to offering lower-priced items. Focus on selling your main artwork and avoid competing with yourself by offering lower-priced options. Prints or other reproductions can be useful in the future, but for now, prioritize selling your main artwork at a profitable price point.

In conclusion, choose a profitable price point for your artwork and stick with it. Focus on adding value to your work and gradually increase your prices as you gain more sales. Avoid undercutting yourself with lower-priced options and work toward a sustainable income from your art.

### **Improving Your Studio Tours**

In this lesson, we will explore how to troubleshoot studio tours and make improvements to achieve better results. The aim is to analyze your studio tours and identify bottlenecks in the process, then make meaningful changes to overcome these issues. The chapter includes a step-by-step guide on how to evaluate your studio tours and offers tips for practicing and seeking feedback.

To start troubleshooting your studio tours, you need to examine your conversation funnel. This involves tracking your performance in building desire, presenting your solution, sharing investment details, and converting clients. By monitoring these aspects

over a specific period, you will be able to pinpoint where the drop-offs occur and address the bottleneck in your studio tours. Identifying common bottlenecks and implementing suggestions can help improve your overall performance.

For a more individual approach to troubleshooting, reflect on each studio tour and determine where it went sideways. Consider the frame you were projecting during the conversation and think about what you could have said or done differently. Practicing your proposed changes and building muscle memory can lead to more successful conversations in the future. Taking a short walk after a studio tour can help you reflect on the conversation and integrate feedback.

When seeking feedback on proposed changes to your studio tours, make sure to utilize available resources such as [Jasper](#), [ChatGPT](#), and [Grammarly](#). Engage with your peers in [The Catalyst](#) community for feedback and ensure you provide clear context to get the best possible input. Contributing to the community and practicing with your peers can help develop your skills and improve your performance in studio tours.

The secret to predictable sales lies in having conversations, being consistent, and reflecting on conversations that go sideways. Turn your conversations into content or inspiration for future content, and practice regularly to build confidence and expertise in conducting studio tours. Engaging with the community and learning from others can help you refine your techniques and achieve better results in your studio tours.

The action items for this lesson include reflecting on at least three to five studio tours individually. Identify where the tours went sideways and propose changes for improvement. By reflecting on your progress and addressing issues, you can enhance your studio tour success and increase your client conversion rate.

## Chapter 7: Growing Your Audience

Welcome to the chapter on Growing Your Audience. In this chapter, we will explore how to grow your online art booth, again, also known as your Instagram profile, and turn people into leads at a larger scale. By doing so, you can grow your business and increase your chances of turning leads into collectors or clients.

The goal of growing your audience is to predictably turn people into leads and do it efficiently or at scale. Remember, a lead is someone who is open to working with you, not someone who is guaranteed to become a collector or a client. There is a spectrum to lead quality, which is not primarily about social media activity but rather about the state of the person's mind, their inner psychology, and how they perceive you and your art.

To establish lead quality, we need to focus on building rapport and desire. Rapport and desire are the initial dominoes that, when established well enough in a person's mind, make them open to having a studio tour with you. Conversations, whether offline or online through platforms like Instagram, are opportunities to build rapport and desire with potential leads.

To scale this process, we need to establish rapport and desire more efficiently by reaching more people at once. This is where Reels, or short video content, come into play. Reels facilitate a one-to-many conversation with your entire audience, allowing you to build rapport and desire at scale.

In order to move people through the lead generation process, start by creating content that gets engagement. From that engagement, move people into direct messaging, then invite them to have a quick chat, and ultimately schedule a studio tour. As you post

more Reels and get better at establishing rapport and desire, it becomes easier to move people through these steps and get them onto a studio tour predictably.

If you find that you're having difficulty scheduling quick chats or studio tours, it might be a sign that you need to create more Reels that effectively warm people up. As people watch and engage with your Reels, it should become easier to move them through the steps and get them onto a studio tour.

Remember to approach content creation as if you're having a one-on-one conversation with a person, but you're actually doing it in a one-to-many way. This approach will help you scale turning people into leads predictably.

As we go through this chapter, there will be valuable information to help you grow your audience and improve your art business. Take action on these lessons and apply them to your art practice. Share your positive insights and takeaways from this chapter in [The Catalyst](#) community, and get ready to dive deeper into the Booth Growth Framework in the upcoming sections.

### **The Instagram Algorithm**

In this lesson, we will discuss the Instagram algorithm, which plays a significant role in how artists can market and sell their artwork on the platform. With 95 million photos and videos posted on Instagram daily and 1.3 billion daily active users, understanding how the algorithm works is crucial for reaching your target audience and growing your influence on the platform.

The Instagram algorithm, in simple terms, is a set of rules followed by the platform to solve the problem of determining what content to show each user. This algorithm affects the Home tab, Explore tab, and Reels tab of the app. It is essential to note that unless you work on content recommendations at Instagram or have inside knowledge, the information available about the algorithm is mostly speculation. However, Instagram occasionally shares updates and clarifications on its workings.

Instagram's primary goal as a company is to grow its revenue and profit by increasing the time users spend on the platform. The algorithm works to show the most engaging content to each user, ensuring they spend more time on the app. To achieve this, the Instagram algorithm considers four main factors when deciding whether to show your content to more users:

1. **Post engagement:** The likes, comments, saves, and shares your content receives, and the speed at which it gets this engagement.
2. **Profile engagement:** The amount of past engagement your profile has received from a specific user.
3. **Content engagement:** Whether the user has engaged with similar content from other profiles in the past.
4. **Profile heat:** The amount of engagement your profile has received from users in the past few weeks, indicating if your account is gaining popularity.

While you cannot directly influence all of these factors, focusing on post engagement will indirectly improve the other aspects, leading to increased visibility for your content. The more engaging your content is, the more views and reach it will receive.

When you publish a new Reel, Instagram tests it with a small group of users. If the content receives good engagement, it will be shown to progressively larger groups of people. It is essential to understand that engagement leads to views, not the other way around, and hashtags no longer have a significant impact on views as they did in the past.

To "hack" the Instagram algorithm, there are no tricks or shortcuts. The key is to create content that consistently receives high engagement in the form of likes, comments, saves, and shares. By doing this, Instagram will reward you with more reach and traffic, ultimately growing your audience.

As you continue to learn about the Instagram algorithm, remember to take any information with a grain of salt unless it comes directly from the team at Instagram. One helpful action item is to follow Adam Mosseri, the head of Instagram, to stay up-to-date on any changes and updates to the platform and its algorithm. By following him, you can ensure you have trustworthy information about the workings of Instagram and can adapt your strategies accordingly.

To conclude, understanding the Instagram algorithm is crucial for artists to effectively market and sell their artwork on the platform. Focus on creating engaging content that resonates with your audience and watch your reach and influence grow over time.

### **Engagement Rate**

In this lesson, we will discuss the concept of engagement rate and its significance in growing your audience as a visual artist on platforms like Instagram. By understanding and optimizing your engagement rate, you can create more compelling content that will attract more followers and, ultimately, help you market and sell your artwork more effectively.

Engagement rate refers to the level of interaction your content receives from your audience. On Instagram, engagement consists of likes, comments, saves, and shares. To calculate the engagement rate for an individual post, you can use the following formula:  $(\text{likes} + \text{saves} + \text{shares} + \text{comments}) / \text{plays (or views)}$ . Ensure that you give your content enough time to collect metrics before calculating the engagement rate, ideally at least 30 days after posting.

A "good" engagement rate can vary depending on the context. Generally, an engagement rate of 10% or higher is considered excellent, while a rate between 5% and 10% is deemed solid. If your engagement rate falls between 3% and 5%, there is room for improvement, and if it's between 1% and 2%, there is a need for significant changes to your content strategy.



It's essential to remember that the number of views your content receives is not the sole indicator of success. Instead, focus on maintaining a consistent engagement rate of 5% or higher, as this will encourage Instagram to give your content more reach over time. It may take anywhere from two to six months of posting engaging content for your account to grow significantly.

To track your engagement rate effectively, you can use a spreadsheet or document to log the date posted, date pulled, post description, views, likes, comments, shares, and saves for each piece of content. By analyzing your engagement rate data, you can identify trends and make informed decisions about your future content strategy.

In conclusion, understanding and optimizing your engagement rate is crucial for growing your audience as a visual artist on Instagram. By focusing on creating engaging content with an engagement rate of 5% or higher, you will be well on your way to expanding your reach and attracting more followers. Remember to track your engagement rate consistently and use the insights gained to refine your content strategy for continued growth.

### **Improving Engagement**

In this lesson, we will focus on improving engagement for visual artists on social media platforms, specifically Instagram. We will discuss general principles to increase engagement and explore methods to enhance each type of engagement, such as likes, comments, saves, and shares.

Key principles to increase overall engagement:

1. **Use a Booth Engagement Tracker** to analyze the performance of your content and identify topics that resonate with your audience. Create more content around these topics to boost your engagement rate.

2. **Always include a clear Call to Action (CTA)** in your posts. Encourage users to follow, like, comment, save, or share your content.

3. **Post high-quality content that provides value** to your audience. This doesn't mean high production value, but rather the relevance and usefulness of the information you share.

4. **Master one style of content before experimenting** with others. For example, if you are creating talking head Reels, ensure you consistently achieve a desirable engagement rate before trying other styles.

5. **Reply to all comments and direct messages** to build rapport with your audience and increase engagement.

6. **Write longer, valuable captions** at least two to three times a week. This will encourage users to save or comment on your posts.

7. **Utilize networking or "like time" techniques** to create posts that encourage users to comment and share their interests.

Now let's explore ways to increase each specific type of engagement:

1. **More Likes:** Use a CTA that encourages users to like the post, such as displaying a heart emoji. Additionally, post rapport-building content in your art niche or topic.

2. **More Comments:** Make your CTA about commenting and ask questions or solicit feedback in your captions.

3. **More Saves:** Create value-packed content that users will want to revisit, and consider using a CTA that encourages saving the post.

4. **More Shares:** Be entertaining, relevant, and tap into trending topics. You can also use a CTA that encourages sharing.

In conclusion, improving engagement is crucial for growing your audience as a visual artist. By implementing the general principles and specific methods discussed in this lesson, you can create content that resonates with your audience and encourages interaction. As you continue to develop your skills and instincts for creating engaging content, you will find it easier to grow your audience and achieve success in the online art world.

### **Content Strategy**

In this lesson, we will discuss an effective content strategy to help visual artists grow their audience and generate leads. We will focus on the different types of content to post and the importance of engagement rates for successful growth.

1. **Types of Instagram posts:** There are various types of posts you can make on Instagram, including Reels, photo posts, carousels, stories, and highlights. It's essential not to get overwhelmed by feeling the need to post all types of content. The primary goal is to grow your audience and generate leads, which can be achieved by posting Reels that have a 5% or higher engagement rate.

2. **Determining what content to post:** To achieve a 5% or higher engagement rate, focus on posting content that your audience likes, not necessarily what you like. You can find content ideas by looking at popular posts on TikTok, asking for feedback from your audience, examining your booth engagement tracker, and exploring websites like Quora and Answer the Public.

3. **The 80/20 rule:** 80% of your Reels should be imitations of TikToks or Reels that have direct evidence of high engagement. The remaining 20% can be dedicated to

experimentation or testing out ideas based on audience feedback and studio tour desire questions.

**4. How often to post:** The frequency of your posts depends on how fast you want to grow your audience. Posting two to three Reels per day can help you achieve faster growth, while posting two to four Reels per week will result in slower growth. It's crucial to learn from your posts and make adjustments based on engagement data.

**5. Evaluating content ideas:** When deciding if a content idea is worth posting, consider the following:

- Does it have evidence of a 5% or higher engagement rate?
- Will it build rapport and/or desire for your art topic?
- Will it introduce gremlins or invite the wrong frame of mind?

By focusing on these aspects, you can create a content strategy that will effectively grow your audience and generate leads. Remember, as long as you can predictably grow an audience, you can always find ways to make money from it. Your content should primarily build rapport and desire around your art topic, rather than directly selling your artwork.

In conclusion, decide how frequently you will post Reels and prepare your next booth outline accordingly. Utilize tools like Google Sheets to organize your booth outline and engagement tracker in one place. By following these steps, you will be on your way to growing your audience and transforming your art business for the better.

## **Content Mix**

In this lesson, we will discuss the concept of content mix and how it plays a crucial role in growing your audience as a visual artist. Content mix refers to the combination of genres and styles you focus on in your content. It involves considering what types of content would attract new people, build rapport, and inspire them to invest in your artwork.

There are four main genres of content that you can use to grow your audience: edutaining (educational and entertaining), entertaining, about you, and promotional. Each genre serves a specific purpose in building rapport, desire, and awareness about your art and the overall commission experience.

1. **Edutaining:** This type of content helps build rapport and desire. By creating educational content that also entertains, you can make people interested in your art and develop an emotional connection with them.

2. **Entertaining:** Creating entertaining content that hooks into wider trends happening on TikTok and Instagram is a great way to get larger reach beyond your typical audience.

3. **About You:** Creating content that features you as the artist can help your audience feel a sense of affinity towards you. This builds rapport and trust, which is essential for converting followers into customers.

4. **Promotional:** Promotional content can help build desire and educate people about the solution (i.e., your art commission experience). Instead of pushing for direct sales, promotional content should focus on inviting your audience to schedule a studio tour or learn more about the commission process.

The content mix you should focus on depends on the size of your existing following:

- If you have fewer than 5,000 followers, focus on gaining followers with 90% edutaining content and 10% entertaining content. You can also choose to make 100% of your content edutaining.

- If you have 5,000 to 50,000 followers, focus on building rapport and desire with 60% edutaining content, 20% about you content, 10% promotional content, and 10% entertaining content.

- If you have 50,000 to 100,000+ followers, focus on building rapport, desire, and the solution domino with a balanced mix of 30% edutaining, 30% about you, and 30% promotional content.

Another crucial aspect of your content mix is the power of social proof. Social proof refers to evidence that other people appreciate and value your work, which can increase the effectiveness of your content. By incorporating social proof into your content, you can further build rapport, desire, and trust with your audience.

To summarize, the content mix is a vital aspect of growing your audience as a visual artist. By focusing on the appropriate genres and incorporating social proof, you can build rapport, desire, and awareness about your art and the commission experience. As you gain more followers, adjust your content mix to focus on building stronger connections and converting followers into customers. Remember to keep experimenting with different types of content and styles to find the best mix that works for you and your audience.

### **Booth Conversion Rate**

In this lesson, we will discuss the concept of booth conversion rate and its importance in growing your audience as a visual artist. A booth conversion rate is the number of followers gained divided by the number of profile visits. This rate helps you understand how effectively your profile is converting visitors into followers, which is crucial for audience growth.

First, let us revisit the concept of conversion rates within a funnel. A conversion rate is simply the comparison of two related steps in a funnel or process. For example, if you have a conversion rate of 50% from quick chats to studio tours, that means for every two quick chats, one converts into a studio tour.

The importance of booth conversion rate lies in its controllability. If your profile is relevant and optimized for your target audience, your conversion rate will be higher, making it easier to grow your followers.

To calculate your booth conversion rate, follow these steps:

1. Go to your Instagram profile and click on the Professional Dashboard.
2. Click on Account Insights and then Accounts Reached.
3. Note the number of profile visits in the last 30 days (for better data consistency).
4. Check the number of new followers gained in the last 30 days.
5. Divide the number of new followers by the number of profile visits and multiply by 100 to get the percentage conversion rate.

A good booth conversion rate should be greater than 20%, which means for every five profile visitors, one person follows you. If your rate is between 10% and 20%, there is room for improvement. If it is lower than 10%, significant improvements are necessary.

Low conversion rates will hinder your audience growth, even if your content gets high reach. To ensure consistent growth, aim for a conversion rate of 20% or higher and a 5% or higher average engagement rate on your content (such as Reels).

Improving your booth conversion rate involves two main steps:

1. Optimize your online art booth (your Instagram profile) by following the guidelines from previous lessons.
2. Ensure your content has a 5% or higher average engagement rate.

If your conversion rate is already above 20% but your audience growth is still slow, focus on increasing your profile visits by creating more engaging content that gets higher views.

Action items for this lesson:

1. Check your Instagram booth conversion rate (if you have at least 100 followers).
2. If your conversion rate is below 20%, revisit previous lessons on optimizing your online art booth and analyze your content engagement rates.
3. Make adjustments to your profile and content, then monitor your conversion rate for at least two weeks (ideally 30 days).

By focusing on improving your booth conversion rate and consistently posting engaging content, you will effectively grow your audience and reach more potential buyers for your artwork.

### **When To Start Making Sales**

In this lesson, we will discuss when to start making sales as a visual artist. Contrary to popular belief, there is no set number of followers you need to have before you can begin selling your artwork. The key to making sales lies in generating and conducting studio tours. Your content, such as Instagram Reels, helps to warm up your audience, making it easier to engage them in conversations that could potentially lead to sales.

If you have existing followers or have posted content that received engagement before reading *The Unstarving Artist*, there is no need to wait. Start by engaging your followers through the messenger feature, inviting them to quick chats, and advancing the conversation as far as possible. Remember, to make your first sale, you only need one person who is interested in your artwork.

To effectively prioritize your time, focus first on advancing potential conversations in the messenger to quick chats and studio tours. However, keep in mind that Instagram has a rate limit on this activity, allowing you to open roughly 25 conversations per day. Once you have reached your daily limit, use your remaining time to work on your Reels and aim for an average engagement rate of 5% or higher.



As you become comfortable with generating studio tours and creating engaging Reels, shift your focus to the studio tour itself and perfect your conversation skills. This practice will increase your chances of gaining a collector.

To ensure constant improvement, adopt a "pause, reflect, and improve" approach after every ten activities. This method allows you to analyze your performance and make adjustments for the next batch of activities, whether it's in messenger conversations, quick chats, studio tours, or Reels.

Cultivating a long-term focus and an abundance mindset is crucial for achieving sales faster. A long-term focus helps you to be patient while learning each step of the process, and an abundance mindset prevents you from appearing desperate or overly eager during sales conversations. Both of these mindsets will make you more relaxed and confident when engaging with potential collectors.

Remember that the first time you do anything, it takes extra time and effort. Each sale will become easier and require less effort as you gain experience. The process is like pushing a boulder down a hill; once you gain momentum, it becomes unstoppable.

In conclusion, to start making sales as a visual artist, focus on advancing conversations with your existing followers and creating engaging content. Prioritize your activities, adopt a long-term focus and abundance mindset, and remember to pause, reflect, and improve after every ten activities. This approach will set you up for success in selling your artwork and growing your audience.

### **Instagram Growth Specialist**

In this lesson, we will discuss the concept of working with an Instagram Growth Specialist and its benefits. An Instagram Growth Specialist can simplify the process of gaining new followers, allowing artists to spend less time and effort on creating content at the beginning of their journey. This enables artists to focus on building rapport and

desire with their audience, which will lead to more successful studio tours and increased art sales.

An Instagram Growth Specialist works by bringing new followers to your account. They do this by targeting related accounts with similar art topics and following their followers. This process, known as the follow-unfollow method, generates visits to your profile, resulting in a percentage of these visitors following you back.

One recommended Instagram Growth Specialist is [Flock Social](#), a combination of a software tool and a human account manager. [Flock Social](#) is not the same as buying followers and can bring up to 300 to 1000 new followers every month.

However, it's important to note that using [Flock Social](#) does come with a risk of being shadowbanned by Instagram especially if you do not post content at the same time. A shadowban is when a social media platform silently reduces the views your content gets. To minimize this risk, consider using a separate duplicate online art booth for your [Flock Social](#) activities.

When using [Flock Social](#), it is essential to post at least three times a week to stay in good standing with Instagram. One easy way to achieve this is by using Instagram collab posts, where you can share content from your main account to your duplicate account by adding it as a collaborator.

[Flock Social](#) can be a helpful tool for artists who want to jumpstart their audience growth and focus on other aspects of their art business. However, it is not a long-term strategy. Artists should eventually focus on mastering Instagram Reels as their primary growth method.

In conclusion, working with an Instagram Growth Specialist can be beneficial for artists who need help growing their audience. By following the recommended tips and

strategies, artists can minimize the risks associated with using a growth specialist and focus on building relationships with their audience and growing their art business.

## Afterword

## Acknowledgments

## About the Author

Harry Whelchel helps everyday people become successful artists.

Harry believes in the power of creativity and the impact it has on the world.

Through his newsletter, video podcasts, and private coaching communities, he offers a wealth of resources and connections to help artists thrive, both personally and professionally.

His content includes insightful interviews, actionable advice, and inspiring stories from artists, gallery owners, critics, curators, and other unconventional creatives. He celebrates art in all its forms, showcasing the many ways people tap into their artistic skills, regardless of their medium or job title.

Harry's aim is to create a welcoming yet focused community where members can engage in meaningful conversations, learn from one another, and grow their artistic careers.

If this mission resonates with you, Harry invites you to join him and many artists on the fast track to success in [The Catalyst](#) community that supports, encourages, and elevates creativity in all its forms. To celebrating art and chasing dreams!

**Also by Harry Whelchel**

**Join The Community**

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