

This is the season to ...

GROW YOUR LIST



2021

SEP ● OCT ● NOV ● DEC

*Art Biz
Success*

What's up with the seasons?

Every art business has its changing seasons. Sometimes you are hibernating—laser focused on making new work in the studio. You're generating ideas, experimenting with abandon, and incubating what you see as most promising.

Other times you are pounding the real and digital pavement. You're posting, connecting, and creating content like crazy. You have a show to promote or a workshop to fill.

You are not only an artist. **You're a task-juggling, project-jumping, one-person phenom.**

Fortunately, there are seasons when you can enjoy all that you've planted. All of that hard work has paid off and the bounty is flooding in.

Regardless of what your focus is for the current season of your business, you can't afford to neglect the other parts that your business needs to thrive. We select a season focus based on one aspect of your business that you must always keep afloat.

THE CURRENT SEASON

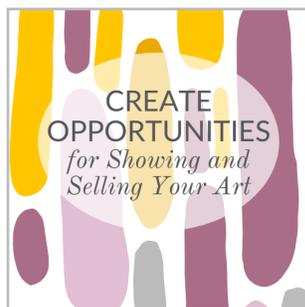
For September through December 2021, that focus is GROW YOUR LIST. Your email and contact list is your most valuable marketing asset, and you shouldn't be complacent with the size it is right now. You want to always be attracting more people to your list.

Over the course of these months in Grow Your List, you will:

- ✓ Explore at least 20 on-demand learning modules that have been updated in 2021.
- ✓ Participate in 4 live *Impact Sessions* with Alyson.
- ✓ Be a valuable member of our community of ambitious artists, where you can find extra support and meaningful connections.

Don't have a list? No worries. We've got your back! Our learning modules include information for those of you new to marketing lists.

FUTURE SEASONS



JAN - APR 2022



MAY - AUG 2022

Whatchya got for me?

We schedule lots of activity so you can participate in what you have time for and what you need. We know you have a life and don't expect you to attend everything, but we do like to see your face every so often on the Zoom screen and your name in our community forum.



ARTIST PLANNING SESSIONS

LIVE 3 times a year (January, May, and September) we set aside one week to help you plan for the upcoming season and beyond. Enrollment is separate from enrollment in the Grow Your List season.

GROW YOUR LIST IMPACT SESSIONS with chief instigator, Alyson Stanfield

LIVE: In-depth training on list-building topics. 75 min.

COMMUNITY CONNECTIONS with an Art Biz Success team member

LIVE: Kick off the monthly theme by discussing a thought-provoking question in our virtual groups. 45 min.

STRATEGY SESSIONS with mentor Kristen O'Neill

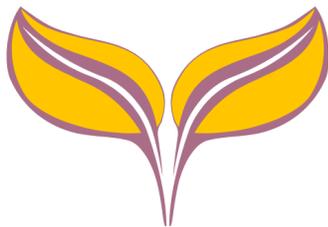
LIVE: Q+A call for anything about your art business. 1 hour.

STUDIO TALKS with creativity coach Vanessa Turner

LIVE: Break out into small virtual groups to discuss a topic related to your studio practice. 45 min.

GET IT DONE DAYS with mentor Suzanne Gibbs

LIVE: Set an intention and use our group energy to complete a project you've been procrastinating.



PROGRESS REPORTS

Celebrate accomplishments and set your intention for the following week.

COMMUNITY NEWS

Read this Monday email to stay up to date on the conversations happening inside of our community.

CONNECTIONS

Participate in community discussions in our private forum using the Mighty Networks platform. Ask questions, provide answers, and get accountability for your big goals.

LEARNING

Access our on-demand learning modules for Grow Your list—at your convenience.



Gimme the deets.

👉 The Artist Planning Sessions are a separate registration.

📅 The first Impact Session will be open to anyone who wants to get a sneak peek.

SEPTEMBER 2021

Community theme: Improving Productivity

T-F September 14-17 :: Artist Planning Sessions with Alyson 👉

T September 28 :: Opening Impact Session for Grow Your List with Alyson @ 4pm Eastern 📅

W September 29 :: Studio Talk with Vanessa @ 2pm Eastern

Th September 30 :: Community Connection @ 5pm Eastern

OCTOBER 2021

Community theme: Finding Help

M October 11 :: Strategy Session with Kristen @ 4pm Eastern

T October 19 :: Get It Done Day with Suzanne

Th October 21 :: Impact Session for Grow Your List “Delivering a Freebie” with Alyson @ 4pm Eastern

W October 27 :: Studio Talk with Vanessa @ 2pm Eastern

NOVEMBER 2021

Community theme: Marketing 1-to-1

M November 1 :: Community Connection @ 5pm Eastern

M November 8 :: Strategy Session with Kristen @ 4pm Eastern

W November 17 :: Impact Session for Grow Your List “Designing a 5-Star Customer Experience” with Alyson @ 4pm Eastern

W November 24 :: Studio Talk with Vanessa @ 2pm Eastern

T November 30 :: Get It Done Day with Suzanne

DECEMBER 2021

Community theme: Practicing Self-Care

W December 1 :: Community Connection @ 5pm Eastern

M December 13 :: Strategy Session with Kristen @ 4pm Eastern

T December 16 :: Closing Impact Session for Grow Your List with Alyson @ 4pm Eastern

W December 22 :: Studio Talk with Vanessa @ 2pm Eastern

T December 28 :: Get It Done Day with Suzanne

**Registration
opens
September 17!**

About Our Team

We're here to facilitate the conversations, initiate the learning experience, support you as you reach for your goals, and encourage your growth. But we don't have all of the answers. We believe every artist is wise and has a gift to contribute to other members.



Kristen O'Neill is a working artist, former museum staff member, and busy single mom. After being in my Inner Circle program for a year, I asked Kristen to join the team as an artist mentor and she's been with us since 2017. Kristen leads the monthly Strategy Sessions and interviews members for weekly spotlight articles. She lives in Grants Pass, Oregon. @kristenoneillart

Vanessa Turner is a working artist, mother, and engineer joining us from Bermuda. She was inspired by her mentor to become a coach herself to help artists through the challenges they face. As your creativity coach, Vanessa leads the monthly Studio Talk sessions where members discuss their goals, blocks, and strategies as practicing artists. @vanessaturnerart



Suzanne Gibbs, who lives on the Oregon Coast, is a life-long artist and the self-published author of 3 books. She loves making art, cheering on others to be creative, and swimming in the lake with otters. As your Get it Done Day mentor, Suzanne will help you bypass procrastination and perfectionism and take actionable steps toward your goals. @suzannegibbsart

Kristyn Brigance lives down the road from Alyson in Littleton, Colorado. She helps with customer service and administration, and we're trying out the title of Principal Implementor for her. If you have questions about billing, your log in, or how things work, Kristyn is your gal. Just remember that she's not full time, so will respond as soon as she is on the clock. @kabrigance



ABOUT ALYSON

Alyson B. Stanfield is the chief instigator at Art Biz Success. She is an artist advocate, workshop leader, and art business coach who brews up ideas from her Golden, Colorado office.

In previous lives, Alyson worked for a U.S. Senator (the good kind!), and as a museum curator and educator. It's through these roles that she learned the importance of nurturing strong relationships for professional success. The work she does with artists is strongly informed by this experience.

For nearly two decades, Alyson has helped thousands of artists boost their careers through her blog, podcast, online classes, publications, membership programs, and live events.

She wrote *I'd Rather Be in the Studio: The Artist's No-Excuse Guide to Self-Promotion* for the many talented artists who remain professionally unfulfilled because their work is not seen and not purchased.

In Grow Your List and the accompanying community forum and programs, Alyson wants to empower you with the skills that contribute to a successful and sustainable art career.

Follow her on Instagram: [@alysonstanfield](https://www.instagram.com/alysonstanfield)



**Registration opens
September 17!**
artbizsuccess.com/gyl

PS: About those learning modules

The on-demand learning modules are here for you when you need them! They are a mix of audio, video, and transcripts, with a few worksheets thrown in.

You can watch or read them in any order.

Here's what we have so far, but don't make us promise not to add more. We can't help ourselves.

Collecting Physical Addresses
Connecting Strategically
Crafting a Compelling Introduction
Creating a Content Plan
Defining Lists
Designing a 5-Star Customer Experience (Live)
Giving an Artist Talk
Introducing Yourself Online with Grace and Authority
Making a Mind Map
Networking in Person
Networking Online
Offering Freebies (Live)
Practicing Gratitude
Segmenting Your List
Starting Conversations
Systematizing Anything
31 People Who Can Help Sell Your Art
Using List Software
Using Sign-Up Forms