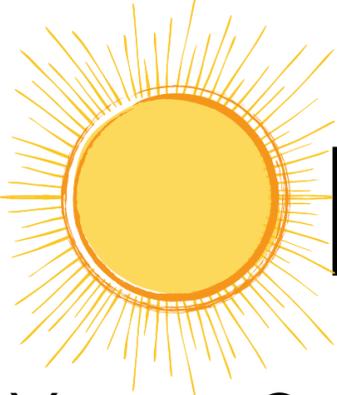


This is the season to ...



OPTIMIZE
Your Online Marketing

Program Info
2022
may . jun . jul . aug

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.**

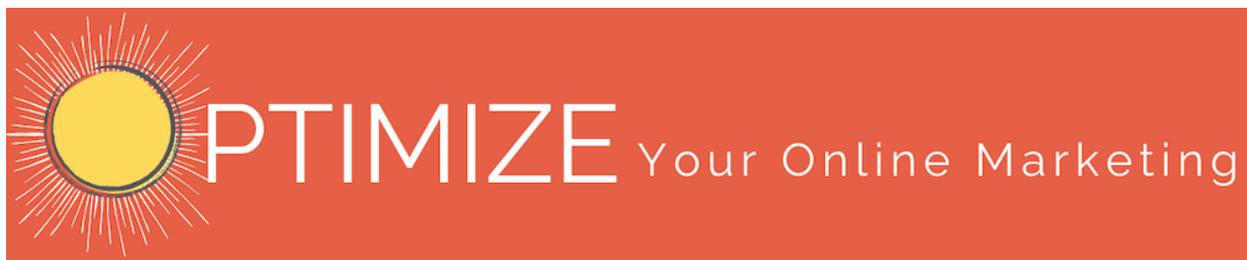
Fortunately, there are seasons when you can enjoy all that you've planted. All of that hard work has paid off and the bounty is flooding in.

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 May through August 2022, that focus is to OPTIMIZE YOUR ONLINE MARKETING. This isn't about you doing more (spending more time on social media). It's about figuring out what works for you and how to make it easier and more fun to spend a little time sharing your art online.

<https://artbizsuccess.com/optimize>



NOT INTERESTED IN LESSONS AND COURSEWORK?

For artists who aren't interested in the learning modules for Optimize Your Online Marketing, we have a community-only membership available to any artist who is looking for a place to land—to find other artists who get you, get support, ask questions (and get answers), and receive accountability. Please join us!

<http://artbizconnection.com>



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.

Live Sessions on Zoom

Impact Sessions and Strategy Sessions are recorded so you can catch a replay.

IMPACT SESSIONS with chief instigator, Alyson Stanfield

LIVE: In-depth training on seasonal 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.

The Art Biz Connection Community

All members of Optimize Your Online Marketing are invited to participate in community discussions in our Art Biz Connection private forum using the Mighty Networks platform. Ask questions, provide answers, and get accountability for your big goals.

Celebrate your accomplishments, and get accountability for your intentions and goals by completing the Progress Report that is posted every Friday.

Members-Only News

Read the Monday news about the community happenings to stay up to date on the season's activities and the conversations happening between our members.

Learning Center

Optimize Your Online Learning students can access on-demand learning modules at your convenience.

Live Sessions

Note: We have people entering our programs year-round, so this calendar is for everyone. The dates for Optimize Your Online Marketing students begin on May 26.

Note: Dates and times are subject to change due to unforeseeable circumstances. It's rare that this happens, but it is a possibility.

MAY 2022

Community theme: Being Seen

T May 3 :: Community Connection with Alyson @ 3pm Eastern

M May 9 :: Strategy Session with Kristen @ 4pm Eastern

T-F May 10-13:: Artist Planning Sessions with Alyson*

T May 17 :: Get It Done Day with Suzanne

W May 25 :: Studio Talk with Vanessa @ 2pm Eastern

Th May 26 :: Quick Start Orientation for Optimize Your Online Marketing with Alyson @ 4pm Eastern

JUNE 2022

Community theme: Getting Real

W June 1 :: Community Connection with Alyson @ 12pm Eastern

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

T June 21 :: Get It Done Day with Suzanne

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

JULY 2022

Community theme: Making It Fun

T July 5 :: Community Connection with Alyson @ 7pm Eastern

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

Th July 14 :: Live for Optimize Your Online Marketing "Creating a Content Calendar" with Alyson @ 4pm Eastern

T July 19 :: Get It Done Day with Suzanne

W July 27 :: Studio Talk with Suzanne @ 2pm Eastern

AUGUST 2022

Community theme: Trusting You Are Enough

M August 1 :: Strategy Session with Kristen @ 4pm Eastern

T August 9 :: Community Connection with Alyson @ 1pm Eastern

T August 16 :: Get It Done Day with Suzanne

W August 24 :: Live Impact Session for Optimize Your Online Marketing with Alyson @ 4pm Eastern

W August 31 :: Studio Talk with Vanessa @ 2pm Eastern

Optimize Your Online Marketing season ends August 31,
but you have access to all of the modules, recordings,
and transcripts in the learning center forever.
Of course, we would love for you to stay with us!

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, so we've been calling her the Principal Implementer. 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 *Optimize Your Online Marketing* and the accompanying community forum and programs, Alyson wants you to acknowledge that your time is limited and you need to make hard choices about your capacity to be both artist and promoter. The art always comes first. To optimize your online marketing, you must choose wisely as to where and how you spend your precious time.

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



PS: About the coursework

The on-demand learning modules for Optimize Your Online Marketing are here for you when you need them!

They are a mix of audio, video, and transcripts, with a few worksheets thrown in.

This season has a particular rhythm to it. And you can dance to it.

JUNE

Community theme: Getting Real (because you have to face the facts about the limited time and energy you have to do everything you want to do)

You will spend June improving your current online presence. Modules include:

- Auditing Your Online Presence
- Selecting Your Online Channels
- Building a Content Structure

JULY

Community theme: Making It Fun (because you'll be better at anything if you enjoy it)

You will spend July focused on massaging your online content. Modules include:

- Blogging (or Not)
- Connecting Strategically
- Creating a Content Calendar
- Crediting Your Art
- Engaging Online
- Making a Mind Map
- Searching for Good Content
- Watermarking

AUGUST

Community theme: Knowing You're Enough (because you need to be well grounded when you're looking at numbers)

You will spend August looking at numbers and results. Modules include:

- Leveraging Your Content
- Measuring Results

★ Bonus: Online Promotions Checklist for Your Show or Event