

YOUR PEOPLE PLAN NOTES 2

Planning Workshop for Cultivating Connections



Session 2

You had homework last night, which involved capturing a lot of names for the start of your conscious connections, though I suspect it's less of a start and more of a continuation because you already had many names.

Anything you want to share in Chat about this work so far?

4 COMMANDMENTS for Cultivating Conscious Connections

 Page 4 in your workbook.

1. You are **IN CHARGE**.

Be proactive rather than waiting for a knock the door or invitation in your inbox. There is no need to be aggressive or abrasive or do anything uncomfortable. Just be confident that you have purpose. You know your direction and you're following Your People Plan.

When I say don't wait, I also mean that you shouldn't be *only* submitting to calls for entry. Create your own opportunities rather than responding to others'.

2. Really, really **CARE about people**.

Be committed to nurturing meaningful relationships. Transactional relationships—where everyone expects something in return—are downright icky. One artist told me long ago that part of his problem was that he didn't really like people. Well, that IS a problem. I can't make you like people. If you don't like people—if you aren't curious about the human relationships you can have here on planet Earth—cultivating conscious connections might not be for you. And you're probably going to have a very hard time in your artist life.

3. Focus on personalized **1-TO-1 INTERACTIONS**.

Sending a single message to the right person is usually more effective than broadcasting to thousands. There's definitely a place for the latter as part of your strategy for staying visible, as we will see.

In my Essentials training, we refer to this as *whispering*. Here's why ... Years ago, I interviewed Steve Cranford, the creative chairman and CEO of the New York agency WHISPER. When I asked him why in the world a marketing firm would be called WHISPER instead of SHOUT, he replied: "The most important information you can share is whispered one-on-one."

You will always get better results when you're communicating 1-to-1 rather than 1-to-many.

4. Never discount your connection to anyone because **EVERYONE matters**.

Remember yesterday I mentioned that it is estimated everyone knows about 150 people. You never know what gems are hidden inside of those 150 people within someone else's network.

Be grateful for the many people in your life.

Now let's talk about how these connections might work. I like to think about this as ...

The Conscious Connections **CYCLE**

 Page 4 in your workbook.

I encourage you to draw this in your workbook as I talk. I think it will help it sink in.

The cycle of your relationship with someone starts **when you MEET THEM**. Maybe you took the first step as part of your People Day (which we'll discuss in a bit). Or maybe they emailed you. Or perhaps you met at an art opening or event.

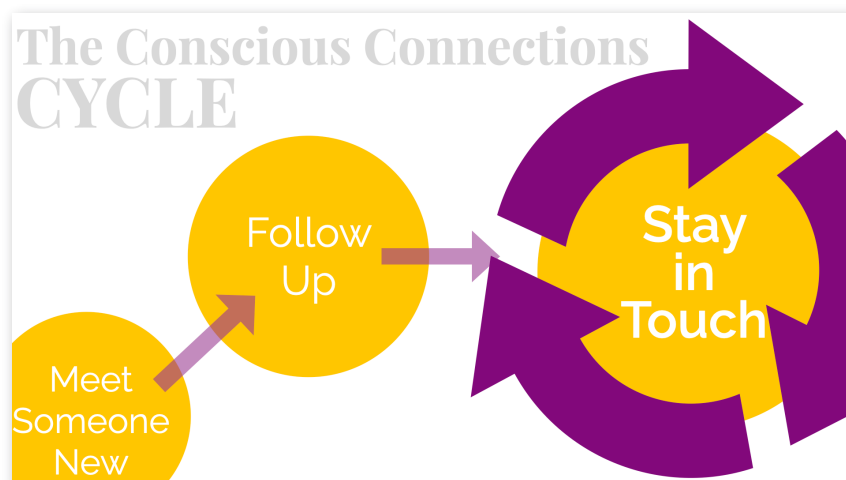
This is where it all begins.

You can let it die here or, if you want it to continue, you will **FOLLOW UP**.

You're at this follow-up stage when you're waiting to hear from a collector about a possible commission, from a student about a mentoring relationship, or from a curator about the parameters of an exhibition.

There are some relationships that will kind of fizzle out at this point. Maybe you didn't get a good vibe or you got a definitive rejection.

It's fine to let them go. Letting go allows more room for newer, more aligned relationships.



When you get a winner, you will do your best to **STAY IN TOUCH**. Not in an annoying, hounding way, but in a friendly, "I care about you" way. Remember that second commandment: *Really, really care about people*.

When someone enters the stay-in-touch phase, it's likely they're going to go **back into follow-up** at some point—meaning that there is additional communication between the two of you. You're responding to requests, answering questions, considering options, countering a proposal, or in the middle of any other type of communication from that person.

Any of your contacts can reach this point, regardless of where they belong on the 31 categories of people list.

This isn't linear, which is why it can be difficult to stay on top of where you are in a relationship. All you can do is try your best. A little movement is better than no action at all. A little movement is also better than hyper-documenting everything. You could spend all of your time documenting your interactions with other people if you're not careful. Don't do this!

Before we get too deep into this cycle, let's first lay out all of the possible ways you can keep a relationship going. Some of this probably came up during your mailing list assessment in the prep work.

TOOLS for Connecting

You are familiar with all of these, but you might not have taken the time to consider them as a whole. How do they work together?

- Social media (following, commenting, or DMing)
- Personal email (1-to-1)
- Newsletter (1-to-many)
- Real mail (note cards or postcards)
- Audio message
- Short, personal video
- Phone call
- Text
- Visit in person
- Meeting (IRL or Zoom)

You know what all of these are, but you might have questions about some of them. Make note of that and we can discuss in Q&A or during office hours tomorrow.

Let's apply these to the Conscious Connections Cycle.

Processes for INITIAL CONTACT

The first step for your conscious connections is identifying who you want to connect with. They aren't connections yet! Just potential at this point.

That's what you did for your homework from the first session.

Then you need to decide how you will reach out.

Make Initial Contact on Instagram

Given the tools that you have, I suggest using social media as a starting point.

- ✓ Follow on social media.
- ✓ Comment on their social media.
- ✓ Share their relevant posts to your stories or in another post.
- ✓ Find mutual connections.

We are so lucky to have social media! Yes, it can also be a curse, but, wow! It's astonishing when you think of all the people we can connect with these days that we previously weren't able to access. (Let that sink in.)

An aside: Unless you know them by name, don't try to find art collectors on social media. They aren't going to use #artcollector in their posts.

So the first thing you're going to do is follow the people you're interested in. Read what they're talking about. Share their posts. Comment on their posts.

If you are using Instagram for this, as you probably should, I suggest taking it a step further and saving one post from everyone you want to stay in touch with and making a Conscious Connections Saved Folder in Instagram. Make sure it's a post that will remind you of that person. (See video for details and screen captures.)

On your People Day, you can go to that Saved Folder and click on the post > then the person's profile > then look to see what they have posted that is new that you haven't seen. Comment when appropriate. (Don't just like things!)

If they aren't active on social media, you will have to make a cold connection and that will vary depending on who the person is.

Consider Postcards

For a lot of people in the art world (curators, directors, gallerists), I recommend sending postcards. I love postcards to keep your name and art in front of people.

A number of years ago, I wrote an article called [8 \(Other\) Occasions to Send Postcards That Promote Your Art](#). Other than an exhibition opening or announcement. Check it out for some ideas (and the comments).

But the postcard doesn't have to have a reason other than to share your art. I suggest this format for your postcards.

1. Large image of your art on the front with your name visible.
2. Smaller image on the back (which I think is really called the front) with your name, mailing address, credit lines for the artwork, website URL, email address, and Instagram handle on it.
3. Add a little personal handwriting because that is likely to be read more closely. Just say: "Loved your last show" or "Studio visits upon request" or ... What you write really depends on the situation.

Emails Also Work

As a first step, emailing is complicated by the fact that inboxes are overloaded and so much email goes directly to junk folders these days.

But you can try! Just don't be surprised if you don't hear back. Email simply isn't as reliable as it used to be.

Methods for FOLLOWING UP and Staying in Touch

After you have made a connection and want to be in a business relationship with your prospect, you need to keep up with the relationship. Remember, you're in charge. And you will have to use your best judgment about matching all the tools we just outlined to specific situations.

I wish I could tell you exact steps and precise tools, but there is no one-size-fits-all situation.

Tune into the relationship so you can be discerning about the best step for that connection. The most important thing to understand is that your follow-up is personal. It's not a broadcast or a post, but 1-to-1 interaction.

In Case You Need This List ... Reasons to Contact Someone

I just finished a new body of work, here is a little about it, and a direct link to see it.

I am having a sale and you, my cherished subscriber, get first choice.

My show (solo, 2-person, 3-person) is opening and it would mean so much to see you there.

You are invited to my <open studio, art festival booth, reception>.

I have new gallery representation and here's why this is a big deal.

I moved into a new studio in <this neighborhood> and here is how to visit.

Did you know I do commissions? Here's how that works.

I opened a shop for products with my art on them. Here's the link.

Happy holidays, happy birthday, happy ice cream day, happy friendship day, ...

Thank you for <this>.

<This> made me think of you today.

I sure hope you're on the mend quickly.

I am so sorry to hear that <this happened>.

I heard the good news about your <anniversary, retirement, first grandchild>.

Considerations for YOUR Marketing Frequency

There are some marketing tasks you must do, at a bare minimum, to keep your name and art in front of people.

Everyone has their own threshold around their absolute minimum. When I am coaching someone around their marketing, we have to take into account these factors:

- What their ultimate goals are for their art business.
- What their short-term goals are.
- What their schedule and daily obligations are.
- How they want their life to be. How much do they want to hustle?

Do you see how these must be aligned? You can say you want something, but if the rest of your life is competing against that goal, you'll be incredibly frustrated in all areas of your life.

What is your bare minimum?

Staying visible is 1-to-many marketing. You're broadcasting, posting, and showing up at large events.

Update your website so that people see the best you. This is your home base. This is digital real estate that you control. Goal: < your frequency >

Post to your social media so that it's always fresh. Goal: < your frequency >

Send an email newsletter to keep your name top of mind. Goal: < your frequency >

Attend art openings and events to show that you are a part of your art community. This is part of being seen and meeting more people with art connections. Goal: < your frequency >

Now you're ready for it.

Introducing ... Your People Day. **Your People Day is Your People Plan!**

Organizing Your PEOPLE DAY

Your People Day is a time you set aside *with yourself* to review your connections and plan your networking. It's planning time, but it's also implementation time, as you'll see.

Your people day should be something you look forward to. You get to connect with people—hear about what they're up to and share your art. The only thing that should feel better than this is the time you spend in the studio.

[Here's where we reviewed the workbook pages 5-7 in detail]



Page 5 in your workbook.

“Habits explain WHAT you do, but rituals are about HOW you do it.”

—Greg McKeown in his book, *Effortless*

I suggest setting aside 1 day a week in the beginning to work your People Plan. Later, you can trim it down or do it every other week, but right now you need to get your system humming. It's important to get it started, be consistent, and create momentum.

This isn't to say that you won't do other things on your people day. But you are saving a space for it—committing to these conscious connections.



Pages 6-7 in your workbook are your People Day worksheet.

Incidentally, we're in the process of reproducing this for our Artist Organizer template in Notion. If you are a Notion user and interested in this, please leave a comment in Chat. And please add if you already have access to the Artist Organizer.

On your People Day ... [Here's where we reviewed the workbook pages 6-7 in detail]

It's impossible for me to overstate how important this work is because it's impossible for me to overstate how important your network is.

And ... your network (your list) is useless unless you are following up and staying in touch.

Ta da! Now you have Your People Plan

- ✓ You have prioritized the people on your List.
- ✓ You have identified 1-3 new categories of people you'll pay close attention to during the upcoming season.
- ✓ You know the authoritative locations for safekeeping of contact information.
- ✓ You will make a point of keeping notes about your contacts so you can personalize your communication.
- ✓ You have a designated People Day and have added it to your calendar for the next 3 months.
- ✓ You have steps to follow on your People Day.

But I'm not going anywhere.

About Office Hours

Tomorrow, I'll be here on Zoom (same link) starting at the same time.

You can come and stay for the whole session or you can pop in and out. No need to RSVP or let me know of your plans.

Ask me anything about your plan. Because these are group calls, I will keep us on pace and answer with the greatest brevity.

In a group call, it's helpful for you to be brief as well. For the sake of others on the call, quickly summarize your question without too much background detail. It's good practice to work on this—getting to the point. Getting to the point is a skill to cultivate.

And, remember, a question has a question mark ? at the end of it.

If you know your question in advance, it would be great if you could post it to the office hour gathering in the Art Biz Connection community.

Claim Your CREDIT

My team and I provide ongoing support for your art business goals in many ways so that you can find the right fit for you.

Remember that you have been offered a \$1 membership trial into our Art Biz Connection community—an offer good through May 14.

You can always stay at that community level and benefit from our live almost-weekly sessions. Or you can add the learning center modules to your membership.

Our premiere marketing program is the all-inclusive ESSENTIALS for Artist Success, which we break down into 3 seasons throughout the year.

This season, our focus is Cultivating Connections (and collectors/fans/students).



\$100 Off Essentials or the Current Cultivating Connections Season

People Planners can get \$100 off the whole program or current season from now through May 22. (Orientations are scheduled for May 14 or 22.)

Info for how to use your credit is on [Your People Plan page](#) in the learning center. Look for this —>>

CLAIM \$100 CREDIT BY MAY 22

Implement your plan with the help of our community and learning structure.

Join either the full Essentials program or the current Cultivate Connections (and Collectors) season.



This offer is for you if you paid for Your People Plan, but haven't yet signed up for Essentials.

\$100 Credit

Fill in Your People Plan, strengthen your business foundation while receiving support from me, my team, and our ambitious members.

To get \$100 off of EITHER Essentials for Artist Success or the upcoming Cultivate Connections season, enter this promo code for a discount off of your payment in full for your program of choice:
IMREADY

[GET PROGRAM DETAILS](#)

Remember to use promo code "IMREADY" at checkout to get \$100 off of the full payment. Click Apply and make sure the total is correct before submitting payment.

We'll start off with the season with our learning modules on Networking because many of the first steps in Your People Plan begin with meeting new people—

bumping into them or reaching out. That's the Meet phase of your Conscious Connections Cycle.

Then, in June, we will consider tactics to help grow your list, which, as you know by now, means email list, VIP list, and social media followers. This can be related to the Meet phase, but is also very much the pre-meet "attraction" phase.

In July, we'll review customer experience. In our case, customer = buyer, collector, student, email subscriber. What happens to people after they enter your orbit. This is all related to the Follow-up and Stay In Touch phases of your Conscious Connections Cycle.

In August, we'll revisit Your People Plan and refine it. I'm purposely leaving this a little open in order to be responsive to your needs.

Don't Need Classes?

If you think you are beyond the learning phase, you can apply to join our **Art Biz Accelerator**—a 1-year commitment to membership in a close-knit group of artists that I lead in higher level discussions about their art businesses twice a month.

<https://artbizsuccess.com/accelerator>



Please email if you have any questions about these programs or my private coaching: alyson@artbizsuccess.com

Thank you for doing this work with me! It's been an honor to lead you through this process.

I hope I will be able to continue supporting you in my community and learning programs. Please let me know if you have any questions about your next steps.

With gratitude,



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