

ART LESSONS & ACTION PLANS

Published by Gary Coles, Artist/Designer/Coach
Online Art Marketing & Business Skills
designed for working Fine Artists

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Each lesson
will include the
following: One lesson
formatted in a short
Audio or Video file with
an action plan
to help you
focus in
on that week's goal.

Weekly Lessons:

- Mastering the art of publishing
- Why traditional art marketing sucks
- Why SEO for Individual artists doesn't work
- Why most art galleries suck
- Finding & developing outside income opportunities
- Why becoming your own art gallery makes sense
- How to properly price your art products
- Why becoming your own publisher makes profitable sense
- Less is best!
- Where traditional art websites go wrong
- Generating monthly income
- Practical ways to generate multiple income streams
- Low Inventory = high Sales
- Selling Originals in this crazy unpredictable economy
- How to find new prospects
- Practical ways to generate multiple income streams
- Postcards & Fliers
- When no one knows your name
- Marketing Online Part One
- Marketing Online Part Two
- Marketing Offline
- The New Postcard
- Sections your Art Website must have & why
- Packaging & Add-on sales
- New Office skills & software you should own

- Working within a target market versus creating a new market
- Paint by Niche
- General Facts: Things you should not ignore
- Working without a Gallery
- Galleries don't own you!
- SEO for Artists
- Social Media for Art Marketing
- Finding new customers & collectors
- Self Publishing
- Marketing Plans with budgets under \$200
- Art website sections needed to increase sales
- Selling Art without a gallery
- Business software you need to grow

FREE SERVICES:

My weekly Art Lesson & Action Plan is free to all artists that want to subscribe. I also offer free coaching on each lesson via email. The top 10 questions of the week will be addressed and posted in the following week's lesson.

Each lesson will be posted on Sundays and an email reminder will be sent on that day with any additional instructions. All questions must be in my inbox by wednesday in order to address them properly.

PAID SERVICES: Available to all subscribers!

- Custom Web Design Services & Hosting
- Printing new product (Ready for Sale Reproductions) Art image printed, matted, and bagged! Limited to full color, short run reproductions 13x19 inch only - minimum order (5) per image
- DIY website with built in Paypal shopping cart (simple database driven website with online control panel)
- Personal Coaching – limited (personal issues & concerns not covered in weekly lessons)

Price list sent on request.