

THE
UNLIMITED
Artist

ULA WAITLIST
Thank you Gift

**Art Blog
Challenge**

Welcome

You've made it!

Not your ordinary thank you gift - The **Art Blog Challenge** is designed to get you *moving* and creating for your business right now, while you wait for the Unlimited Artist membership to reopen and get access. Let's start by saying that blogging is far from over. Whether you write, post videos or post images of your work with a caption (on your *blog*, not social media), this Challenge will help you begin a **consistent practice of building a friendly relationship with your reader/viewer** - and relationships open the door to sending art to a happy customer.

Designed for 10 days, you can do the Challenge less days - or more. The idea is to get moving on this basic step of your art business. Think of your blog as your public letter to fans and your email list as a behind-the-scenes letter to true fans that are interested in what you're doing/saying. The blog is your first step to communicate with your art fans - not just random people who *'like'* your fly-by image on any social media.

I believe you can make it the full-way through and make some really amazing things happen! To pave the way, you need to create a clear plan for everything and define simple action steps that will make each day exciting and very doable and keep up your commitment through to the end and beyond. **Even if you hate planning, don't miss this step.**

This worksheet is designed to help you get really clear on the main framework and message for your blog and set you up for working consistently for success. Plan to share your posts with your existing email list, if you have one, and on your social media accounts.

Okay, I know you've got this! Are you ready to dive in and transform your art business with better blogging habits?

I'm with you! *Let's go!*

Roxanne

Need support or have questions? send a note to: support (at) creativetempo.com

Your Art Business

Before we talk about your blog, let's begin with the reasons behind your blog. I'm guessing you're here because you create amazing art and you want more success in your business. You want more impact, and more people to see and buy your work. To do that, you need to revisit three critical questions:

1

How will my audience find my business through the rest of this year?

2

How will I transform that audience into fans, subscribers and loyal followers?

3

How will I transform those people into collectors?

These are the basic questions to define the journey that your customer makes on their way to becoming a buyer and collector. As with anything, the first step to success is awareness of what is working and what isn't.

The next steps are choosing what to keep doing, what to correct or change and then taking the appropriate action to make it happen. And then of course being consistent and developing a blogging habit.

That's where the **Art Blog Challenge** comes in. We'll touch on the three steps and decisions you'll make, but the heart of this Challenge is about commitment, putting those decisions into action, becoming consistent and creating a critical entry point for your customers to begin their journey with you.

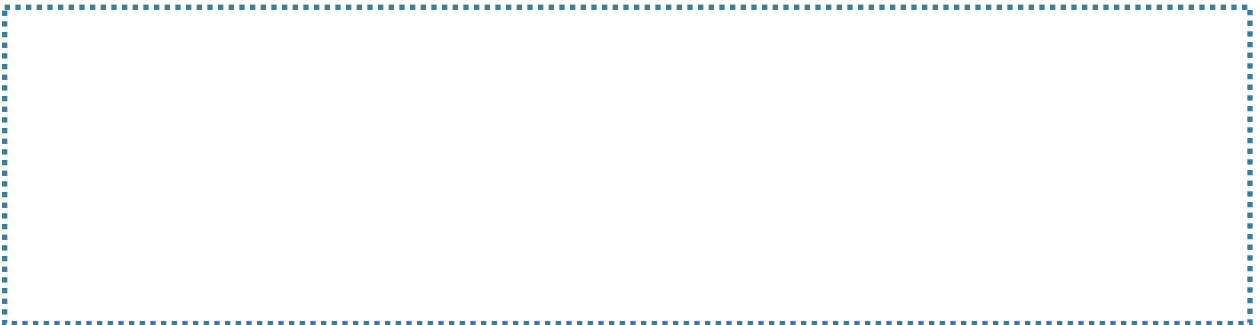
Blog Clarity

Before we get into the steps, you need to know why you're writing a blog, what you're writing about and who you're writing to. Even if you think you're clear on this, write it down. It'll be a handy reminder when you're struggling with a future post. This is for you, so be real and honest with yourself.

Why do you want to blog? (what will keep you inspired?)



What do you want to write about? (technique, lifestyle, business...)



Who are you writing to? (another artist, general public, kids...)



Challenge Plan

Roxanne's Tips: After blogging inconsistently since, 2007, I noticed considerable spikes in visitors to my site when I would posted consistently.

When I would stop for a month or so, I saw that some of those readers would stop back by to see if I posted anything new, then the numbers would steadily drop off to almost nothing.

When I started posting weekly, then also adding new outreach, like Medium and Pinterest, I saw the traffic numbers not only rise, but spike high with each post, then continue to rise.

The Takeaway: *Consistency* is THE biggest lesson and habit you can form. Extending your reach to other social media platforms and Medium is step two and can grow your audience quickly.

What is *your* blog plan?

The Art Blog Challenge prompts you to write daily posts for 10 days. What about after the 10 days? Twice per month is the minimum I'd suggest. Commit to less than you think you can do, then if you choose to do more, that's great!

I'll commit to blogging... DAILY WEEKLY 2X MONTH

Pick 2 social media platforms to focus on:

- Facebook
- Instagram
- Twitter
- Pinterest
- Other _____

Action + Tracking

By now you should have a much clearer vision of how this Challenge can help you choose the strategies you want to pursue for your blog, get on track and consistent and take daily action. Use this page to track each day's Challenge post. You are unique, so you may do a draft at one part of the day, prepare your picture a bit later and publish and share at yet another time.

Do your best to complete each days action during that day, *but don't stress*. These exercise are to help you get clear and committed, not pile on more chaos! (*check each box to track when you've completed that task*).

Challenge Day	500 Words	Image	Title	Tags	Copy & Paste URL to FB Group	Promote	Like, Comment, Share
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

Notes:

Goals & Growth

What would you like to see happen during the Challenge?

What would you like to do and experience after the Challenge?

List your *Pre-Challenge* numbers for...

Website traffic:

Subscribers:

FB Likes:

Instagram Followers:

Twitter Followers:

Pinterest Followers:

Results

What happened during the Challenge?

What did you learn and what would you do differently?

List your AFTER-Challenge Numbers...

How Changed?

Website traffic:

Subscribers:

FB Likes:

Instagram Followers:

Twitter Followers:

Pinterest Followers:

Nice Work!

You've finished the...



Art Blog Challenge

Next Steps:

1. *Watch your email for **The ULA Membership** to re-open!*
2. **Keep sharpening your blogging skills** > *start with this post:* https://bit.ly/artblog_waitlist
3. *Book an **Instant Advice** spot to get to the next step:* <https://creativetempo.com/work-with-me/>

THE
UNLIMITED
Artist