

ARTIST ON DEMAND

The
AUTOMATIC ARTIST

The Automatic Artist Workbook

Your guide to effortlessly combining art and business online. Simple steps for a thriving art career, leaving more time for creativity.

BY KATHRYN LLOYD



THE AUTOMATIC ARTIST



Welcome to "The Automatic Artist Workbook," your comprehensive guide to building a thriving online art business. This workbook is designed to help you seamlessly blend your artistic passion with strategic business practices, ensuring that you can continue to create while developing a successful online presence.

This workbook is your pathway to not just earning a substantial income from your art but also amplifying your creative impact in the world. Let's embark on this journey to blend creativity with Artrepreneurialship and turn your artistic vision into a flourishing online business.

Artists can show their art to the whole world online, make money in new ways, and find the people who love their work!

The Automatic Artist Guide helps artists manage their business easily, so they have more time to keep making amazing art!

Section 1

CHANGING IT ALL

The mindset of an artist is a key factor in the success of both art and business. Many artists struggle with feelings of inadequacy and a lack of business knowledge, which can hinder their progress. Adopting a mindset of success is crucial in overcoming these challenges. When artists start seeing themselves as not just creators but also as Artpreneurs, they begin to value their work more and understand its potential in the world. This shift in perspective is essential for building confidence, recognizing the worth of their art, and engaging with the business side of their career more effectively.

A success-oriented mindset also empowers artists to approach their business with a strategic lens, crucial for growth in the competitive art world. Understanding fundamental business principles, such as marketing, networking, and financial management, becomes less daunting when artists align their artistic passion with business goals. This alignment helps in overcoming the fear of not being good enough, as it allows artists to see tangible improvements and successes in their business efforts, reinforcing their confidence and skills.

Finally, the transformation to a success-focused mindset is often the pivotal change that propels an artist's career forward. Until this shift occurs, artists may find themselves stuck in a cycle of self-doubt and business inefficiencies. Embracing a mindset of success means recognizing and addressing personal and professional development areas. It paves the way for artists to not only excel in their creative endeavors but also to thrive as savvy business owners, effectively navigating the challenges of the art industry.

Section 1

SETTING YOUR GOALS

Developing a positive mindset is crucial for artists, as it directly impacts creativity, resilience, and business success. Here are three exercises that can help artists cultivate a more positive mindset:

GRATITUDE JOURNALING:

ACTION PLAN

- Each day, write down three things you are grateful for in your art and personal life. These can range from small victories, like completing a sketch, to larger achievements or personal joys.
- Reflect on why these aspects are important to you and how they contribute positively to your life and artistic journey.

AFFIRMATION AND VISUALIZATION:

ACTION PLAN

- Craft Positive Affirmations: Write affirmations in present tense that align with your artistic goals and values, such as "I am a successful and creative artist."
- Practice Daily Visualization: Spend time each day visualizing these affirmations, imagining the success and feelings of achieving your goals, and picturing yourself overcoming challenges in your art career.

MINDFULNESS AND MEDITATION:

ACTION PLAN

- Daily Mindfulness Practice: Reserve time each day for meditation, focusing on breathing and observing thoughts without judgment.
- Mindfulness in Art and Daily Tasks: Stay present and aware during art creation and everyday activities, noticing details and sensations.

Section 1

LET'S ASSESS

Never, Rarely, Sometimes, Always?

How will you rate the following					
	Never	Rarely	Sometimes	Always	
BUSINESS	I feel good about my art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I am doing all I can for my art business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I do something everyday for my art biz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I learn more about business regularly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I am investing in my art business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How will you rate the following					
	Never	Rarely	Sometimes	Always	
EMOTIONAL	I can manage my feelings properly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I am able to cope when stress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I have a positive outlook and energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I allot time for my art regularly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 2

SOCIAL MEDIA

Social media is crucial for artists, offering more than just a platform to display their art. Beyond showcasing their creations, artists need to share content about their creative process and personal stories. This additional content helps build a deeper connection with the audience, allowing them to engage more intimately with the artist's journey. Sharing insights into the artistic process and personal anecdotes transforms a social media profile from a mere gallery into a captivating narrative.

Active engagement with followers is equally important. Responding to comments and messages creates a sense of community, making followers feel valued and more inclined to interact. This engagement not only boosts the artist's visibility due to social media algorithms but also provides valuable feedback, shaping future content and strategies. Regular interaction with the audience is key to maintaining a lively and engaged community around an artist's work.

Finally, the strategic use of hashtags is essential for expanding reach on social media. Hashtags help categorize content, making it discoverable to a wider audience interested in similar art styles or themes. Artists should employ a mix of broad and niche hashtags to optimize visibility and also consider creating a unique personal hashtag for easy access to their entire body of work. Effective hashtagging, combined with engaging content and active community involvement, forms a robust strategy for growing an artist's social media presence.

Section 2

SOCIAL MEDIA STRATEGIES



Social media is crucial for artists to showcase their work and build a brand. It's not just about posting, but creating an engaging online presence that resonates with an audience. Strategic use of these platforms helps artists attract followers and establish a community around their art.

Adopting a step-by-step social media strategy ensures consistent and impactful online engagement. This method involves content planning, optimal posting times, audience interaction, and analytics to improve outreach. It simplifies digital marketing, allowing artists to focus more on their creative work.

Artists can show their art to the whole world online, make money in new ways, and find the people who love their work!

This step-by-step guide helps artists manage their business easily, so they have more time to keep making amazing art

Section 2

SOCIAL MEDIA STRATEGIES

CONSISTENCY & CONTENT:

ACTION PLAN

- Regular High-Quality Posts: Share high-quality images of your artwork consistently, showcasing your unique style and technique.
- Behind-the-Scenes Glimpses: Include snapshots of your creative process to build transparency and connect with your audience.

ENGAGE WITH YOUR FOLLOWERS

ACTION PLAN

- Interactive Communication: Engage with followers through comments, direct messages, and live sessions to foster community and loyalty.
- Feedback and Involvement: Conduct Q&A sessions and share user-generated content to show appreciation and involvement with your audience.

HASHTAGS CAN REALLY HELP

ACTION PLAN

- Utilize Relevant Hashtags: Increase post visibility by using targeted hashtags related to your art and niche.
- Collaborate for Wider Reach: Partner with other artists or influencers to showcase your work to a broader audience and grow your follower base.

Section 2

LET'S ASSESS

Never, Rarely, Sometimes, Always?

How will you rate the following					
	Never	Rarely	Sometimes	Always	
BUSINESS	I feel good about my social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I am posting every day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I have a variety of posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I get more followers consistently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I am growing my social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How will you rate the following					
	Never	Rarely	Sometimes	Always	
EMOTIONAL	I am using video in my posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I am getting people to my website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I respond to comments on my posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I am using hashtags in my posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Section 3

HOW TO KEEP CREATING



Continual creation is essential for an artist to create a vital, thriving business. But how do you do that when running a business can take up precious creative time. Technology and automation are key to handling routine business tasks efficiently. This allows artists to focus on their passion for creating, ensuring they stay true to their artistic identity while their business operates smoothly.

Modern technology not only streamlines business processes but also enhances the creative process. It broadens audience reach, and facilitates instant feedback, enabling artists to innovate while their business flourishes in the digital age.

Technology and automation enable artists to focus on the creative passion while efficiently managing business.

This balance is essential for thriving in the digital era, allowing artists to innovate and grow without sacrificing their art.

Section 3

PLANNING AHEAD

It is valuable to get social media followers to your website too create a more unique relationship. The key is to create intriguing and clickable content on social media that links back to your website. Regularly share pieces of content that directly lead to specific pages on your site, not just the homepage. It's important to understand that the first page a visitor lands on might not be the homepage but could be a blog post, a specific artwork page, or an event listing. Therefore, each page should be designed to captivate and engage visitors, encouraging them to explore further.

On the website, three pages often attract the most attention: the landing page (the page they initially visit), the Gallery page, and the 'About Me' page. These pages should be crafted with utmost care. The gallery page should be a visually appealing showcase of the artist's work, easy to navigate and updated regularly. The 'About Me' page is where a personal connection is forged. Including a video introduction or a personal artist's story can significantly enhance this connection, making you more relatable and your art more meaningful to your audience. This page should not just tell the your story but also invite visitors to be a part of your community.

Lastly, integrating a pop-up webform on all key pages is crucial for capturing visitor information. This form should be designed to collect basic details like name, email, and phone number, without being intrusive. Once a visitor submits their details, it's important to follow up. Setting up an automated email campaign can effectively maintain the connection, offering insights, updates, and exclusive offers to the subscribers. Personalized responses to those who share their details can also greatly enhance the relationship, increasing the chances of conversion from a casual visitor to a loyal customer or patron. This strategy not only helps in building a robust mailing list but also plays a significant role in boosting sales and fostering a loyal following.

Section 3

HOW TO KEEP CREATING

Ensuring the long-term success and growth of their business is crucial for artists, which can be achieved by viewing their business as an investment and focusing instead on the Return On Investment (ROI).

RETURN ON INVESTMENT

ACTION PLAN

- Explore Various Revenue Avenues: Invest in diverse aspects like prints, digital artwork, or offering workshops to expand your income sources.
- Monitor Profitability: Regularly track the returns from each revenue stream to identify the most profitable aspects of your art business.

THE DIGITAL ANSWER

ACTION PLAN

- Invest Digital Tools: Allocate resources to high-quality marketing and sales tools to enhance your online presence and efficiency.
- Evaluate Tool Effectiveness: Regularly assess how these digital tools impact your sales and audience growth, focusing on the return on investment.

GROWTH AND LEARNING

ACTION PLAN

- Invest: Dedicate resources to further education or skill development to enhance your artistic and business capabilities.
- Assess Impact on Business Growth: Measure the increase in business opportunities and ability to command higher prices as a result of your educational and skill enhancements.

Section 3

LET'S ASSESS

Never, Rarely, Sometimes, Always?

How will you rate the following					
	Never	Rarely	Sometimes	Always	
BUSINESS	I feel good about my art business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I invest in my business knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I am investing my time in my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I am able to count on regular sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I invest 25% of sales back into my biz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How will you rate the following					
	Never	Rarely	Sometimes	Always	
EMOTIONAL	I am well versed in technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I am comfortable with technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I use multiple automation tools in my biz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I have my website set up for success	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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About KATHRYN

I'm an artist just like you, but with a deep passion for technology. My mission is simple: to help fellow artists thrive financially using digital tools. This vision was born during my time at the Angel Academy in Florence, Italy, where I realized artists don't have to wait for fame. I'm here to help you become an Artrepreneur.



My approach is all about helping artists to nurture growth and maintain focus. I work with artists to enhance their online presence, boost sales, and keep their business streamlined. I understand the artistic mindset and help you stay on track, aiming for a business that eventually runs itself.

DO YOU NEED
MORE HELP?

[SCHEDULE A CALL](#)

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