

## POP SIG Road Map

You're a Fiber Artist and want to earn some money doing it. There are many ways to monetize your art, but the most common are:

- Teach
- Sell your work, commission work
- Sell your patterns, books, products you use in your classes, etc

An online presence is critical to your success. If you're just starting out, start small, tailor it to what you want to accomplish, and build from there. Here's a suggested prioritization:

- 1 - Put together a minimal Website or Business Facebook Page (free), geared towards your primary goal. If you're selling, consider whether you will take credit cards. Square has a free shopping platform that you can customize.
- 2 – Set up business social media account(s) with your name or business name. Note that Instagram allows you to post on Facebook at the same time. Set a small goal of how often to post, such as 1/week. See Resources for ideas for posts.
- 3 – Start collecting names and contact info and create a customer database – as simple as a spreadsheet of names and emails/FB handle that you maintain, or more elaborate like MailChimp or Constant Contact. Remember you need their permission to put them on your email list.
- 4 – Start a newsletter or blog to keep in touch with your fans. Don't only send when you have a new class/show/product – your goal is to develop a relationship, not just to sell. Have a set format – Your latest work, your schedule (upcoming classes or shows) and something that helps them (quilting events in your area, quilting tips, how a product can be used, etc). MailChimp has a free version.

	Teach	Sell Your Work	Sell Product
#1 Website	Teaching page About You/Contact	Gallery of Your Work Artist Statement/Contact	Product photos, write-up Shopping site for credit cards
	Excellent Photos are key! Make sure resolution is good but still load quickly. Make sure your website is mobile friendly		
#2 Social Media	Quilts in Class Style Student Work Tools Used in Classes	In Progress/Finished Work Tools Used You in Your Studio	Quilts made from pattern Product photos Quilts made with products
	Post regularly Add links to your social media accounts on your website Put your website in your social media profile		
#3 Customer Database	Students in Class/Lecture	Purchasers Viewers at shows	Purchasers
	Add a newsletter sign-up widget to your website Mention in social media how they can sign up for your latest news		
#4 Newsletter Blog	Commit to a schedule and send out your newsletter and/or blog – qtrly or monthly Follow a format with lots of visuals (like your IG and FB photos!) Include links to your website and/or social media		

Congratulations! You have everything in place you need and can build from here. Schedule future improvements geared towards your goals – add additional pages to your website, add branding, add SEO, link everything you can, post more frequently, expand to another social media platform, take a photography class, etc.