

### Why have a Newsletter/Blog?

Ways for you to connect with your audience via channels that you own/control
Ability to share more behind the scenes information
These are your biggest fans—how can you foster an ongoing/growing relationship with your target audience

### Benefits of Having An Artist’s Blog:

Why Artists Should (and Shouldn’t) Blog by Alyson B. Stanfield	<a href="https://artbizsuccess.com/artists-blogs-update/">https://artbizsuccess.com/artists-blogs-update/</a>
The Benefits of Blogging About Your Art with Lisa Call	<a href="https://artbizsuccess.com/blogging-lisa-call-podcast/">https://artbizsuccess.com/blogging-lisa-call-podcast/</a>
15 years of blogging (and 3 reasons I keep going) by Austin Kleon	<a href="https://austinkleon.com/2020/09/09/15-years-of-blogging-and-3-reasons-to-keep-going/">https://austinkleon.com/2020/09/09/15-years-of-blogging-and-3-reasons-to-keep-going/</a>
The Art of Blogging post by Alisa Burke	<a href="https://alisaburke.blogspot.com/2013/01/the-art-of-blogging.html">https://alisaburke.blogspot.com/2013/01/the-art-of-blogging.html</a>
6 Reasons Why Every Artist Should Have Their Own Blog by Jessica Stewart	<a href="https://mymodernmet.com/blogging-for-artists/">https://mymodernmet.com/blogging-for-artists/</a>

### Preparation for the Session – Readings

<b>Readings from SAQA Seminar Professional Toolkit, Session 4</b> p. 26, Email newsletter marketing: The power of the inbox by Abby Glassenberg	<a href="https://d2r0txsugik6oi.cloudfront.net/neon/resource/saga/files/Combined%20Journal%20Articles%20Unit%204(1).pdf">https://d2r0txsugik6oi.cloudfront.net/neon/resource/saga/files/Combined%20Journal%20Articles%20Unit%204(1).pdf</a>
<b>Readings from SAQA Seminar Professional Toolkit, Session 5</b> p. 29, Why blogging still matters by Abby Glassenberg p. 34, Blogging: A guide for getting started by Mirka Knaster (Part 2 starts on p. 37)	<a href="https://d2r0txsugik6oi.cloudfront.net/neon/resource/saga/files/Unit%205%20Journal%20Articles%20Combined.pdf">https://d2r0txsugik6oi.cloudfront.net/neon/resource/saga/files/Unit%205%20Journal%20Articles%20Combined.pdf</a>
<b>Chapters from the Suggested Books</b>	
Blog – Ch 3, pp 57-59	Art Inc by Lisa Congdon

Newsletter – Ch 3, pp. 69	
Blog - Action 4, pp. 67-78 and 83 Newsletter – Action 5, pp.89-100	I'd Rather Be In The Studio by Alyson B. Stanfield
Chapters 2-7 are a great source of topic ideas for newsletters or blog posts, but especially Chapter 2 (Think Process, Not Product) and Chapter 5 (Tell Good Stories)	Show Your Work by Austin Kleon
<b><i>Additional Resources – Optional</i></b>	
<b>Newsletters</b>	
How to Create A Successful Art Newsletter	<a href="https://www.nevuefineartmarketing.com/art-newsletter/">https://www.nevuefineartmarketing.com/art-newsletter/</a>
Artist Newsletters: A Guide	<a href="https://www.agora-gallery.com/advice/blog/2015/06/09/artist-newsletters-a-guide/">https://www.agora-gallery.com/advice/blog/2015/06/09/artist-newsletters-a-guide/</a>
Steal This: Newsletter for Creatives & Artists Formula	<a href="https://theartistmarket.co/steal-this-my-newsletter-writing-formula-for-artists-and-creatives/">https://theartistmarket.co/steal-this-my-newsletter-writing-formula-for-artists-and-creatives/</a>
<b>Resources to Help You Start/Revive Your Blog:</b>	
How to Choose the Best Blogging Platform in 2021 (Compared)	<a href="https://www.wpbeginner.com/beginners-guide/how-to-choose-the-best-blogging-platform/">https://www.wpbeginner.com/beginners-guide/how-to-choose-the-best-blogging-platform/</a>
52 Blog Topics for Artists – Get Started Now!	<a href="https://artmarketingnews.com/last-summer-repost-52-blog-topics-for-artists-get-started-now/">https://artmarketingnews.com/last-summer-repost-52-blog-topics-for-artists-get-started-now/</a>
50 Terrific Topics to Write About for Your Art Blog	<a href="https://www.artworkarchive.com/blog/50-terrific-topics-to-write-about-for-your-art-blog">https://www.artworkarchive.com/blog/50-terrific-topics-to-write-about-for-your-art-blog</a>
Consider joining Cheryl Sleboda's (Muppín.com) annual 31 Day Blog Challenge during the month of December	<a href="https://muppín.com/day-1-welcome-to-another-31-days-of-blogging-and-a-special-12-days-of-christmas/">https://muppín.com/day-1-welcome-to-another-31-days-of-blogging-and-a-special-12-days-of-christmas/</a>
<b><i>Classes - Optional</i></b>	
Alisa Burke's The Art of Blogging On-Demand Course	<a href="https://www.shopalisaburke.com/collections/online-classes/products/the-art-of-blogging-online-class">https://www.shopalisaburke.com/collections/online-classes/products/the-art-of-blogging-online-class</a>

Abby Glassenberg’s Newsletter Marketing On-Demand Course through Coursecraft	<a href="https://www.creativelive.com/class/email-marketing-for-crafters-abby-glassenberg">https://www.creativelive.com/class/email-marketing-for-crafters-abby-glassenberg</a>
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### Exploration Exercises

<b><i>If you don’t have a newsletter or blog</i></b>
Define 2-3 primary goals for your newsletter and/or blog: sell your artwork, product sales, commissions, get noticed by galleries or museums, teaching invites, showcase your work/share with other, etc.
Define your target audience (art collectors, gallerists/museums, guilds/groups, individual quilters, other).
Subscribe to 2-3 Fiber Artist newsletters and/or blogs and make notes on the following: 1) Overall look/branding, 2) What engages you/holds your interest, 3) How are they creating a relationship with their audience? 4) What is a turnoff? (Is there too much self-promotion and selling, or is there a good balance?), 5) What is the Call to Action/Engagement Opportunities (sign up for class, purchase artwork, strengthen relationship/learn more about the artist, etc).
Visit the POP SIG FB page and post any examples of good newsletters or blogs you found. Review the newsletters/blogs nominated by other SIG members.
<b><i>If you have a newsletter and/or blog and are looking to revise it</i></b>
Review the goals and target audience you have/want now compared to when you last updated your newsletter/blog. Are they the same? What new audience are you pursuing now?
Do a review of your newsletter/blog. How would you rate it on: 1) Overall look/branding, 2) What percentage of your content is Promotion/Selling vs Sharing/Engaging? 3) How are you creating a relationship with your audience? 4) What is the Call to Action/Engagement Opportunities you want your audience to take? (sign up for class, purchase artwork, strengthen relationship/learn more about the artist, etc). 5) Do you have something in your newsletter for each of your target audiences?
Subscribe to newsletters/blogs from 2-3 Fiber Artists that you like and note what it is you like. You may want to focus on those that are reaching the new target audience you want to reach.

Visit the POP SIG FB page and post any examples of good newsletters/blogs you found. Review the websites nominated by other SIG members.

**Call to Action**

<b><i>If you don't have a Newsletter/Blog</i></b>
Research platforms for a newsletter (MailChimp, Constant Contact and others); look at integration with your other platforms (website, social media). Research platforms for a blog (Blogger, WordPress, through your web hosting platform).
Create a template for your newsletter with a list of potential content areas (classes, latest art, something for sale, engagement opportunity, valuable tip/link, etc). Have something for each of your potential audiences. Create a template for your blog with a list of potential blog topics.
Write a sample newsletter and send to trusted people for feedback. Include photos. Write a sample blogpost and send to trusted people for feedback.
Start collecting emails for subscribers – First Name, Last Name, email.
<b><i>NOTE THE LEGAL REQUIREMENTS for sending emails – you must have their permission</i></b>
<b><i>If you do have a Newsletter/blog:</i></b>
Perform a Self-audit Checklist
Evaluate your newsletter/blog using the exploration exercise above. Do you use plenty of visuals? Is your newsletter/blog linked to your social media and your website, so that your readers can easily follow you or find your website? Are you driving traffic to your blog with Search Engine Optimization (SEO) and linking your blog posts? Do you send out your newsletter/blog on a regular basis or is it sporadic? What schedule do you want? Are you following the legal requirements for getting permission to put people on your email list?
Are you using all your avenues to build your newsletter/blog list? <ul style="list-style-type: none"> <li>o Can people easily sign up for your newsletter/blog through your website, blog/newsletter and other social media outlets?</li> <li>o Are you asking your students or audience at lectures to sign up for your newsletter/blog and giving them an easy link to do so?</li> <li>o Does your online shop include a way to sign up for your newsletter/blog?</li> <li>o Do you have an email signup available at shows?</li> </ul>
What do you want your newsletter/blog to do for you that it's not doing? What needs to change to make that happen?

<b>What barriers are preventing you from creating or updating your newsletter/blog?</b>
Time
Motivation/Attitude
Lack of Knowledge/Experience
Cost
Other
<b><i>Celebrate your progress by sharing your website on the POP SIG FB page and your social media channels!</i></b>

**Discussion Questions for August 19, 2021 Session**

How do you see your Newsletter/Blog helping you reach your goals? How are you adding your voice/story/personality into your newsletter/blog to build a relationship?
What's the best tip or idea you've gleaned from your research that you want to implement? What kind of workflows are helping you make the tasks manageable? How are you tying your website, social media and newsletter/blog together so that they enhance each other?