

Making collectors swoon with content marketing



The
Abundant
Artist

2006 - Will It Blend - 600% increase in sales



Content Marketing is making what you do interesting in other contexts

Gwenn Seemel's series, Crime Against Nature

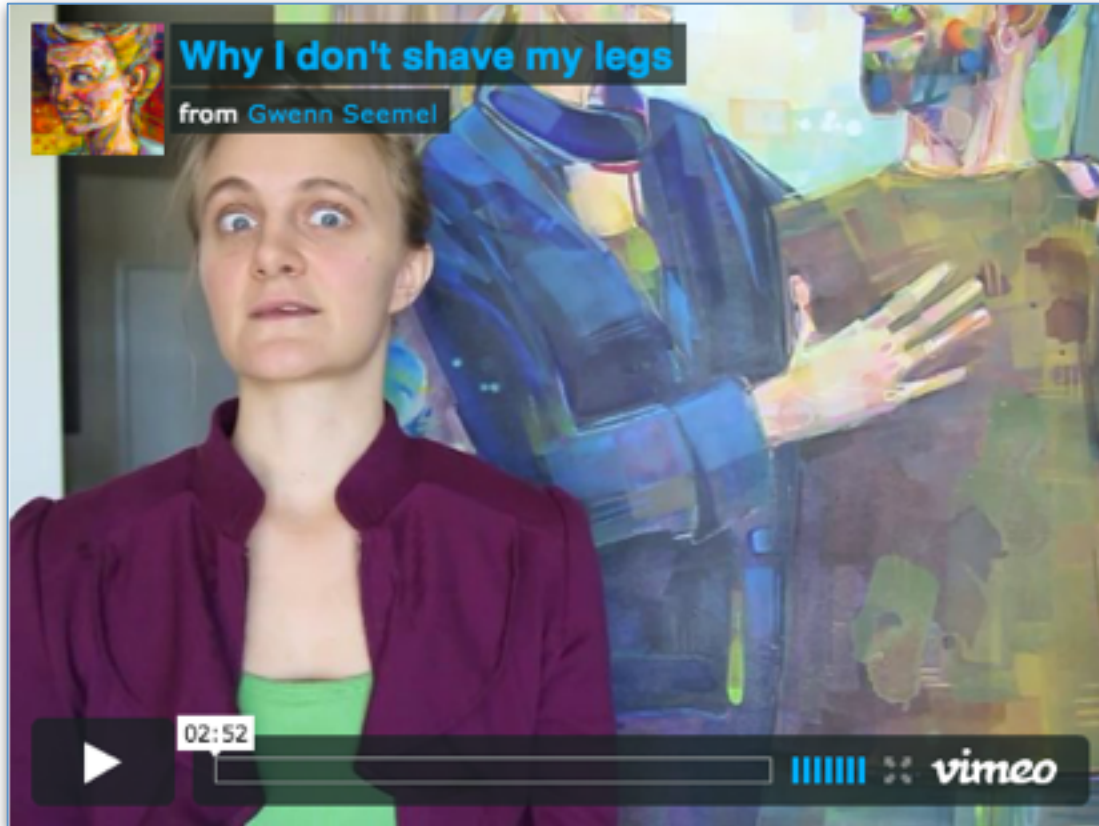


PROLOGUE

I always assumed that I would have children one day. It wasn't something that I felt strongly about one way or the other: I just thought it was something I would do.

Then, a few years ago, I was diagnosed with endometriosis, a disease which causes infertility in many women. Suddenly, the future I hadn't cared much about seemed important. The maybe-never of it put me in a should-I-even-try frame of mind.

Open up the artistic process



Passionate non-art topics

David Hockney, copyright, and the five stages of grief in my free culture activism

Monday 9 December 2013 - [Comments / Commentaires](#) (6)

As I surf the Interwebs in search of inspiration for my life, for my work, and for this blog, I'm regularly confronted by a thing I don't love: the ©.

I find it on artist's sites, often accompanied by stern warnings and sometimes by more courteous requests for civility. And every time I come across the copyright symbol, my heart sinks. It means one less person is questioning the copyright paradigm, one less creative is thinking outside the intellectual property box.

Still, I get it. I understand that it's how we were all raised to think. We believe in the deepest part of ourselves that if we make a thing it belongs to us, even as we release it into the world hoping it will be thoroughly enjoyed by others (though only in the "right" ways). I may not agree with this view, but I get where it comes from.

Then, the other day, I came upon David Hockney's site.



DAVID
HOCKNEY

Major coverage from huge websites



Crime Against Nature: Beautifully illustrated children's book explores what "natural" really means

Maggie Koerth-Baker at 2:31 pm Wed, Jan 2, 2013

227

Like

85

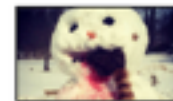
Tweet

161

14



— FEATURED —



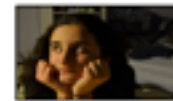
THE LATEST

Frosty eats raccoon: the story of the carnivorous snowman



FEATURE

Creating a font from a classic comic



VIDEO


Watch this 13yo girl's video response to 'The Fault in our Stars' trailer

How do you get to this point?
(besides owning what you're worth)


How do artists actually make money?

- Art galleries
- Direct to collector sales
- Prints & product sales
- Commissions
- Licensing

Xanadu Gallery's sold glass mosaics: \$1800+, online only



Artists Art About Events For Artists Studios Contact Join Our Mailing List!



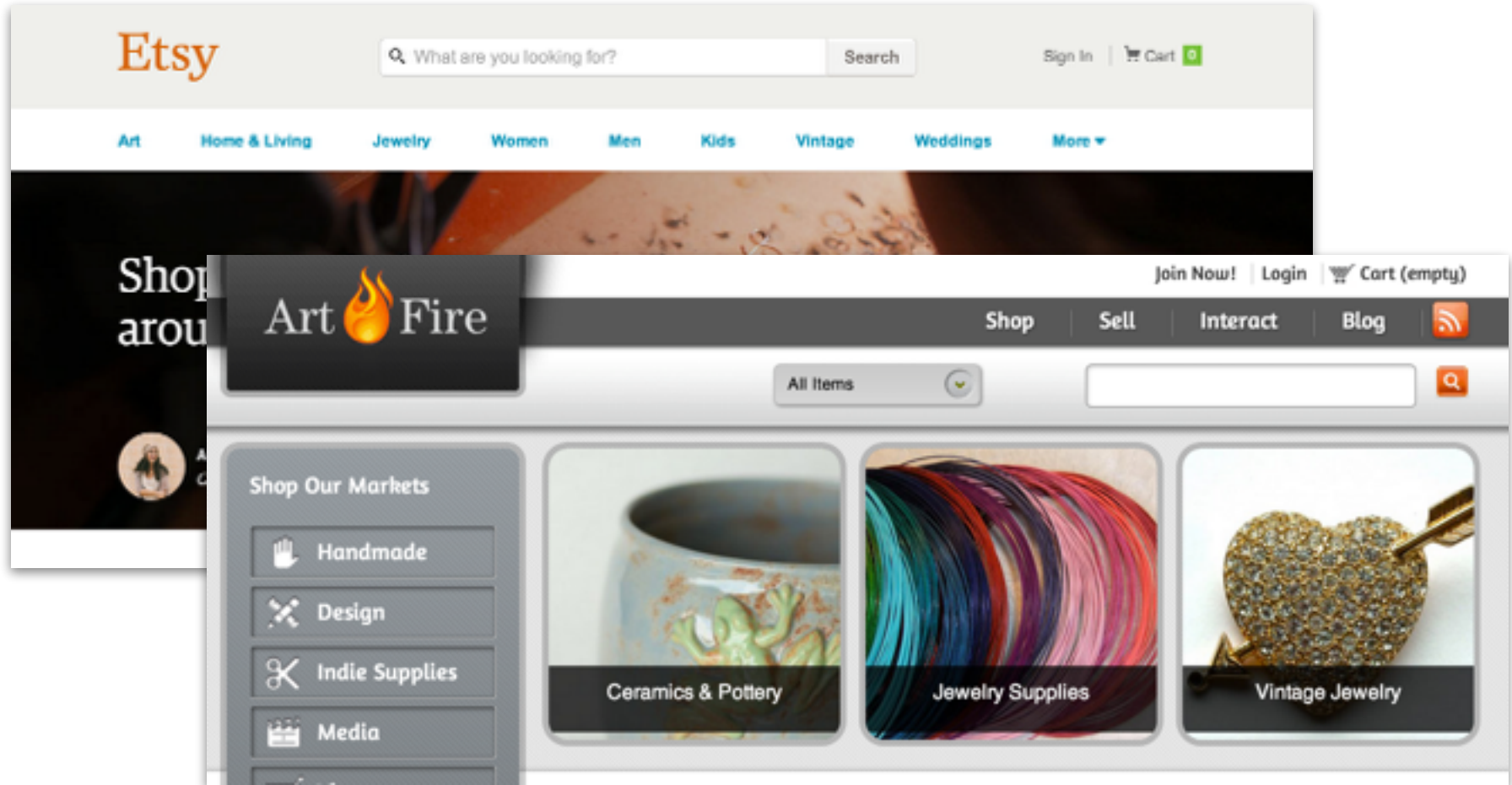
#10433
The Circle Divided
by Dinah Ihle
18" x 18"

sold

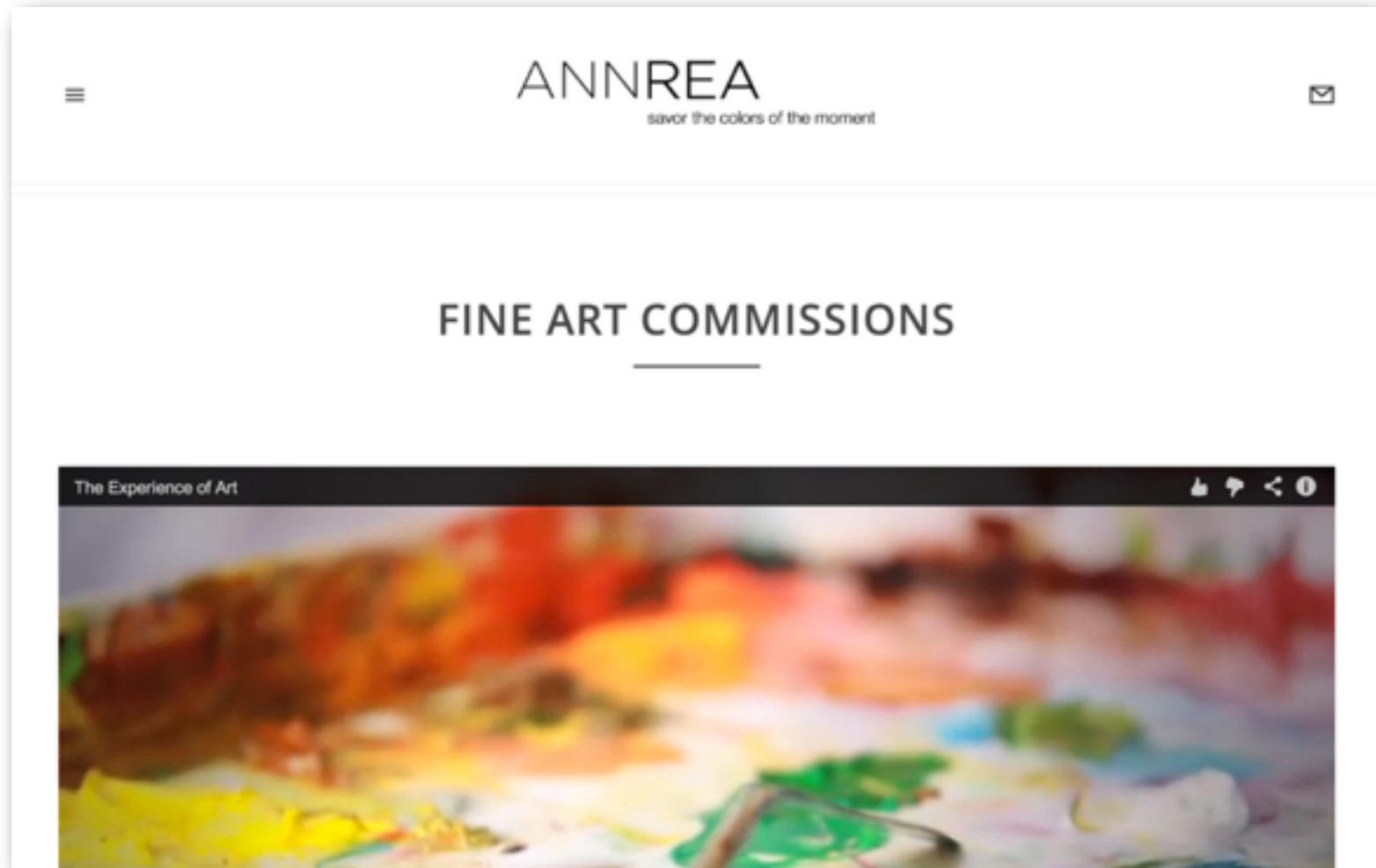
Portfolios for Gallerists, Curators & Collectors



Online art sales sites – start small, test “loss leaders”

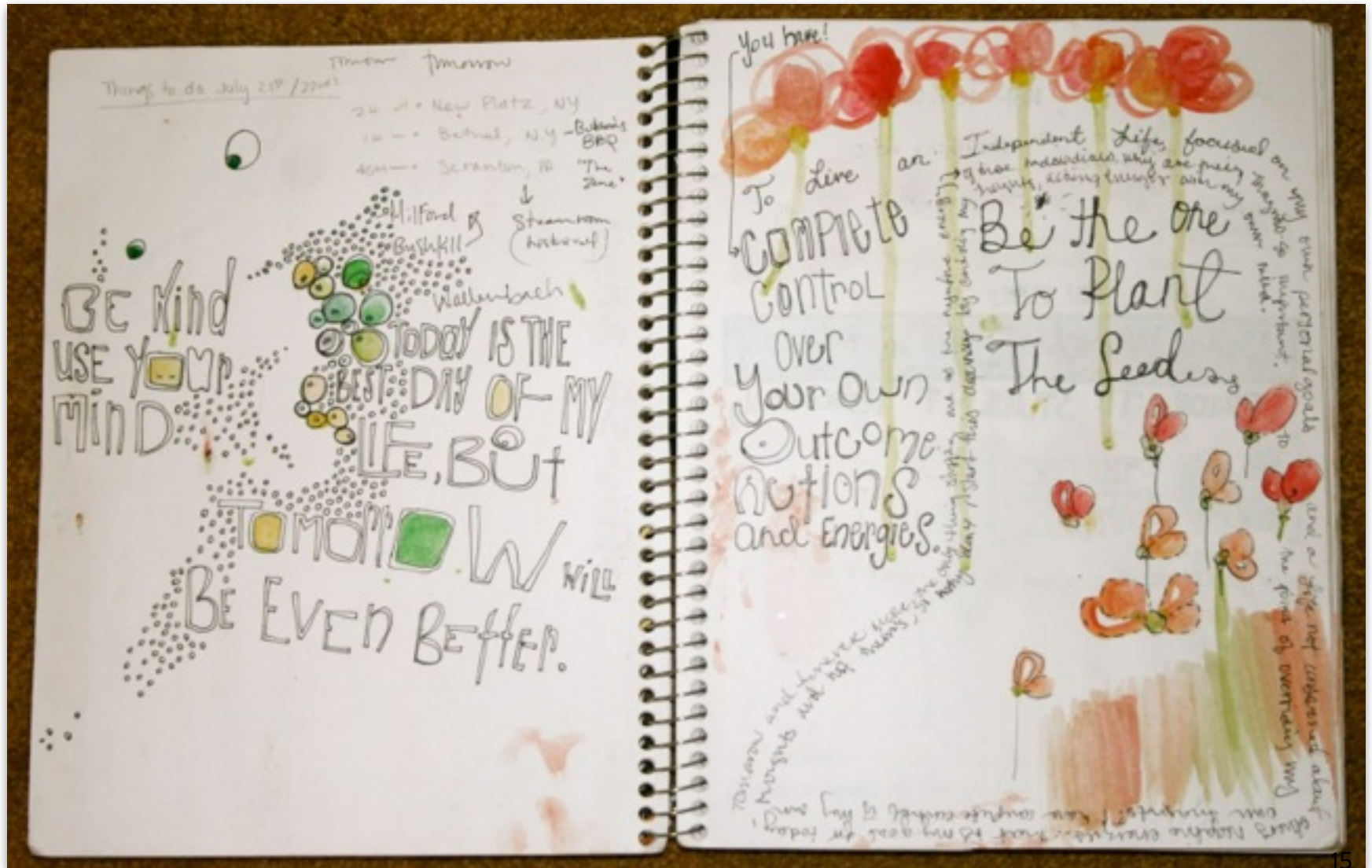


AnnRea.com's Commissions



Making the Internet work for you

Journaling



Capture your emotions, as well as what you did

Journaling alternatives:

- Talk in front of a camera
 - You can also have a friend “interview” you about your art. Keep it casual and light.
 - Talk about why you make art, what your inspiration was, why you chose the subject

Taking pictures of your art

- Lighting is super important
 - Natural light on an overcast day or in the shade is ideal
 - Recommended starter lighting. These are NOT necessary. You can use a Smartphone if you want
 - DSLR LED Light - \$40
 - Ring Light - \$249
 - Three Point Lighting Kit - \$179
 - 5 in 1 Light Reflector - \$18

This was taken with an iPhone

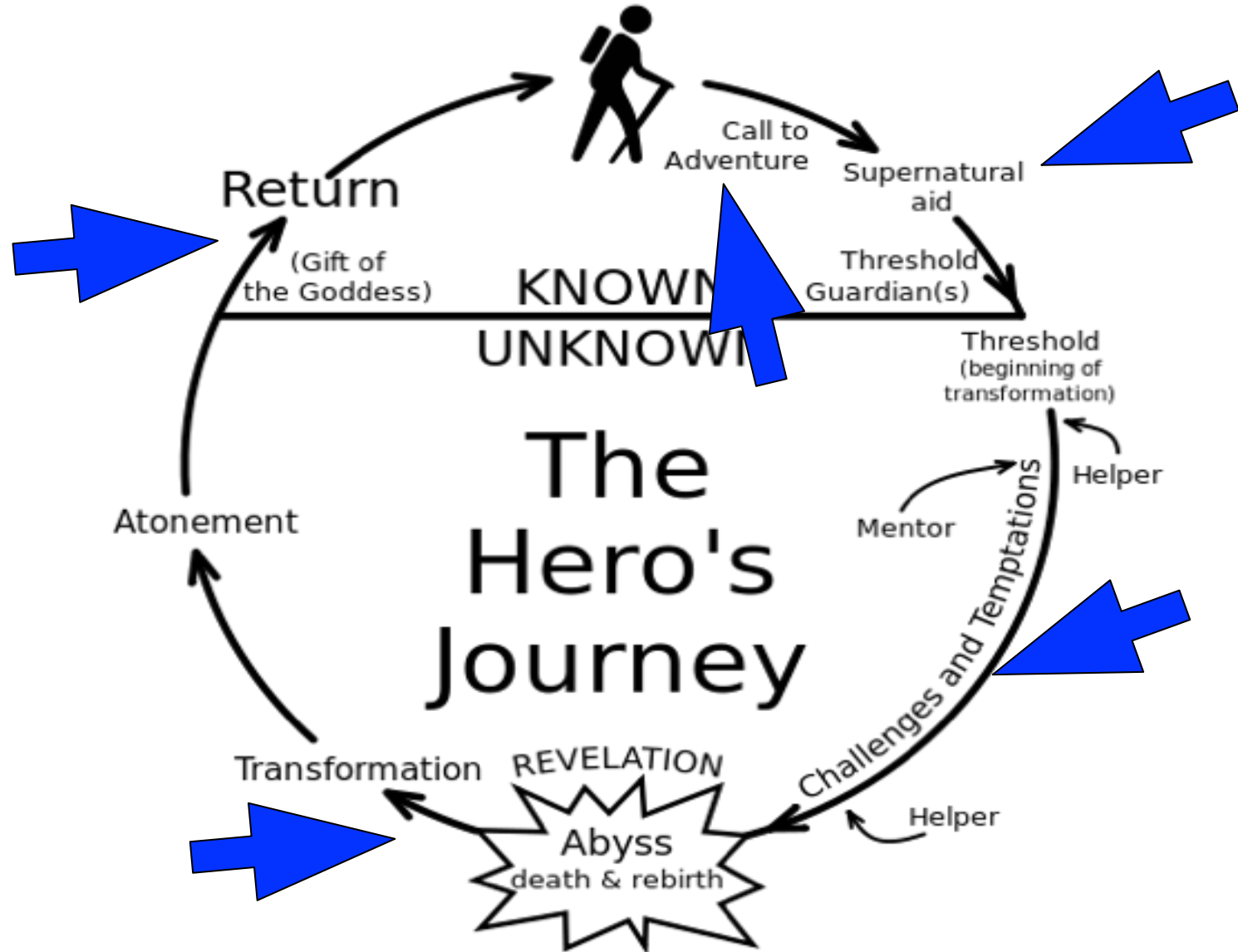


Behind the Scenes – Matt Richards

The image is a composite. On the left is a video player interface for a video titled "Ekko Mobiles" from "Little Engine PDX". The video shows two men standing in front of a wall decorated with colorful mobile art. The video player includes a play button, a progress bar at 03:58, and a Vimeo logo. On the right is a photograph of a young girl in a colorful striped shirt working on a mobile in a classroom. An arrow points from the girl's mobile in the photo to the mobile art in the video player.



Storytelling



Distributing your message

Blogging

What works:

- Work in a series
- The why of your work
- WIP images
- Curating your favorites
- Rallying your tribe

Installations in Progress



HOME

BLOG

ABOUT

FINE ART PORTFOLIO

PUBLIC PROJECTS

PRIVATE INSTALLATIONS

COMMUNITY BUILT PROJECTS

COMMISSION INQUIRIES

INSTRUCTION

CONTACT

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Hillsboro, Oregon 97124



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FINAL WORK ON SHUTE PARK LIBRARY PAVERS

Installation is next week! We are down to finishing up the four final pavers. This week I had help from my "J" and Janie. Sue had already bolted to sunny Arizona, and Sandy is unfortunately down with a bronchial infection. To her stash of some light blue Cinca tile, we are able to finish the backgrounds of the frog totem pavers! I do order more than enough material for projects, but it's a very difficult task. Apparently when doing the original thought I might use more of the glazed blue tile in those backgrounds than we ended up doing. But the Cinca will with the Briare Marzuka unglazed porcelain.

Local volunteer photographer extraordinaire Rick Paulson came by the studio on Wednesday to photograph. Here are the shots:



Kelly Rae Roberts & Kindness missions

XO
Kelly Rae

ps: Got great whole food EASY recipes? Send them my way. I need to insert some more variety, and fast :)



Use bold and italics to emphasize important words

Break up text with images

...an exclusive holiday edition of our popular *HIP HIP HOORAY GIVEAWAY PARTY* on December 10th!

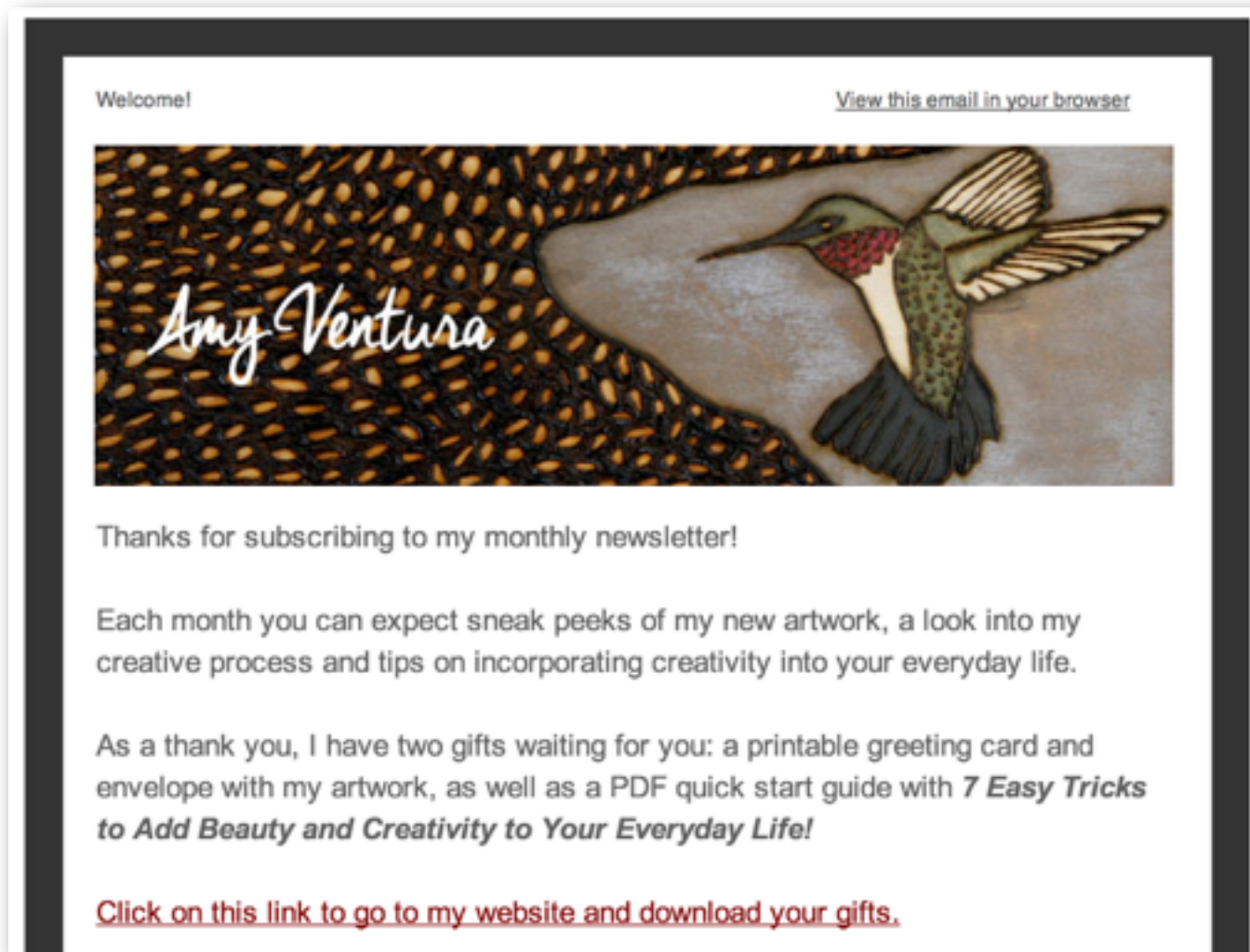
It's a big day of sponsored giveaways on my blog — handmade products, e-courses, — or a creative treat, of your creation. If you want to sponsor this online party, you'll get your business & giveaway details, and lots of grateful traffic to your site.

Use short paragraphs, size 14 - 16 font

Please act fast as it's first come, first served and we're expecting a beautifully full house at this party.

Send an email to sponsorships@kellyraeroberts.com, and we'll take the next step.

Don't do newsletters, send stories & gifts instead




The importance of lists

- Reaching people who are interested in you
- Marketing to people who like you is cheaper in time & money
- You'll make more money
- Gather up your contacts & organize them

	A	B	C	D	E	F	G	H
1	First Name	Email address	Fan	Collector	Series 1	Series 2	Print Collector	Russo Gallery opening
2	cory	cory@theabundantartist.com	x	x		x		
3	Jane	jane@doe.com	x				x	x
4								
5								
6								

Sign up for Mailchimp.com (or other email service provider)

Mailchimp has excellent tutorials on how to set up auto responders and lists.



Get Started with a Free Account

Sign up in 30 seconds. No credit card required. If you already have a MailChimp account [log in.](#)

Email

What's your email address?

Username

Password

 Show

Create My Account

Be careful of Digital Sharecropping—
you can lose everything

AdAge[®] | digital

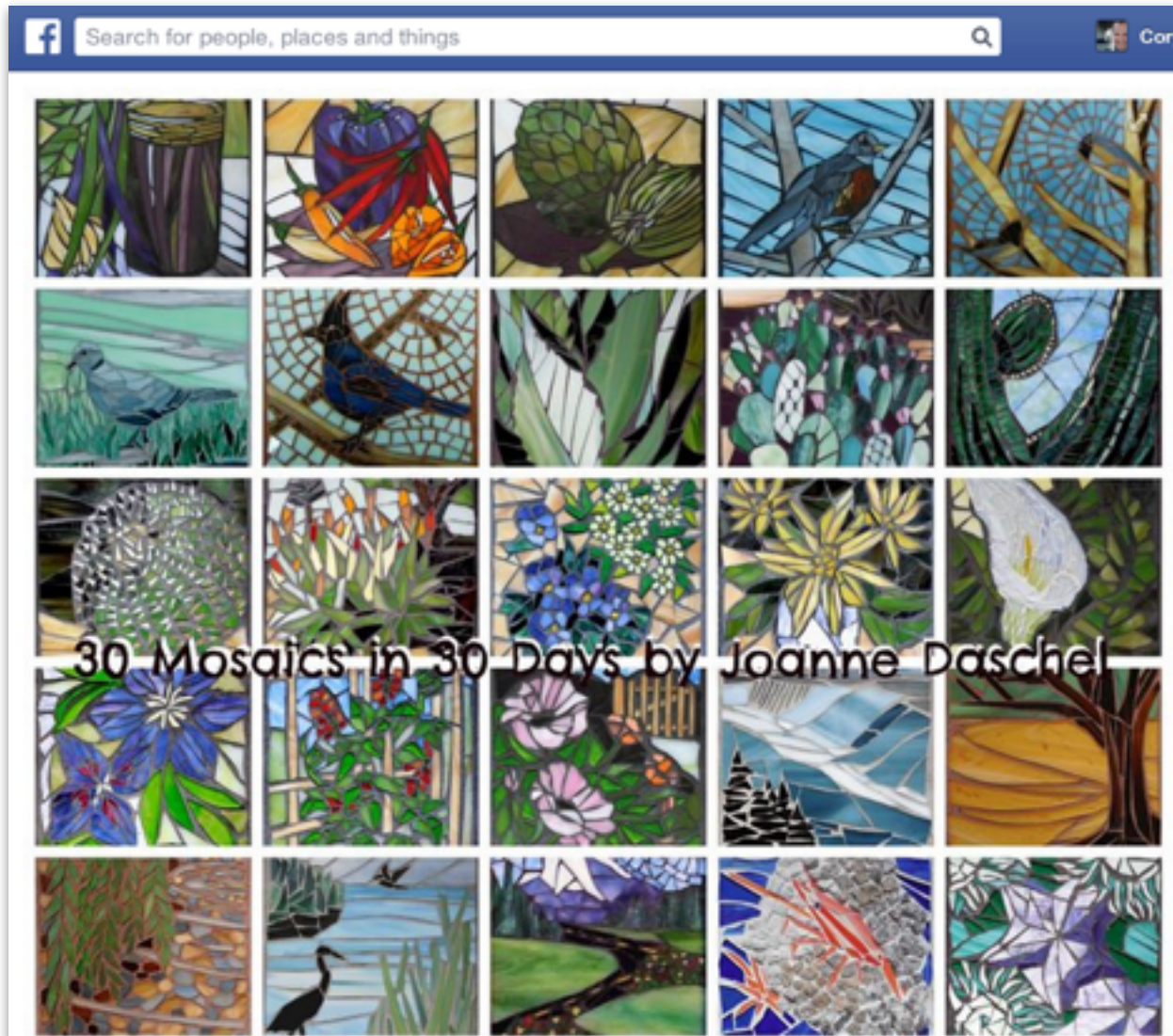
"We expect organic distribution of an individual page's posts to gradually decline over time as we continually work to make sure people have a meaningful experience on the site." – Facebook, December 2013

which social media to use?



JoanneDaschel.com

30 Day Challenge



Show them the process

Build the value of your time & help them understand the level of thought that goes into each piece



Results

- 15 – 20 blog posts in 30 days
- Mosaic Process page ([link](#))
- Each 6" square tile is \$75 with free shipping
- Sold 11/30 pieces, with sales still ongoing
- Generated 3 additional commissioned works that were significantly larger in value

Download this presentation at:
TheAbundantArtist.com/sama