



2014 The Abundant Artist Content Marketing Course Schedule

This is a suggested rate of study. Obviously each person's personal schedule will differ. We have found that the ones who get a lot out of this course carve out 1 – 2 hours each day for 2 months to go through this material. If you can do that, you'll make massive progress.

Weeks 1, 3, 5 and 7 include instruction. **Each day go through a 15 – 20 minute video** posted at on the site, along with some worksheets for download. These videos will contain bits of instruction with easily accomplished homework.

Weeks 2, 4, 6 and 8 will be implementation weeks, where you take the instruction from the previous week and bring it all together to implement. You may need to repeat, expand and improve the smaller assignments from before.

Please note that I've left the Q&A sessions there from the live course. You may want to listen to the Q&As, as there is some valuable discussion and clarification there.

Week 1

Module 1 – Welcome & live walk through of the course outline. Call information to be included in a later email. In this session we'll do the traditional syllabus walk through and make sure everyone knows how to access the info and what the expectations are for the next 8 weeks.

Module 2 – An overview of how artists document their process when creating their art – images, video and journaling.

Module 3 – How to organize all of this journaling stuff so that you can access it later.

Module 4 – Write about the process of documenting your process. Yes, this seems very meta, but everything will become clear.

Module 5 – Discovering Your Uniquity. An overview of how to think about your ideal collectors and what you bring to the world that sets you apart.

Week 2

Daily homework sharing in the FB group

Week 3

Module 6 – Overview of business models for artists and how art is actually sold online

Module 7 – The elements of good storytelling & Artist case studies – how do artists tell the

story of their art?

Module 8 – Interacting with collectors and potential collectors to learn what moves them about your work

Module 9 – Writing blog posts aimed at your ideal collectors part 1

Module 10 – Creating immersive experiences online for your collectors. Case studies from artists

Week 4

Daily homework sharing in the FB group

Week 5

Module 11 – Effective Email Marketing Part 1

Module 12 – Effective Email Marketing Part 2

Module 13 – RSS to Email and Autoresponders (2-part module)

Module 14 – Search Engine Optimization for Artists

Week 6

Daily homework sharing in the FB group

Week 7

Module 15 - Website Analytics

Module 16 – Promotion principles & building press/high value relationships

Module 17 – Social Media Principles

Module 18 – Social Media – Facebook

Module 19 – Social Media – Tumblr, Google Plus, Twitter

Week 8

Daily homework sharing in the FB group

Wrap up call on how to stay productive and use the checklist.

Private Discussion Group

All students will also have access to a private Facebook group for student interaction and for asking questions outside of the live Q&A sessions.

Office Hours

Cory will be spending time each day reviewing homework and questions from students. In addition, Cory will be offering special lightning round coaching sessions for Content Marketing course students at a rate not available to the general public.