

Email List Building with Miriam Schulmann Transcript

Cory: Hey there everybody, it's Cory from The Abundant Artist. Thank you for being with us, I'm sorry about the delay getting started. I know that we like to usually start right on time, we just had some technical issues. I'm very excited to introduce Miriam Schulmann. Miriam and I connected almost a year ago through The Abundant Artist courses and then we started talking about what she's doing with her courses. She teaches a variety of painting courses, art making courses, mixed media courses and she's a very successful artists in her own right. So I'm excited to introduce you to all of her, or all of you to her, and Miriam, I'll let you take it over from here.

M: Okay, so can you see me yet?

Cory: I cannot, but we'll just do a quick check with everybody in the chat, can you see Miriam's video feed? Yes.

M: Okay, cool! Thanks Lucy. Okay, so I'm Miriam Schulmann, and I just wanted to say hello first on camera before I switch to my slideshow presentation, just so we can visually connect with each other. I'm broadcasting from New York, I've been a professional artist for almost 15 years, I've been doing the online art classes for a few years now, but most, I started off just like all of you at first. You know, everybody starts at the beginning, no email list, only a few people on the email list, and I think Cory told you that's what we're talking about today, building your email list, so I'm gonna move over to the presentation. So we're gonna talk first about why an email list is important, because looking at the chat I do see that some people are not sure why that's important, and also when I go to live events, I'm always talking to professional artists who aren't quite sure why they need an email list. So we're gonna start off with that, how it's helped me, and then I'm actually gonna give you 7 concrete ways that you can build your email list and things that you can start doing today. So are you ready for that?

Okay, so Susan by the way said she doesn't see a video Cory, she only sees a photo of me. Only a few people see me. So just so you know, I don't know if you can work on something on your end, but I'm gonna switch over to sharing my screen.

Okay. Let's see. Share, okay. Can you see my screen, it should say The Money is in the List. Cory, if you can just tell me orally, verbally if you can see my screen since I can't see the chat room anymore.

Cory: Looks like you're good to go now.

M: Okay, great! Terrific. So we're gonna get started. This is basically how you can sell more art using your email list, or creating an email list or why an email list is even important, and once I convince you it's important, I'm going to tell you how to build it.

So first a little background on me. My name is Miriam Schulmann, I'm from New York, I've been selling my art professionally for 15 years, and I've been featured in numerous art publications and everything from Art Journaling Magazine to The Professional Artist to Art of Man, and my art has been featured in the New York Times among other places, but what I'm most proud of is the integration place where I teach others how to paint in my methods.

So let's start off with selling at the heart, and let me ask you if this sounds familiar: you're at an art fair or you're selling your art in some venue, and people are coming by and you're getting lots of compliments, and without making a sale though, the people will say to you right before they leave, do you have a card? And when I was first starting out, I always thought oh great, they want my card, that means as soon as they're gonna get home they're gonna look me and up and they're gonna buy my art. Well unfortunately, it doesn't quite work that way. When someone wants your card, it's really their graceful way of saying goodbye without purchasing. And unless you have a way of staying in touch with them, you most likely will never hear from them again. Now this doesn't mean that they don't like your art, or that they would never buy your art, it just means they aren't ready to buy your art yet.

So we're just gonna touch upon this really briefly, I know a lot of people maybe are working harder on building their Facebook or their Instagram, and let me tell you, social media is not a substitute for emails, because it really, you don't have any guarantees, just like at an art show, that if somebody is following you and likes your stuff and they give you a heart on Instagram or Facebook, you still don't really have a way of getting in touch with them and building your relationship.

And as of this time right now, you are lucky if you're only reaching about 1-2% of your followers. So what does that mean? What is 1%? One percent means that if you have ten thousand people following you on Instagram, that you can only reach between one and two hundred people. And if you have a lot less, then it's a lot less. So that's a pretty frustrating way to start building a following.

So, let me talk about why subscribers are important. Now there are lots of reasons why email marketing is much more profitable than other online channels such as social media or what's known as content marketing, or you might hear people talk about that, that's really writing blog posts. And one of the main reasons why many artists like emails is because it really offers a more personal connection. I think one of the biggest business mistakes I ever made was not building my email list from day 1 of the early years of selling art. When I first started out, I was on eBay, it was the wild west of eBay, and I really relied on eBay to drive sales for me and not, didn't work quite well for a while, and then Etsy worked quite well for a while. Those were the good old days. But then when they, I never had control of how frequently these venues would show my art, and that really hurt my business. So when I finally decided to start focusing on building my email list, an incredible thing started to happen for me. Then I started to fill my workshops. Then collectors came to my art shows. And when they came to my art shows, they would tell me how much they loved getting my emails. And so I would make sales. And I would outsell the other people at the art show. And it wasn't because my art was better, it's because I stayed in touch and built the like, know, and trust factor, which is so important when it comes to selling art.

So let me ask you- why don't more artists work on building their email list? And I bet you have the answer to this. Because when I ask other people, so when I was recently at the Bruce Museum showing my art there and the other artists were also in the same juried show, and people were like well what would I say to them? Or I don't want to bother people. And that is a really big mistake.

See, fear is holding you back from asking people to see your art. They're afraid that people don't want to hear from them or don't want to be bothered. And they mistakenly think that art collectors are going to come to them if they want art. Nobody is coming to you to buy art unless you stay in touch. Don't forget that art is a discretionary purchase. You really, I mean you don't really need art. People buy art because they form an emotional connection with the art, and especially to the artist who made the art. So you really need to help them form that emotional connection to you by nurturing that relationship and staying in touch. And then when they're ready to invest in art, you'll be the artist that they turn to.

So if you want to sell more art, you owe it to yourself to ask people to join your list so you can stay in touch with them when they are ready to buy.

So now here comes the big question. How do you get people to sign up for your list? So let me ask you a simple question. Why would I or anybody sign up for your email list? And you better have a good answer. Because if not, if not you better come up with one, because you really can't expect people these days to just hand over their personal information without a good reason. And yet everywhere I go, I see artists with websites telling me to subsc-, well not just artists, but people telling me to subscribe to my newsletter! Or sign up for my free updates! And I'm sorry, but nobody really wants to sign up for email for no reason. So what you have to do is come up with what's called either an opt-in giveaway, a lead magnet, or an ethical bribe. So this is what we talk about in marketing, so you might hear me say an opt-in giveaway, but really all these things mean the same thing- they're really just a reason to get people to sign up for your email list.

Okay. So now that I dig right into it, and Cory do we have any questions so far about what I'm talking about, are they clear?

Okay I don't hear anything so I'm not sure if you guys see what I'm doing. So have I been- have you guys been, okay, I'm good? Okay, great. Okay I'm always paranoid that people can't see what I'm doing and I'm just having a great conversation with myself.

Okay. So let's talk about how to get people to sign up for a list. And by the way, if that painting looks familiar, it's by my friend Vermeer.

Alright, 7 Ways to Get People to Sign Up for Your Email List. I think I'm going the wrong way. Okay. Here we go. So the number one reason is to ask them. Now even though I said you need to have a good reason to get people to sign up for your list, when you're at that art fair and people say to you, do you have a card? That is your cue to say "actually, would you like to join my email list?" And usually they will say yes. Sometimes they will say no, but those people really weren't interested in you anyway, and it's fine that you're not sending them anything by email. The people who say yes, they are genuinely interested in hearing from you. And here is a great tactic that I use: so basically, this is a postcard that I created on VistaPrint, and I modeled it after what you see in magazines when you are asked to subscribe to their magazine. It basically says yes, I want to subscribe, and their name, their email and their mailing address, and the mailing address is perfect if you have a local event and you want to be able to send people invitations. That actually is one of the things you can say to them when they're in person at your art fair, is I can invite you to my next show if you'd like. So if they ask for your card, you say may I invite you

to my next show? Let me get down your address. Some people are funny about this, some people, they want to give their email but not their mailing address, some people it's the other way around, and you just add both to your database. So they check off that says yes please send me updates is basically permission-based marketing. And I carry these around in my purse so when it ever comes up that I'm an artist and I sell my art, I can ask people I know to also join my mailing list in the same way. So whenever people in person ask me for the card, this is what I do. And you can really add hundreds to your email list this way in any given art venue, you're going to have 50-200 people pass by your booth, and if they like your art, you can easily add a hundred people per event to your email list.

Be sure to send a thank you note, a physical thank you note, to the people who came to your booth and handed you that personal information. So remember, it's only gonna be about fifty people that you're gonna send that thank you note to, it is worth the weight in gold that you do this the next time you're at the event, those people are gonna remember you and they're gonna buy your art. In the meantime, anyone who joins your email list will also get a digital thank you. So an automated thank you.

Alright. So the second way I get people to sign up for my email list, and this method works actually really really well, is a free art catalog. So what works better is actually the digital catalog, not a physical catalog, but a digital catalog that I create, and all of it is really pictures of my art in rooms and picture of my art with the titles and the prices in the description, and a link to my website. So it's basically an eBook of my website. And I don't include everything that's on my website, but maybe the most recent 15 pieces that are in a cohesive collection. Now I'm sure you're wondering how to create such a thing. I did mine in Canva, so you can see this is how I created it in Canva. It is a free program I actually though use the paid version because you can organize it a little better and I appreciate anything that makes my life easier.

Okay. So that was tactic #2 was the free digital art catalog. Let me just go back for a moment. And I had tested something out, a physical brochure, and actually this works better and I think it's because of what I said before, that people are kinda funny about giving you their address, or maybe it's just more work. They like the anonymity of just putting in their email address and getting the instant gratification of getting a digital catalog.

Alright. So the third method that works really well for me and also artists who I've coached personally is exclusive subscriber discounts. Now what's very interesting about this is that they sign up for the discounts, they don't always use the discounts. But it really does work well for building the email list. And here's how this works- so basically, I put a little link inside of my website for every listing, that lets them know that if they sign up for a coupon, and that basically is a link for my email, that they will get a coupon to save money. And I also use this on Etsy. It's not a visual button, but it's a link to my coupon newsletter, my newsletter giveaway that sends them the coupon to save money. So this actually works very well. You can get hundreds of people signing up this way. And what's good about this giveaway is they come across your art or product of yours for sale, and they're not sure if they want to buy it, and if they sign up for the coupon, this way you can stay in touch with them until they are ready to buy. And I found, by the way, that it takes about 6 months between when they sign up for my email list and when they'll buy from me online.

Okay. So another method that works really well for some artists that I know is early access to new collections. So one artist that I know, Emily Jeffords, does this beautifully. And watch how she does it, but I'll explain what she does. She basically teases her followers on Instagram all month long that she's gonna be releasing a collection on a certain date. But really, it's the email that drives this whole engine, cause she will let them know by email when the collection goes live, and everyone who's following her know that if they want one of her paintings, they better get on her email list because her collection sells out in minutes of that email going out to her subscribers. Okay.

So have I whet your appetite for email marketing? Let me just repeat that. Emily Jeffords sells out her collection within minutes of letting her email subscribers know that it has gone live.

Alright. Another way people build their email list is Instagram giveaways. Now the trick here, when you're doing a giveaway, whether it's on Facebook, Instagram or anywhere else or whatever new platform they come up with in the future, it's not a leave a comment to be entered to the giveaway. It's join my email list to be entered into the giveaway.

So one artist who does this really well is Amira Rahim, she uses Instagram to build her email list, and just like Emily Jeffords, then when her collections go live, she's able to sell out her collections within one or two days of sending out that email.

Okay. Another method that, so we're up to method #6. Another method that works really well is offering a free postcard. Now this is a really great method to use when you're first starting out. For me it's gotten a little too expensive because I have such a large Facebook and Instagram following, that when I offer to do those I get hundreds of people signing up right away for my free postcard. But let me show you how to use this if you're just starting out because it really works very well. What I do is I set up an opt-in page where people can enter their email and their mailing address to get a free postcard print. And basically, the postcard print is nothing more than a postcard with art on it that goes out. And you'll notice what I do is that and here is part of the trick, is I let them know that they will not be mailed the postcard for a few months, so they have to be an active email subscriber when the postcards are scheduled to go out.

And a final way to build your email list is advertising on Facebook. But if you're just starting out, what I would suggest you do is you use any of the tactics we've already talked about, one through six, on Facebook and just boost it to your current fans. So your warm traffic on Facebook, boost a post letting them know that if they sign up for your email list, they'll get one of these giveaway bribes that we just talked about.

Alright! So that's it for the presentation, cause now I'm ready to take some questions. I'm gonna stop sharing my screen so that I can see what questions we have. Alright.

Cory: So there are a couple of questions here in the question section. Bella says how do we start if we have no email list at all, where do we go to gather this list? I think you gave her some good ideas to get started.

M: Yeah, absolutely. The very first thing I would do is create that postcard on, I used VistaPrint. You can use Staples, it doesn't matter where you make it. And basically, I modeled it after the same kind of postcard that fall out of magazines that get you to subscribe to the magazine. So that's

what you model it after. So basically, on the postcard it acknowledges that they are giving you permission to add them to your email list, and you can just start with anybody who is admiring your art. Someone you're talking to, it doesn't have to be even at an art event.

Cory: Yeah.

M: So I would spend my money on the postcard before you spend the money on even your business card. There are some artists I know who don't even hand out business cards, they only collect other people's information.

Cory: I like that. Okay. Cool, so Melissa Thompson says how do you recommend increasing the click rate of your emails? And we do have, just so you know Miriam for context, we do have a couple people in here who mentioned that they've got 500-1000 people or more on their mailing list, so I'm sure some of them would appreciate information like this. How do you increase the click rate of your emails?

M: One thing that's working, okay so click rate and open rate, two different things. But you first of all, it's you know, it's like you're building, you have to get them to open it in order to click it. Right? So it's even more important to get them to open your emails. What I find works, has been working really well for me and this is like a new tactic, is to put an emoji in your subject line. And that will make your subject line stand out in people's inboxes. And probably the worst thing you can do, and I see people doing this all the time at different levels, is to call your email a newsletter.

Like, February Newsletter. Or you know, Schulmann News. Always use a different subject line that has to do with, that will entice them to open it. And be a student of subject lines. So I subscribe to my favorite brands, I like to study what makes me open their emails. So I've got, like in particular I really like Kate Spade and Anthropologie, but I'm sure you have your favorite brands as well. And see what subject lines you open. So the ones I never open tell me that there's a discount. Who cares? I don't care about a discount until I want to buy the thing first. So if it's from Anthropologie and it says 15% percent off today, who cares, I don't open. If it's, cause I know I can always Google a coupon, right? But if it says 5 Ways to Wear This Shirt, I might open it. So like with art, if it's 15% off art, you're not gonna want to open it. But if it says Three Places to, or Three Kinds of Art You Have to Have in Your Bathroom, I think I might want to open that email.

Cory: Yeah, that's good.

M: So that's why getting the open rate is important. The click through rate, that's gonna be if they like what they see. And just give them opportunities to click on what's in there, pictures of your art and buttons that take them to what you have for sale.

Cory: Yeah, good. So thanks for that. Melissa, she asked in the chat, Melissa that's always gonna be the case, if you have a 30% open rate for example, it's pretty typical to have a click rate of less than 5%. So if you're talking about a general list of more than a few hundred people on your list, click rates are generally gonna be less than 5-10% for most people.

M: Just so you know, right now my open rate is between 38-40% and my click through rate's 7-10% and it all depends on the subject line and the content of the email and the time of day.

Cory: Yeah. And that's, and your list is like, just to give context, you probably have what, more than 5-10,000 people on your list.

M Yeah, yeah.

Cory: Yeah. So, yeah. Bella says what time of day is best? How do you usually figure that out?

M: Okay, so here's where I use MailChimp as my email marketing platform, so I can only speak for MailChimp, I don't know ConvertKit but MailChimp, I recommend you get the paid version because in the paid version they have a feature where you can select to have your email sent on the most optimum time for your email list. So basically, MailChimp collects all the data for your subscribers and they know when they're opening emails and they will suggest a time for you. So, and if you plan your emails with enough time in advance, you should be able to get that. So Cory, do you know if ConvertKit has that feature?

Cory: I don't know if ConvertKit does, a lot of the email marketing services do. MailChimp does a really good job of abstracting out a lot of that stuff that, like figuring out that send times and stuff, they monitor it and figure it out for you, so that's nice.

M: I would just, you know, in addition to that I would say the worst time is Mondays.

Cory: Mm hmm.

M: And for the same reason Sunday night, because imagine people who are affluent, who have, who are professionals, they get to work Monday, their inbox is flooded. And the last thing they're gonna do is open an email from you. So you want to hit people towards the end of the week or on the weekend when they're less interested in cleaning out their inboxes. Alright. We lost Cory, I don't know if you can hear me, can someone let me know whether you can hear me? Okay, great. Okay. So Frank asked about Contact- Contact, I don't know. You'll have to, for like all these different email service providers you're gonna have to go to them and find out if they have that feature. Okay. What does it take- a learning curve inside MailChimp or do they have some way of knowing in advance? I'm not quite sure I understand your question, Lucy, so if you could ask it a different way that would be helpful. So what they do is they take data from your subscribers so they know on average when your subscribers are opening their email and oftentimes it has to do really with the demographics of your email list, and if you live in California and you have mostly West coasters, that open time may be different than someone like me, who most of my art collecting base is in New York, but that will also be different from when I'm sending an email to my online class people, who live all over the world, so that may come up with something different.

I do find that the evenings during the week work better, like I said on Monday probably is the worst time, worst day.

Okay. So what other questions, I'm not sure if I can scroll up and look for questions. Frank wants to know what list management service to start with. So the three most popular ones that I know artists use are MailChimp, ConvertKit, and AWeber. And MailChimp is probably the cheapest

one to start with, but that doesn't necessarily mean it's still gonna be cheap once you've built it, and I also would definitely suggest not going with the free version. Go with the paid version when you're starting out, we're only talking about \$15 a month, and your art is worth a lot more than that.

Okay, there are questions on the side of this, I'm not quite sure by what you mean by on the side of this, Carol, so, hold on. Yeah, I just see one column, so I'll just try to take whatever questions I see here until Cory comes back. On the bottom it says ask a question. Do you have suggestions, this is from Melissa, Melissa says do you have suggestions on how to create good titles for your posts and emails without sounding super salesy? Yes, again, like I said, what I do is I have, I keep a swipe file. So my swipe file is where I hoard my favorite brands and I try to emulate what they do that gets me to open up their email. So if I have let's say a collection of floral paintings, I might say freshly picked flowers or something like that. Another place you can write good email subject lines is if you study, so not just the email subject lines of brands you follow, and by brands I'm not talking about other artists. I'm talking about big brands like Anthropologie, like Michael's, like Nordstrom's, any brands that you follow. But the other thing you can do, is when you go to the magazines in Barnes & Noble, you know a lot of magazines that those copy writers, they spend hundreds of dollars to come up with the best little blurbs to put on the magazines that sell magazines. So you can also take some of those and turn those into subject lines. You just have to tweak them a little, mad libs style, to get it to actually fit your thing. So anything with a number on it like XX Ways to Blah Blah Blah usually works really well.

Okay, so, Cory?

Cory: I'm back. At least for the moment.

M: Okay, where do you think the best place is on your website to have a pop up asking for opt-ins to the email list, I can't stand clicking on a website and the first thing I see a subscriber window. Well I know that you may not like it, but the problem is that that actually works really, pop ups work and that's why people use them. But you can have the popups be timed that they don't appear right away, it doesn't appear until you start scrolling through the website or maybe it's 10 seconds into the website or it's the second page they visit on your website. So that's what I do on my website, I time it so it doesn't happen immediately, it's like maybe the second page they click in or a certain amount of time has gone by.

Cory: Yeah.

ML That's a good question. But just so you know, you've gotta get over the fear of people being annoyed. Even if it does annoy them, everybody knows how to click the X button and get rid of it, and the truth is that pop ups work. And Cory's nodding his head.

Cory: Yeah, and the people who get upset at you are usually the people who aren't gonna buy anyway.

M: Right! They're other artists who are just stalking you.

Cory: Yeah. Marie says some popups show when you hit the X out, yeah, don't do those. Like do popups that are smart and unobtrusive. Give people an opportunity to spend some time on your site before you do the popup, but yeah.

M: Yeah. I agree with that.

Cory: Don't do like popups that show up when you close out another popup. That's annoying. And they work, so it just depends on how much you want to piss off your audience. But there's like a line graph somewhere, like how much you annoy your audience versus how much they're willing to pay or get on your list, like there's a balance.

Okay, so Carol says where was the insider savings button page on your website?

M: I put it in every single listing. And I do that also on Etsy, on Etsy it's not a clickable link, and what I do is I just have like a tiny URL, or a pretty URL or you can use a Bitly. So it's, I say if you want to save on this art, sign up for my newsletter. And so I put it inside the listing, so it's the kind of thing that they don't see it until they already are in there and admiring it. So a coupon is the type of thing that only works once somebody is interested in what you have on offer. So that is not something I would necessarily, for example, advertise on Facebook. Cause it only really works if people are already interested in your art.

Cory: Right, okay.

ML And like I said in my presentation, I don't know if you heard me say this or if you caught this, what I found and what a lot of other artists have found is people don't even tend to use those coupons. I mean they do work, in building your list, but in general I stopped emailing out coupons to my list cause I found people weren't even using them and then there was like the guilt, oh they bought something and they didn't use the coupon, now what do I do, so I just found people, they want to pay for something good, they just pay it. They don't really, they don't want to bargain shop.

Cory: Yep, those are the best kind of customers too. I want to mention as we're getting ready to wrap up here in a minute that, of course like we do every month when we do these monthly challenges, we have a thread open over in the community where we want you to put down what you're gonna do in the next two weeks to grow your mailing list or to grow your business using your mailing list. So I'm posting again in the chat a link over to, over to that thread over in the community. So feel free to pop in over there and let us know what you're gonna do in the next two weeks from what you've learned here today. And elsewhere. To grow your business.

Alright, so other question- so Melissa says on my blog I'm offering a printable November calendar right now, could you give me your thoughts on it and any advice you have for the future on how you can do better with that thing? So in like the thought around, first of all Miriam just give us your idea of offering printables in general.

M: Yeah, that's a really good question. You know, what I've found with other artists that I know and other artists that I've worked with is that a lot of people come up with an idea of a giveaway that's not necessarily in alignment with what they have to sell. So people might want your giveaway, but if it doesn't lead them to a purchase, then it's not really helping you and they'll

either will unsubscribe later or, so you always want what you're offering to lead them to a sale. So if you think about, look back at the examples I gave, you know, one was obviously just sign up and I'll invite you to things. The second one was you'll get an art catalog, so that only people who are interested in your art want an art catalog. But things like coloring pages. Now I may not really like your art, or I may not be interested in ever buying art, but if I have a kid who likes to color, I'll be downloading those printables all day long. So unless you sell coloring books, then something like a free coloring page doesn't work too well for building an email list of people who want what you have to offer. And the same thing would be true of a calendar. Unless you're in the business of selling calendars and that's what you sell a lot of, or if you're an illustrator so it's closely aligned to what you are offering, then that may not work for you. Now if you are more of an illustrator and you do sell a lot of calendars and notecards and things like that, then it may be closely aligned to what you sell. Just like I said about the coloring pages. If you are a coloring book designer then a free coloring page is a good idea. But if you are an abstract artist or a pet portrait artist, a coloring page is not a good idea. Did that answer your question, Cory?

Cory: It did, and I think you answered it more succinctly than I was going to. You said a lot. Gonna mark that question as answered. And do you think offering paintings for sale only to your email subscribers is a good idea? Any take on that?

M: As opposed to who else? Do you mean as opposed to-

Cory: As opposed to in general, or as opposed to, yeah. As opposed to just offering them in general. Do you do any subscribers-only sales?

M: I don't, but I do know artists who do something like that, actually, so I have an article coming up in Professional Artists Magazine pretty much what we talked about today, but in that article I talk about an artist I know, Megan Duncanson, and what she does is she is she will offer her email list, and she has a few thousand people on her email list, it's under 3,000 by the way, so when I talk about these people who sell out collections, they have, I ask them how big is your email list, and that's about the size that these people have, so they're- you don't have to have hundreds of thousands of people to sell out. You just have to have highly engaged people. But to answer your question, she will create an original that is just for her email, and then she will create a limited edition-run of prints. And actually, this is more detailed than is in the actual article. But she only offers this to her email subscribers, and she generally will sell out of the limited edition run and sell the original, within that same email series. So that's what she does in terms of subscriber only, but most of us, you really always have to cast your net pretty far and wide, I mean if you think about it, like Emily Jeffords, her and Amira, they both told me that they notify their email list first, but anybody can go on to their website and buy the art that is there. It's just that the email people get notified. They're getting extra special treatment thought, and I think it's the same with my friend Megan, is that she you know, she has this limited edition run, but it's the email subscribers who are getting first dibs on it because they're being notified.

Cory: Yeah. Can you tell us, it was Megan Duncanson, right?

M: I believe her website is madartdesigns.com.

Cory: And the other thing I was gonna mention is Amy Ruppel is another artist who does that. She, my wife is a huge fan of Amy Ruppel, so Amy does the, she opens her shop a couple times, like once a month or once every couple of months and sells out everything. So she basically doesn't offer anything for sale except for the times when she emails everybody and says it's for sale.

M: Yeah and really artists who do the best have that kind of scarcity model set up. Someone who is not a fine artist who does this very well is Katwise, she sells sweaters on Etsy, are you familiar with her Cory?

Cory: Oh, Katwise, yeah yeah yeah! She does those sweaters.

M: Yeah, so what she basically does is create her sales almost like selling rock tickets. Like rock concert tickets. She creates that, and that is the scarcity model. So and you know it's very difficult to build scarcity model into selling art, but some artists have done it very well, and she's a great example of that as well.

Cory: Yeah, I love Katwise as well as an example of an artist who does not have, like, her website is not amazing. It's kind of-

M: No, and I think she sells everything on Etsy too.

Cory: Yeah, she sells on Etsy. Her website is kind of junky, she sells everything on Etsy and she's a good writer. And she loves her people. So she like does all the things, like everything that I teach everybody to do, she kind of does it wrong, so to speak, but she's just like so interesting and connects so well with her audience that she doesn't have to do all of the marketing steps perfectly and it still works out for her.

M: It's because she creates her marketing like an event. And the other artists we talked about already, they also create an event. So it's like fun to participate in that, and it becomes a frenzy, like the one time that I decided I wanted to buy a sweater. I mean I bought a sweater. I didn't even like it, I just wanted to GET, you know, like oh I got one! So you're not even thinking about if you like it or not because it's going, everything's happening so fast. It's really important, by the way, to get into that mindset of what it's like to be on the other side of one of these things, and why do people go into this frenzy and they're buying things. And then the other thing I would say about Amira and Emily is that they have very cohesive collections, so what happens is that if you're on her list and you want an abstract painting and there's 10 paintings, you're happy with all ten of them. Because they're so cohesive. So even if you're not an abstract painter, people have to feel like they want any one of those ten are gonna make you happy, it's that tightly, it's all the same voice that you want to have. Does that make sense? I see you're kind of scrunching your head.

Cory: No, I'm just thinking. Yeah, it makes complete sense. And I think, I think this is one that we definitely need to write up and make some notes for, because I think you and I just threw out like a whole bunch of examples and links and stuff. So we'll make some notes for everybody for the follow up on this.

M: Okay.

Cory: Cool, I think this is probably about time for us to wrap up. I really appreciate everybody taking the time to chat with us today. Miriam, can you tell us a little bit more about your courses and other things that you offer, so if people wanted to learn more, they can do so?

M: Absolutely, so you can find me either on Facebook or Instagram, it's Schulmann Art in both places. And my, I don't open my class, most of my classes are not open all the time, so it's just like these artists we talk about, that they only open a few times a year. My next class is gonna be an art journaling class in December. I like to do goal setting myself through art journaling, so I teach my process for that in an art journaling class, and what I always do is do a free video series so you can get a taste of what an art class with me is like, so if that's something you're interested in, you can sign up for my email list and I will let you know. And just so you know, I actually keep two email lists. So I do have an email list that is for my collectors, and I have a separate one that is for people who are interested in taking art classes with me, because I do send them different content.

Cory: Sure, that makes sense. Cool, alright, well thank you so much Miriam and I hope you have a great day.

M: Thank you for having me Cory!