

January New Member Orientation Transcript

Cory: Hey there everybody it's Cory, I am here, I'm on site with a client today, so I am borrowing a room from them so that we can have our new member welcome call. Also I am dealing with a little bit of a head cold, my sinuses area little stuffed up so if I'm a little nasally and drippy today, my apologies. But hey, you can't get sick from me cause it's a video!

Hey there everybody that's live, Joe, Cory, Brittany, Sheila, glad you're all here. I wanted to take some time today to walk you through all of the resources that are available for The Abundant Artist Asocation members and ask those new members that are live with us on the call if you have any questions. Make sure that you are getting everything that you paid for.

Lisa, or Liza? I'm gonna get that wrong. One of the two. Hi there. Okay. Pull up my notes real quick. Here we go. Okay. So I'm gonna share my screen. And I want to make sure that you are all aware of how to access all of the Association resources. If you are watching this you've probably already seen how to get to the Association homepage, but right here if you head over to theabundantartist.com and you click on the Association page here, you'll want to log in before you do that, but click on the Association page, you'll get this page right here. And whoops, looks like I'm not logged in. My bad. I just opened a new browser to log in here, there we go. Alright. So after you've logged in, it should redirect you to the log in page. By the way, if you're not familiar with it, you can click on your profile and that shows you all the courses you have access to, gives you the ability to change your account info, and also shows you your courses that are active and your payments. So over here under Association resources, I'll refresh the page now that I'm logged in. And all of the stuff that you want to have access to is right here. So there's the onboarding checklist which we'll get to in just a second, you'll want to open that. All the courses that- you can see a list of all the courses that are available and the ones that you actually have access to on your profile page. And then there's a link to all the calls and then the community. And then the health insurance page. So I want to make sure that you can see all of that. Alright. And then legal help, oh I need to update this. We did have our first legal clinic- transcript of that legal clinic coming soon. So that's the, this is the main Association resource page for all the stuff that you might want to access. And then the call schedule, over here on the right, and there's also a link to the call schedule right here, the call schedule shows you all of the calls that we have coming up and all the archives of those calls as well.

So obviously here's the upcoming links for today, we've got this new member call, and then the group coaching call later tonight. And then all the calls that we've done so far since launching are there in background. So you can go through those at your pleasure. Okay. That's all of that. And let's pop over to the courses, so if you click on the courses, that'll get you this page, and there's the Facebook marketing, how to sell art on Instagram, couple of the free challenges that we did, and then I want to click on the how to sell your art online course because I want to point out that on a desktop computer on the right hand side there's these three options, 101, 201, and 301. If you are on mobile like a smartphone or a tablet, this sidebar doesn't appear, it appears all the way down at the bottom below the comments, like around here. So if you don't see this sidebar on your device, either pop over to a desktop or laptop, or make sure you scroll all the way down to get it at the bottom. Each of those courses we'll talk more about those in

depth and how to pick the right course, but I wanted to make sure that you were aware that that is available to you.

Okay. So peek at my notes again real quick. Alright. So over in the Association community, if we go back to the main Association page and you click on this link here to get over to the community, you'll get the Mighty Networks page. And I'm just gonna check in on the chat real quick to see if people have additional questions. If you have questions or anything while I'm running through this, feel free to chime in. My internet's a little slow today.

Just gonna silence this tab, there we go. So this is the Association community. Now if you are new to the community, right here where it says Featured, you'll actually see something that says welcome, and the welcome has a bunch of other neat stuff, some places to get started, some new ideas, but definitely take a look through those welcome posts and if you've been in the community a couple times take a look at the featured posts, there's lots of stuff there for you to take advantage of. There's the new member checklist, lots of good stuff.

What's the next thing? Okay, the other thing I was gonna mention is Mighty Networks has an app. So if you go to iTunes or to Google Play and you just search for Mighty Networks, then you'll be able to download the app that will open up The Abundant Artist Association in the app. So you'll be able to access on the go on mobile and be a part of the community that way. So that's all of that. The next thing to check out is the checklist.

So here's the checklist. This is a pretty simple document, I would strongly recommend that you click file and then make a copy, because on your view you won't be able to edit this checklist, but you can click file and make a copy for yourself in your own google drive file. You can also say download as a word document or a PDF document. That way you can print off the checklist and stick it on your desk or whatever if you want to do that. And the checklist has a list of all of the resources, links to all the resources, all the things that we sort of expect you to do within the first month of joining the association. And then the regional groups, that's the one thing that's on the checklist that we haven't started yet. The regional groups will be up real soon.

Okay. So that is all of that and then the other thing I was gonna say is many of you have done this already, but please go ahead and feel free to introduce yourself. I'm gonna stop sharing here. Please feel free to go ahead and introduce yourself in the community. Joe, I know that you've already done that, Cory, I haven't seen you post over in the community yet, maybe you did. I would love to have you do that and let us know a little bit about what you're trying to accomplish your art business, what the next step is for you, all that kind of good stuff. Set specific goals for yourself. Some of you have messaged me and said this is what I'm trying to accomplish, I'm trying to do these specific things in the next month. I would love to see you have specific goals that the association can help you accomplish. The call later tonight is going to be all about execution of goals, making sure that we hit the right goals, that you're setting the right goals and that you're achieving the goals in a way that makes sense for you. And then let's see, we also have an explanation, I'm gonna go ahead and pull up the Association community again. But we have a little guide in the Association that will show you how to figure out which courses are the right fit for you.

Yeah, okay. So The Abundant Artist courses guide. So basically here over in The Abundant Artist courses, the How to Sell Your Art Online course, if you've never sold anything before or you've sold a few things but very sporadically but don't know what you're doing, you want to start with How to Sell Your Art Online 101 course which is designed to help you figure out who your ideal customer is, figure out where they spend time online, and figure out how to tell your story in a unique way that is different from all the other artists out there. If you already have that, if you're like I'm already good at telling my story and making sales and you want to automate that sales process, then the How to Sell Your Art Online 201 which is all about building sales funnels, building email marketing campaigns, growing your mailing list, that's the course you want to check out. And if you already have a mailing list and you already have an online structure for sales, for selling, and you just need to pour more gas on the fire and get more sales, then How to Sell Your Art Online 301 course which is all about media, social media, media and PR, will show you how to reach out to newspapers, magazines, blogs, and get influencers to talk about your work.

So definitely check out the guide over in the community if you haven't done that yet. Let's see, and if you are listening to this and a handful of artists have said hey, I'm a little more advanced, I'm looking for some advanced resources, I'm already making a living from my work, we have some advanced resources coming down the pipeline. If you're sort of at that advanced stage already, I want you to reach out to me, shoot me a message, email or a message over in the association and just let me know hey, I'm looking for those additional resources. And I might have a couple of questions for you, but I want to connect you with those and roll those out to you as a tester for some of our more advanced content.

Okay. So that didn't take very much time at all, and I want to take a look at some of the questions that you have, some of you are looking at right now. So I'm not sure how to say your name, Tsvetomir, you're suggesting that the home page of the site should be about the visitor and not only about the artist. Can you explain a bit more in detail about this? Yeah, so basically what I mean is, and by the way it's not just the home page but I think the about page is what I'm talking about here, if it's in the 101 course that I'm thinking about. The about page should be just addressing the concerns and the questions that your ideal collector's gonna have when they're reading your about page. So a lot of artists will, on their about page, they'll say you know, Cory's an artist based in Portland Oregon and he's been making art for 20 years and he makes collages or he makes oil paintings, but they don't address any of the questions that the customers gonna have like why should I care about this art, what makes this art different from everybody else? If you look at Kimberly Houston's About page guide that's linked to from the course materials, then there'll be a more in-depth explanation there.

Alright. Cory says I've been trying to promote my artwork on Instagram, but the linked Facebook account Instagram says the linked Facebook account is disabled. No, it's almost impossible to get a hold of somebody at Facebook to get customer support questions taken care of. So Cory, what I, my suggestion there is log into your Facebook account that you are trying to link, and make sure that you don't have some sort of notification that your account is disabled, that your Facebook account is disabled. It would be helpful, Cory, if you could post over in the community, if you could post a screenshot of the message that you're getting, because without seeing the

exact error that you're getting it's hard for me to know exactly the problem that you have. So yeah. Cool, thanks.

Joe says how do I find my collectors? So my first question for Joe and I'm not sure if he's live on the call or not, my first question for Joe would be have you done the How to Sell Your Art Online 101 course material, oh great. So Joe, I'll invite you on live real quick. So have you done the 101 course material? And if you haven't, go do that and if you have done the course material, you know, what was the answer you got? Where, who are the people that are your ideal collectors? So it says Joe's accepted and connecting, so we'll wait just a second while I go drink a glass of water. Alright. Joe, it says accepted and connecting, but there, you do have to have- or rather, it works best if you are broadcasting using google chrome. Oh, you don't have a mic. Okay. Well Joe, have you done, have you gone through the How to Sell Your Art Online 101 and done the workbook yet? I'm just waiting for him to respond. He says I read the book. Okay. So tell me a little about, Joe, in the text chat why don't you just tell me who your ideal collector is. If anybody else has questions while we're waiting for Joe to finish typing, feel free to let me know. Okay, says I'm here to find out. So Joe, I would suggest that you do the workbook from How to Sell Your Art Online 101. From the course. Do the workbook and then if you need help or feedback on the workbook, post in the community and the community or I will give you some suggestions on where to go once you've done that work.

Alright. Just gonna click done answering that question. Okay. So for those of you who don't know, there's an Ask a Question section there on CrowdCast, and whenever I answer anybody's questions I can mark that so that later on when somebody watches the recording you can actually skip ahead to where I answer those questions, just by clicking on the question section in CrowdCast. So it's a neat little feature for this platform that we're using.

So this is really all that I had scheduled for this call. I wanted to make sure that you got what you needed, that you know how to access all of your stuff, and if anybody else has any specific goals that they want to share, things that they're, that they want to accomplish in the next thirty days, you can feel free to share that here today in the text chat or over in the community, and we can address that. I'll give it a minute if anybody else has anything they want to ask or anything to share.

Alright. Cory says my goal is to get at least two commissions in the next thirty days. Cory do you know what you need to do to make that happen? Cory, I'll invite you onscreen if you want to get on and talk about it for a minute. Just to make sure Cory, it works best if you're broadcasting from Google Chrome or Safari, or if you're on the mobile app. Those are all acceptable. It won't work with Firefox if you're trying to get on. Okay, there we go. Hey Cory.

Cory B: Hey, how's it going?

Cory: Good! Great name.

Cory B: Thank you very much.

Cory: So when you say get two commissions in the next thirty days do you feel like you know what you need to do to do that?

Cory B: I think so. You know, I've been looking through, or read How to Sell Your Art 101 so all of that, so I think I do have a good idea. The work that I have been doing is watercolors of homes. So I recently just created a mailing list for the first time, but I'm also just thinking of creating a flyer that I can just go into some neighborhoods in the area and just put them in the mailbox, just anything like that.

Cory: Perfect, yeah. So just for future reference on calls like this, it's best if you have a set of headphones, because your computer microphone picks up any computer speaker output, and so it echoes. So I'm gonna mute you for now because everything is echoing. I understood most of what you said, that you're gonna go out and put out some flyers in your neighborhood and that you've done the 101 course materials and have a pretty good idea of who it is you're trying to reach. So I would love it if you shared in the community what you're gonna do, just the bullet points or something, and then you know, go do it and come back and let us know what happened. Cool. Thanks so much. Alright. Well thanks so much everybody, I think that's everybody who had something to say or had a question, so if you do have more in depth coaching questions the next call that we do later tonight the full group, I'm gonna be talking more about goal setting and execution so I look forward to doing that over there. And we will talk to you all soon! Thanks everybody.