

MODULE

one

#LaunchYourFirstProfitableArtCollection

NOTE: Please watch the Module 1 video before reading through this packet.

In this Module, we are going to walk through where to launch your art and to whom you're going to launch your art.

Keep in mind, that finding your ideal people and market are similar to your own craft or medium, delicate, time-consuming, and practiced.

THE WHERE.

<i>online</i>	<i>live</i>	<i>other</i>
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THE WHO.

Your Ideal Customer/Client is the person who loves your work, loves you, and appreciates the work of your hands so much that they're willing to throw their money at it.

Finding your Ideal Client/Customer is no easy task and sometimes it can take some trial and error.

Age:

Gender:

Household Income Range:

Married? Single?

Kids? No Kids?

Who would most benefit from your work?

Who loves your work, but wouldn't buy it?

Who NEEDS your work?

Who do you need to educate on WHY they NEED you?

Where (online) does your Ideal live?

What is their style?

What are their struggles?

How can you appeal to those struggles and present them with solutions?

What hashtags do they use?

If you've already sold something, find the person who bought from you and answer these questions with her in mind. If you haven't sold anything, this can be a bit of a guessing game for awhile (the trial and error part.) But don't give up and don't believe that your ideal client isn't out there, because they TOTALLY are.

Once you settle on a persona, study them like it's your job (because it is!)

HOMEWORK: Find your Ideal Customer/Client by determining the answers above.

FINAL QUESTIONS.

What are some ways that you can add extra value to the lives of your customers?

What can you do to stand out in your own medium?

By combine the things you listed under The Where sheet, can you think of ways that you can repurpose your content into multiple revenue streams?