

>>>> UNCOOL ARTIST - 2024 <<<<

Artist Web Presence

Solid and Stress-Free!

RIGHT EXPOSURE! MORE RESULTS!

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Click here to watch first
the workshop video!

by **uncool**
artist

TO MAKE IT EASIER FOR YOU

Introduction

In today's digital age, having a robust online presence is essential for artists who want to connect with a broader audience, sell their work, and establish their reputation. This planner is designed to provide you with practical steps, checklists, and advice to enhance your web presence. Whether you're just starting or looking to refine your existing strategies, this guide will help you navigate the digital landscape effectively.

We understand that an artist's path is unique and often challenging. That's why we've crafted this document to be your companion, offering structured guidance and actionable tasks to ensure you make the most of your time and efforts. From creating a compelling website to building a strong network, the following pages cover all aspects necessary for establishing a solid and stress-free web presence.

Remember, the key to success lies in **consistency, quality, and authentic connections**. Even if you can only dedicate a few hours a week to your art practice, the **intensity and focus** of your efforts can make a significant difference. By following the strategies outlined in this planner, you'll be well on your way to achieving your artistic goals and realizing your full potential.

So, let's get started on enhancing your online presence and taking your art practice to new heights!

GETTING STARTED

Making Lists

1. Identify Your Current Situation Regarding Your Online Presence:

Fill out the list below with what comes to your mind (be honest to yourself!).

- Current Strengths:

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- Current Weaknesses:

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GETTING STARTED

Making Lists

2. Your Art Practice and Goals:

- Short-term Goals:

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- Long-term Goals:

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#1 - Applications Era

What to consider

A basic extension of your portfolio addressed to be seen by juries, curators, and gallerists who consider partnering with new artists. Be consistent and up-to-date.

Check List 1

Do you have a website?

- Yes
- No

Is it your own domain?

- Yes
- No

Check List 2

Do you have an Instagram profile?

- Yes
- No

Are you using it to promote your art and you as an artist?

- Yes
- No

#1 - Applications Era

Check List 3

Is your website up to date?

- Yes
- No

Is your Instagram active?

- Yes
- No

Is your portfolio up to date?

- Yes
- No

CREATE OR UPDATE PORTFOLIO

Use our portfolio guide. [Click here](#) to download it.

Complete?

- Yes
- No

TIPS AND GOOD PRACTICES

Keep Your Website Simple and Clean

Focus on a design that highlights your art.

Use High-Quality Images

Ensure that all images of your artwork are high resolution.

Regular Updates

Update your website and social media profiles regularly with new work and news.

Be mindful with the regularity you can really handle and keep it consistently.

Mobile-Friendly

Make sure your website is mobile-friendly to reach a broader audience.

#2 - Heartfelt Networking

What to consider

A lifetime network is composed of peers and real people with whom you connect and build real relationships.

Check List 1

Do you have a social media profile?

- Yes
- No

Do you have an email list?

- Yes
- No

Check List 2

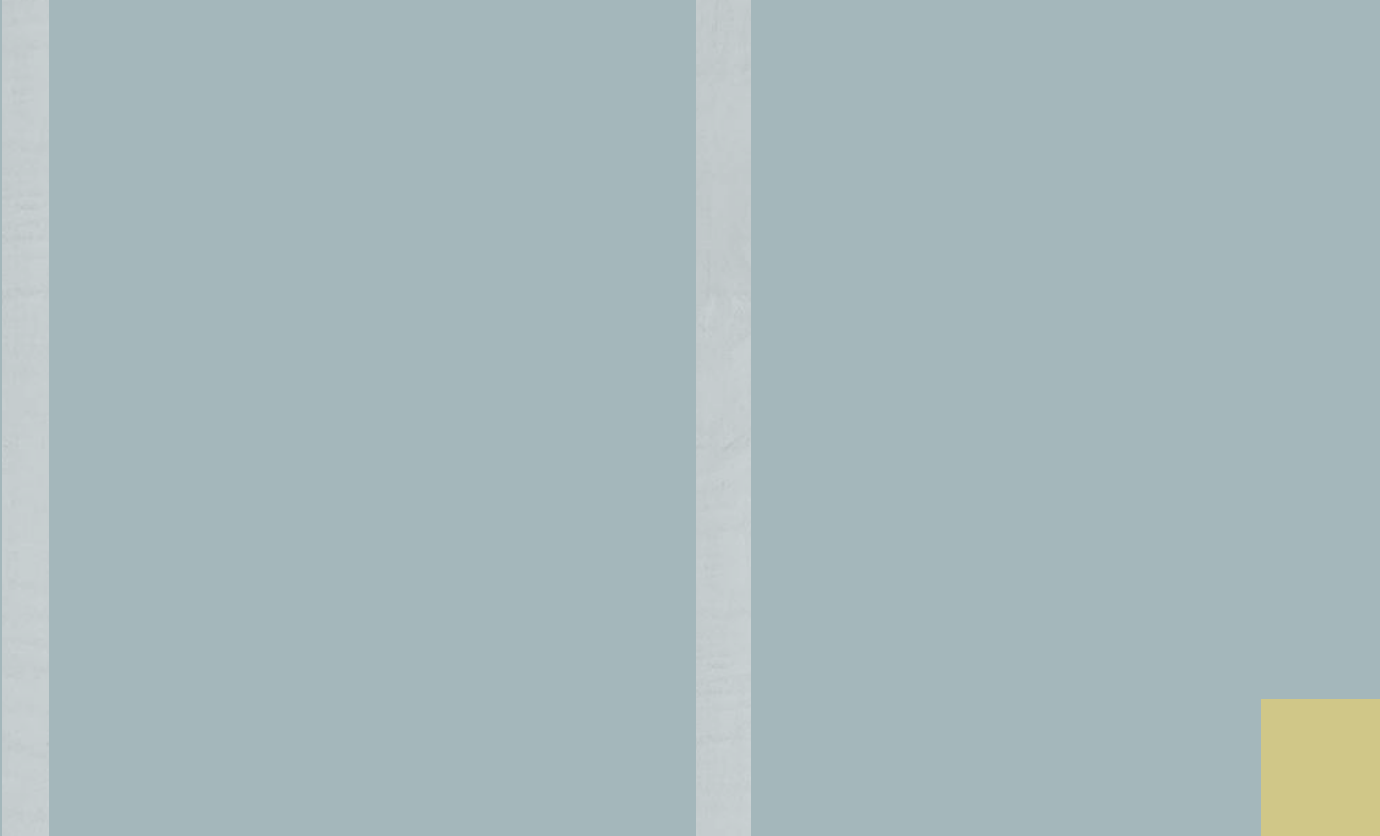
Do you have a strategy to engage with collectors?

- Yes
- No



#2 - Heartfelt Networking

To Do 'Connections'

- Create or update your social media profile.
 - Build or update your email list
 - Develop a communication plan for engaging with collectors.
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TIPS AND GOOD PRACTICES

Be Genuine

Build authentic relationships rather than focusing solely on what others can do for you.

Personalize Communications

Personalize your communications with collectors and peers to build stronger connections.

Attend Events

Participate in events to meet new people and expand your network

Follow Up

Always follow up after meeting someone new to keep the connection alive.

#3 - Market Genius

Check List 1

Sales:

- Do you have items for sale online?
 - Yes
 - No

Check List 2

Perceiving Value:

- Are your artworks or derivatives priced appropriately?
 - Yes
 - No

Check List 3

Brand Building:

- Is your branding consistent across platforms?
 - Yes
 - No

Check List 4

Transparency:

- Are your inventory and prices clearly communicated?
 - Yes
 - No

#3 - Market Genius

To Do 'Market-ing'

- Create or update your inventory list.
- Review and adjust pricing strategies.
- Ensure branding consistency across platforms.
- Make inventory and pricing transparent.

TIPS AND GOOD PRACTICES

Offer Limited Editions

Create a sense of exclusivity by offering limited edition prints or artworks.

Clear Pricing

Ensure your prices are clear and easily accessible to potential buyers.

Engage with Your Audience

Regularly interact with your audience through social media and newsletters.

Promotions and Discounts

Occasionally offer promotions or discounts to encourage sales.

INTENSITY AND CONSISTENCY:

Título do tópico

Time Allocation:

- How many hours per week do you dedicate to your art practice?

Consistency Plan:

- Create a schedule to maintain regular updates and interactions online.

• Weekly Schedule:

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TO DO:

Develop and commit to a weekly schedule for your art practice and online presence.

TIPS AND GOOD PRACTICES

Set Realistic Goals

Break down your tasks into manageable chunks.

Use a Planner

Use a planner or digital calendar to keep track of your schedule.

Stay Disciplined

Treat your art practice like a job and show up consistently.

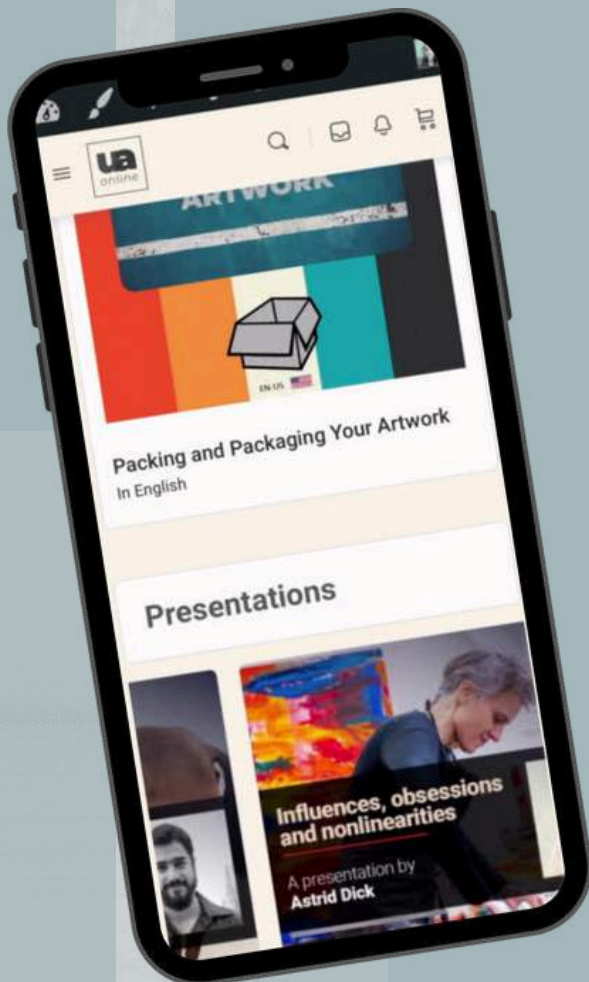
Regular Reviews

Review your progress regularly and adjust your plan as needed.

PARTNERSHIP

Do you have a partnership with a community, collective, or gallery with which you can plan a more robust positioning and communication plan?

**If you are a UA
Access Member
you have!**



For Artists, By Artists
Click here and become a member!