

# MASTERING

# A Six-Figure Year

## The Master SECRETS

with KATHRYN

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# Mastering A Six-Figure Year

The first step to creating an **UNSTOPPABLE Art Business** is your vision! A rock-solid, unshakable foundation is the Secret-Sauce. This all begins with your vision and the understanding there is an ultimate goal: Six-Figures

Many people who join this MasterClass are new to the Internet and don't know a thing about Digital marketing. And there can be a disadvantage for some that do know a little but don't fully understand how to use certain tools, like a computer or a mouse.

But if you can right button click; you can do this!

**So, your vision will be broken down into three parts:**

Write down the end goal: for instance: Six-Figures: on average, how much do you charge for your paintings?

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How many paintings do you need to sale to make six-figures?

Is this realistic? Can you paint this many paintings in a year? Do you need to raise your prices?

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Write down what you use right now to get in front of people: social media, website, sales pages.

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Write down how many email contacts you have and how often do you write them.

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## CREATE

This can either be the hardest part or the easiest depending on where you are and how creative you are in your art business journey.

**Spend 15 minutes to:**

Create a document on your computer or phone

**What is your favorite business website?**

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**What is your favorite artist website?**

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List what you like about the artist website

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Why do you like this business website? Is it easy? Interactive? Helpful?

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Evaluate your own website: What's good? What needs to change?

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Can you add some of the features that your favorite business website has?

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Can you do the work on your website yourself?

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Once you have finished your research - give it a Name like:

**Website Reach 12.22 (Date: Month and year: 12.22)**

Then create a folder in your documents:

**Research**

**This will help you find the information easily in the future.**

## Setting Up Your Website For Success

**Your website is where you want people to go!** This is a much more personal space that reflects your art, who you are and what you offer. So making sure your website is setup for success is really important.

There are 2 things I am encouraging artists to do this year:

**1, Use video!**

Pretty much everyone now has the ability to video through their smart phone and there is something powerful and captivating about watching an artist work! Video tape yourself in process, or talking about your process.

If you are using a Wordpress Website it's easy to **Set up a “pop-up” form for people to fill out to watch this content.**

You have just created a more “personal” connection! Someone you are able to email with offers of your new art and workshops.





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ARRRRGH you say? You think now you have to take time away from your painting? Not so mon frère. I am EVER mindful that you have no business if you aren't creating! So I look for ways that you can spend less time on your business and more time doing what you love!

## 2. Automation!

What's that?

There was a time when “automation” was only for big companies, you know those auto responding emails you receive when you make a payment to your phone service, or schedule an online appointment with your doctor/dentist. They were the only ones that could afford it. Not anymore!

We now ALL have access to **affordable tools** that will make a HUGE difference in the amount of time we spend doing repetitive tasks, like sending out emails.

These emails are created by you (with help) and go out automatically after someone has filled out your form, giving you their email. This quick response to their “action” on your website really helps create a stronger connection!

Something as simple as, “Thank you for stopping by my website! I really appreciate your interest in my art. Please let me know if you see something on my website that you would like more information about. Talk to you soon!”

It's easy to be friendly and personal, and create a stronger bond that can lead to future sales.



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## Creating Content

As an artist, you usually work alone and all of your products depend on you to produce. You're the one with the vision, the inspiration and the skills to create. So let's make sure you're able to continue to do that while still running an awesome art business.

Video is super powerful and engaging and people love to watch you create! It's possible to set up your studio so that whenever you are in the studio the video begins to record!

If you are on a budget this requires a bit more effort, but with a Smartphone you can do it!

However, with a dedicated video camera this process becomes MUCH easier and you always have content!

Put the camera, or Smartphone on a tripod. If you are a leftie, shoot over your right shoulder, if you are a righty, shoot over your left shoulder. This will help the viewer see what you're doing and your hand won't block or create shadows over what your work.

There are lots of online tools to help you edit the video down to the vision you have in mind, or you can hire a video editor to help create this content. We always advocate hiring it out, this will keep you in your art, which is equally important to and a vital part of your art business.



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## Use social media to promote your business

Social media may be new to you but it's not new to the rest of the world and you should be using it to spread the news about your business and to get clients.

According to Smart Insights, That's over 4.62 billion people who use Facebook, Twitter, LinkedIn, and other social media sites. So you'll definitely know where your target audience and potential clients are. How to start with social media? For beginners, choose one platform that you want to focus on. Many people choose Facebook as it's simple to use plus most are already on there to engage with friends and family.

You'll want to create posts that are engaging, interesting, and get high chances of getting people to take action. This action could be liking your post in addition to commenting, sharing, and reaching out to you. Also when you put up something that's engaging, Facebook uses an algorithm to prioritize your posts, and interesting content that has a higher chance of making people want to engage will rank higher in their algorithm than others. As an artist, creating unique content should be easy for you to do. But if it's not, be patient with yourself and practice, practice, practice and post, post, post. Like all skills, as you work at it, posting for engagement will soon become something you are able to do with ease. It takes practice and commitment! This is a business, YOUR business. A REAL honest to





# Mastering A Six-Figure Year

goodness business, and you have to begin to treat your art with this mindset!

Avoid posting photos that are low quality or blurry. These photos will turn people away and make it less likely they'll engage with your posts. Don't post photos that are too small - people want to see your art in all its glory, so make sure to post large, high-resolution images. Avoid posting photos that are unrelated to your art - stick to images of your paintings, sculptures, or other artwork. Also, don't post political and religious content. Treat your art business like a REAL business.

Now let's go into what to post. You might think that posting your finished artwork is the correct thing to do, right? Wrong! Your followers and connections want to be a part of your entire journey. They want to know about your before, during, and after story. One idea of what to share with your followers: How many times have you stared into the abyss of a blank canvas? For some, the idea of a large, blank canvas is daunting. It can be difficult to know where to start or what to do. But for others, it is a blank slate, a new opportunity to create something beautiful. No matter how you feel about it, one thing is for sure: a blank canvas holds infinite possibilities.

If you're feeling stuck, one way to get the creative juices flowing is to ask questions. In the artist community, this is a great way to engage with others and get ideas. For example, you could post an image of your palette and ask people what colors they see. This can give you some new ideas for your own painting. Alternatively, you could ask people what they see in your work-in-progress. What emotions does it evoke? What story are they



# Mastering A Six-Figure Year

seeing? Asking questions is a great way to get feedback and spark new ideas. So next time you're staring at a blank canvas, don't be afraid

to ask for help. Who knows? With the help of your friends, family, and followers, you might just come up with your next masterpiece.

Another idea of content you can put on your social media account is to ask what their favorite brand of paint is? Posting videos is powerful, because people love to watch videos and share their reviews and opinions about them. There are so many things you can do with your art to share it in a video format. How about a montage of paintings that have found their forever homes? Or small clips that hone in closely on a piece you are working on? Use memes to fill your content and add variety to the things you are posting. You can ask your audience who their favorite artist is by doing a short video of you asking this question, or you can post it as a writing, or with a photo of your working on your artwork.

Also, people love quotes. How about posting some quotes? Finding profound things that famous artists have said is easy enough. Just use your favorite search engine (like Google, Bing or Yahoo) and enter the name of your artist – “Sargent quotes,” for example – and you will have a sea of choices! You might say something like:

Today I'm thinking about what Sargent said: “I don't dig beneath the surface for things that don't appear before my own eyes.” ~John Singer Sargent

Posting Memes: Inspirational quotes are a great way to keep your people engaged and a great way to inspire as well! Get creative and let your



# Mastering A Six-Figure Year

followers give you their thoughts. Also, people love to feel like they know you, so if you have a hobby, like cooking, dancing, gardening, yoga, hiking, biking, sewing or whatever it is you do outside of your art, let people know. Use your interest to pull your audience closer. Social media is about

engagement; you are actually making new acquaintances and some of those people might actually turn into good friends that love and support your art as well. By following these tips, you'll be sure to engage more people with your posts and build a stronger community around your art. As you're learning what to post, do remember there must be a careful balance of how much to post and where to post. You don't want to be bombarding your followers with so much content that they turn away, unfollow you, or even block you. Think about it for a moment. If a business continues to send you a number of emails or mailers in the regular (snail mail) way, most likely, you'd get frustrated and ignore them, or even pitch their stuff in the trash, correct? That's the same as you, the owner of your online art business, you don't want to be posting so much content to the same people that it works against you. You have to start finding other places and pages to put up your content. Where else to post is really important.

A bit of research is involved here so use the tips you learned earlier on how to use your tech device to do a search and pull up additional information. You need more friends, more likes, more engagement! How are you going to get that engagement? The best strategy for this is to look for pages. Social media such as Facebook that have pages that you can go on and share your content. Make sure that the pages you choose are of



# Mastering A Six-Figure Year

interest to you. For example, are you a plein air painter? Find pages where other plein air artists are posting! Are you a portrait artist? Look for these pages! This is where other artists hang out and these are the pages that will help fill your workshops!

Look For Collectors: Posting on pages where artists hang out is great, but you want people who are going to buy your art, right. You have to find the pages where collectors hang out! Is your specialty pet portraits? Find pages where animal lovers hang out, but don't go in and say, "[Hey, I paint pet portraits.](#)" Remember, this is engagement! Instead, post your painting and tell a story! Tell the story of the dog you painted, something cute about their life or their breed. When commenters ask you about the pet, that is when you say it was a commissioned painting and that you so loved the story you just had to share. It will be hard, but wait for them to pursue you to paint their pets' portraits! Trust in the process and the journey, it will happen.

## Posting isn't enough

Now that you've learned how to post, it's time to learn that posting just isn't enough. Putting up engaging content and sitting back so that you can wait for the throngs of commissions, students and art collectors to come your way isn't going to make your art business a success. What will help your



# Mastering A Six-Figure Year

business grow is that you take some action on other people's posts. Take the time to like, comment, share, and message with others. They're putting up posts as well and they want you to engage. So doing your share of the call to action is just as important, if not more important, as your posting only your stuff. For instance, if you like a picture of a kitten, be sure to let your connection or follower know by saying so. Even better, add a question: "Hey, cute kitten. What's the name?" You can also contact them via messaging and introduce yourself and show that you care about what they shared on social media.

Now people have started to engage, comment, like and share your posts, what's the next step? Once you have people commenting on your posts you HAVE TO respond! It can be as simple as "thank you" or "I appreciate your comment," but you must do something other than ignore them. This is the "engagement" part of your posting. If you don't say something back or reach out, you're wasting a great potential lead and you're simply being rude. It is very crucial that you reply one way or another.

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# Mastering A Six-Figure Year

## Creating Online Courses

Don't worry if you aren't technical and up to par on technology. It's not as difficult as it seems, and I will help you learn the technology that you need to make this tremendous shift in your business. By combining your skill and love of art with the added power of technology, you'll be right where your target customers are. You'll be able to reach more people and spread the word about your business faster and more conveniently. This guide will show you how!

You don't need a large studio, fancy equipment, or a big budget. In fact, you probably already have just about everything you need, with just a few changes or additions. This guide will briefly fill you in on the elements that you should consider as you create your online art business – a quality product that will allow you to best deliver your creative skills to your students. Also, these things will help you create the very best products and services, so that you'll bring in consistent income from your top notch clients and offerings.





# Mastering A Six-Figure Year

## The Perfect Lighting for Your Online Studio

Lighting is the most important thing you can have in your business as a creative professional. Determining which lighting is right for you is of utmost importance. There are lots of choices available, so how do you know what to consider when selecting your lighting?

Shadows are a huge culprit when filming and taking photos. (They can also be a huge asset, once you know how to use them!) Shadows are important because they affect how the product, artwork, demonstrations and everything else is portrayed and seen. Shadows are crucial regarding how the lighting falls on a subject. If the lighting isn't just right, there will be shadows that change the hue of your painting or other artwork. It will also change the value of your mixes. Lighting and shadow will either make or break you; the visual information can look its best and be most accurately represented, or it can be distorted and unengaging.

## **Kelvin will help you understand lighting better.**

Who the heck is Kelvin, you ask? Kelvin isn't actually a who, kelvin is a what. Kelvins, otherwise known as "K," are how the temperature of light is measured: warm light is considered 2700K to 3000K, while cool light is 3000K to 5000K. Daylight correct light is 5000K to 6500K. So what's the difference?



# Mastering A Six-Figure Year

The difference is that warm light is more the color of an incandescent bulb. It's a bit orange or yellow. On the other hand, cool light is more white, while daylight ranges all the way to blue-white. Keep in mind that while each color of light has its purpose in art, regarding filming and photography, daylight is the best. So if you can catch your subject and artwork in natural daylight, you'll have the best images and visuals for your online art business.

## Where Do You Place The Lights?

Every studio is set up differently. Some have huge banks of overhead lights, some are more north-lit, while others have lighting at an angle to facilitate work. This means that where you place your lights will vary. You will need to do some testing to know where you should place your lights for the best effect. Having portable lights is a very good choice, so that you can move them as you wish. It also saves a lot of time if you have a friend to help you move the lights around to get rid of any shadows while you are filming.



# Mastering A Six-Figure Year

Photography lighting is always a good choice, but there are cheaper ways to go if these types of light won't work with your budget.

Personally, I like having the option of having a "softbox" so that I can have more control over the light. Think about your budget, what lights you already have on hand, and decide accordingly. Sometimes you can find a variety of lights at yard sales, thrift stores, and perhaps you can even borrow them from friends and family if necessary.

## Editing Your Video

Once you shoot your video or video clips, the video content will need to be edited. There are lots of ways to get this accomplished, but there is usually a cost involved. There are more than plenty of editing softwares available. Some computers (such as Apple) come with editing software built in. Be sure to look for an editing program that is easy to use and will give you the results you are looking for. There's no need to hire an editor in the beginning. You can quickly learn how to do everything by yourself. If you have opted for doing a voiceover, you will need a professional microphone so the sound quality is first rate.



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## Getting Into Galleries

Finding art galleries can be a daunting process, so we've broken it down into the steps you need to take to get started!

Before you begin your search, think about what you want in a gallery and make a list of what is most important to you. Some questions to ask yourself are:

Do you have experience in selling your work? That is what you're doing is selling your art to the gallery.

What kind of exposure are you looking for?

What type of art fits with the types of people who visit this particular gallery (i.e. does it fit their target audience)?

Has it been difficult to find art galleries that represent your style? Well, you're in luck! There are several places to look for an art gallery that could be great for you, and they might be very close to where you live.

The first step in finding art galleries to represent you is by using Google, or Yahoo, or Bing, depending on which search engine you prefer. Your keywords are going to be important so you might use "Art Gallery in San Francisco" as a keyword instead of "Art Galleries" so the search engine will narrow it down for you.



# Mastering A Six-Figure Year

Take your time to find the perfect gallery to visit. Search online and in local listings to find galleries that match your tastes and interests, then research them further on their websites to learn more about the kind of art and artists they represent.

**Once you've found the galleries you like, it's time to write an email.**

When writing an email to an art dealer, keep it short and friendly. Art dealers are very busy, so keep your emails concise. Art dealers also don't want to be bothered unnecessarily, so make sure it's worth their while!

Here is a sample email that you can copy and paste, fill in the blanks, or edit to suit your own personal style.

Dear {Gallery},

What an awesome gallery you have! Your art collection is impressive, and I would be honored if you would consider my work for placement in your gallery. Thank you for taking the time to view my work:

I have attached 3 pieces of my work and you can see more on my website:  
{Your website link}

Kind regards,  
{Your Name}



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Dear {Gallery},

I found your gallery through the site, and was blown away by the quality of the work. I would love to be considered for a show at this prestigious gallery!

I have attached 3 pieces of my work and you can see more on my website:  
{Your website link}

Kind regards,  
{Your Name}

Dear {Gallery},

I saw your gallery and I think my art would be an excellent addition to the beautiful work that you have. I would be honored if my work could find a home in your collection.

I have attached 3 pieces of my work and you can see more on my website:  
{Your website link}

Kind regards,  
{Your Name}





# Mastering A Six-Figure Year

It's now time to put your new skills to use. Review the information often and, more importantly, apply it. Dedicate just 15 minutes a day to your art business and watch how you grow. You will be surprised at how much you can do with a little effort.

**If you need help, we're here for you!**

Let's chat about your art business:

<https://www.scheduleyou.in/Ji7w5lh6v2>

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