

## SELF-PROMOTION ROUTINES PLANNER

Your marketing routines might include variations of the following:

- ✓ Review goals.
- ✓ Abide by regular studio and office hours. Sure, they'll vary. But having regular hours not only sets boundaries for others, it's a way for you to prepare mentally for work each and every day. Run your business like a business and others will treat it as such.
- ✓ Visit museums and galleries. Viewing art not only nourishes your creativity, it forces you to run into other people who are doing the same. Maybe even new collectors.
- ✓ Schedule ten hours of marketing/office time.
- ✓ Post blog entry.
- ✓ Post ten comments on other blogs.
- ✓ Read art books and magazines for two hours at the library.
- ✓ Read one motivational book.
- ✓ Read one business book or magazine.
- ✓ Watch one art video.
- ✓ Write 15 minutes in your journal. As you'll see, you're going to need all of the language you can muster to connect with new audiences.
- ✓ Send email to five contacts just to stay in touch.
- ✓ Check in with mastermind partner.
- ✓ Read art columns in local papers.
- ✓ Attend two art openings.
- ✓ Go to one networking event.
- ✓ Write five personal notes.
- ✓ Have coffee or lunch with one artist or business contact.
- ✓ Update your mailing list.
- ✓ Check out five new galleries online.
- ✓ Take a computer or technology class.
- ✓ Visit nearby city for one day of gallery hopping.
- ✓ Have artwork photographed.
- ✓ Send newsletter.
- ✓ Call to check in with galleries or retail outlets.
- ✓ Send media releases.
- ✓ Update website.

In order to promote myself effectively, I need to do these things each and every day:

In order to promote myself effectively, I need to do these things each week:

In order to promote myself effectively, I need to do these things each month:

In order to promote myself effectively, I need to do these things each quarter: