

## SELF-PROMOTION ROUTINES PLANNER

While your routine includes all aspects of your life and art, I'm mostly concerned with your marketing routines. A solid commitment to regular marketing actions seems particularly important for the artist who would much rather dive headfirst off of a cliff than do anything with the word marketing in it. See Action 3 in the book *I'd Rather Be in the Studio!* for help with this planner.

Your marketing routines might include variations of the following:

- Review goals
- Post blog entry
- Comment on five other blogs
- Read art books and magazines for two hours at the library
- Read one motivational book
- Read one business book or magazine
- Read art columns in local papers
- Watch one art video
- Send email messages to five contacts just to stay in touch
- Update status on Facebook and LinkedIn
- Write in your journal for 15 minutes
- Send five handwritten note cards with your art on the front
- Visit museums and galleries to nurture your creativity
- Attend two art openings
- Go to one networking event
- Have coffee or lunch with one artist or business contact
- Visit a nearby city for one day of gallery hopping
- Update your mailing list
- Check out five new galleries online
- Send two tweets a day on Twitter
- Have artwork photographed
- Send newsletter
- Call to check in with galleries or retail outlets
- Send media releases
- Update website
- Recommend a connection on LinkedIn

Study the list on the previous page. Each item is a legitimate action that is part of at least one artist's self-promotion ritual. Many are described in detail in *I'd Rather Be in the Studio! The Artist's No-Excuse Guide to Self-Promotion*. How does each of these items fit into your current routine? What do you need to add to feel like you're doing a more thorough or well-rounded job? What do you have to do daily, weekly, monthly, or quarterly? Devise a list and change the quota to reflect your goals.

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: