



A Guide To

MARKETING



Your

CREATIVE WORK



THE SECRET TO GETTING
RECOGNITION FOR YOUR CREATIVE
WORK... WITHOUT IT FEELING LIKE
"MARKETING" AT ALL.



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Take a few minutes and really think about some of the biggest problems you face as a creator or artist...

What is holding you back?

What frustrates you?

Chances are your answers are something along the lines of...

- I have way too many things to do and not enough time. There's no way I can get everything done!
- No one notices me, even though I'm using social media. I can't get any recognition for my work!
- No one buys my work! I just can't seem to make enough money from my art to turn it into something that can actually pay the bills.

We've talked to a lot of creators – artists, musicians, photographers, videographers, writers, bloggers, producers, etc.

And we've developed a singular system that simultaneously resolves all three of those problems.

The system? Creating a "content marketing funnel."

Forgive the jargon right up front. Just give us a moment to walk you through this. It may be the most important change you make on behalf of your creative work. Once you master this, it will make everything you're doing just *click*.

So today, we're going to walk you step-by-step through how to set up your own content marketing funnel so you can jump in quickly and start seeing real momentum.

Use this workbook as a brainstorming document. Print it out, write your ideas all over it, then go back and refine your strategy and start implementing.

SOCIAL MEDIA: THE AWARENESS PHASE

- What kind of art do you create? Is it visual? Textual? Music? Be as specific as possible.

- Who is your audience? Write down as much as you know about their demographics (age, gender, geographic location, etc.) and their psychographics (interests). If you're not sure where to start, you can get a TON of information from the analytics of any social channels you already have set up. If you don't have anything yet, try to talk to your audience directly at gigs, gallery shows, comic conventions, and author events to learn more about them.

- From that information, it's OK to make some assumptions about the social channels that are best-suited to your needs and your audience. Write down the social channels you will focus your efforts on.

- Write down a few things about those social channels that make you think they are good platforms to invest in to find and connect with your audience.

- ❑ Do some research and write down a few best practices for each social network you choose. (For example, "native" Facebook videos tend to get more engagement than plain text posts, Instagram posts with hashtags reach a bigger audience).

- ❑ What will your posting schedule look like? How often will you post on each channel? Base this partly on your research into those channels and partly on your own schedule. (Remember, consistency is key on social media, so choose a schedule that you will be able to stick with).

- ❑ Take a look at the last piece of creative work you produced. How can you divide that up into smaller social posts to sprinkle around your channels?

BLOG: CREATE A CONNECTION WITH YOUR AUDIENCE

- ❑ What is the purpose of your blog? Will it be a place to give your audience behind-the-scenes access to see what goes into your work? Will it be a place where you share tips and tools to educate them? Will it be early access to draft versions or demo recordings?

- ❑ Based on your purpose, what kinds of posts will you publish on your blog? Will they be videos? A daily comic strip? Gear reviews? Book reviews? Photography tutorials? Short stories and poems that support your long-form project?

- ❑ Create a posting schedule for yourself. How often will you post to your blog?
 - Every day? (This might be good for daily comic strips)
 - Once a week? (This could be good for weekly studio vlogs or tutorials)
 - Once every other week? (Just like with social media, it's best to choose something you can be consistent with)

- ❑ Write down 5-6 specific blog post ideas (and working titles, if possible). After you finish this section, start creating them. Just rough drafts will do – just start getting your ideas down.

- ❑ What kind of call-to-action can you include in each of the 5 blog posts you just brainstormed? [A "call-to-action" or "CTA" is another marketing term for "what you want the user to do."] In other words, how can you use your blog posts to get fans to sign up for your email list or buy your creative work or creative services?

- ❑ Brainstorm some social media posts you could derive from those 5-6 blog ideas. These will "pull in" your audience from social media to your blog post. Think about how you can fragment your blog content to share enough to capture their interest, but NOT the whole picture. That way, they need to click through to your site. (Poignant quotes can work, isolated segments of a comic strip, Tip #1 from a post that includes 5 tips, etc.)

EMAIL: NURTURE YOUR FANS

- Do some research and determine which email provider you will use. Set up just one list to start. In the [CreateBiz](#) course, we give you strategies to segment your email list to make your emails more effective, so if you're already at the point where you have a basic email setup, consider taking the next step and joining us in the course.

- What can you give away to "trade" for an email address? (For example, song(s), a short story, a chapter from your book, frames from your comic, a tutorial or series of lessons on painting techniques, etc.) After you finish this section of the checklist, start putting these together.

- Create opt-in forms based on the free content you decided on in the previous question. Most email providers have integrated opt-in form builders. Remember, you want to make this appealing to your audience, so tell them exactly what kind of cool stuff they will receive once they sign up.

- What kind of content will you send to your email list? Of course, you can tell them about your new work and products for sale. But also think about how you can give your email subscribers something extra. Will you send them early access to blog posts or YouTube videos? Will you share exclusive content that you don't release anywhere else? Will you give them access to subscriber-only live streams or monthly live Q&A's?

- How often will you email your list? Just like everything else, consistency is key. The more your audience expects valuable content from your emails, the more of a response you'll get when you promote your work and services.

STORE: CONVERT FANS TO BUYERS

- ❑ Do some research and determine which store platform you will use. Remember, your website may already have store functions built in. Each store platform has different fees and capabilities, so also write down why you chose that particular platform (Ex: Etsy stores benefit from the search traffic from the Etsy community. If you're selling a lot of products, Big Cartel stores can be more scalable because they charge a set monthly rate instead of a per-transaction fee).

- ❑ Determine what you will use to process payments. Some options are PayPal, Square, and Stripe. Some stores will only integrate with certain ecommerce platforms, so do your research here.

- ❑ What products will you offer? Music? Art prints? Photography services? Illustration services? Merchandise (shirts, stickers, etc.)? Physical books? Ebooks? This will very much be based on the content you already have, but also write down some ideas for products you might like to produce in the future.

- ❑ How will you price your products? This may take a little research. Your prices should be based on the cost of production and the average market rate for similar products.

- ❑ How will you tier your products? What can you offer at a very low price point? What can you offer at a very high price point? (Ex: An artist could offer \$3 stickers, \$10 prints, \$25 shirts, and \$200 original pieces).

WHERE TO GO FROM HERE?

This can feel like *a lot* to learn, especially if you are new to this.

If you're feeling overwhelmed, we'd recommend that you go through as many times as you need to let this really sink in.

You can even print out multiple copies to refine your answers to the questions we presented.

And, once you have everything filled out, don't feel like you need to implement everything at once.

Start taking small steps towards building a content funnel and put things into place one at a time.

The important thing is that you start moving forward.

If you want more guidance, we'd love to work with you personally in the [CreateBiz](#) online course.

[CreateBiz](#) will take you through everything we covered in this brief ebook in *much more depth*, plus a whole lot more.

You'll get *more* examples, AND a ton of worksheets, templates, and other downloads to get you started.

We're talking social checklists, blog templates, email templates, customer profiling worksheets, email subject line ideas, YouTube best practices, and a lot more.

SO, WHAT IS CREATEBIZ?

CreateBiz is an online training program where you will learn everything you need to know to build an audience, garner respect and recognition, make connections, and make a living from your creative work in the shortest possible way – TODAY.

When you sign up for **CreateBiz**, we'll show you step by step exactly how to market yourself – without actually selling anything. Without being pushy and sales-y, or icky and self-promotional.

Instead, you'll learn exactly how to get people to pay attention to you and find your true market so that you can connect with them on a deeper level, and build trust and authority to set you apart.

1. START

- Introduction
- Creative case studies
- Setting expectations

2. PLAN

- Defining your goals
- Get to know your customers
- Branding yourself
- Your content's function

3. BUILD

- Building your website
- Creating your blog
- Setting up your email list

4. CREATE

- Creating your content strategy
- Developing cornerstone content
- What to send to your email list
- Organizing and optimizing to get more done faster

5. CONNECT

- Using social media to connect with and grow your audience
- How often to post on social media
- Networking to industry influencers online

6. INTEGRATE

- Full content marketing strategy examples for writers, visual artists, and musicians
- Templates and checklists

SEE HOW CREATEBIZ CAN HELP YOU