

CREATIVE CONTENT *camp*

Syllabus

28

Lessons

6 modules (described below)

28 videos lessons (~2-12 minutes each)

28 audios

6 transcripts

5

System Worksheets

While most of this course is about real-time online updates, our worksheets help you plan and customize what you have learned.

They are available as editable documents that you can reuse throughout your business and career.

3

Bonus Interviews

Promote Your Art Through Video with Daniel R. Foster

How to Use Pinterest to Promote Your Art with Beth Hayden

Stress-Free Blogging with Cynthia Morris

**This course content is currently being updated. You will have access to the updates as well.*

1 MAP YOUR CONTENT

This is currently a single pre-recorded webinar and Q&A. It covers:

Blogs v. Newsletters
13 Types of Content
Where to Find Content
Content Structure

2 MAKE IT VISUAL

2-1 Intro
2-2 Photos of Your Art
2-3 Photos of Your Studio
2-4 Photos of Your Biz & Office
2-5 Photos of You
2-6 Homework

Art Biz
Success

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3 TELL STORIES FROM YOUR STUDIO

- 3-1 Intro
- 3-2 Action
- 3-3 Blogging
- 3-4 Social Channels
- 3-5 Homework

4 CONNECT STRATEGICALLY

- 4-1 Intro
- 4-2 Identify Your Connecting Potential
- 4-3 Create Lists
- 4-4 Start Connecting
- 4-5 Homework

5 CREATE AN EDITORIAL CALENDAR

- 5-1 Intro
- 5-2 My Workflow
- 5-3 Time and Scheduling
- 5-4 What, Who, Why
- 5-5 Storing Your Editorial Calendar
- 5-6 Filling Your Calendar
- 5-7 Homework

6 BOOST YOUR RESULTS

- 6-1 Intro
- 6-2 Regular Features & Series
- 6-3 Leverage Your Content
- 6-4 Measure Your Success
- 6-5 Homework

