

COLLECTOR RELATIONSHIP *essentials*

Syllabus

31

Lessons

6 modules (described below)

32 videos lessons (~2-12 minutes each)

6 audios

6 transcripts

8

System Worksheets

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.

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Bonus Training

How to Offer a Freebie to Build Your List

1 GET TO KNOW (& ORGANIZE) YOUR LIST

- 1-1 Intro: Defining Lists
- 1-2 Identifying Who is On Your Lists
- 1-3 Segmenting Your List
- 1-4 Practicing Gratitude
- 1-5 Doing the Work

2 CREATE YOUR CUSTOMER EXPERIENCE

- 2-1 Intro 1
- 2-2 Understanding Strong Customer Relations
- 2-3 Identifying Touch Points
- 2-4 Implementing Autoresponders
- 2-5 Doing the Work

3 EXPAND YOUR NETWORK

- 3-1 Intro: Attracting, not "Getting"
- 3-2 Expanding Your Network: 5 Ways
- 3-3 Collecting Physical Addresses
- 3-4 Doing the Work
- 3-5 Bonus: How to Offer a Freebie to Build Your List

Art Biz
Success

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4 NURTURE RELATIONSHIPS

- 4-1 Intro
- 4-2 Sending Group Emails
- 4-3 Making It Personal
- 4-4 Thinking Outside of the Inbox
- 4-5 Taking Care of VIPs
- 4-6 Doing The Work

5 NAVIGATE RELATIONSHIPS

- 5-1 Intro: 6 Key Areas for Successful Relationships
- 5-2 Communicating with Clarity
- 5-3 Investigating Opportunities
- 5-4 Negotiating the Details
- 5-5 Documenting the Process
- 5-6 Doing the Work

6 FOLLOW UP FOR RESULTS

- 6-1 Intro
- 6-2 Completing Agreements
- 6-3 Following Up with Collectors and Appointments
- 6-4 Following Up with Students
- 6-5 Evaluating the Project
- 6-6 A Final Thought