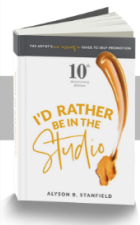


*Bonny!*

**THE ARTIST'S PROMOTIONAL PLAN**  
 See Action 13 in the book *I'd Rather Be in the Studio* (4th edition, 2019) to help with the details of your plan. Use in conjunction with the MARKETING ROUTINE PLANNER. Add columns, such as expenses, as needed.

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 Author of *I'd Rather Be In the Studio: The Artist's No-Excuse Guide to Self-Promotion*

ACTION	Specific Goal with Deadline	Actions with Deadlines
Build Your Mailing List <i>See Actions 5 and 9, and our course, Collector Relationship Essentials</i>		
Stay In Touch with People <i>See Actions 5, 6, and 11, and our course, Collector Relationship Essentials</i>		
Meet Influential People <i>See Action 9, and our course, Collector Relationship Essentials</i>		
Distribute Media Releases <i>See Action 8</i>		
Update Website <i>See Action 4</i>		
Publish Blog Posts <i>See Action 4</i>		
Post to Social Media Channels <i>See Action 4, and our course, Creative Content Camp</i>		
Have New Photos Taken <i>See Action 3</i>		
Write Articles for Publication		
Update Written Materials <i>See Actions 2 and 3, and our course: Magnetic You</i>		
Submit to Exhibitions <i>See our course: the Art Biz Accelerator</i>		
Exhibit Art in a Public Place or Open Studio		
Gain Gallery Representation <i>See our course: the Art Biz Accelerator</i>		



Bonny!

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ACTION	Specific Goal with Deadline	Actions with Deadlines
Teach Workshops <i>See Action 7</i>		
Give Gallery Talks <i>See Action 7</i>		
Apply for Grants		
Buy Advertising		