

# magnetic you

## Syllabus

37

### Lessons

6 modules (described below)  
37 videos lessons (~2-12 minutes each)  
6 audios  
6 transcripts

5

### System Worksheets

While most of this course is about journaling and getting words onto paper, 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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### Bonuses

Promotional Materials Checklist  
Schedule for Updating Your Writing

## 1 OWN YOUR STORY

1-1 Intro  
1-2 Collecting Words  
1-3 Reframing Your Writing  
1-4 Preparing to Write  
1-5 Listening  
1-6 Doing the Work

## 2 WRITE YOUR ARTIST STATEMENT

2-1 Intro  
2-2 Defining Artist Statements  
2-3 Teaching People How to Look at Your Art  
2-4 Trusting the Process  
2-5 Starting to Write  
2-6 Putting It Together

Art Biz  
Success

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## 3 REFRESH YOUR RESUME, BIO, AND ABOUT PAGE

- 3-1 Intro
- 3-2 Maintaining a Master Résumé
- 3-3 Teaching People How to Look at Your Art
- 3-4 Trusting the Process
- 3-5 Starting to Write
- 3-6 Putting It Together

## 4 CLARIFY YOUR BRAND/IMAGE

- 4-1 Intro
- 4-2 Understanding the Benefits of Branding
- 4-3 Naming Your Art Business
- 4-4 Identifying Your Brand Descriptors
- 4-5 Creating a Visual Style Guide
- 4-6 Protecting Your Brand

## 5 ENGAGE YOUR AUDIENCE

- 5-1 Intro
- 5-2 Empowering Art Viewers
- 5-3 Role-Playing Questions
- 5-4 Programming Your Show
- 5-5 Collaborating for a Bigger Audience
- 5-6 Taking It Online

## 6 FINISH YOUR STORIES

- 6-1 Intro
- 6-2 Writing, Editing, and Proofreading
- 6-3 Finishing with These 4 Tips
- 6-4 Working Through the Editing Process
- 6-5 Holding Yourself Accountable for Writing
- 6-6 Feeling More Magnetic
- 6-7 Leveraging Your Writing (A Final Thought)

