

2021 PART ONE

The Flock

- CREATIVE CHALLENGE
- MASTER SESSION ON CONFIDENCE ON CAMERA
- THE ART OF SAYING "NO" + EMAIL SWIPES
- STORYTELLING AS AN ARTIST

- 6 TIPS ON GETTING YOUR EMAIL RESPONDED TO
- PROCREATE MASTER CHEAT SHEET
- 2 LIVE CHATS
- 2 PRIZE WINNERS

own it JANUARY

- CREATIVE CHALLENGE
- MASTER SESSION ON SHOWING UP AUTHENTICALLY
- BRAND WORD ASSOCIATION ACTIVITY

- CREATE YOUR MEDIA KIT
- CREATE A BRAND KIT
- CREATE SOCIAL GRAPHICS COURSE
- 2 LIVE CHATS
- 2 PRIZE WINNERS

branding FEBRUARY

- CREATIVE CHALLENGE
- MASTER SESSION ON PRODUCT DEVELOPMENT
- HOW I SHIP ORIGINAL ARTWORK
- 5 WAYS TO SHOWCASE YOUR ART

- WHAT MAKES A GREAT PRODUCT PAGE?
- 2 LIVE CHATS
- 2 PRIZE WINNERS

presentation MARCH

- CREATIVE CHALLENGE
- MASTER SESSION
- FILE ORGANIZATION FLOW
- BEST WAYS TO CREATE A DISTRACTION-FREE SPACE

- DIGITAL PLANNER - UNDATED!
- 2 LIVE CHATS
- 2 PRIZE WINNERS

workflow APRIL

- CREATIVE CHALLENGE
- MASTER SESSION ON FINDING YOUR SIGNATURE STYLE
- EXPLORE ILLUSTRATIVE COMPOSITIONS
- EXPLORE LETTERING COMPOSITIONS

- HOW TO PROTECT YOUR ARTWORK ONLINE
- 2 LIVE CHATS
- 2 PRIZE WINNERS

staying original MAY

- CREATIVE CHALLENGE
- MASTER SESSION
- IDENTIFY YOUR TARGET MARKET
- ESTABLISH YOUR BRANDED VOICE

- STRENGTHEN YOUR TARGET MARKET
- SOCIAL MEDIA MUSTS
- 2 LIVE CHATS
- 2 PRIZE WINNERS

target market JUNE

past content

YOU HAVE ACCESS TO PAST CONTENT AS LONG AS YOU
ARE AN ACTIVE MEMBER OF THE FLOCK

The Flock 2020 | Part One

JANUARY

FOCUS: Motivation and Inspiration

- Monthly art challenge
- Motivation's dirty secret
- Your personal artist statement
- Your personal mission statement
- Goal checklist
- Discover your 5 core values
- Master session with illustrator Lisa Congdon
- Video art lessons
- Live Q&A

FEBRUARY

FOCUS: Finding Direction in an Oversaturated Art Industry

- Monthly art challenge
- Creating a color palette that screams YOU
- Cheat sheet to finding your own unique ideas
- Find your way through a sea of styles
- Master session with illustrator Dylan Mierzewski
- Video art lessons
- Member critique
- Prize announcement
- Live Q&A

MARCH

FOCUS: Getting Unstuck

- Monthly art challenge
- Stages of Creativity
- Avoiding burnout and boredom
- How to put meaning behind your work
- Master session with DesignCuts Founder Tom Ross
- Video art lessons
- Member critique
- Prize announcement
- Live Q&A

APRIL

FOCUS: The Business of Art

- Monthly art challenge
- 10 Ways to make money as an artist
- Why you're not finding the right clients
- Customizable brand pitch email
- Master session with Author & Artist James Richards
- Video art lessons
- Member critique
- Prize announcement
- Live Q&A

MAY

FOCUS: Social Media: The Good & The Bad

- Monthly art challenge
- Social media pros & cons
- Taking better pictures of your art
- Effectively gaining exposure online
- Master session with Photographer Casi Yost
- Video art lessons
- Member critique
- Prize announcement
- Live Q&A

JUNE

FOCUS: Pricing Your Work

- Monthly art challenge
- Value yourself as a freelancer
- Interactive pricing worksheets
- TBA
- Master session Ilana Lukas
- Video art lessons
- Member critique
- Prize announcement
- Live Q&A

The Flock 2020 | Part Two

JULY

FOCUS: Originality

- Monthly Art Challenge
- Copyright Infringement & Fair Use Doctrine
- Why Copying Isn't Always Bad (WHAT?)
- Building a Portfolio
- Master Session: Becca Courtice
- Community Winners \$\$
- 2 Live Chats / Q&A

AUGUST

FOCUS: Website Building & Email Lists

- Monthly Art Challenge
- MUST INCLUDES for Your Website
- Importance of Email Lists
- Ultimate Email Building Guide
- Create Lead Magnets that Convert
- Master Session: Michael Janda
- Community Winners \$\$
- 2 Live Chats / Q&A

SEPTEMBER

FOCUS: Selling

- Monthly Art Challenge
- Get Market Ready + Supply Checklist
- Selling Physical & Digital Products Online
- How to Afford Offering Free Shipping
- Master Session: Alex Simon
- Community Winners \$\$
- 2 Live Chats / Q&A

OCTOBER

FOCUS: Back to Basics

- Monthly Art Challenge
- How Fundamentals are Actually Advanced Techniques
- The Real Reason Niching is the Big Buzz Word
- Master Art Tutorial List
- Master Session: Elina Lukas
- Community Winners \$\$
- 2 Live Chats / Q&A

NOVEMBER

FOCUS: Logistics & Behind the Scenes

- Monthly Art Challenge
- End of Year Tax Prep
- Day-to-Day as a Full Time Artist
- Master Vendor List
- Collaborations & Affiliates: Everything You Need to Know
- Master Session: Amy Northard, CPA
- Community Winners \$\$
- 2 Live Chats / Q&A

DECEMBER

FOCUS: Goal Setting

- Monthly Art Challenge
- Productivity Flow Sheet
- Develop Achievable Goals + Workbook
- Redefining Routines
- Master Session: Lindsay Bong
- Community Winners \$\$
- 2 Live Chats / Q&A