

content library

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

2021

own it

JANUARY

- CREATIVE CHALLENGE
- MASTER SESSION
- 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

branding

FEBRUARY

- CREATIVE CHALLENGE
- MASTER SESSION
- BRAND WORD ASSOCIATION ACTIVITY
- CREATE YOUR MEDIA KIT
- CREATE A BRAND KIT
- CREATE SOCIAL GRAPHICS COURSE
- 2 LIVE CHATS

websites

MARCH

- CREATIVE CHALLENGE
- MASTER SESSION
- PRIVACY POLICY FOR WEBSITES
- TERMS & CONDITIONS FOR WEBSITES
- WHAT MAKES A GREAT PRODUCT PAGE?
- 2 LIVE CHATS

workflow

APRIL

- CREATIVE CHALLENGE
- MASTER SESSION
- FILE ORGANIZATION FLOW
- BEST WAYS TO CREATE A DISTRACTION-FREE SPACE
- DIGITAL PLANNER - UNDATED!
- 2 LIVE CHATS

staying original

MAY

- CREATIVE CHALLENGE
- MASTER SESSION
- EXPLORE ILLUSTRATIVE COMPOSITIONS
- EXPLORE LETTERING COMPOSITIONS
- HOW TO PROTECT YOUR ARTWORK ONLINE
- 2 LIVE CHATS

target market

JUNE

- CREATIVE CHALLENGE
- MASTER SESSION
- IDENTIFY YOUR TARGET MARKET
- ESTABLISH YOUR BRANDED VOICE
- STRENGTHEN YOUR TARGET MARKET
- SOCIAL MEDIA MUSTS
- 2 LIVE CHATS

photography

JULY

- CREATIVE CHALLENGE
- MASTER SESSION
- PHOTO EDITING SOFTWARE (FREE & PAID)
- BRANDING PHOTOSHOOT DOS & DON'TS
- BRANDING PHOTOSHOOT MASTER LIST
- MASTER GEAR LIST *THIS IS GOLD*
- LIVE Q&A WITH PEGGY
- LIVE SOCIAL WITH FLOCK COMMUNITY

self promo

AUGUST

- CREATIVE CHALLENGE
- MASTER SESSION
- 7 WAYS TO PROMOTE YOURSELF
- YOU MIGHT BE BRANDING WRONG
- MASTER SOCIAL MEDIA ENGAGEMENT PROMPTS
- LIVE Q&A WITH PEGGY
- LIVE SOCIAL WITH FLOCK COMMUNITY

work smarter...

SEPTEMBER

- CREATIVE CHALLENGE
- MASTER SESSION
- DECREASE EMAIL TIME IN HALF
- 10 WAYS TO STREAMLINE YOUR WORKFLOW
- TASKS YOU CAN START DELEGATING NOW
- LIVE Q&A WITH PEGGY
- LIVE SOCIAL WITH FLOCK COMMUNITY

project mgmt

OCTOBER

- CREATIVE CHALLENGE
- MASTER SESSION
- THE ULTIMATE MARKETING CALENDAR
- PROJECT MANAGEMENT FOR PROCRASTINATORS
- PHOTO SHOT CHECKLIST
- 2 LIVE CHATS

launches

NOVEMBER

- CREATIVE CHALLENGE
- MASTER SESSION
- DEFINING YOUR IDEAS
- CREATING DEMAND BEFORE A LAUNCH
- MARKETING STRUCTURE
- 2 LIVE CHATS

business

DECEMBER

- CREATIVE CHALLENGE
- MASTER SESSION
- KEEPING INVENTORY
- EXPENSE REPORTS
- CVS & RESUMES FOR EVERY STAGE OF ARTIST
- 2 LIVE CHATS

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2020

motivation

JANUARY

- CREATIVE CHALLENGE
- MASTER SESSION
- MOTIVATION'S DIRTY SECRET
- PERSONAL ARTIST STATEMENT
- GOAL CHECKLIST
- YOUR 5 CORE VALUES
- 2 LIVE CHATS

direction

FEBRUARY

- CREATIVE CHALLENGE
- MASTER SESSION
- CREATING A COLOR PALETTE THAT SCREAMS "YOU"
- CHEAT SHEET TO FINDING YOUR OWN UNIQUE IDEAS
- FIND YOUR WAY THROUGH A SEA OF STYLES
- 2 LIVE CHATS

getting unstuck

MARCH

- CREATIVE CHALLENGE
- MASTER SESSION
- AVOIDING BURNOUT AND BOREDOM
- PUTTING MEANING BEHIND YOUR WORK
- STAGES OF CREATIVITY
- 2 LIVE CHATS

business

APRIL

- CREATIVE CHALLENGE
- MASTER SESSION
- 10 WAYS TO MAKE MONEY AS AN ARTIST
- WHY YOU'RE NOT FINDING THE RIGHT CLIENTS
- CUSTOMIZABLE BRAND PITCH EMAIL SWIPE
- 2 LIVE CHATS

social media

MAY

- CREATIVE CHALLENGE
- MASTER SESSION
- SOCIAL MEDIA PROS & CONS
- TAKING BETTER PICTURES OF YOUR ART
- EFFECTIVELY GAINING EXPOSURE ONLINE
- 2 LIVE CHATS

pricing

JUNE

- CREATIVE CHALLENGE
- MASTER SESSION
- VALUE YOURSELF AS A FREELANCER
- INTERACTIVE PRICING WORKSHEETS
- 2 LIVE CHATS

originality

JULY

- CREATIVE CHALLENGE
- MASTER SESSION
- COPYRIGHT INFRINGEMENT & FAIR USE DOCTRINE
- WHY COPYING ISN'T ALWAYS BAD (WHAT?!)
- BUILDING A PORTFOLIO
- 2 LIVE CHATS

website & email

AUGUST

- CREATIVE CHALLENGE
- MASTER SESSION
- MUST INCLUDES ON YOUR WEBSITE
- CREATE LEAD MAGNETS THAT CONVERT
- IMPORTANCE OF EMAIL LISTS
- ULTIMATE EMAIL BUILDING GUIDE
- LIVE Q&A WITH PEGGY
- LIVE SOCIAL WITH FLOCK COMMUNITY

selling

SEPTEMBER

- CREATIVE CHALLENGE
- MASTER SESSION
- GET MARKET READY
- SELLING PHYSICAL & DIGITAL PRODUCT ONLINE
- HOW TO AFFORD OFFERING FREE SHIPPING
- LIVE Q&A WITH PEGGY
- LIVE SOCIAL WITH FLOCK COMMUNITY

back to basics

OCTOBER

- CREATIVE CHALLENGE
- MASTER SESSION
- HOW FUNDAMENTALS ARE ACTUALLY ADVANCED TECHNIQUES
- THE REAL REASON NICHING IS THE BIG BUZZ WORD
- MASTER ART TUTORIAL LIST
- 2 LIVE CHATS

logistics & bts

NOVEMBER

- CREATIVE CHALLENGE
- MASTER SESSION
- END OF YEAR TAX PREP
- MASTER VENDOR LIST
- COLLABORATIONS & AFFILIATES
- LIVE Q&A WITH PEGGY
- LIVE SOCIAL WITH FLOCK COMMUNITY

goal setting

DECEMBER

- CREATIVE CHALLENGE
- MASTER SESSION
- PRODUCTIVITY FLOW CHART
- DEVELOP ACHIEVABLE GOALS
- REDEFINING ROUTINES
- 2 LIVE CHATS