



# Bonus!

## MARKETING ROUTINE PLANNER

Your marketing routines might include variations of the following tasks.

- Review goals and prioritize tasks
- Update inventory
- Write in your journal
- Publish a blog post
- Comment on other blogs
- Read art books and magazines
- Read a motivational book
- Read a business book or magazine
- Read art columns in local papers
- Watch an art video
- Make a new video
- Conduct a livestream on social media
- Send personal email messages just to stay in touch
- Post to social media accounts
- Rewrite your artist statement or bio
- Send handwritten note cards with your art on the front
- Visit museums and galleries to nurture your creativity
- Attend art openings
- Schedule a photo shoot in your studio
- Go to one networking event
- Have coffee or lunch with one artist or business contact
- Visit a nearby city for one day of gallery hopping
- Update your mailing list
- Research new venues online
- Have artwork photographed
- Send newsletter
- Check in with galleries or retail outlets
- Send media releases
- Update text and images on website
- Connect with influencers online
- Promote another artist or art venue
- Recommend a connection on LinkedIn or Yelp
- Review finances and adjust income plan

Study this list. Each item is a legitimate action that is part of at least one artist's self-promotion ritual. Many are described in detail in *I'd Rather Be in the Studio! The Artist's No-Excuse Guide to Self-Promotion*.

How do these items fit into your current routine? What do you need to add to feel like you're doing a more thorough or well-rounded job? What do you have to do daily, weekly, monthly, or quarterly? Use page 2 to map your strategy.

In order to promote myself effectively, I need to do these things each and every day:

In order to promote myself effectively, I need to do these things each week:

In order to promote myself effectively, I need to do these things each month:

In order to promote myself effectively, I need to do these things each quarter:

*Use this document in conjunction with the Promotional Plan template.*