

# The Weekly Collected Artist Plan

The Weekly Collected Artist Plan is meant to be a calm, repeatable rhythm—not a rigid content calendar—so artists can stay visible, nurture collectors, and sell more work without feeling like full-time marketers. Use it as a guide you cycle through every week, adjusting the specifics to your energy, schedule, and season.

## How to Use This Weekly Plan

This plan works best when you treat it like a framework, not a rulebook. Each day has a clear purpose, a simple action, and a reflection prompt so you always know what to say and why it matters.

- You don't have to be on every platform; choose 1-2 places where your collectors actually spend time.
- If a day doesn't fit your life (for example, you don't work Sundays), simply shift it to another day and keep the same intention.
- Reuse and repurpose: a story you share on Tuesday can become part of Friday's email or a future reel.

You're not trying to be everywhere—you're creating a recognizable rhythm that trains collectors to pay attention to your work.

## What "Success" Looks Like With This Plan

- This plan is not about going viral. It's about:
- Being seen regularly by the same people so they start to feel like they know you.
- Teaching your audience how to see, understand, and eventually buy your work.
- Creating a gentle sales ecosystem: posts, stories, emails, and DMs all working together.

# The Collected Artist Collector Message Script

**If you follow this rhythm for a few months, you should start noticing:**

- More thoughtful comments and DMs.
- People remembering specific pieces or stories.
- Collectors saying things like “I’ve been watching your work for a while...”
- That’s the quiet compounding effect of consistency.

## **How to Approach Each Day**

### **MONDAY – Studio Signal Day**

Think of Monday as your “I’m here, I’m making” signal.

- Share quick, imperfect glimpses: paint on your hands, a corner of the canvas, your sketchbook.
- The goal is to remind people: this is an active studio practice, not a random hobby.
- Use the prompt to write 1-2 honest lines about what being in the studio feels like today.

You’re building credibility as a working artist, one small signal at a time.

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## **TUESDAY – Story & Meaning Day**

This is where your work becomes collectible, not just “pretty.”

- Choose one piece and tell a small story: where it came from, what you were feeling, what it symbolizes.
- You don’t need to share your whole life—just one true moment or insight.
- If you send an email, keep it short and human, like writing to one favorite collector.

People collect meaning, not just materials. Tuesday is where you give them that meaning.

## **WEDNESDAY – Collector Connection Day**

This is your conversation day, not your “post and run” day.

- Ask simple, answerable questions in your post or stories.
- Use your DMs intentionally: check who’s been liking, saving, or replying and send a friendly message.
- Think of it as hosting an open studio online—your goal is to make people feel seen and welcomed.

The more conversations you start, the more opportunities you create for future sales.

## **THURSDAY – Offer & Invitation Day**

This is the “I make this available” moment of your week.

- Choose one piece and present it clearly: title, size, price, how to purchase.
- Imagine you’re explaining it to a kind, curious friend who has never bought art before.
- Your CTA (like “DM me ‘COLLECTED’”) gives shy buyers a simple way to raise their hand.

You’re not pushing; you’re inviting. People can’t say yes if they don’t know what’s available.

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## **FRIDAY – Email Day**

Email is where interest quietly turns into sales over time.

- Think of your list as a private circle of people who get first access and deeper stories.
- One email per week is enough to stay present without overwhelming anyone.
- You can reuse content from earlier in the week, but add a bit more depth or intimacy.

If you feel resistance, remind yourself: they signed up because they want to hear from you.

## **SATURDAY – Visibility Boost Day**

Saturday is about amplifying what's already working.

- Look back at your recent posts: which ones got the most saves, comments, or replies?
- Then simply share again: repost, reframe, or turn it into a reel or story.
- Highlight “sold” pieces or testimonials to show that people are already collecting your work.

You don't need to constantly reinvent—just repeat what resonates.

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## **SUNDAY – Reset & Plan Day**

This is where you make next week easier on Future You.

- Spend a short, focused block of time choosing one hero piece and drafting a few captions.
- Jot down a simple email idea rather than a full email if you're low on energy.
- Use the prompt to anchor your week: one sentence that sums up what you want people to feel or remember.

Planning a little on Sunday turns "What do I post?" into "I already know."

## **Using the Non-Negotiables**

The three non-negotiables are your safety net. If life gets messy and you can't follow the full plan:

- Aim for 3 posts, 1 email, and 5 real conversations.
- Check them off like a tiny weekly contract with yourself.
- This is the part that compounds: even when you're inconsistent, these minimums keep the fire lit.

Think of them as the core of your business practice, the way stretching is the core of a dance practice.

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## The 15-Minute Daily Habit

**If you're overwhelmed or coming back from a break, start here.**

- Set a timer for 15 minutes.
- Do nothing but respond, acknowledge, and follow up.
- No scrolling, comparing, or second-guessing—just connection.

This small habit, done consistently, quietly builds trust, familiarity, and sales over time. It's how you move from "posting into the void" to becoming an artist people feel genuinely connected to—and therefore excited to collect.

**Ready to become a collected artist? Choose one action from this guide, implement it this week, and watch what changes—your future collectors are already watching.**