

Sample Autoresponder

Email #1

Who are you? And gimme my free stuff!

Sent immediately when they sign up.

Tell them who you are and, if you promised to gift them anything free (that's totally not a requirement), make sure they receive their freebie in this email.

It should be a riff on your bio, explaining how you got to your current art practice and/or where you take inspiration.

You should include some photos of you creating and of works in progress. Make sure there's at least one photo where we can see at least half of your face - that's a huge aspect of connecting with someone. If you can't see their face it's very difficult to connect with them.

Don't worry about this email not being long enough. As long as you've got two short paragraphs, it's enough. You don't want to overwhelm them. You just want them to feel like they have the gist of you.

Also, feel free to load this email up with personality. Your personality - even if it's not funny or loud or clever. Try to let yourself come through.

Sample Autoresponder

Email #1

Example

Subject line: Here's your wallpaper!

I'm Laura - we haven't met! I am so thrilled you're here because I love to connect with people through my art. I think that's why I create. It's hard to express myself through words. This email alone took me two hours to write!

Oh! Here's your free device wallpaper suite: [link]

[image of the art on a device]

Give it a download and let me know what you think.

I thought you might enjoy hearing a little bit about me too. But if you don't care, you can move on with your day. I won't know! It can be your secret. Promise.

When I was at college I couldn't figure out how all my interests (ballet, choir, piano, poetry, jewelry making... the list goes on and on!) were going to turn into a career. I didn't identify as being talented or skilled at any of them. Now I know that's a common problem for new artists - we usually have way better taste than ability! But at the time, I muddled through my first fine art class with just enough confidence to pursue a degree in studio art. It was there that I found printmaking.

[image of me creating]

Now I create primarily abstracted prints that are either round or white-on-white (called blind embossing). I love the way both challenge your expectations and force you to pay more attention than you do with other artwork. They also free me from my own confined expectations when I'm creating. It's easier to produce something interesting and unique when I'm not stuck in the normal physical format of the work too.

[2-5 images of my work]

Cheerfully,

- *Laura*

Sample Autoresponder

Email #2

Make me feel something, dammit!

Sent 2-4 days after previous email.

The second email should be a bit deeper. Something that touches on emotions. This is a great opportunity to discuss your history as an artist if you didn't really go into it in the previous email.

You can also talk about how you think about art, tell a story of when you knew you were meant to be an artist, explain how art got you through a hard time, etc.

How deep and emotional you get is up to you, but the goal is for your new subscriber to feel something when they read this email.

The type of emotion is also up to you! So don't think this has to be sad. It can be joyful, angry, playful, transformative, relaxing... pick your feeling based on what stories you have to tell.

Make sure you include an image, but what type of image is up to you. Just never send an email without an image in the first 2 inches of the message - you're an artist so people expect something visual.

Sample Autoresponder

Email #2

Example

Subject line: I didn't always know I was an artist.

When I finally left school, I had the hardest time owning my role as an artist. The very first thing I tried to sell was handbeaded jewelry. It was nothing fancy, even though I actually know a decent bit of metalsmithing.

[image of one of my favorite prints]

I was running away from printmaking because I was afraid of what other people would think of my art. I was envious of other artists - I definitely still am to this day. I don't think it will ever go away. But when I talk to other artists, it seems to be something we all experience.

You've probably been envious of someone else in your own career, so I bet you get it.

At first I would apologize every time I showed my work to someone. It would go something like this:

Me - "So, yeah, this is my newest piece. But I don't think it's really very good. I'll probably try to do something similar again and see if it's better."

but the goal is for your new subscriber to feel something when they read this email.

Them - "Are you kidding? This is really cool!"

Me - "Oh. Thanks. I just don't like the way the lines curve right here and I think I could have etched it deeper on this part. And it would probably look better in blue."

So of course it turned into a vicious cycle because my humiliation would make them uncomfortable and definitely unsure about the artwork, which meant I lost enough of their appreciate for me to question myself more and have that conversation all over again the next time. I'm happy to be past that stage and to fully embrace being a printmaker and an artist now!

[2 images of my prints]

Cheerfully,

- *Laura*

Sample Autoresponder

Email #3

Help me understand your art.

Sent 3-5 days after previous email.

It's usually good to bring things around to be more about your finished artworks at this point.

So my favorite thing to do in this email is help them to understand your art.

If you haven't really talked about it in the previous two emails, you can tell them "what your art means" if you've got overarching concepts you deal with.

If you can't (or don't want to) explain your art, you can write this email about your process.

How do you decide what size canvas to use?

How do you decide what colors to use?

Do you plan out what you're going to create before you start or do you let the medium dictate where you go?

Or come with your own, similar, questions to answer.

Sample Autoresponder

Email #3

Example

Subject line: What's my art mean?

My art at its core is an exploration of the way our societal norms affect our experiences. Which sounds super artsy, but I promise it's actually quite normal.

For example I have a few pieces about the way the record album influenced American music. It's not too heady or anything. I used actual vinyl records for the plates and picked red, white, blue for the color scheme of course.

[image of a piece in this series]

I used layers of color at different angles to express the way our culture adjusted to such easy and inexpensive access to music happening at the same time that music was freed from a lot of restrictions with the onset of rock music.

This was actually my first experience printing in the round. Like I mentioned the other day, I work round because it unconfines me. And these works are when I first chose to express that sentiment through the shape of the work, as a reflection of music being released in genre and in format.

Many of my artworks have similar inspirations and are executed to reflect those inspirations using color, shape, angle, the order of adding elements, etc.

[another 2-3 images of my prints]

I'd love for you to explore my work further! Take a look at my Instagram page to see what I'm working on right now: [link]

Cheerfully,

- *Laura*

Sample Autoresponder

Email #4

I may want to buy something.

Sent 1-3 days after previous email.

The fourth email can be the first mention of buying.

You don't want to mention actual art for sale before this because you want to give them time to get to know you first.

But you shouldn't just come out and say "buy from me" even though you've done the warm up over more than a week. You want to segue into it.

So it's best to pick a particular piece that you're going to talk about. I like to choose a print because then you don't have to update the email if the piece sells. And also because the less-expensive price is a little easier for people to impulse buy.

Now you can put in photos of the original coming to life and narrate that process a bit, talking about your inspiration for the piece and the different stages it went through.

Be careful not to let this turn into a tutorial unless you focus a large portion of your art business on teaching people your medium.

And then once you've built up the interest in the piece, show off a photo of the finished work (perhaps even a photo or mockup of the piece on someone's wall) and mention that they can purchase it.

Sample Autoresponder

Email #4

Example

Subject line: My secret process.

Would you like to see the secretive process of an artist at work? It can be pretty magical! But I thought I'd pull back the curtain and demystify my process for you a little.

[image of me working on a piece]

This piece actually started coming to life because I completely forgot I had left it in the acid bath! Seriously, I was supposed to leave it in there for about 12 hours. I realized I had forgotten it at the 3 day mark. So I thought, "Screw it!" And I left it in for a couple more days!

When I pulled it out, the acid had etched parts of the plate more than others, leaving me with this remarkable texture.

[image of the plate all textured up]

So all it needed was a few quick touch ups before I could print. When I print a plate, I start by mixing the right shade of ink. That's my favorite part of the process because the ink is so buttery and you can get a bit meditative about it.

[image of me inking a plate]

And then you apply the ink, pressing it deep into the grooves. And finish by gently wiping away the excess ink so that the highest parts of the plate are near bare. That's how you reveal the image. Then you run it through the press to transfer it to the paper and voila!

[image of the final piece]

This piece is available as an archival print. You can read more about it over here: [\[link\]](#)

Cheerfully,

- *Laura*

Sample Autoresponder

Email #5

Get me to buy. But don't be a jerk.

Sent 4-6 days after previous email.

Now this last email is more focused on getting them to buy, yes, but you don't want to lose the rapport you've created. If you saw a new friend for the fifth time, you wouldn't say "ok - now that you know me I expect you to buy my art. Here's my portfolio."

Of course not! And you probably wouldn't do that no matter how long you had been friends. So this email isn't much different than a real friend.

We want to let them know that they CAN buy and we definitely want to support them in their journey to buy if they want to buy, but we're certainly not going to pressure them.

We'll continue where we left off. Put the finished piece you were promoting in the fourth email at the start of the fifth email and remind them that it's still available.

If it's a limited edition piece, tell them that there are only a few left (be honest though) or how many are in the edition, and encourage them to get one if they love the piece. If it's an open edition piece, you can offer them a bonus with their purchase (makes them feel like you're offering a great deal) or you can tell them that the original is still available (flips a switch in their brain that they're no longer questioning whether to buy the print or not, they're now questioning whether to buy the print or the original).

I want to remind you that people who don't want the art or can't afford it will not buy. It doesn't matter what you do. So don't feel like you're manipulating people. You're just clearing away obstacles for those who do want the art and can afford it so that they feel comfy buying and are excited about the purchase. [continued on next page...]

Sample Autoresponder

If you're manipulating them, you'll know it. Because you'll write something that isn't true. Or you'll use language that makes you want to sick up. Or you'll remind yourself of your creepy uncle Syd who sells junky used cars and always seemed unrealistically excited at family gatherings.

After that, you can say that you have other things available as well. Show off a few images of your other work (originals, prints, products with your art on them - it's completely up to you) and invite them to check it out in more detail on your website.

Sample Autoresponder

Email #5

Example

Subject line: There are only 47 left!

[image of the finished print from the previous email]

Prints of this piece are still available! If you missed the sneak-peek inside how this piece came together, you can catch it over here: [permanent link to the email]

It's a limited edition of 50 hand-pulled prints. Whoosh! It's hard work to do each of those by hand. But it's worth it. They turn out beautifully, with great texture and the slight variations that make an artwork special.

[a mockup of the piece above a mantle]

I love the way it looks above a fireplace because the movement of the flames is echoed in the artwork.

[some angled shots or detail shots of the piece]

I have a lot of other work available too if this piece doesn't catch your heart. Here are a few of my best sellers:

[3-5 images of available pieces, all images linked to their shop pages]

Cheerfully,

- *Laura*

Sample Autoresponder

More Tips

You can always add more emails if it takes longer for you to walk them through any part of the process. The emails shouldn't be a chore for them to slog through. So if you notice the paragraphs adding up, up, up consider splitting it into two separate emails.

The emails should feel personal, like you're writing to someone you know, and should have personality. Don't make them too stiff, formal, cold, or even professional. The email will come across as professional if you spell everything correctly, use the right punctuation, and don't go off on tangents.

They may be getting other emails from you in the middle of this sequence. Don't forget that most email marketing providers will pop them into your All Contacts list as well, so when you happen to send your newsletter and Jane Doe has just gotten the second email of your autoresponder, she'll also receive the newsletter. That's one reason we spread the emails a few days apart.

Try writing your signature on a physical piece of paper in pen and scan it into your computer. Edit it in Adobe Illustrator if you can so that it smoothes it, making it look digital. And get the background as bright white as you can. And then use the image as the signature on your emails instead of just writing the signature in text. This adds a personal touch since it's your actual signature. People love it!

Don't forget to analyze your emails. Most email marketing providers have some statistics for you to look at so that you can see which emails get opened the most (try different subject lines on the ones that aren't getting opened), what links are getting clicked (change the text of the email surrounding that link so it's more compelling), and which subscribers aren't interacting with your emails (try sending them a personal note to connect or find them on social media and follow them).



ABOUT Laura C George

Laura C George is a business consultant for artists who loves teaching how to display, market, and sell art online. Liberating and energizing artists who feel stuck, she arms them with the knowledge they need to create a career that supports them emotionally and financially. With more than six years experience in the online art realm, Laura knows the most effective strategies for utilizing the internet to sell art. Her expert advice has been featured on Design*Sponge, ArtPromotivate, and Artwork Archive and her adoring fans have called her “the answer to years of frustration”. When she’s not dishing out words of wisdom for art businesses, she indulges her sweet tooth with all things caramel, creates intaglio prints, and plays with her labrador in the dog park. Are you an artist who needs help with their online presence? [Learn how Laura can help you.](#)