

# Time Management: the Artist and the Internet

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# AGENDA

- Goals
- Systems
- Tips and Tools

# GOALS

If you don't know why  
you are messing  
around on the internet,  
how do you know when you are done?

# GOALS

## Long Term Goals

- **Sell** directly to collectors via internet
- Find brick and mortar **gallery** representation
- **Research** exhibit opportunities
- **Network** with other artists
- Maintain **records** (art, collectors, exhibits)
- Manage digital **images**
- Etc...

# GOALS

## Short Term Goals

**smaller** bits of work  
that **support** long terms goals  
that can be **completed**

...today

...this week

...this month

# GOALS

## Short Term Goals – “sell art online”

- Write studio newsletter
- Build following
- Research how other artists sell online
- Update social media
- Set up etsy store
- Add artwork to website
- Research online marketing
- Update inventory

# SYSTEMS

- Break down short term goals into manageable tasks, in a **reproducible** manner
- Purpose
  - to work **efficiently** and **effectively**
  - Repeatable. Hire an assistant!
- Result
  - More time to spend in the studio

# SYSTEMS

- Step 1 – **define & create** the system
  - Inventory system + steps on how to update
  - Build website + details on how/when/what to update
  - Social Media accounts + your rules of use
- Step 2 – **use** system (repeat defined tasks)
- Step 3 – **refine** system as needed

# SYSTEMS

You can create a system for

# EVERYTHING

# SYSTEMS

- **Social Media – Create System**
  - Research available platforms
  - Select initial platforms to support
  - Create profiles
  - Research how artists are using social media
  - Define how YOU will use each platform
  - Define daily/weekly tasks for each platform

# SYSTEMS

- **Social Media – Example Tasks**
  - Facebook: Update profile – daily
  - Facebook: Catchup with collectors – 3 x a week
  - Facebook: New artwork on fan page – 2 x a week
  - Facebook: Process requests - weekly
  - Twitter: Add 30 new followers – weekly
  - Twitter: tweet fan page address – weekly
  - Twitter: follow back new followers – 2 x a week

# SYSTEMS

- **New Collector – Create System**
  - Create/Select inventory system that supports collectors
  - Create email mailing list for collectors
  - Create group on facebook for collectors
  - Create group on twitter for collectors
  - Define system for maintaining contact with collectors in future

# SYSTEMS

- **New Collector – Example Tasks**
  - Update inventory with collector information
  - Add email address to collector email list
  - Add snail mail address to mailing list
  - Add to collector group on facebook
  - Add to collector group on twitter

# SYSTEMS

- Hold a **Retrospective & Refine System**
  - Periodically (monthly, quarterly, yearly) review system
  - Measure results
    - Include gathering statistics into system
  - Evaluate effectiveness of system based on ROI
  - Refine system
  - Repeat

# TIPS and TOOLS

## Make a **List**

- Update facebook profile
- Add new artwork to website
- Spent 15 minutes ANSWERING email

# TIPS and TOOLS

## Use a **Timer**

- make it loud & annoying
- put it in the other room
- buy one that won't turn off

# TIPS and TOOLS

## **Focus** - minimize distractions

- Pull vs Push
- turn off all notifications
- unplug internet when doing offline tasks
- turn off computer when working in studio

# TIPS and TOOLS

## Work **efficiently**

- learn your applications
  - Facebook
  - Blogging
  - Photoshop
  - The Browser
- Take classes & private lessons

# TIPS and TOOLS

## **Accountability**

- Document your online activity
- Accountability Partner
- Public accountability

# TIPS and TOOLS

All work an no play is no fun

# Contact Information

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