HOW & WHY TO START AN E-MAILING LIST AS AN ARTIST

WEDNESDAY, MARCH 16
11:00AM CT / 10:00AM MT

JESSIE RASCHE
VISUAL ARTIST
THANK YOU TO OUR PARTNERS
QUESTION PROCESS

• Ask questions to the panelists via the "Q&A" button. We will answer via text or during the Q&A time later on.

• Use the chat function to talk to other attendees and have conversation outside of questions to the panelists.
How & Why to Start an E-mailing List as an Artist
Jessie Rasche - Visual Artist

Nationally exhibiting and internationally collected professional artist based in South Dakota.

A Southwest Art Magazine “Artist to Watch,” an award-winning member of the American Impressionist Society, a Signature Member of Artists of the Black Hills, and an exhibiting member of Oil Painters of America.
My email list history

I started my newsletter 14 years ago when I became a professional artist.

Sometimes I send messages out because I have an art business and I want to sell painting workshops or art.

Sometimes I send messages out because I just want people to not forget who I am, or I just want to share what I’m working on or something I’ve learned.

Some of my current fans and collectors have been on my email list for over a decade, and they not only support my career with purchases, they also help me feel like I’m not alone on this art journey.
Who needs an e-mailing list?

• Professional artists
• Future professional artists
What you can do with your emailing list

(10 Reasons an Artist Should Have Their Own Mailing List)

• Sell artwork or merchandise directly
• Sell classes & workshops directly
• Help venues promote your events
• Nurture collector and potential collector relationships
• Nurture relationships with people, galleries, or other businesses you’d like to work with
• Have company on your art journey
• Cultivate your artist persona
• Nurture fan relationships
• Share things you’re excited about & working on
• Get feedback on art experiments and ideas
Why you need an e-mailing list, even if you have a social following or gallery representation

• **Your list is yours.**
• It isn’t hidden by a gallery. It won’t disappear if your galleries close or go a different direction.
• It can’t be lost by a social media platform.
How to grow your e-mailing list

• Start by inviting your friends, coworkers, family. Let them OPT-IN; don’t just add people.
• If anyone expresses interest in your art, invite them
• Guest book at shows, when allowed
• Link to your sign-up form on your email signature line
• Link to your sign-up on your social media
• Sign-up form on your web site

If you want to increase your number of subscribers, give people a good reason to sign up – this could be good stories, important information, or even goodies.

What gets you to click a “Subscribe” button?
Nurture yourself, too

• It’s ok to delete subscribers

• It’s ok to take a break
How?

You can just use your email to start, if you’ve got a very short mailing list (put everyone on the BCC line to protect their privacy).

But I think it’s worth it to sign up for a newsletter service. They’re free for small mailing lists.

The ones I’ve tried are Mailchimp, which has a lot of bells and whistles, but I found it unintuitive. I used Madmimi for several years, and they had a live chat tech support that was incredible, and I would have stayed with them if they allowed me to have different lists with a single free account.

Now I use MailerLite, so that’s what I’ll show you today. They let me have multiple lists, which I love.
Sell with email marketing your way

Take email marketing beyond the inbox with advanced tools made easy. Enjoy award-winning live support, easy-to-use templates, and automation to help you reach more customers faster.
HI!

I wanted to give you a first peek at my newest painting, finished but still wet on the "nest".

I had a bit of a breakthrough over the last few days. I've been trying for a long time to do something with my colors that I don't really have words for yet, and it came together in this painting. I'm really excited to present "Dinner and a Show".

Originally this show was going to be the 3rd floor lobby gallery, but a few weeks ago the curator contacted me and asked if I'd like to fill the 2nd floor lobby gallery as well. I thought about it and did some counting and was pretty tickled that I could say yes.

Show invitations and photos

Sorry about that last email. It's the photos from opening night. My super awesome helper took photos during the event, even braving the cold for the window photos.

Let me know what you think. Hope you get a sense of the massive scale of this exhibition... it's my biggest one so far. 34 paintings taking up 5 walls across 2 floors.

Workshop announcements and early-bird specials

HI!

I am super excited to announce that I am now a teaching faculty at Penn Studios School of Art! My first class there will be this Spring!

A Simplified Approach to Color Harmony (Online) w/ Jessie Rasch
April 21-24, 2022, 10 AM - 1 PM, $275

This workshop will focus on using a thoughtfully limited palette to create color harmony in your paintings. We will have an interactive zoom workshop where you will have the opportunity to paint and you will be encouraged to ask questions, the same way you would in an in-person workshop.

Demonstrations will be vigilant, and the workshop will be most beneficial to oil, acrylic and gouache artists - but artists of any painting medium are welcome.

The workshop is designed with artists with painting experience in mind, but artists of any level are welcome.

Learn more or enroll here:
https://pennstudioschool.com/lc/

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In related news, the painting workshop through my studio is still open for enrollment! The next zoom paints together is this Saturday:

Painting Workshop with Group Coaching
Current - April 30, 2022
$975

Became a stronger painter by strengthening your understanding of painting fundamentals - and getting live support and coaching. Enjoy a monthly lesson you can watch any time, and weekly zoom office hours / paints together time, so you can get support on your painting journey when you need it. Office hours are usually on Saturday mornings 11:00 AM CST, but occasionally on a weekend to work around holidays, etc.

Learn more or enroll here:
https://jessierasch.com/lc/group-coaching

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New art announcements and specials

With the news right now my usual joyful greetings seem strange. But I always hope to bring you joy through art, etc.

I wish you a joyful and art-filled March. And I hope you and your loved ones are happy, healthy and safe.

There's so much going on in the studio that I'd like to share with you.

Study News: last week I painted a small demo color study of a couple leaves in my workshop, and then over the week, when I wasn't working on a portrait commission, I painted 4 more studies of the lilies.

The studies were posted for sale on my New Art Updates newsletter (if you don't get that and want it, just let me know), and 4 of them are sold. Thanks so much; these particular flowers are done modeling (if you have tips for helping them last longer, let me know).

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Monthly summary of new art, upcoming events, a personal note, etc.

Show invitations and photos

Dinner and a Show, 0004, oil on canvas, $2,200

The Spirit of Prairie Life
Jessie Rasch

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Deep in thought, 0004, oil, 2019, 18x24 in, oil on canvas, price tba

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月 dent and a Show, 0004, oil on canvas, $2,200
Important stuff to know

• Quality subscribers are better than quantity!

• How often to send messages: That depends on your goals!
  
  • Once a day is too much (usually). Once a year is too little (usually).

  • Set up a schedule you can stick to, whether that’s weekly, monthly, quarterly, twice a year, or something else - and then put it on your calendar.

  • Be consistent, unless there’s a good reason not to.

• If people leave your messages unopened or click spam, this will make it harder for your newsletters to reach inboxes in the future. So always send emails that you think are worth reading, and make sure everyone on your email list is there by choice and make it easy for them to leave.

• You are building a long-term relationship with your readers.

• Having a purpose for each message (selling a piece of art, getting attendees at an event, sharing excitement about a project, or just building a relationship with your fans) will make it more likely your purpose is fulfilled.

• You don’t have to have the same purpose for every email.

• Consider these communications “public”
A greeting message for new subscribers that lets them know who you are and what to expect is very nice.
Symmetry may be simple, but asymmetry is interesting

Symmetry is everywhere. It is easier to see and understand than complexity. But it is the combination of symmetry and asymmetry, order and disorder, that creates diversity in the natural world and interest in the aesthetic one. It is quite likely we have an inherent biological bias for symmetry and this bias could very well be altering our perception of the world and influencing what we find beautiful...

When we focus on symmetry and order, do we ignore the importance of asymmetry and disorder? Is it possible our bias for order compromises our ability to see and appreciate randomness and disorder?

Good art lies somewhere between boredom and confusion. This is a sliding scale of perception. One person’s boredom might be someone else’s confusion. But all art is best served by a variety of simplicity and complexity.

This following is from an article in PC Science:

Why do Christmas Lights get tangled?
Blame the laws of the universe

By Dr. Athina Carpidi

Aristotle claimed that (on Earth) nature abhors a vacuum, but now we know better: what Nature really hates is order, and do not think for one second that Mother Nature takes a break during the holidays. Even at Christmas, the laws of physics are there to derail our best laid plans.

Take for example, Christmas lights. You put them away neatly last January, and when you unpack them in December what do you see? Knots! You might want to imagine there are Christmas spirals tying up the lights into a tangled mess. That scenario is much preferable to the truth - the second law of thermodynamics has struck again.

That inexorable (or is it?) law of physics deals with a quantity known as entropy, which measures the disorderliness of a system. As we

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Workshops
• Summer color workshop, through my studio (Online)
• Fall composition workshop, through my studio (Online)
• A Simplified Approach to Color Harmony Workshop, through Penn Studio School of Art (Online)
• Friday morning YouTube show “Draw with Jessie” (free, online)

Shows
• The Spirit of Prairie Life | art of Jessie Rasche
  Feb 17 – Mar 19, Hopkins Center for the Arts, MN
• Undomesticated, April, Gallery One, Ellensburg, WA
• Group Show, Shain Gallery, May, Charlotte, NC
• 2022 National Oil Painters of America Exhibition
  June - Aug, Steamboat Art Museum, Steamboat Springs, CO
THANK YOU!

Please find any referenced materials, links to speakers, recordings of past webinars, and upcoming sessions at:  
ArtsSouthDakota.org/webinars/

Contact Community Development Director Andrew Reinartz at Andrew@ArtsSouthDakota.org with any questions, or ideas for future professional development sessions.

Thank you, for all you do to support your creative communities! Please reach out to Arts South Dakota any time.