

artist conspiracy

Alyson B Stanfield | art biz coach

Hi, this is Alyson Stanfield with Art Biz Coach and the Artist Conspiracy.

I've asked Cynthia Morris of Original Impulse to be on this call to help me introduce the Artist Conspiracy. Hi, Cynthia.

I'm so glad to be here to sort out what this Conspiracy is all about. What is going on behind the closed doors of the conspiracy?

For a few years now, I've been seeking a way to provide a higher level of support to some of my students and clients.

People take all of my classes and ask "What now? Where do I go now?"

They probably have all of the knowledge they need to go it on their own, but – and this is the #1 Problem for most of my clients – They're not doing the work. They keep gathering information and looking for a magic pill when what they really need to do is to hunker down and do the hard work.

That's what the Conspiracy is about: Getting dirty. Doing the work.

Why call it a Conspiracy?

Honestly, Conspiracy is a clever name that I just fell in love with when I had a focus group discussion. It sounded like a secret group, which I also enjoyed.

It could be called anything, but I thought about the type of membership that I'd like to belong to and decided I'd rather be part of a conspiracy than part of an "art marketing club." So, Conspiracy won!

What is the Conspiracy conspiring against?

We're conspiring against artist myths. Myths like:

- Artists must be poor and sacrifice their well-being for their art.
- Artists are "bad" at marketing.
- Artists should accept the solitary life and find solutions on their own.
- Another excellent one that someone left on my blog is the myth that you can't be a mother and a successful artist.

Join us in the Conspiracy! <http://artbizcoach.com/conspiracy>

So, whether or not you join the Conspiracy, I hope you'll conspire against the same myths in your daily lives. If you're an artist . . .

Don't refer to yourself or other artists as poor or starving.

Don't say you're bad at marketing.

Don't accept that you have to do it all alone.

Don't complain about how much more you could do if you didn't have kids.

Who would make a good conspirator? Who is this for?

1. You've taken art-marketing classes and workshops – from me or from others.
2. You've read books about how to promote your art. You know what you *should* be doing.
3. You've been promoting your art for a while, perhaps a few years or longer.
4. You'd like to have more support. You'd like to feel part of a community.
5. And some Conspirators might want accountability.

Who is this not for? Who should stay away?

You shouldn't join if you're a beginner – if you need basic answers about starting an art career. You won't find them in the Conspiracy.

This is not a class! For those of you who are accustomed to my classes, this is different. It's a much slower pace. The Conspiracy isn't for gathering information.

There *will* be information, but this is about rolling up your sleeves and getting to work.

Your success as a Conspirator will depend on *your* commitment to your art career.

So, what, exactly, happens in the Conspiracy? What do we see or get if we join?

The Conspiracy happens on a members-only website.

Content is delivered on the main page and there is a library of information that includes most of my archives – stuff I no longer sell, but might still be valuable.

The Conspiracy has a theme every month. This is a major aspect of the Conspiracy.

I've broken down the months of the year into 12 focus areas – the 12 areas I think every artist should master in his or her business.

They're areas that we need to work on over and over again. So you don't just do it once and you're good to go. These 12 areas are always challenging us.

For the last two months, I have been working with a test group of artists. Our focus for January was, appropriately, Goals.

Our February focus is Contact Lists (or Mailing Lists).

In March we'll be working on words and on writing because they are so basic to our self-promotion efforts.

In the months ahead, Conspirators will immerse themselves in social media, exhibit and sales venues, studio time, website, blog, and more. Because I want to help you avoid overwhelm, Conspirators focus on one topic at a time.

Then, at the end of the year, Conspirators who have participated in the process – even if just a little here and there – will have made huge strides.

Okay, so there's a focus area each month, but what does that mean? How do Conspirators focus.

I present some information around the focus area. This includes a mixture of:

- Guest experts – audio interviews + transcripts – and I don't mind spilling the beans that you will be my guest expert on writing for the first week of March. You coached me through writing my book and I could think of no one better to share writing tips with the Conspirators.
- New worksheets, forms, strategies
- Live Question & Answer calls

At the beginning of each month, I'll ask the Conspirators to set monthly goals around the topic.

Not everyone will be working on or needing the same thing within the focus area. Let's use February as an example. If your mailing list is already well organized, you'd focus more on *using* your list than on entering names in a database. You choose. You set your own pace.

You can share your goals and ask for accountability or keep them to yourself and do the work quietly.

Share, huh? How would Conspirators interact with each other?

Good question!

We have forums. The forums are still taking shape and in the process of getting a better-looking design, but they're already active.

It seems like Conspiracy members who participate in the forums would get the most out of their membership. What about people who don't like to participate in forums?

I get that! I'm a member of a fantastic membership group and I get a ton out of it just by listening to the audio or reading the transcripts. I don't need to participate in the forum to feel I'm getting value from my membership.

Lurkers are welcome in the Artist Conspiracy forums. You should never feel like you *have* to participate in the forums. They're there when you want to hang out. Or you can ignore them altogether and still get a lot out of being a member.

Participating in forums sounds like something else for artists to add to their plates. Don't artists already have enough to do without adding the Conspiracy to their busy lives?

Absolutely! We're all busy. The Conspiracy isn't for everyone. If you look at it as something else you have to do, it isn't for you.

But if you approach it as a space where you can come to focus on your art business, you'll reap the benefits.

In the Conspiracy, we don't stay busy just to *be* busy. I encourage *doing* in a meaningful way. We're working on things artists *should* be doing every day.

So the Conspiracy isn't filled with a lot of extra "great ideas if only you had the time" kind of things. We focus on basic business areas, but go deep into the topics.

Membership program implies ongoing charges, is that how the Conspiracy is organized? People join and their credit card gets charged every 30 days?

Yes.

This seems like a big commitment.

It is! I don't think you should join if you don't have this commitment.

Here's how the fees break down. The Conspiracy is \$27/month.

What! \$27 a month for all that? Are you nuts? You could charge so much more. That's totally affordable for most budgets.

What I want more than anything is to make a difference to as many artists as possible. I want this to be affordable so they can concentrate on the work and not on the fees.

I look at it this way, too. In the membership group that I belong to, I listen to a couple of seminars a month. From each one, I may just get a single tip that's useful to me, but that single tip is worth far more than the entire membership fee. It saves me time, money,

and frustrations.

As I see it, \$27 is *roughly*:

- 4 trips to Starbucks for a latté + pastry
- 1/4 the cost of one of my monthly classes
- \$2 more than a copy of my book

I offer it by the month, but real results happen when you make the long-term commitment. So I'm also offering an annual membership at \$287/year. I call these members my Uber Conspirators.

Why is it important to become a Conspirator right now?

I am not going to tell you that your world will come crashing down if you don't join right away. Or give you some hard sales pitch for joining right now. But . . .

- I could decide to increase the price. I can't promise it's going to stay at this price forever and those who start at this price will forever be paying \$27/month. I'll never raise the price once you're in and stay in.
- The monthly focus topics build on one another, so the sooner you begin, the more momentum you'll gain.
- If you buy the new edition of my book right now, you get 1 free month in the Artist's Conspiracy. That's not an offer that will continue much past the release date for the book – April.
- Most importantly . . . If you put this off, **you'll be postponing your career.**

Okay, so tell us exactly how to get in.

Go to <http://www.artbizcoach.com/conspiracy>

You can sign up now, but the official launch date is March 1.

Here's how that works. You sign up, but your card isn't charged until March 1 (the exact charge date may vary slightly depending on your time zone). So you get a few extra days on me if you sign up right away.

Keep in mind that you're entering a Conspiracy that is already in motion since we've been testing for two months and are not yet to the March focus area.

So I guess that's it. Thanks everyone for listening. This is Cynthia Morris with Original Impulse. <http://originalimpulse.com>

Alyson: And this is Alyson Stanfield with Art Biz Coach and the Artist Conspiracy. I hope you can participate in our Conspiracy. Remember to go to <http://www.artbizcoach.com/conspiracy> to join us. See you there.