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WHAT CAN YOU DO WITH YOUR OWN WEBSITE?

LOT MORE THAN YOU THINK.

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## INSPIRE

become known as an expert in your field. educate and inspire others to succeed in your area of expertise. connect with your audience on your own terms.

## CREATE

establish your spot on the internet. grow your online presence. reach more people. make your brand well-known. create a name for yourself worldwide.

## SELL

target your ideal customer. learn what they really want to know from you. give your customer more options. sell your art with limitless options.



I'm Christine Newell, the founder of Left Side Art. My goal is to make your small business successful. Join me at [leftsideart.com](http://leftsideart.com) for more information.



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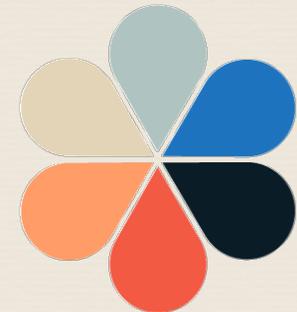


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*left side art*

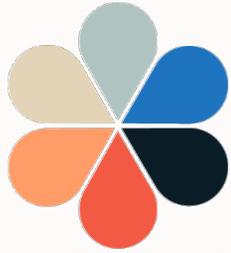
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Left Side Art is a small business resource for creative entrepreneurs who have a passion for art, but have a desire to learn how to expand their online presence.



Grow The Business Side  
of Your Creative World





## RESOURCES

### BLOG

- ❖ Best resources for creative businesses
- ❖ Learn from other successful creatives
- ❖ Inspiration to continue growing

### BRANDING

- ❖ Personalized Logo Set
- ❖ Fonts, Color, & Pattern Palette

### WEBSITE DEVELOPMENT

- ❖ Full Blog and E-commerce Site
- ❖ Custom Domain
- ❖ Business Email
- ❖ Printed Marketing Materials

### WEBINARS

- ❖ Build Your Own Site
- ❖ *more to come*

[leftsideart.com](http://leftsideart.com)

# WHY ARTISTS NEED A BLOG

It's a lot of work. It's time consuming.

*And it can propel your art career forward faster than any other platform.*



### CREATIVE FREEDOM

Your Site. Your Brand. Your Way! You have the unique opportunity to market yourself freely and creatively without restriction. Here, you can write content about yourself, your business, your art, and provide more information in a collective fashion that you cannot do with social media alone.

### CONNECT WITH YOUR AUDIENCE

Let your followers know when you have something to share without conforming to the restrictive rules of 3rd party sites. Collect email addresses directly from people who want to hear from you and you will always have a reliable way to communicate with your audience on your terms.

### PROFESSIONAL BUSINESS

Your own well designed and polished website will make your business appear much more professional. Your customers will have the convenience of connecting with you through your own newsletter and blog, various social media platforms, and e-commerce options, all housed in one website.

### TIPS TO CREATE OUTSTANDING BLOG POSTS

**With the right preparation and some practice, you can create a well designed and captivating blog post in under an hour.**

1. Keep a folder of favorite articles or a journal of ideas that you can easily pull from to find a compelling topic.
2. Put your own personal twist or insight on something you have read about that your readers would benefit from knowing.
3. Create a draft from start to finish and edit only when you are done writing.
4. Clearly define the purpose of your blog and outline 3 to 5 main points.
5. Use sub-headings to separate and organize your points.
6. Add stats or links to other articles to give your view or opposition more authority.
7. Add a personal story to connect with your readers.
8. Revise and edit your post as necessary.
9. Add a catchy title.
10. Publish and share on social media!

Find more tips on [LeftSideArt.com](http://LeftSideArt.com)