



The following are AI generated notes from recorded coaching sessions between “Sam” and Crista Cloutier.

#1 Discovery Call

1. Sam is an artist who struggles with consistency in her art business, particularly with marketing and selling her work.
2. Sam expresses feeling conflicted about investing in herself and her business, often procrastinating on tasks she finds challenging or unexciting.
3. Crista suggests that Sam's perceived procrastination might be due to overwhelm or fear of rejection rather than laziness.
4. Sam mentions she sells work primarily through events and art fairs, but struggles with selling larger, more experimental pieces. She describes having a “yuck” feeling around selling art,
5. Crista proposes the idea of an "hour of power" - dedicating one hour each day to working on business tasks Sam typically avoids.
6. They discuss the importance of consistent communication with potential buyers and the value of nurturing relationships over time.

7. Sam expresses interest in having a mentor or coach to provide objective feedback and support, as she hasn't had this since art school.

8. Crista outlines her coaching services, including a video-guided program called The Working Artist, a one-on-one coaching program called Just You + Me, and individual Strategy Sessions.

9. They briefly discuss the potential of licensing Sam's artwork.

10. The conversation ends with Sam expressing interest in Crista's services and planning to review the options she'll send via email after she returns from vacation.

Overall, the conversation reveals Sam's desire to improve her art business and Crista's offer of support and guidance to help her achieve her goals.

(Sam would book Just You + Me, and the following are excerpts from those conversations)

#2 Introduction

1. They discussed Sam's vision for her art career, which includes growth in connections, financial opportunities, confidence, and developing new habits.

2. Sam expressed feeling stuck and jaded, wanting to push herself out of her comfort zone while maintaining her unique artistic voice.

3. They explored Sam's core values as an artist, which include play, joy, and simplifying complex ideas into beautiful, accessible art.

4. Sam was feeling discouraged. She had resisted setting any real goals in the past. She'd always chased her ideas but never allowed herself to reflect on the outcomes. Crista encouraged Sam to redefine success on her own terms, rather than by family or societal standards.

5. They discussed Sam's various art forms and products, including prints, cards, wooden ornaments, and larger original pieces.

6. Because Sam had a strong background in leading workshops, and she was turned off by the idea of asking for art sales, Crista suggested focusing on teaching as a stable income source. This would allow Sam more freedom to take risks with her art and to enjoy it as a place of play and freedom.

7. They talked about Sam's challenges, including organization, technology issues, and space management in her studio.

8. Sam shared her upcoming schedule, including an art event and workshop.

9. Crista proposed that Sam clean her studio after these events to help clarify her mind and goals.

The session ended with an emphasis on Sam continuing to write down questions and ideas, as these will guide their future discussions and plans.

#3 Encouragement

1. Sam recently participated in an art fair, which was a positive experience despite not being as financially successful as some other exhibitors had hoped.

2. They discussed Sam's challenges, including:

- Chronic migraines
- Time management and organization
- Maintaining connections with others
- Balancing introversion with the need for social interaction

3. Crista reviewed their previous conversation, highlighting Sam's vision for growth in connections, finances, confidence, and new habits, with core values of joy and clarity.

4. They talked about the importance of self-care and prioritizing personal well-being, including:

- Taking walks
- Maintaining a tidy studio
- Implementing an "hour of power" for tasks Sam finds challenging

5. Sam mentioned starting a Christmas card printing workshop in her local community as a way to connect with others and potentially generate income.

6. Crista emphasized the importance of giving oneself permission to prioritize personal needs and relationships over constant work.

7. They discussed the challenges of maintaining regular communication with clients and peers, especially for introverts.

8. Sam agreed to focus on time management, self-care, and reaching out to others before their next meeting.

Throughout the conversation, Crista provided encouragement and advice to help Sam maintain a better work-life balance and pursue her artistic goals while taking care of her personal needs.

#4 Reflection

The conversation begins with Sam reflecting on recent personal development and discussing an article about "should" versus "must" in creative work. A key breakthrough comes when they discuss Sam's dual identity - as both an experienced art teacher/workshop leader and as an artist.

The main insights and decisions from their discussion include:

1. A new business direction where Sam will:

- Focus primarily on teaching and workshops as the main source of income
- Keep artistic practice as a space for "play" and joy without commercial pressure
- Use her teaching experience and confidence to build a sustainable business
- Potentially expand into schools and community art projects

2. Key personal realizations:

- Sam is naturally confident as a teacher but less so about her artistic work
- She feels overwhelmed by current studio work and needs a breather

- She's good at organizing and leading workshops but needs better boundaries about taking them on
- Money concerns have been holding her back, but she needs to trust it will work out because all evidence is that it always has. She realized that she's been indulging in worry needlessly.

3. Next steps:

- Create a messy first draft of a business plan
- Think about website and social media strategy
- Consider how to structure time between teaching and artistic practice
- Look into community outreach opportunities

Throughout the discussion, Crista helps Sam recognize that her teaching ability is a strength rather than a compromise, and that separating income generation (through teaching) from artistic practice might actually lead to more creative freedom and joy in her artwork.

#5 Business Planning

The discussion primarily focused on Sam's art and teaching business, specifically developing a plan to expand her school workshop offerings. Key points included:

Business Analysis:

- Sam has done 20 workshops this year, earning about £8,000 from workshops and £6,000 from art sales
- Her average workshop fee is £297, but she charges £450 for schools
- They set a goal of doing 20 school workshops next year
- Schools find her workshops valuable, especially for engaging disengaged students

Website Restructuring Plans:

- Crista suggested reorganizing Sam's website into two main "portals":
 1. Workshop leadership (focusing on education and creativity exploration)
 2. Art portfolio
- The goal is to make the site clearer and more focused for different audiences
- They discussed incorporating testimonials and better highlighting Sam's educational background

Marketing Approach:

- Sam's workshops emphasize risk-taking, problem-solving, play, exploration, and creativity
- They discussed reframing art fairs as opportunities to promote workshops and reduce the worry around sales
- Focus on making Sam's services "magnetic" rather than actively pursuing clients
- Plans to improve social media presence with content about arts education

#6 Business Development Discussion

Recent School Workshop:

- Sam recently conducted a workshop in school
- The booking process was challenging, with poor communication and payment delays
- Despite initial difficulties, the workshop was successful
- She dealt with varied student behaviors and an absent teacher
- She leveraged her previous teaching experience to manage the class effectively

Business Development Discussion:

1. Website and Marketing:

- Plans to revamp her website, particularly the workshops section
- Needs to be clearer about school workshop requirements
- Will implement a deposit system for school bookings
- Planning to add more testimonials from schools
- Has good engagement on social media but posts less frequently
- Has strong email newsletter open rates (50-70%)

2. Exhibition and Collaboration Opportunities:

- Considering joining a group exhibition space instead of doing solo open studio
- Initially hesitant because other artists' work (landscapes/watercolors) differs from hers
- Crista encouraged her to take the collaboration opportunity, suggesting it could lead to new connections
- Sam agreed this could be beneficial despite stylistic differences

3. Email Marketing:

- Discussing strategy for separate mailing lists for schools vs. individual customers
- Currently has good engagement but complex categorization system needs simplification
- Planning to include both teaching and art sales content in newsletters
- Considering how to better structure calls-to-action

Future Plans:

- Sam will work on her website during her Christmas break
- She'll send website screenshots to Crista for feedback

The conversation shows a good working relationship between them, with Crista offering both practical advice and encouragement, while Sam demonstrates openness to feedback and willingness to implement changes to grow her business.

#7 Follow up Tasks

Sam is currently juggling multiple projects and responsibilities, including:

- Working on collage designs for cards (which are her best sellers)
- Preparing for potential print fairs in March (waiting to hear back about acceptance)
- Running workshops for schools (has a booking for early February)
- Planning adult workshops (currently has 3 bookings for March, needs more)
- Creating local landmark collages for shops
- Working on a personal project documenting her mother's childhood stories
- Managing her website and trying to improve its organization

The conversation focused heavily on prioritizing activities and organizing her workload. Crista helped Sam focus on what's most important - particularly the school workshops as they provide reliable income. They discussed improvements to her website's organization, specifically separating the teaching section into two clear paths: one for schools and one for adult workshops.

Follow-up Tasks for Sam:

1. Website Updates (Priority)

- Add an intermediate page under "Teaching" with two clear options:

- * Workshops for Schools

- * Workshops for Adults

- Fix technical issues with page positioning
- Ensure navigation is clear and intuitive

2. Newsletter Development (This Month)

- Write and send two separate newsletters:
 - * General subscriber newsletter
 - * School-focused newsletter highlighting new website features
- Add recent school inquiries to mailing list
- Try Crista's "Are you still interested in..." follow-up email approach for previous inquiries

3. Collage Work (Complete by End of January)

- Finish current collage projects for cards
- Create time-lapse videos of collage work for Instagram promotion
- Update shop with new card designs

4. School Workshop Preparation (Early February)

- Prepare materials for upcoming school workshop
- Research montage artists for nature-themed workshop
- Wait for school to provide specific requirements
- Follow up on recent school inquiries

5. March Workshop Promotion

- Generate more interest for adult workshop
- Aim to get 6-8 participants
- Create promotional content
- Continue local community engagement

6. Personal Project Development (Ongoing)

- Schedule regular Zoom calls with mother to record her stories
- Continue work on childhood story collages
- Plan systematic approach to documenting stories

7. Financial Planning

- Track income from different sources
- Focus on school workshops as primary income source
- Monitor card sales and shop performance

This plan prioritizes income-generating activities (school workshops and card sales) while maintaining progress on creative projects and personal work. Sam should focus on completing the website updates and newsletters first, as these are foundational for generating more business opportunities.

#8 Key Business Updates & Progress

- Sam has had several successes in January, including:
- Getting listed on two national school-focused websites
- Sending successful email newsletters that generated £800 in sales
- Getting accepted to the fair

- Setting up a collaborative open studio with other artists
- Moving forward with workshop bookings (7 participants confirmed)

Current Projects & Initiatives:

- School outreach: Sam participated in a workshop about selling to schools and gained valuable insights about:

- Focusing on how she can solve problems for schools
- Using appropriate "school speak" and addressing their priorities
- Timing outreach around budget planning cycles

- Upcoming workshops:

- Flower-themed workshop planned with 7 bookings
- Lampshade workshop with 2 bookings so far
- Local collage workshop

Challenges & Areas for Development:

- Finding balance between creative work and business aspects
- Managing multiple projects while maintaining focus
- School newsletter engagement (low open rates)

Action Items Discussed:

1. Create targeted emails to local schools incorporating:

- Value-focused content
- Testimonials in italics
- Strategic PS section for calls to action

2. Consider creating sample kits/materials for schools

3. Leverage Facebook network for school contacts
4. Develop collage series of local schools as marketing tool

Personal Development:

- Growing more comfortable with teaching/workshop aspects versus pure art sales
- Working through personal artistic voice and business identity
- Managing time and project prioritization

The conversation shows Sam making steady progress in building her art business while working through typical entrepreneurial challenges of focus, time management, and revenue generation. Crista provided supportive guidance while helping Sam develop concrete action steps, particularly around school engagement strategies.