**Feather Nine: Finding Your People**

**Two-Session Homeplay Assignment**

**Overview**

In this two-week assignment, you'll work with your mentee to identify their Golden Thread and develop a strategy for connecting with their audience. You'll conduct two Zoom sessions - one focused on mentorship conversation in week one and the other incorporating AI tools to enhance your approach.

**Important First Steps**

1. Read Feather Nine: Sharing It with Your People in the textbook
2. Choose whether you want to focus on:
   * Building an audience for your artistic work, OR
   * Developing your artist mentorship business

**Session 1: Golden Thread & Audience Discovery**

**Duration:** 60 minutes via Zoom

**Preparation:**

* Have a document open for notes (one person should share screen)
* Mentee should reflect on their work before the session

**For Mentors: Conversation Guide**

Consider recording the session and later putting the transcript into AI for a detailed summery with any additional insights.Times below are only suggestions, see how your sessions flow. Know that professional coaches do need to adhere to time contraints but they also recognize when things are falling into place quickly or they need more time.

**Part 1: Discovering the Golden Thread (20-25 minutes)** Ask your mentee:

1. What themes or approaches consistently appear in your work, even as other elements change?
2. What aspects of your work do people comment on most often?
3. What topics related to your work could you discuss for hours without getting bored?
4. When people compliment your work, what specifically do they respond to?
5. If you had to explain what makes your work distinctive to someone who's never seen it, what would you say?

**Part 2: Understanding Current Audience (15 minutes)** Ask your mentee:

1. Who currently engages with your work? Describe them.
2. Which platforms or venues have been most effective for connecting with people?
3. What specific aspects of your work seem to resonate most with your audience?
4. What challenges have you faced in building your audience?

**Part 3: Identifying Dream Audience (10-15 minutes)** Ask your mentee:

1. Who would you ideally like to reach that you aren't currently connecting with?
2. Where do these potential audience members typically spend their time?
3. What might be preventing these connections from happening?

**Part 4: Share Your Perspective (10 minutes)** As the mentor, share:

1. What unique strengths you see in their work that they might not recognize
2. Any potential audiences they haven't considered
3. Any disconnects you notice between their work and how they're presenting it

**Part 5: Strategy Selection** Together, choose ONE approach to develop:

* Social Media Content Strategy: Planning posts that tell their story effectively
* Community Engagement Project: Creating an event or experience concept
* Cross-Pollination Partnership: Identifying collaboration opportunities
* Artist/Mentor Story Revision: Refining how they present themselves and their work

**Between Sessions**

1. Mentee reflects on the conversation and begins outlining their chosen strategy
2. Both mentor and mentee review the AI prompts document (separate sheet)
3. Schedule your second session within 7-10 days

**Session 2: AI-Enhanced Strategy Development**

**Duration:** 60 minutes via Zoom

**Preparation:**

* Both have access to Claude (claude.ai) or ChatGPT (chat.openai.com)
* Have your notes from Session 1 available
* If you recorded your last call, have the AI summary as well

**Step-by-Step AI Exploration**

**Step 1: Introduction to AI Tools (10 minutes)**

1. One person shares their screen showing the AI tool
2. If you’re new to AI tools, spend a few minutes exploring the it together
3. Begin with a simple introduction to the AI: Hello, I'd like help with audience development for my art/mentorship business. Then ask the questions suggested below – feel free to adapt

**Step 2: Golden Thread Verification (15 minutes)**

Craft a prompt based on your Session 1 discussion:

1. I create [briefly describe your art or mentorship approach]. Based on our conversation, we identified my golden thread as [insert what you discovered and/or the AI generated summary of your last conversation].
2. Ask it:
   1. Does this seem accurate?
   2. Can you suggest any refinements or additional aspects I might consider?
   3. Do you have any questions for me that might help us get even more clarity?
3. Ask follow-up questions to deepen your understanding. Don’t be afraid to ask AI to ask you questions so it can dig in deeper.

**Step 3: Audience Strategy Development (25 minutes)**

1. Now that we know my Golden Thread, how can I communicate this more authentically in my [social media/artist statement/presentations] without being formulaic or inauthentic?
2. What specific approaches would create genuine connections with my audience?
3. I want my audience to understand my work. What kinds of stories or personal experiences could I share that would help them connect with this aspect of my work more deeply?

**For Finding Your Audience**

1. If you were an expert in art marketing, who do you think would be the most receptive audience for art that explores my golden thread? Please identify 3-5 specific audience segments beyond the obvious art collectors, including their characteristics, interests, and where they might engage with art.
2. Based on my golden thread what unexpected or overlooked communities might connect with my work? Please suggest audiences I may not have considered who might find meaning in this approach.

**For Communication Strategy**

1. What content could I share that would build a relationship with this audience and help them understand my unique perspective?
2. What are the most powerful questions I could ask my audience to foster meaningful engagement around my golden thread ? Provide 7-10 questions I could use in social media, newsletters, or in-person events.
3. How can you help me to create marketing content in the future?

Review the AI's suggestions together.

**Step 4: Compare Human vs. AI Approaches (10 minutes)**

Discuss together:

1. What new insights did the AI provide that didn't emerge in your human conversation?
2. What important nuances from your human conversation did the AI miss?
3. How might you combine both perspectives for a more effective strategy?

**Final Presentation Preparation**

Create a 5-minute presentation that includes:

1. Your Golden Thread (1 minute)
   * What unique perspective defines your work
   * How this insight will guide your work going forward
2. Your Audience Strategy (3 minutes)
   * Which approach you chose (social media, community engagement, etc.)
   * 2-3 specific action steps you'll implement
   * How both mentorship and AI helped shape your thinking
3. Human vs. AI Reflection (1 minute)
   * One interesting observation about the difference between human mentorship and AI assistance
   * How you might use both resources in the future