

This audience is:

Beginner watercolor artists who have a general idea of the basics, but want to improve their skills and the quality of their finished artwork.

The offer is:

A 5-day artistic challenge that will lead this audience to the launch of a digital course for beginner watercolor artists.

This audience craves:

- Community connection and a safe place to get support and help
- A relaxing painting experience
- Clear instruction so they feel relaxed while painting

This audience struggles with:

Artistic intimidation and the pressures of perfectionism

This audience wants:

A safe space where they can develop their artistic skills, a community full of people who “get them”, and the ability to experience watercolor with a confident/relaxed mindset.

*To make this email less overwhelming for the reader (and on you/me as the writer), I want to focus on ONE key “thing” they crave...community. And how they can overcome ONE of their current struggles with this offer and the support of a community.

Email Three: Intimidation

Send On: November 30th

Subject Line: Has this ever happened to you?

Email Copy:

My community (the one you’ll join when you sign up for the Paint to Paper Challenge) is an extremely tight-knit group. Some have even said we’re all lifelong friends now!

testimonial screenshot

One topic that comes up often in our weekly discussions is artistic intimidation.

Not intimidation in the sense that other people have an influence on our art, but more so the unintentional pressure we put on ourselves to create.

Pressure like...

“Every painting will be this big, elaborate thing that will require so much of my time.”

“I’m using my best supplies so this has to come out perfect.”

“I’m framing this to hang in my house so I can’t mess up.”

What happens when you put this kind of pressure on yourself? You take all the fun out of painting, and it becomes a chore instead of a source of inspiration and relaxation.

If you feel this is the path you’re going down and you want to change that...

...to feel the creative spark that drew you to watercolor painting in the first place...

...then I invite you to join me at the Paint to Paper Challenge - Holiday Edition!

The “challenge” part of this is really about *challenging* yourself to take a step outside of your comfort zone so you can experience a new way of creating art with watercolor.

You’ll learn how to free up your mind so you can create art without feeling intimidated.

You’ll learn watercolor basics to build the foundation for anything you wish to paint in the future.

You’ll be part of an artistic community that is full of support, motivation, and encouragement.

And the best part is, you’ll create a holiday card that you can be gifted (or framed) for that special someone in your life.

“I won’t even show my cat my finished paintings, I could never give my card as a gift.”

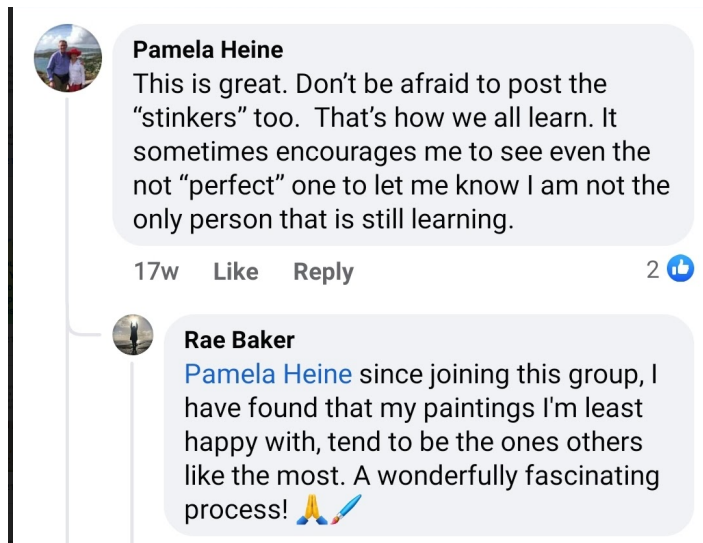
That's O.K.

Creating art can make us all feel vulnerable because we often put so much of our own emotions into our paintings. And it's a scary feeling to show that to someone else.

So if you don't want to gift your card, you don't have to!

But sometimes, sharing is a good thing. Because often, we focus so much on that one *tiny little thing* we don't like about our painting that we consider the entire thing a "piece of garbage that must be tucked away forever."

Allowing someone else to experience your artwork can actually help you see your inner talents in a positive light.



Oh, in case you were wondering, here's a sneak peek of the card we'll be creating together during the Paint to Paper Challenge.

pic of card here

Ready to start painting?

Click here to grab a spot at the challenge.

See you there!

~mako