

FROM INVISIBLE TO UNFORGETTABLE

The Artist Visibility Guide

A five-day training recap followed by a seven-day visibility challenge



*Your art cannot create a connection if
the right people never have the
opportunity to discover it.*

This guide helps you bring together your professional image, your story, your video, your online presence, and your next sales opportunity. Read the recap first. Then complete one focused visibility action each day for seven days.

BEFORE YOU BEGIN

How to Use This Guide

Move from learning to visible action without trying to do everything at once

You have already completed the five-day training. You do not need more information before beginning. You need a simple way to organize what you learned and apply it to one real artistic project.

01

CHOOSE

Select one artwork, collection, service, or artist message for the entire challenge.

02

CREATE

Complete one small, concrete visibility task each day.

03

CONNECT

Publish your work and give people one clear way to respond.

Your Rule for the Next Seven Days

One goal. One story. One video. One destination. One clear action.

Keep the same focus throughout the challenge. This creates a complete visibility journey instead of seven unrelated posts.

My artistic focus for this guide:

The audience I want to reach:

The result I want to create:

First Build Recognition and Connection



Day 1 Build a Professional and Memorable Image

Your professional image is the first promise you make to your audience. It includes your portrait, colors, typography, artist introduction, artwork photography, and the atmosphere surrounding your work. Consistency helps people recognize you and remember you.

Day 2 Write Your Script and Present With Confidence

A script gives structure to your ideas without removing your personality. Begin with a strong opening, share one meaningful message, and finish with one clear invitation. You may speak directly to the camera, use a teleprompter, or record a voice-over.

*Confidence does not come from
memorizing every word. It comes from
knowing what you want people to
understand and feel.*

Then Create Publish and Guide the Next Step

Day 3 Create and Edit Your Video

Your video should help people experience the meaning behind your work. Combine your voice with clear images of the artwork, details, studio moments, or the place that inspired it. Edit only what improves the story. Simple and sincere is often more powerful than complicated.

Day 4 Publish Your Video Professionally

Choose the platform before exporting your video. Horizontal 16:9 works well for YouTube and websites. Vertical 9:16 is designed for Reels and Stories. Portrait 4:5 works well in social feeds. Add a title, a short description, a thumbnail, and one useful link.

Day 5 Turn Visibility Into Opportunity

A social post creates attention, but your presentation page gives that attention somewhere to go. Your page should introduce you, present your art, include your story or video, and make the next step easy: discover, inquire, purchase, subscribe, or book a conversation.



Your Week at a Glance

One complete visibility cycle you can repeat every month

1	DIRECTION	Choose your goal and audience
2	IDENTITY	Strengthen your artist message
3	STORY	Tell the story of one artwork
4	VIDEO	Create a short artist video
5	DESTINATION	Improve your presentation page
6	PUBLISH	Share and start conversations
7	CONTINUE	Measure and plan the next month

At the end of seven days, you will have created more than content. You will have built a repeatable path from your studio to your audience.

SEVEN DAY ARTIST VISIBILITY CHALLENGE

DAY 1

CHOOSE YOUR DIRECTION
Create one clear destination for
your visibility.

TODAY'S FOCUS When you know what you want people to do next, every creative and marketing decision becomes easier.

Follow These Three Steps

1

SELECT

Choose one artwork, collection, service,
or artistic message.

2

DEFINE

Name the specific audience that needs to
see it.

3

DECIDE

Choose one result: discovery, inquiry,
subscriber, appointment, or sale.

Make It Yours

Write your visibility goal in one clear sentence:

Your Visibility Action

Prepare the links, images, and contact information you will need during the week. Tell one trusted person what you plan to complete.

☐ Completed ☐ Published ☐ Shared personally ☐ Followed up

Record one result: Did I define one goal and one audience?

What I learned today:

**DAY
2**

**STRENGTHEN YOUR ARTIST
IDENTITY**

**Make your introduction clear and
memorable.**

TODAY'S FOCUS People should understand quickly who you are, what you create, and what makes your artistic world distinctive.

Follow These Three Steps

1

REVIEW

Look at your current portrait, biography, colors, and profile pages.

2

WRITE

Create a one-sentence artist introduction using natural language.

3

ALIGN

Use the same essential message wherever people discover you.

Make It Yours

Complete this sentence: I am an artist who creates... for people who value...

Your Visibility Action

Update at least one visible profile today: your website, Instagram bio, Facebook page, YouTube description, or email signature.

☐ Completed ☐ Published ☐ Shared personally ☐ Followed up

Record one result: How many profiles now use my clear message?

What I learned today:

SEVEN DAY ARTIST VISIBILITY CHALLENGE

DAY 3

TELL ONE ARTWORK STORY
Create an emotional bridge
between the artwork and the
viewer.

TODAY'S FOCUS Materials and dimensions provide information. A story gives the work meaning and helps someone imagine living with it.

Follow These Three Steps

1

REMEMBER

Identify the emotion, memory, place, or question behind the work.

2

REVEAL

Explain what changed while you created it or what you hope viewers feel.

3

INVITE

End with a thoughtful question or a simple invitation to discover more.

Make It Yours

Write the opening and the emotional heart of your artwork story:

Your Visibility Action

Prepare three to five images: the complete artwork, one detail, one studio moment, and any meaningful source image.

☐ Completed ☐ Published ☐ Shared personally ☐ Followed up

Record one result: Can someone understand why this artwork matters?

What I learned today:

SEVEN DAY ARTIST VISIBILITY CHALLENGE

DAY 4

CREATE YOUR ARTIST VIDEO

Turn your story into a short experience.

TODAY'S FOCUS Your voice, images, and pacing allow viewers to spend time with the artwork and connect with the person who created it.

Follow These Three Steps

1

PLAN

Use a simple structure: Hook, Story, Action.

2

RECORD

Speak to camera, use a teleprompter, or record a voice-over.

3

EDIT

Add only the visuals, music, and transitions that support the emotion.

Make It Yours

Write your Hook, Story, and final Action:

Your Visibility Action

Export one version for your first platform. Check the sound, spelling, artwork color, and final link before publishing.

☐ Completed ☐ Published ☐ Shared personally ☐ Followed up

Record one result: Is my video clear, authentic, and ready to share?

What I learned today:

**DAY
5**

CREATE YOUR DESTINATION
Give interested viewers one professional place to go.

TODAY'S FOCUS Your presentation page should continue the emotional experience while making practical information and contact options easy to find.

Follow These Three Steps

1

WELCOME

Use a strong image, headline, and short artist introduction.

2

PRESENT

Show the artwork, its story, your video, and relevant details.

3

GUIDE

Add one clear button or next step, then test it on mobile.

Make It Yours

Write the headline and the single call to action for your page:

Your Visibility Action

Open the page as if you were a new collector. Can you understand the work, feel something, and know exactly what to do next?

☐ Completed ☐ Published ☐ Shared personally ☐ Followed up

Record one result: Does every link work on desktop and mobile?

What I learned today:

SEVEN DAY ARTIST VISIBILITY CHALLENGE

DAY 6

PUBLISH AND CONNECT Make your work visible and begin real conversations.

TODAY'S FOCUS Visibility grows when publishing is followed by thoughtful interaction. Your goal is not only reach; it is relevant connection.

Follow These Three Steps

1

PUBLISH

Share the video with a clear title, description, and link.

2

INVITE

Ask a sincere question or offer one simple next step.

3

CONNECT

Reply personally and share directly with one relevant contact.

Make It Yours

Write your post caption or email introduction:

Your Visibility Action

Publish on one primary platform. Then adapt the message for one secondary channel without copying it mechanically.

☐ Completed ☐ Published ☐ Shared personally ☐ Followed up

Record one result: Record views, replies, comments, clicks, or inquiries.

What I learned today:

SEVEN DAY ARTIST VISIBILITY CHALLENGE

DAY 7

MEASURE AND CONTINUE
Turn one week of action into a repeatable visibility practice.

TODAY'S FOCUS Your results show what created attention, connection, and movement. Use them to plan the next cycle instead of starting from zero.

Follow These Three Steps

1

REVIEW

Look at what you completed and how people responded.

2

CHOOSE

Identify one action to repeat and one element to improve.

3

SCHEDULE

Set dates for your next story, video, publication, and follow-up.

Make It Yours

Write the three visibility actions you will repeat during the next thirty days:

Your Visibility Action

Thank anyone who commented, replied, shared, or inquired. Continue the most promising conversation personally.

☐ Completed ☐ Published ☐ Shared personally ☐ Followed up

Record one result: What was the most meaningful result of the challenge?

What I learned today:

CONTINUE AFTER THE CHALLENGE

Your Next Thirty Days

Consistency turns individual actions into professional visibility



The challenge is complete, but the visibility cycle continues. Each month, choose one focus and repeat the same path: clarify the goal, tell the story, create the video, publish professionally, guide people to one page, and follow up.

Your Monthly Visibility Rhythm

WEEK 1

PREPARE

Choose the artwork, audience, story, and goal.

WEEK 2

CREATE

Record the video and improve the presentation page.

WEEK 3

PUBLISH

Share the main content and adapted excerpts.

WEEK 4 Connect and review. Follow up with people, record the results, and decide what to repeat.

My next artwork or message:

My next video publication date:

The relationship or opportunity I will follow up:
