

ESSENTIALS for Profitable Positioning

Live Sessions Schedule ✦ September—December 2025

Time commitments vary. Lesson briefs are 15-30 min presentations in webinar format. Live reviews and Labs are scheduled 75-min Zoom meetings. Everything is recorded and available asap as replays.

You are encouraged to **focus on what's most relevant to your current goals.** You do not need to complete every lesson—just the ones that support your next step.

SEPTEMBER: ATTRACTION

Clarify how you and your work show up to attract the right people.

Journey Point: Audience → Follower

- ☐ September 9-10 Planning Workshop: Followers to Collectors
- ☐ September 23 Quick Start + Orientation: Branding and Identity homework

OCTOBER: RESONANCE

Refine your presence to build stronger connections.

Journey Point: Follower → Fan

- ☐ October 2 Lesson Brief: Writing Your Artist Statement
- ☐ October 6 Lesson Brief: Bio, Resume, and About Page
- ☐ October 15 Lab: Reflect on Attraction + Activate Resonance
- ☐ October 20 Lesson Brief: Crafting a Compelling Introduction
- ☐ October 27 Live Reviews of Your Submissions

NOVEMBER: CONVICTION

Build buyer confidence by speaking confidently about the work and conveying its value.

Journey Point: Fan → Buyer

- ☐ November 3 Lesson Brief: Talk About Your Art
- ☐ November 10 Live Reviews of Your Submissions
- ☐ November 11 Lab: Reflect on Resonance + Activate Conviction
- ☐ November 17 Lesson Brief: Pricing Your Art with Confidence

DECEMBER: CONNECTION

Deepen trust with professional follow-through and clear expectations.

Journey Point: Buyer → Collector

- ☐ December 1 Lesson Brief: Negotiating
- ☐ December 8 Lesson Brief: Contracts and Agreements
- ☐ December 10 Lab: Reflect on Conviction + Season Wrap-up

Join what you can. Replay what you miss. Focus on what matters most.