What I learned from 30 days of working with Masterworks.io

This month I learned the difference between real customers vs targeted customers for a company called Masterworks.io. [Masterworks.io](#) is an art investment platform that allows inventors to buy fractional shares in pieces of artwork. If you want to follow [my progress](#) and see how I reached [my goals](#), feel free to explore around.

My Goal

This month I learned about the difference between real customers vs targeted customers for a company called [Masterworks.io](#). I learned about how ads work, survey design, conversion ratios, and [Airtable](#). Here are all the things I learned from the difference between real vs targeted customers.

Tasks I completed this month

-Built an [outline](#) of my potential ideas for a project timeline
-Watch 10 ads about [Masterworks.io](#) and wrote a [blog post](#) about three of the ads.
-Built a [word cloud](#) based on 7 of the ads.
-Built a [survey](#) about customer demographics.
-Revised the [survey](#) to be more specific and more concentrated.
-Built a [weekly update](#) for week one.
-Developed a [context blurb](#) to explain the project.
-Posted the survey on my [LinkedIn](#).
-Posted the survey on my [reel](#) and [Instagram story](#).
-Posted the survey on my [Snapchat Story](#).
-Attempted to steal followers by using tactical [comments on LinkedIn](#).
-Posted the survey on a friend's [Instagram story](#).
-Posted in two [slack](#) [channels](#).
-Built a [blog post](#) on conversion ratios.
-Built a [weekly update](#) for week two.
-Revised and sort the data using [Airtable](#)
-Built a blog post on [customer demographics](#).
-Discovered the [real customer](#) and created a blog post about the real customer.
-Made a [video](#) ad related to Masterworks.io.
-Create a [business card](#) that would attract potential customers.
-Built a [poster](#) that creates value and would be accessible to key demographics.
-Designed a [blog post](#) based on the ads created.
-Built a [weekly update](#) for week three.

-Wrote a blog post based on what I learned from the real customer. (The blog post you are currently reading)
-Wrote a [weekly update](#) for week four.
-Wrote a [final thoughts piece](#).
-Revised and packaged the [landing page](#).
-Posted the project on [my LinkedIn](#) and [my blog](#).

What I learned

Working with [Masterworks.io](#) has taught me many skills and developed key traits. I learned how to become confident, organized, committed, passionate, and forward-thinking. I became more confident by recording videos and using my [social media](#) presence to gain survey results.

Confidence made me stay [organized](#). Proper organization allows for proper documentation of a process. Without proper organization, it is hard to stay committed to goals. By organizing my work and documenting the process, I was able to stay committed to my [goals.](#)

I was passionate about building my project. I enjoy learning about [investing](#) and am a strong advocate of [open-book accounting](#). Working with Masterworks.io, I was able to learn about the valuations of the company and the fee structure. This gave me a clear look into the finance of the company. This project allowed me to highlight my interest in investments and startups.

The project showed me how to be a forward thinker by developing innovative methods to deal with big problems. As an innovator, I strive to create new solutions to challenging problems.

The practical skills I gained this month were an understanding of SurveyMonkey, Airtable, Canva, and LinkedIn. With [SurveyMonkey](#), I developed a survey and learned about [conversion rates](#).

Conversion rates with products are a key tool for sales, marketing, and customer success. With this new knowledge, I can create [innovative ads](#) and learn about Masterworks.io's [real customers.](#)

When I used [Airtable](#), I learned industry-leading software that can be deployed in a variety of industries and be a replacement for Excel. [Canva](#) is [freemium](#) software in the digital design and marketing industry. Canva allows anyone to build a brand with limited design skills.

[LinkedIn](#) is a key business networking platform. A majority of users don't optimize LinkedIn to its full potential. By trying to [steal followers](#) by posting comments on Linkedin, I learn how to better utilize professional social media.

Conclusion

This project has been valuable and created meaningful content for Masterworks.io. As I finalize the project and work on packaging, I will focus on refining blog posts and videos to make a clear vision and product for this month. Overall, this month has shown hard work, clear goals, and dedication to create an impact on Masterworks.io's brand.