

Hi Bob,

I'm going to be real and not send you some generic message. You don't have a website linked in your bio and from working with other clients not having a website puts you at a serious disadvantage compared to your competitors. This makes it difficult for potential buyers to easily view and purchase your art, adding unnecessary friction in the buying process.

Every day you don't have a website, you're missing out on potential sales. I've helped other artists get their websites up and running, and they've seen a big jump in visibility and sales as a result. I have attached a testimonial below.

Your phone could be buzzing with sale notifications in the next couple of weeks if you solve this issue.

If you're interested, I have some free time this week and I can create a free homepage design if you send me over a couple of pieces.

**Best,
Joel**

Hi Emma,

I was on your instagram and I saw the link to your website in your bio isn't working, which is definitely causing potential buyers to miss out. Without a functioning website, people can't purchase your art, and you are leaving SO much profit on the table.

Imagine having your website back up and running but far better than last time because this time you'll have it designed perfectly for your market and your art. Your phone will be buzzing with sale notifications. You'll have to put that thing on silent.

I've had another client who was an artist, and once we got their website running smoothly, they noticed an increase in client interest and sales. I can send you over the testimonial for proof.

To get the ball rolling I can create a free homepage design as I have some free time this week.

Send me over some pieces of your work if you are interested.

**Best,
Joel**

Hey Lorena,

I'll keep this brief. I came across your profile and it reminded me of clients who I have had previous successes with. When I looked at your shop I saw you have loads of quality products. I especially like your book sleeves.

Quick question, what's your best-selling item? I've seen artists boost their sales by focusing on their top product with a dedicated landing page.

It's a simple way to direct customers straight to what's already working best. I can set that up. I've done this for other artists and I have attached the testimonial at the bottom. It's made a big difference for them.

If you're interested, I have some free time this week. We could get the first part up and running for free, let me know if this sounds good.

Best, Joel

Hey Francesco,

I was going through your profile and you are very similar to some of my previous clients, and it's clear you've built a strong following with some incredible pieces. I noticed you're currently using a DM funnel, which works great for engagement, but there's a real opportunity to go further.

If you look at other artists in your space, you'll see they've all got websites. Having a streamlined homepage could help you convert more of your followers into buyers, giving them a direct and easy way to purchase your work.

I've helped other artists in similar positions set up high-converting homepages, and I can send you over some examples if you want.

If you're interested, I have time this week for a quick call if you are down.

Best,
Joel

Hey Geremia,

I came across your profile and saw that you've built an impressive following, 25k is no small feat! I noticed, though, that your reels are getting around 2k views, which suggests there's room to boost your engagement and get more of your audience interacting with your content.

I recently helped another client improve their social media engagement, and they saw a significant increase in views and interaction after making a few strategic tweaks. While they're in

a different industry, the same strategies can definitely help boost your reel performance too. I can attach a screenshot of their testimonial so you can see the results.

With a few adjustments, you could be seeing more likes, comments, and a stronger connection with your followers. If you're interested, I have some free time this week we can hop on a call to discuss how we can improve your reels.

Best,
Joel

Hey Christina,

I was looking at your profile, and with 14k followers, you've clearly built something solid! I noticed your reels are getting around 3k views, which suggests there's room to get more of your audience engaging with your content. More engagement means more eyes on your profile, more people viewing your shop, and more potential customers.

With a few strategic tweaks, I've helped others in similar situations boost their engagement, and I'm confident we can do the same for you. One client saw a big jump in interaction after making similar changes: *[Insert Testimonial Snippet]*.

If you're interested, I have some free time this week to discuss a few ideas. Let me know if that works for you!

Best,
Joel

Hey Diogo,

I'll make this brief as I know you're busy. After checking out your website, I noticed that while your art is fantastic, there's an opportunity to make the site more visually appealing and emotionally engaging. Right now, the focus is on the artwork itself, but showcasing the stories behind your paintings could help customers connect with you as an artist, not just your work.

A redesign that highlights these emotional connections could really bring your audience closer to your art, boosting both engagement and sales. I recently helped another client do something similar, and they saw great results, I'd be happy to share their experience.

If you're interested, I have some availability this week to discuss ideas. Let me know if this sounds good.

Best,
Joel