

Syllabus

[BACK TO WEBSITE](#)

Month	Theme	Focus & Growth	Main Session Topics
Month 1	Gathering Your Words	Brainstorm, gather and clarify your artist story	• Gathering and winnowing your words • Identifying recurring themes and threads. • What makes a compelling artist story
Month 2	Audit Your Storytelling	Evaluate how your story currently shows up (or doesn't).	• Assess your website, About page, and statement. • Review newsletters, blogs, and social media. • Spot inconsistencies and missed opportunities. • Storytelling Audit Workbook.
Month 3	Craft Your Website Narrative	Make sure your story is getting shared	• The narrative flow across your website • Finding an authentic voice and tone. • Weaving story into artwork descriptions • Visual storytelling: photography, layout, and tone.
Month 4	Storytelling Through Newsletters & Blogging	Build deeper audience connection through long-form storytelling.	• The role of newsletters and blogs • Story types: process, inspiration, reflection. • Developing rhythm and consistency. • Systems for sustainable writing. • Difference between story, statement, and marketing copy.
Month 5	Storytelling on Social Media	Translate your artist story into visual and bite-sized formats.	• Balancing authenticity, artistry, and visibility. • Writing captions and visual storytelling • Avoiding burnout and planning sustainably.
Month 6	Integrate & Sustain Your Story	Bring everything together and create your future storytelling plan.	• Connecting the dots: from story to strategy. • Aligning your platforms under a unified story. • Building a 3-month storytelling plan. • Reflecting on growth and next steps