

## Noemie's Student Avatar - copywriting

### 1 - Who am I writing to? Who is my avatar?

#### What kind of people are we talking to?

- Imaginary name? Jennifer
- Men or Women? Women
- Approximate age? 40 - 50yo
- Occupation? Nearing the end of their traditional career
- Income level? 60k - 150k
- Geographical location? Ottawa, Gatineau, Collingwood, Cornwall, Hamilton

### 2 - Where are they now? What are they thinking and feeling?

#### Painful Current State

- What are they afraid of?
  1. Fear that without pursuing art, their passion will remain unfulfilled, leading to a sense of dissatisfaction or a lack of purpose.
  2. Losing their creative spark
  3. Not getting a real opportunity to show off their artistic potential.
  4. The fear of regretting not exploring art.
  5. The fear of never knowing how to paint
  6. The fear of creating something that falls short of their expectations or the expectations of others ("I was really scared to put myself out there.")
- What are they angry about, who are they angry at?
  1. They are frustrated about not progressing in art/developing their art skills earlier, and at themselves for losing their spark. (teachers, parents, society)
  2. I think I have come to the point where I should just accept that I'm not creative for this and settle for a 9-5 job. Maybe it's a calling that's not meant for me. I'm probably too ambitious for such an incompetent person.
  3. "I'm finding myself really annoyed right now. I have taken a few classes on oil painting and got nothing out of them. Lots of time and money put into them. Then I watch this and in 20 minutes he has explained more, and done it well than all my classes combined. I'm glad I've found someone who can actually teach" - Youtube (<https://www.youtube.com/watch?v=fqWdMsAXSXg>)
- What are their top daily frustrations?

1. stress, not having time/being able to do something for their own pleasure/exploring a new skill or hobby
2. Lacking confidence or creativity.
3. Always thinking they are not good enough / not living up to their own artistic expectations
4. Trial and error

- What are they embarrassed about?

1. Constantly comparing oneself to established or more experienced artists can lead to feelings of inadequacy.
2. Many artists cringe at the thought of sharing their early or less polished pieces. They may be embarrassed about their artistic development and fear that others will not appreciate their work.
3. Creating art often involves exposing one's thoughts, emotions, and vulnerabilities. Aspiring artists may feel embarrassed or uncomfortable about sharing such personal aspects of themselves through their work.
4. That what they've painted in the past is ugly and they are embarrassed to display it
5. They are embarrassed that they have no skill and have to start from zero
6. I used to be good/I thought I was good at this and now I suck.
7. Everyone else has a hidden talent (like knitting, decorating, baking..) and I just work and take care of my kids. I'm so boring.

- How does dealing with their problems make them feel about themselves?

1. Inspired
2. Motivated
3. Accomplished
4. Soothed
5. Relieved
6. Powerful - in control of their own life
7. Self-expressed - I have a voice
8. Interesting - I have a budding talent

- What do other people think about them as a result of these problems

1. "all talk"
2. "Uncommitted"
3. "it's just a hobby"
4. "she's no good"
5. Pity - "Oh, poor you. You have no creative outlet."
6. Martyrdom - "She doesn't take time for herself. She's always talking about how hard she works"

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

1. "I want to learn how to make beautiful art, I just don't know how to do it. I'm overwhelmed with what's online, I have no clue where to start."
2. "I'm finding myself really annoyed right now. I have taken a few classes on oil painting and got nothing out of them. Lots of time and money put into them. "
3. "Who has time to take 100 art classes? I'd love to learn how to paint like that, but I don't have the time to dedicate to just that."
4. "I love the look of oil painting, but I have no idea how to use them. Aren't they toxic to work with?"

## Desirable Dream State

- If they could wave a magic wand at their life and it immediately into whatever they want, what would it look and feel like?
  1. They would want to confidently create art, art that can 'speak' to people. - (Esteem)
  2. They want their dreams to be reachable.. - (Self actualization)
  3. They would want to achieve a flow state creating beautiful art.
  4. They would create a whole new artistic career in oil painting.
- Who do they want to impress?
  1. Themselves - their inner critic (learning to do anything new means a shift in identity - ex: I am super untalented, non-creative to —> I am an emerging, self-expressed artist)
  2. Recognition from artists - (Esteem)
  3. Friends & family - (Love and belonging)
  4. Guests
  5. CUSTOMERS! This plays into their secret desire to pursue an art career.
- How would they feel about themselves if they were living in their dream state?
  1. Proud
  2. Accomplished
  3. Talented
  4. Grateful ("someone bought one and I feel so grateful and like I'm on the right path.")
- What do they secretly desire the most?
  1. They secretly desire for their art to be a career rather than a 'little hobby'
  2. A creative outlet they are proud of
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
  1. "I'd like to pursue art as a career"
  2. I need something creative to balance out my life. Right now it's grind/hard work and no joy."

## Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?
  1. Lack of purpose
  2. Boredom
  3. lack of skill, not at potential. I've noticed from my clients themselves and from myself in the past that by not producing art that meets our expectations, we end up getting frustrated and want to give up. By attending this workshop we could tease the idea of finally meeting the clients own expectations, offering peace of mind and great results!
  4. Hopeless. I can't get there. I don't have time..
  5. Unskilled. It looks hard to do.
  
- Who do they blame for their current problems and frustrations?
  1. Themselves - Doubt, not where they want to be. Wanting to improve, to prove to themselves and others the inner artist that they are/want to be
  2. Friends/Family/Teachers - Lack of support/belief,
  3. Society - Having others frown upon them for wanting to pursue a creative career rather than the average desk job.
  4. Their kids - I don't have any time outside of work and kids.
  5. Their partner - that's a waste of time and money. "It's cheaper to buy a painting than try to paint one yourself!"
  
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? /
  1. Failed due to frustration, lack of motivation, feelings of despair.
  2. "I'm finding myself really annoyed right now. I have taken a few classes on oil painting and got nothing out of them. Lots of time and money put into them."
  3. "I went to a paint night and ugh.. My painting will never see the light of day!" - did only one class. Or got bored with an online class.
  
- How do they evaluate and decide if a solution is going to work or not?
  1. They evaluate if the solution is going to work or not based on if it's a unique approach to their problem, especially considering that these people are usually more creative and artistic.
  2. They are more inclined to try a solution if the person offering it is inspiring to begin with
  3. If it is simple/basic and broken down into easy to understand fundamentals
  4. "Simple approach to tools and learning, this now feels like an attainable dream."
  5. breaking the ice and worries.
  6. Guidance by an expert who is willing to hold their hand through the process
  7. I would look at past student's works coming out of the workshop.
  
- What figures or brands in the space do they respect and why?
  1. Group of 7
  2. Noemie L. Cote
  3. Gordon Harrison

#### 4. Erin Hanson

- What character traits do they value in themselves and others?
  1. Creativity
  2. Ambition
  3. Motivation
  4. Self-expression
  5. Others - She makes it look easy
  6. Others - ease, confidence, openness (non-judgement)
- What character traits do they despise in themselves and others?
  1. Copycat (Copying other artists)
  2. Lack of confidence
  3. Uncertainty
  4. Lack of trust
  5. Boring (I hate that i'm boring and always overwhelmed/overworked)
- What trends in the market are they aware of? What do they think about these trends?
  1. Modern
  2. Abstract
  3. Contemporary
  4. Impressionists
  5. group of 7
  6. canadian artists
  7. Paint by number products / Online oil painting courses / paint nights / painting parties / community art schools - multiple classes
  8. Paint kit from Etsy with video instructions / online course
  9. Get something beautifully painted from Etsy artist (instead of painting it yourself)
  10. AI generated art
  11. NFTs

## 2 - Where are they inside my funnel? Etc

What do they know about My client / The business?

- They know that my artist is a professional painter, a social media influencer and they MIGHT know that she's a teacher
- That Noemie is a successful artist - in galleries, commissions, in art shows, has her own art show
- She's Canadian, is a mom, dog-lover, nature-lover..

How far are they in my client's funnel?

- They follow, and regularly see my client's social media posts.

- Maybe they've viewed her website once or twice, but have never been inclined enough to take action.
- On her email newsletter list
- Collectors - have one or more paintings

## 4 - Side notes, Competitors, Top players (Armory)

"I'm finding myself really annoyed right now. I have taken a few classes on oil painting and got nothing out of them. Lots of time and money put into them. Then I watch this and in 20 minutes he has explained more, and done it well than all my classes combined. I'm glad I've found someone who can actually teach" - Youtube (<https://www.youtube.com/watch?v=fgWdMsAXSXg>)

It's worth noting that art collectors are generally more bound to emotional connection, perfectionism, want to support artists, looking for inspiration, and lastly as an investment if they see potential worth

The urge to collect anything for that matter is generally caused by the need to fit in, be accepted socially and heighten one's status

"Going through the process of commissioning a meaningful piece of art was a 10/10" - Rob White

"If I think about it, I have never had any regrets about purchasing art so far, but I have some enormous regrets about not purchasing them." - YT

"Whenever we get stressed, we look at all the gorgeous art on Erin's website and take a deep breath. Beauty is still with us to be savored every day!"

"Today was one of the busiest and most stressful days I have ever had at work. When I came home, so late, and opened up the package and saw the painting, my stress melted away, and a big silly smile overcame me. Thank you!!"

"The only hard part was picking out the painting as we loved so many!"

"You don't know this but your paintings gave me such comfort. And motivated me to paint again."

“My artwork grew by leaps and bounds during the workshop, though I did experience some Doubt! I am truly thankful I participated in this Tuscan Odyssey. Thank you with all my heart.” - (P. Adams, RI, U.S., *Studio Italia* 2023)

“I have attended many workshops but the one offered by Walk the Arts was by far the most in-depth and rewarding. I gained insight, clarity and affirmation that I am on the right path. And it was fun ... a lively, harmonious cultural experience.” - (C. Mabb, London, Canada, Atelier Provence 2016)

Lack of available pricing - Pain point

<https://www.artsy.net/article/artsy-editorial-key-challenges-preventing-art-industry-attracting-new-buyers>

- Perceived value, liquidity, feeling secure

“We’ve never sold anything up until now, but especially for things that are a bit more expensive, feeling that if we need to, we would be able to sell it, that’s important.”

- Installments rather than upfront payment

In interviews, established collectors demonstrated that they are generally aware of many galleries’ willingness to allow collectors to pay over time, with one collector who spends between \$50,000 and \$99,999 annually on art saying he will pay for more expensive works over 4–6 installments. Newer entrants to the market, however, have not frequently been aware of this possibility in Artsy’s research.

## **Noemie Cote (Client)**

### **Competitors:**

Gordon Harrison

<https://www.instagram.com/gordonharrisongallery/>

<https://gordonharrisongallery.com/>

Erin Hanson (Competitor/Her idol)

<https://www.instagram.com/erinhansonartist/>

<https://www.erinhanson.com/testimonials/>

Jen Mann

<https://www.jenmann.com/>

<https://www.instagram.com/jenmannart>

- Leverages social proof; Shows, CV, Galleries
- Downsells; Merch