

## Effortless Posts for Artists

|

# Mini Guide

Discover a new way to organize your posting schedule that allows you to connect with your followers in intentional, meaningful ways with less stress and anxiety.

# the goal:

---

a cohesive online presence with less stress and more joy

I'm not here to tell you what content to post.  
But I can tell you what **type** of content to post.

The goal is for you to organize your goals, thoughts, media, and intentions in a way that you can plan ahead easily, post without stress, and create a cohesive social media pages.

We want your profile to look beautiful and connected - like every post is YOURS.

## **First, your artwork must be cohesive.**

This has to do with developing a style and aesthetic, and a million posts could be written on that, but we won't go into that here. Everything past this point is assuming you already have a consistent, cohesive art style and aesthetic.

Posting whatever comes to mind leads to random, messy pages. All of us want our social media to be cohesive and flowing, but we also want our posting schedule to be easy and practical to keep up with long term.



---

*reminder:*

A COHESIVE STYLE AND AESTHETIC  
DOESN'T MEAN THAT YOU ONLY DO OIL  
PAINTINGS OF BEACHES OR  
WATERCOLOR FLOWERS. IT JUST MEANS  
THAT EVERYTHING YOU CREATE IS  
CLEARLY YOU.

---

Instead of taking random photos and trying to attach meaning to them, you should plan your meaning ahead of time then take photos to match that meaning.



# prepare your calendar

---

you can't find your destination without knowing where you're going.



The first thing we need to do is set up our yearly calendar

Grab a notebook and have a digital calendar to reference when you need it.

Open your notebook and lay out the entire year. (I like to use the left side for January through June and the right side for July through December.

There are plenty of different ways to do this, and you can choose what works for you.

I would either: label each month, label the month then number the weeks below it, or (my personal favorite) outline the shape of the months.

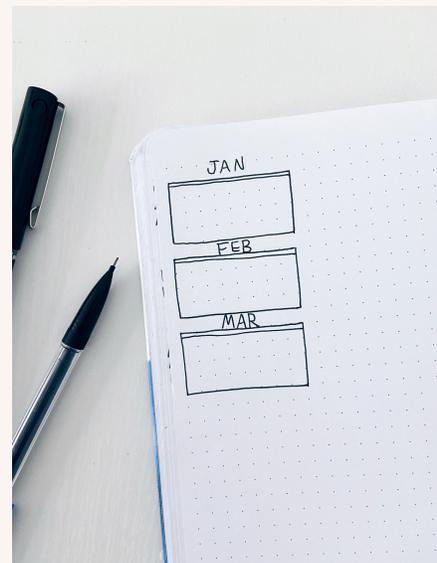
**The goal is to be able to visualize all of the months at once.** Don't worry about trying to fit things into individual days. This is just for our visualization.

Now, you may not know exactly what's coming up for the entire year, but you can grab a month or two and get an idea.



**We want to plan out our long-term goals because:**

1. WE WANT OUR AUDIENCE TO KNOW WHAT'S COMING
2. WE WANT THEM TO CARE THAT IT'S COMING



# frequency

---

Before we choose our posting days, let's talk about frequency of posts.

Certain social media pages prefer different things depending on their algorithm and your audience, but you should balance it so that you **stay connected with your audience without overwhelming them**. You may find your audience needs more attention or less, so adjust as needed.

These are my recommendations (Just a reminder, you don't have to do all of these, and no one expects you to):

FB: once a week  
FB Stories: daily  
IG: 2-3 times a week  
IG Stories: daily  
Pinterest: daily  
TT: 1-2 times a week  
YT: once a week

I have my TikTok and Instagram set so that whenever I post something, I automatically get a copy of that saved to my phone (yes, I do have a storage problem, thank you for asking).

Once I post something to IG, for example, I can share my IG post to my IG Story and add in stickers/words/polls/whatever then it'll save to my phone.

Then when I go into FB and create a FB Story I can just post my cute, already-made IG Story. There are always ways to streamline your workload. Always look for those alternatives.

*It saves my time, energy, and creativity for other things, and I fully recommend it.*



# our posting schedule

---

we don't want to post every day. so when do we post?

I base most of my marketing around IG, because it's still the main way artists connect with their followers and show off their work. This is slowly changing, so always be attentive to trends as they shift.

If you're a dancer, you may want to think about TikTok as your base. If you're into Underwater Basket Weaving, you're on your own.

## **This next part is really important:**

1. YOU WANT TO STICK MOSTLY WITH POSTING ON SUNDAYS, WEDNESDAYS, THURSDAYS, AND FRIDAYS.
2. YOUR SECOND CHOICE IS MONDAYS AND TUESDAYS.
3. AND IF YOU ABSOLUTELY HAVE TO - SATURDAYS.



---

## **PEOPLE GET BORED EASILY.**

The biggest message I can give to you in this guide is to *VARY* what you do. Your audience wants to see your work, yes, but they also want to see who you are, what kind of life you live, and how you create your work. It takes a lot to fill this need, and it can seriously be overwhelming. But it doesn't have to be. I've quantified what needs to happen so there's no need for stress. Just stay with me.

---

Every post should do one of these things:

---

Educate  
Entertain  
Promote  
Inform  
Connect



We want to plan ahead which posts will be which  
and we want them to be varied.

No one wants to hear constant promotions, and no  
one wants constant education or entertainment  
without also connecting to you as a person.

# choosing the topics for our posts

---

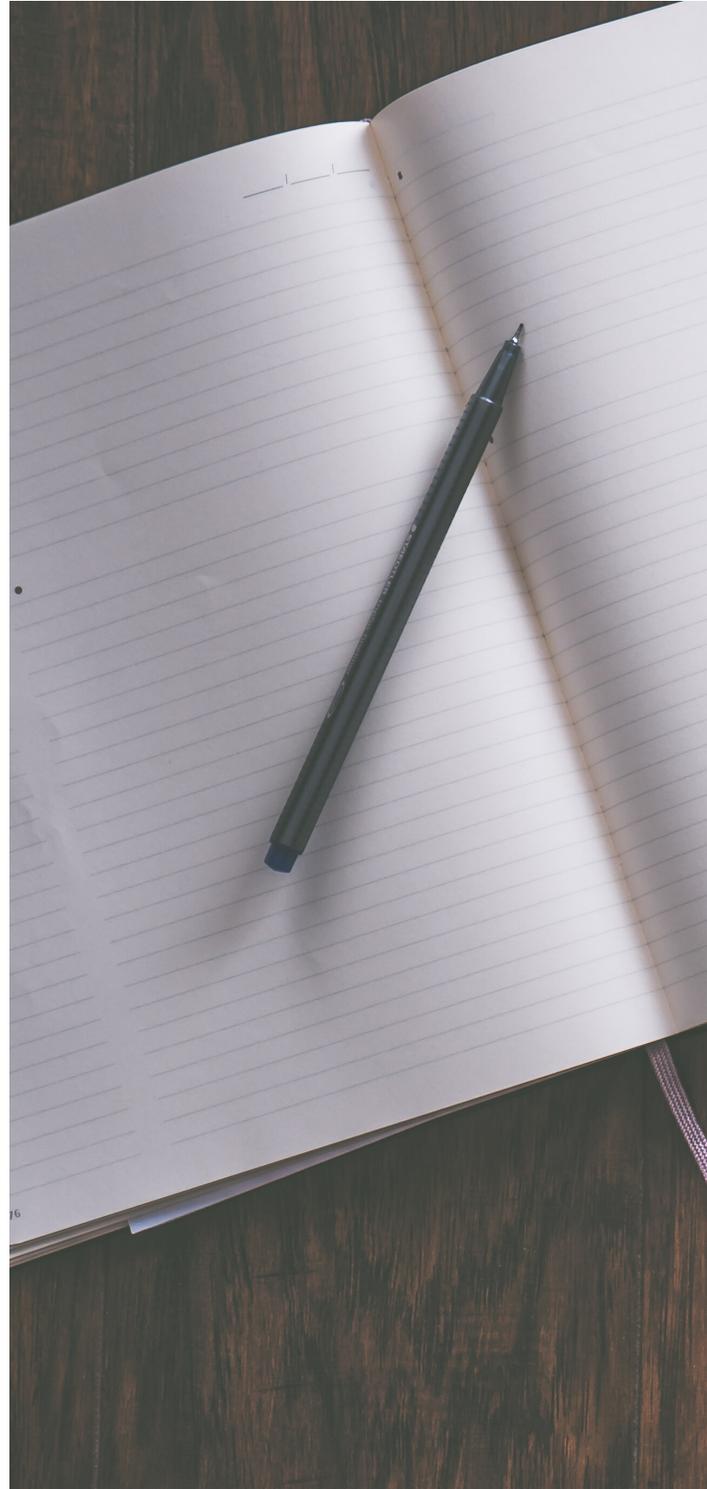
I find that thinking way ahead and writing every single caption ahead of time is just too much for me. But I like to have an idea of WHAT to post about.

These are our topics, and choosing them ahead of time will make your life so much easier.

Your followers desperately WANT to connect with you, and you have so much you can share with them

There are so many things you know that might seem obvious or silly to you that other people would love to hear.

*Whatever you choose should be  
genuinely you.*





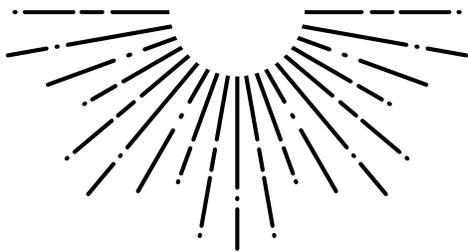
## is this really necessary?

---

### **Imagine this scenario:**

It's the middle of the week and you realize - oh no! I haven't posted in a week! What should I post? What should I write about? Did I already say that? Am I talking about this too much? Should I post another selfie? I don't have the photos I need! Where should I post? Do I need to post a video? Will this look good on my IG page?

### **which do you prefer?**



### **Now imagine another scenario:**

It's Wednesday and you look at your marketing calendar. Today is marked as a posting day - yay! Your intention is to Connect with your followers, your Topic is rituals to keep your creative energy flowing, and the Type is a lifestyle photo.

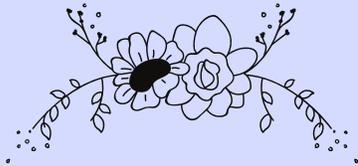
All of this was decided weeks ago at the beginning of the month. A few days ago you looked at your marketing calendar and took all of the photos you'd need for the week.

You let out a soft sigh and relax, taking your time to write the caption. You post, and all is well. Your time was well spent, your post is intentional, it fits your style and voice, and it matches your long-term goals.

## THERE IS A BETTER WAY TO DO SOCIAL MEDIA.

Instead of sitting down skimming through my photos every day and stressing about what to talk about in my captions, I have everything laid out in front of me.

My only job is to pull the photo and pour my heart out in the captions.

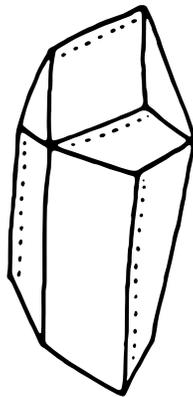


I genuinely hope that you can get to this point too. It makes posting so effortless. I'm not stressing all week feeling like I'm not doing enough and/or doing the wrong thing.

It just feels... right.

If you are interested in the full (45 page!) guide to simplifying your marketing, scroll down to see the Overview and Table of Contents and some more info about the full guide.

The complete Effortless Posts Guide is available for purchase on my website for \$20 and if you have any questions about it, please feel free to contact me.





## Effortless Posts



# *A Guide*

Discover a new way to organize your posting schedule that allows you to connect with your followers in intentional, meaningful ways with less stress and anxiety.

# Contents

---

- 03** Overview: What this guide is and what it isn't
- 04** The Goal: what should you get out of this?  
Spoiler: so much!
- 06** Calendar Prep: how to set up your long-term goals in a way that allows your marketing to revolve around them
- 10** Frequency: how often and where you post matters
- 12** Posting Schedule: put together a schedule that is intentional - and most importantly - sustainable
- 15** Intentions: when every post has an Intention, you're more likely to stay on track
- 19** Topics: choose a straightforward topic to keep your captions crisp and focused
- 22** Types: choose the type of content to create a cohesive post
- 23** Examples: let's work through three days together from start to finish
- 27** Is all this really necessary? Yes, and I'll tell you why
- 28** Media: video or photo? Choose the right media to make your posts shine
- 32** Content: let's create the photos and videos that will make up your page
- 34** Photoshoots and Captions: how to get started and how to improve your writing
- 39** Moving Forward: keep what you like and forget the rest
- 41** Final Notes: lessons that will stick with you



# an overview

---

the inspiration behind this guide and all that it contains

## **Welcome!**

I made this guide because I've always struggled with my posts. Let's be honest - it's not easy feeling like you need to do everything at once, trying to keep up with posting on multiple platforms, not knowing what to post or when... So my hope is that I can clear a few things up and help out where I can.

Making decisions is wildly exhausting. If you could sit down for half an hour and lay out every post for the month so that you don't have to think about it or stress - wouldn't you? You can, and you will.

**What this guide is:** An overview of some different social media platforms, how they're useful, how to create a cohesive Instagram page, how to plan your posts long term, how to plan them short term, how to relieve social media stress and anxiety, and how to make posts that fit a common goal.



**What this guide is not:** A guide to creating social media pages, how to paint/photograph/find your style/write captions/etc. Those things might come in different guides in the future, but that's not in this one. If you have recommendations for future guides, shoot me a message, I'd love to hear what you think!

A top-down view of a desk with a white marble notebook, a pink pen, and wooden pencils. The notebook is open, and the text is overlaid on the left page. The pen is lying diagonally across the notebook. The pencils are also lying diagonally, one on the notebook and one on the desk surface.

In the guide I walk you step-by-step through how to plan out a year of collection releases and a month of marketing and posts with detailed day-by-day layouts and tips written in my own journal.

I go into very specific detail and share the apps I use and the workflow I use whenever I post.

If you have a cohesive art style but you're feeling overwhelmed or unsure about your posts, this guide is for you.

I also share some bonus tips and tricks for photo storage, photoshoots, and captions.

If you want to find ways to take the stress and anxiety surrounding your posts out of the equation, this guide is for you.

---

if you have any questions about the guide, please don't hesitate to contact me: [artbyisla@gmail.com](mailto:artbyisla@gmail.com)



This is the guide I wish I'd had years ago.

I hope this system can help you streamline your posts, remove stress, and allow you to connect with your audience regularly in a meaningful way.

Cheers!

*Isla*

