

The *Friction* Audit.

Six areas of the bridge between a like and a collect. Audit your feed, your DMs, your follow-up list against the five known friction points — and the one most artists never build at all.

A WORKSHEET BY MORIAH ALISE · DEAR GLORY · MAY 2026 · [READ THE ARTICLE →](#)

Interest is *not* readiness.

The work happens in the middle. *Between the discovery and the decision is a five-stage bridge. Most artists are only building stage one and wondering why no one crosses. This audit is how you find out which stage is breaking yours.*

How to use this. Open your Instagram (or wherever your primary feed lives). Have your last 90 days of posts in front of you. Be honest. The empty boxes are the work.

SECTION I · THE AUDIT

Six frictions. *Which one is breaking your funnel?*

Each section is one of the five known friction points (plus the system underneath them all). Score each one honestly against your current feed and DM behavior. The lowest-scoring area is where you start.

01 FRICTION 1: MEANING

They love the work but they do not know what it means. Without context, the like stays a like — aesthetic appreciation with no anchor.

- I have a *pinned post* at the top of my feed that introduces my practice to a stranger
- Within three to four sentences (or a 30-second video), I can explain what my work is about
- My captions are not just titles — they give the viewer a way *into* the piece
- A first-time visitor can tell, within 30 seconds on my page, what I make and why
- I have at least one post in the last 30 days that explicitly tells the story behind a piece

→ What is missing or uncertain here — and what's the first move to fix it?

02 FRICTION 2: INQUIRY

They do not know how to inquire. Art is intimidating to most people, and silence makes it worse. The collector who could not figure out how to ask is the collector you did not get.

- I tell viewers, *inside the post itself*, how to inquire (e.g., “DM me to learn more about this piece”)
- I keep the path simple: DM in-app, not email, not website form
- My bio includes a clear call to action (DM, inquiries, booking link)
- I have responded to every DM about my work within 48 hours over the last 30 days
- I am not afraid to invite the conversation — I have made peace with the fact that asking is not *cheapening*

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03 FRICTION 3: FORGETTING

They liked it, then forgot. Life happened. They scrolled. The piece got buried. Repetition is not spam — repetition is the medium.

- I repost the same piece in different framings (detail, behind-the-scenes, in-progress, in-situ) over the course of weeks

- I use Stories regularly to bring older work back into the feed

- I track who has expressed interest in specific pieces — in a real list, not just memory

- I follow up with warm leads within two weeks of an initial conversation

- I treat the same body of work as worth showing more than once

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04 FRICTION 4: VALUE

They saw the price but they did not see the value. The price is not the problem. The absence of visible credibility around the price is the problem.

- My CV shows up in my feed — past shows, press, curator support, residency announcements

- I have thanked supporters, curators, and collaborators by name in posts within the last 90 days

- I have an in-situ post (work installed in a space) from the last 60 days

- When someone lands on my page, they can see — without clicking through — that I am supported by real institutions or names

- My pricing posture is consistent. I do not undercut myself in DMs after pricing publicly

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05 FRICTION 5: RELATIONSHIP

They do not know where the relationship is going. They have followed you for months or years. They have never been invited to take a next step.

- I have posted a *soft call to action* in the last 30 days (studio visit, Zoom, available works, waitlist)
- I have at least one ongoing format that invites direct engagement — a live, a Q&A, a monthly newsletter, a studio open day
- I offer collectors a way to *pre-engage* with new work before a public release
- I name the next step in my posts (“next show is in X,” “new series drops in Y,” “DM for the early look”)
- I have a clear rhythm a follower can recognize — they know when to expect what from me

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06 THE SYSTEM UNDERNEATH

None of the frictions above can be fixed once. They are fixed by a small, consistent rhythm of inputs. Without the rhythm, the fixes do not hold.

- I have a monthly content rhythm that touches *all five* stages of the funnel (discovery, education, connection, trust, invitation)
- I keep a running list of warm leads — named people who have expressed interest — that I update monthly
- I batch-create content so I am not posting from a place of panic
- I have a sales-tracking notebook or document — not in my head — where I log every collector conversation
- I have a quarterly review where I audit what worked, what did not, and what I will keep doing

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Which *friction* is the one breaking yours?

Look across the six sections. Be honest about which one scored lowest. That is the friction breaking your funnel right now. The other five matter; this one matters first.

What it actually means to *close a friction*.

Closing a friction is not a one-time fix. It is a small repeating habit. Pin the post. Repost the work. Update the warm-leads list. Send the soft CTA. The friction closes only when the habit holds for a quarter. The good news: the habits are not big. The bad news: skipping them is the silent reason the work isn't moving.

THE FRICTION YOU'RE CLOSING FIRST

The *one friction* I am closing in the next thirty days —

Three *inputs*. Thirty days.

Three specific, repeating actions that close the friction above. Specific. Repeating. Schedulable. Not aspirational.

A friction-closing input is a small thing you do on a specific cadence (daily, weekly, monthly) that builds the bridge in the place it is currently broken. Three. Calendar them before you close this PDF.

1 INPUT ONE BY WHEN _____

2 INPUT TWO BY WHEN _____

3 INPUT THREE BY WHEN _____

CLOSE

Like is *not* collect.

The bridge between them is the work. You do not need to be louder. You do not need to be more famous. You need to be consistent. Run this audit again in thirty days. See what closed.

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