

The Marketing Audit for Artists.

Three of sixteen. Find the gap. Activate one tonight.

A COMPANION TO "THE FOUR JOBS THE GALLERIST IS DOING" · TIER: STARTING GLORY+ · PRINT OR FILL IN BROWSER

Most artists are running three distribution channels: Instagram, a mailing list, and openings. **There are sixteen.** Tonight you map the full board, find the highest-leverage gap you can move on right now, and **activate one channel before the session ends** — not plan to. Actually do it. Send the message, publish the post, draft the email. The worksheet is the room.

PART 01 · THE AUDIT

Map the full board.

For each of the 16 channels: are you using it, is it working, and what is the most recent specific result it produced? Working means it produced a sale, an opening, an intro, a placement, a press hit, or a paying opportunity in the last 90 days. "It got engagement" is not working.

#	CHANNEL	WHAT IT MEANS	USING IT?	WORKING?	LAST RESULT · DATE
01	Instagram / Social	Organic posts, reels, stories on platforms you don't own.	Y / N / Some	Y / N / Cold	-----
02	Email / Newsletter	Your owned list. No algorithm between you and the reader.	Y / N / Some	Y / N / Cold	-----
03	Openings / Live Events	In-person moments where new people meet the work.	Y / N / Some	Y / N / Cold	-----
04	Press Relationships	Critics, journalists, art writers covering your work.	Y / N / Some	Y / N / Cold	-----
05	Collector Introductions	Warm handoffs to collectors from trusted	Y / N / Some	Y / N / Cold	-----

#	CHANNEL	WHAT IT MEANS	USING IT?	WORKING?	LAST RESULT · DATE
		<i>sources.</i>			
06	Gallery Representation	<i>Your gallery's collector + institutional network.</i>	Y / N / Some	Y / N / Cold	-----
07	Art Fair Presence	<i>Fair exposure — through your gallery or independently.</i>	Y / N / Some	Y / N / Cold	-----
08	Institutional Placement	<i>Museums, foundations, corporate + public collections.</i>	Y / N / Some	Y / N / Cold	-----
09	Public Commissions	<i>Government, developers, institutions commissioning work.</i>	Y / N / Some	Y / N / Cold	-----
10	Curator Relationships	<i>Independent curators outside your gallery ecosystem.</i>	Y / N / Some	Y / N / Cold	-----
11	Podcast / Audio	<i>Your voice and story on other people's platforms.</i>	Y / N / Some	Y / N / Cold	-----
12	Speaking Engagements	<i>Panels, lectures, symposiums, artist talks.</i>	Y / N / Some	Y / N / Cold	-----
13	Artist Residencies	<i>Networks built inside residency programs.</i>	Y / N / Some	Y / N / Cold	-----
14	Licensing / Reproductions	<i>Your work on products, in publications, editorial use.</i>	Y / N / Some	Y / N / Cold	-----
15	Cross-Platform Content	<i>YouTube, Substack, LinkedIn — beyond Instagram.</i>	Y / N / Some	Y / N / Cold	-----
16	Tastemaker Networks	<i>Trusted voices who organically amplify your work.</i>	Y / N / Some	Y / N / Cold	-----

ACTIVE CHANNELS

___ / 16

Yes + working

GONE COLD

___ / 16

Was working, now isn't

NEVER TOUCHED

___ / 16

The gap to read

PART 02 · THE GAP

Pick your highest-leverage *gap*.

Look at the missing channels. For your top three candidates ask: would this reach an audience my current channels are **not** reaching? Do I have the relationships or skills to activate it inside a quarter? Score each by leverage (1 = small move, 5 = changes the room).

MISSING CHANNEL	WHY THIS ONE · WHO WOULD IT REACH	WHAT IT WOULD TAKE · ONE SPECIFIC MOVE	LEVERAGE / 5
			1 · 2 · 3 · 4 · 5
			1 · 2 · 3 · 4 · 5
			1 · 2 · 3 · 4 · 5

MY HIGHEST-LEVERAGE GAP · THE ONE I AM ACTIVATING TONIGHT

Activate it. *Tonight.*

You are not planning a move. You are making one. **Draft it on this page** — then send it before the session ends.

THE SPECIFIC FIRST ACTION

WHO I'M CONTACTING /
WHERE

THE EXACT CHANNEL · LINK /
ADDRESS

THE ONE SENTENCE TO LAND

DRAFT THE MESSAGE / POST / EMAIL HERE

Subject / opening line:

Body:

PART 04 · THE COMMIT

Sign the *work.*

A move you make tonight is one. Three more this week makes a pattern. Patterns build careers. Lock in both.

THE COMMIT

I will complete tonight's action by _____ *(end of session).*

Next 7 days I will activate this same channel _____ more times.

Signature _____ Date _____

Bring this to next Monday's Office Hours. We'll read it together.