

The Art of Follow-Up

Turn Collector Interest Into Sales



The Art of Follow-Up

What do I mean by follow up?

Follow-through
Marketing
Follow-up



The Sale Began Years Before the Purchase



An Interested Collector. An Open Conversation. A Full-Price Sale.

Every Sale Has a Timeline

Interest can come long before a purchase.

Follow-up keeps the conversation open.



1. Collect Contact Information

A good conversation needs a way to continue.

Name and email

The work or subject of interest

Permission to reconnect

Collector Contact

Name: Alex Morgan

Email: alex.morgan@example.com

Interested In: Small Landscape Paintings

Contact Preference: Email About New Work

Fictional Example



An Easy Way to Get Contact Info: Don't Ask, Tell

“Let me get your email address
so I can email you an image of
my artwork.”

A Few Notes Make It Personal

What caught their attention?
What did they tell you?
What would make the next message useful?

Conversation Notes

Alex Morgan

Met At: Art Fair

Interest: Small Landscape Paintings

Asked: Please Email Me New Work

Next Step: Email A Relevant Update

Fictional Example

2. Organize Your Follow-Up

Each active conversation needs a place to live.

Contact details

Conversation notes

A next action and reminder

Follow-Up List

Alex Morgan	Oct 30	Email New Landscapes
Casey Lee	Nov 2	Answer Size Question
Jordan Reed	Nov 6	Share Requested Update

Fictional Examples

Todoist as a Simple CRM

Email Alex Morgan About New Landscapes

Met at an art fair. Interested in small landscape paintings. Asked for email updates.



Collector Follow-Up



Oct 30



A specific next action, with the context you need and a date to bring it back.

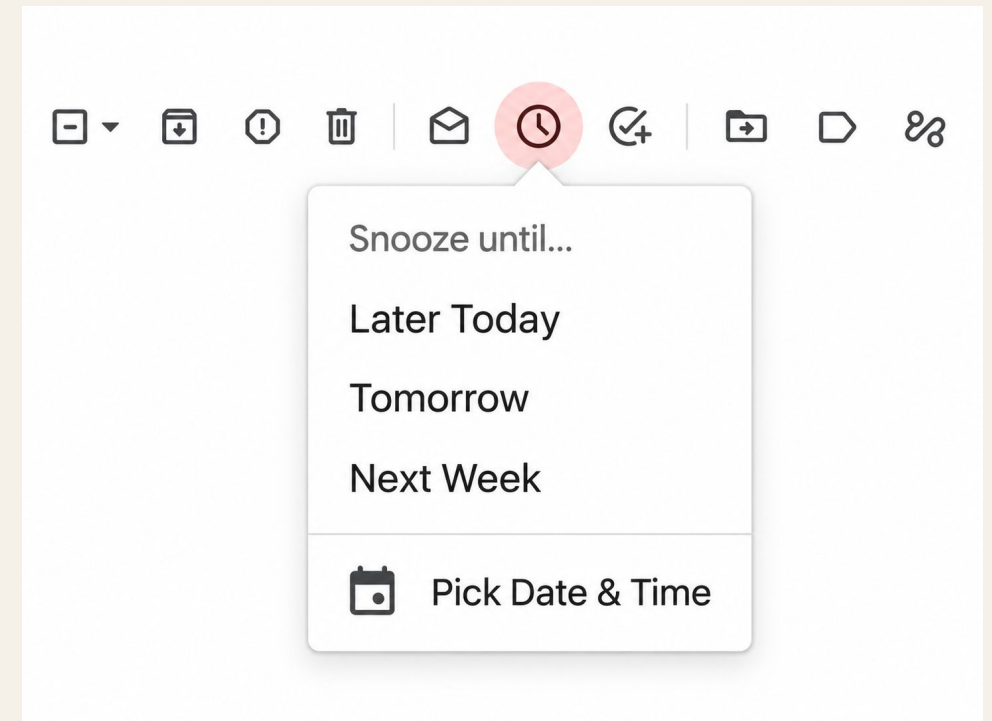
Illustrative Todoist example. Fictional contact and task.

Gmail Snooze Brings It Back

The clock icon opens Snooze.

Choose a suggested time or “Pick date & time.”

The original email returns to your inbox.



Illustrative Gmail example. Menu options may vary.

Example Follow-Up Email

To: alex.morgan@example.com
Subject: New Landscape Paintings

Hi Alex,

You mentioned enjoying smaller landscapes. Here are two new pieces I thought you might like.

Jason



3. Persist With Something Relevant

New work connected to their interests
An answer to an earlier question
An update they asked to receive

A Relationship Can Take Time

Keep the communication useful.
Give the collector room to respond.
Honor their preferences.



A Routine You Can Maintain

A short follow-up session each week:

Review the people due for contact.
Send a useful message.
Record the next step.

Weekly Follow-Up

- ☐ Review Who Is Due
- ☐ Send A Relevant Message
- ☐ Record The Next Step

Example Routine

Questions and Conversation

What would make follow-up easier in your art business?

Jason Horejs
RedDotBlog.com



Before We Wrap Up

Future Topics

What would you like us to cover next?

jason@xanadugallery.com

A Short Testimonial

Would you recommend this session to another artist?

What would you tell them about it?

What was helpful, and why?

In the chat

