

# The Flock 2020 | Part Two

## JULY

### FOCUS: Originality

- Monthly Art Challenge
- Copyright Infringement & Fair Use Doctrine
- Why Copying Isn't Always Bad (WHAT?!)
- Building a Portfolio
- Master Session: Becca Courtice
- Video Art Lessons
- Community Winners \$\$
- 2 Live Chats / Q&A

## AUGUST

### FOCUS: Website Building & Email Lists

- Monthly Art Challenge
- MUST INCLUDES for Your Website
- Importance of Email Lists
- Ultimate Email Building Guide
- Create Lead Magnets that Convert
- Master Session: Michael Janda
- Video Art Lessons
- Community Winners \$\$
- 2 Live Chats / Q&A

## SEPTEMBER

### FOCUS: Selling

- Monthly Art Challenge
- Get Market Ready + Supply Checklist
- Selling Physical & Digital Products Online
- How to Afford Offering Free Shipping
- Master Session: Alex Simon
- Video Art Lessons
- Community Winners \$\$
- 2 Live Chats / Q&A

## OCTOBER

### FOCUS: Back to Basics

- Monthly Art Challenge
- How Fundamentals are Actually Advanced Techniques
- The Real Reason Niching is the Big Buzz Word
- Master Art Tutorial List
- Master Session: Elina Lukas
- Video Art Lessons
- Community Winners \$\$
- 2 Live Chats / Q&A

## NOVEMBER

### FOCUS: Logistics & Behind the Scenes

- Monthly Art Challenge
- End of Year Tax Prep
- Day-to-Day as a Full Time Artist
- Master Vendor List
- Collaborations & Affiliates: Everything You Need to Know
- Master Session: Amy Northard, CPA
- Video Art Lessons
- Community Winners \$\$
- 2 Live Chats / Q&A

## DECEMBER

### FOCUS: Goal Setting

- Monthly Art Challenge
- Productivity Flow Sheet
- Develop Achievable Goals + Workbook
- Redefining Routines
- Master Session: Lindsay Bong
- Video Art Lessons
- Community Winners \$\$
- 2 Live Chats / Q&A

\*subject to change