Sample 2: Email and social repurposing

Spec sample written by Alex Mercer to show style and range. Not published, not client work, and not written for or endorsed by any named company.

Target reader: newsletter subscribers who are working artists. Format: marketing email repurposed from the blog post (about 200 words) plus three social posts.

Email

Subject: Your artist statement might be costing you sales

Preview text: Three sentences that do the job better.

Hi {first name},

Quick question: when someone stands in front of your work and reads your artist statement, do they come away more excited to buy it, or more confused?

Most statements are written for grant panels. But the person reading yours at a show is usually a potential collector, and they're silently asking one thing: why should I care?

This week, try writing just three sentences:

- What your work looks like, in words a stranger can picture.
- Why you make it, with one honest, personal reason.
- How you make it, with one concrete detail about your process.

That's it. Keep it under 150 words and read it out loud before you print it. If you stumble, cut.

We put together a full guide, with a before-and-after example, here: [Read the guide]

Talk soon,
{sender name}

Social posts

1. Your artist statement isn't for the grant panel. It's for the person standing in front of your work, deciding whether to buy it. Write for them.

2. Before: "My practice interrogates liminal domestic space." After: "I paint rooms right after the people leave." One of these sells paintings.

3. 20-minute challenge: write three sentences. What it looks like. Why you make it. How you make it. That's your new artist statement.