

Welcome Series

## Email #1

### Thanks for joining my community!

Hi <FNAME>

WELCOME!

I'm so glad you decided to start receiving my emails and special offers!

Here's what you can expect from me:

- You'll receive three more emails from me, about a week apart.
- After that, I'll send two or three emails monthly, some of which will contain the special offers I mentioned earlier — so be sure to watch out for those! The frequency of emails you receive from me may increase as we draw closer to special holidays. I'll want to make sure you can benefit from any of my special offers!
- You can unsubscribe at any time. Because I'm just starting out with these emails, please let me know if the Unsubscribe didn't work for you by emailing me at [info@stephaniemcleanart.ca](mailto:info@stephaniemcleanart.ca) (note the ".ca"! ) and I'll remove your name and email address manually.

Of course, I'd love it if we remained connected. :-)

To thank you for joining my community, please [CLICK HERE](#) and download your free PDF containing 5 tips that have worked for me on how to deal with anxiety. I hope you enjoy it!

Happy reading!



Self-portrait

(formatting will hopefully be better on the real email!)

Yours truly,

Stephanie

<https://www.stephaniemcleanart.ca>

P.S. I'd love to know how you enjoyed the Anti-Anxiety Tips PDF. Feel free to write to me at [info@stephaniemcleanart.ca](mailto:info@stephaniemcleanart.ca) to let m know!

P.P.S. If you're not already doing so, follow me on:

Instagram: [https://www.instagram.com/stephaniemclean\\_art/](https://www.instagram.com/stephaniemclean_art/)

Facebook: <https://www.facebook.com/McLeanPaints>

P.P.P.S. I haven't *really* introduced myself here, but I will in the next email!

Welcome Series

**Email #2**

**Subject Line: What you can expect from me**

Hi <FNAME>

WELCOME!

I'm so glad you've started receiving my emails and special offers!



As you may know, I used to be a jazz vocalist before entering the corporate world. I had such anxiety that I had to leave that environment and return to my artist life. I've been painting on and off for about 10 years or longer, but it's really since the beginning of 2020 that I've been painting almost non-stop.

Me in 1998 when I was singing with The Tone Poets, a Montreal-based jazz quintet that I co-  
led. We played all sorts of festivals and went  
on several tours.

I started off with florals, doing some paint pouring art and creating mixed media pieces of animals in their natural environments. I also really got into creating mosaic art for a while.

Then I began painting portraits of musicians. That's when the bells and whistles went off in my head, alerting me that I'd really found my passion! I still enjoy painting animals, and I consider them to be performers, too. Any creature that demands my attention and engagement is a performer in my books!

I live in an area of Toronto, Ontario, called The Beaches with my husband and son, whom I love spending time with. We don't have any pets right now but who knows, maybe one day we will!

To thank you for joining my community, please [CLICK HERE](#) and download your **free PDF** containing **5 tips on how to deal with anxiety** that have worked for me. I hope you enjoy it and that some of them work for you, too.

Happy reading!

Stephanie  
<https://www.stephaniemcleanart.ca>

P.S. I'd love to know how you enjoyed the Anti-Anxiety Tips PDF. Please write to me at [info@stephaniemcleanart.ca](mailto:info@stephaniemcleanart.ca) to let me know!

P.P.S. If you're not already doing so, follow me on:

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Welcome Series

**Email #3**

**Subject Line: Are we seeing the light?**

Hi <FNAME>

*Are we seeing the light at the end of the tunnel in this pandemic yet?*

Many of the people have asked me this during casual conversation, and I've been asking myself the same question. I'm not going to get into the topic of vaccines, here. This isn't an arena for socio-political views. All I can say is the sooner we get ourselves out of this situation, the better!

In the meantime, there's lots of art to admire.

New art movements seem to be borne of world events, such as wars, pandemics and famines. Did you know there were 10 art movements that emerged after World War II? This is according to Professor Hudelson, Associate Professor of Art History at Palomar College in San Marcos, California. To name just a few:

Pop Art (late 1950s -1960s) Conceptual Art (mid-60s to 1970s)  
Earth Art (mid-60s to 1970s)



**Andy Warhol**



**John Cage**



**Nancy Holt**

**“Art movements are a historical convenience for grouping together artists of a certain period or style so that they may be understood within a specific context.” - [artfactory.com](http://artfactory.com)**



As an artist, I firmly believe that art coming out of wartime periods and pandemics are the artists' ways of dealing with the stress and anxiety of those times — either by painting what they feel or by portraying their ideal life in their artwork.

**I would consider my paintings to straddle the line between abstract impressionism and abstract expressionism. I see a direct line from Matisse's Fauvism movement to this style that I'm so drawn to.**

**Matisse's Fauvism**



**Abstract Impressionism (artist unknown)**



**Abstract Expressionism (artist unknown)**



## **My style**

Who knows what new styles will come out of years 2020-2021. Only time will tell!

So, if we're forced to remain indoors, at least we can enjoy art-viewing online, right?

See more of my paintings at <https://www.stephaniemcleanart.ca/gallery> .

Until next time, stay safe!!!

Stephanie xo

Welcome Series

## Email #4

### Subject Line: Which painting is your favourite?

Hi <FNAME>,

Because being a full-time artist means you're also a business owner, I have some strategic business matters I'd like your help with. It's pretty simple, actually, but it will help me out SO much!

In return, I'd like to offer you 20% off a print OR a mounted canvas of the painting you chose. This is a significant discount that I can't believe I'm offering right now, as I've just started to sell my paintings. But taking risks is what's needed in business, sometimes!

Here is my request:

Rate the three paintings below in terms of which you like the most, where "1" means it's the painting you like the most, "2" is the your the one you like second-best and "3", for the painting you like less than the other two.

Painting #1  
<image>  
(Mitch)



Painting #2  
<image>  
(Sir Bebop)



Painting #3  
<image>  
(Jazz Violinist)



[CLICK HERE](#) and let me know which painting you prefer (in the body of the email): 1 - Mitch, 2 - Sir Bebop or 3 - Jazz Violinist

After receiving your reply, I'll let you know the final price of your preferred painting with the 20% discount.

I look forward to hearing from you!

Yours truly,  
Stephanie McLean

P.S. I have many more offers to send you via these emails... Stay tuned!