

*A way to create*  
LILY ADELE

# Stand Out - Without *Selling out.*

The Artist Guide to Marketing  
that Feels Like Making.

by Lily Adele

# Welcome.

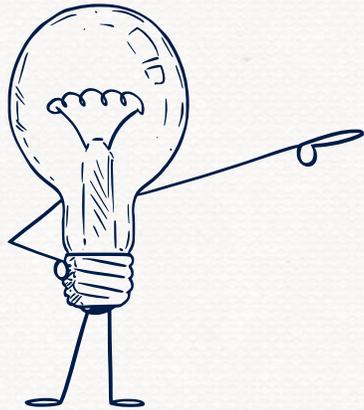
Before We Begin - First off, **thank you**. *Truly*. Downloading a guide like this might seem small, but it's a sign you're ready to step into something deeper - not louder. Not trendier. Just... **truer**.

Over the next few pages, I'll walk you through a simplified version of the system I've taught to hundreds of artists inside The Authentic Artist's Academy.

It is the advice I wish I had had. The tools I wish I had used, and the guidance I wish I had found - sooner.

If you're ready to build something **real**, something **true**, and something that **lasts** - *this is for you*.





# But first...

*Let's set some honest expectations*



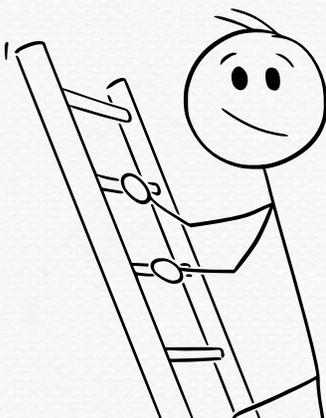


# WHAT'S INSIDE THIS GUIDE

I want to be crystal clear about what this guide is —  
*and* what it is **not**.

Because it's **not** a "hack". It's **not** a magic pill. It's a *framework* for showing up with strategy, sustainability, and most importantly — **authenticity**. Because if you're anything like the artists I work with, you've downloaded **too many free things** that left you more *overwhelmed* than empowered.

**That's not what we're doing here.**



This guide isn't here  
to sell you a dream

It's here to give you  
something usable

Lx

**P.S.** This system is part of The Authentic Artist's Academy  
— which is open for a short time after you've signed up.  
Details at the end if you want to go deeper.



# You will leave with:

START

1

## THE INVISIBLE SYSTEM

Name the pressure that's been quietly shaping your decisions (& expectations) - so you can start to **break free** from what's been holding you back.

2

## WHERE MOMENTUM LEAKS

Spot the subtle gaps in your current approach - and understand why "just post more" has never been the **real** problem.

3

## HOW MOMENTUM GROWS

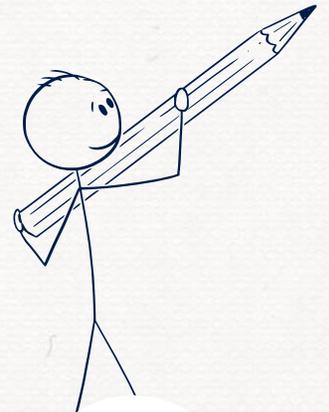
See how a simple, repeatable system actually works - one that protects your energy **and** builds long-term trust.

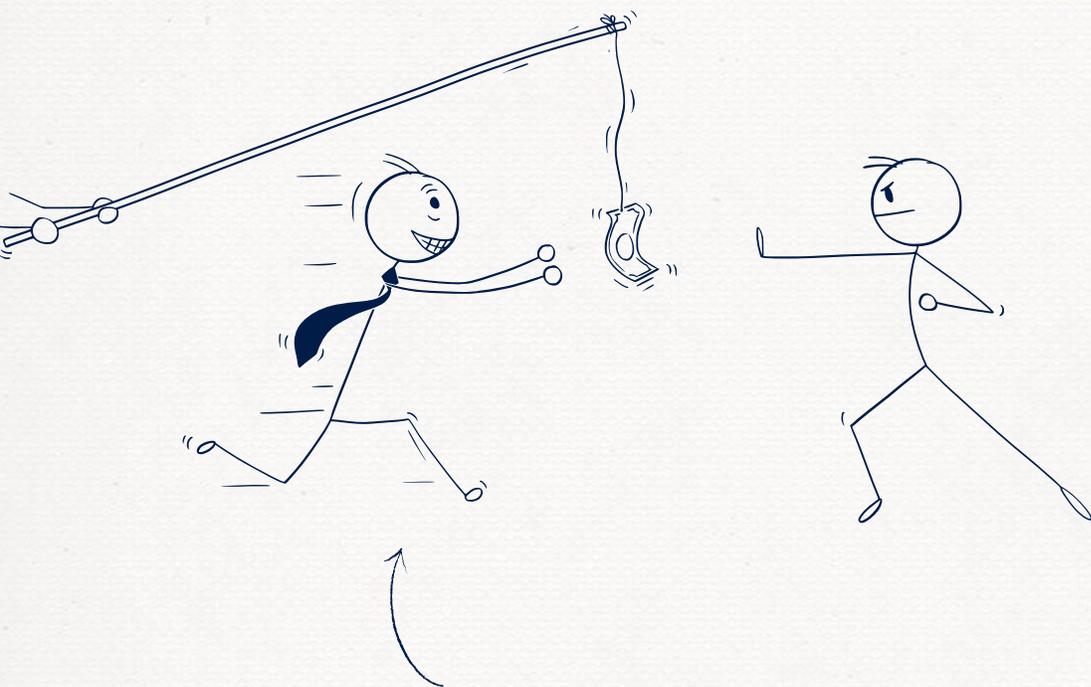
4

FINISH

## WHAT IT LOOKS LIKE IN REAL LIFE

Meet artists inside the Academy - and see how they're building slower, deeper, more aligned success (without chasing the algorithm).

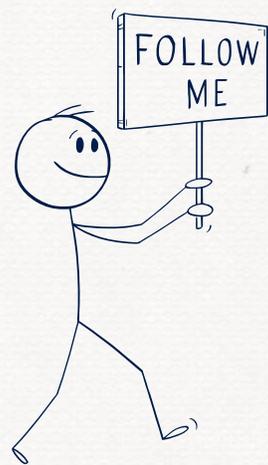


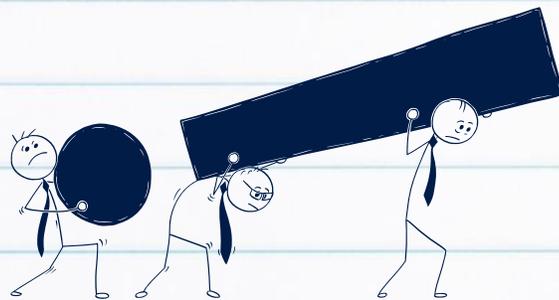


## You won't leave with

Step-by-step tutorials, tech walkthroughs, or overnight success stories. And you definitely **won't** leave with instant "results". Because this **isn't** about overnight success. It's about building something **honest, sustainable, and yours.**

Are you coming?





# Part One

## THE INVISIBLE SYSTEM

*True momentum starts with **truth**.*

And that means **naming** the pressure you've been carrying  
— maybe without even ***realising it***.

# Why it's felt so *heavy*

You've probably heard it  
all before...

"Be consistent."

"Post more often."

"Engage with your followers."

"Build your brand. Be visible."

Tell your story. Show up every day."

And if it's not working?

"You're probably just not doing  
enough."

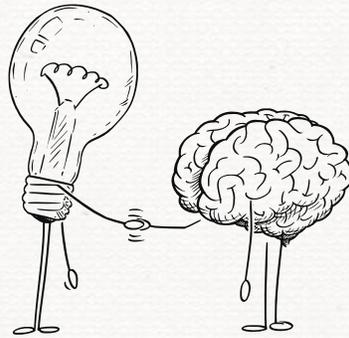
That message doesn't just exhaust  
you. It makes you **question** yourself.

Are you lazy? Behind?  
Uncommitted? (You're not).

That pressure—of always having to  
do more, share more, be more  
— it doesn't lead to growth....

**It leads to burn out.**





The *real* reason artists **burn out**

# Even When You're Doing Everything "Right"

You create content and hope it reaches people.



But nothing is predictable – So you keep working harder... despite seeing smaller returns.

You know email matters... but it feels like a tech/admin overload, with no proof of return.



So it falls to the bottom of your to-do list – yet the more you avoid it, the *worse* you feel.

Tasks like gallery / art fair submissions rarely lead to sales, plus they're often just too big to manage all at once.



So you either push yourself harder or shut down (& do nothing at all) – either way you're still punishing yourself.

# The result?

A studio full of work.  
Too drained to make anything new  
& the dread of unpaid bills.

**It's not you**

— it's a system that was never  
**built for you.**





# Part Two

## WHERE MOMENTUM LEAKS

You don't need to work *harder*.  
You need to find the leak that's **draining** you.

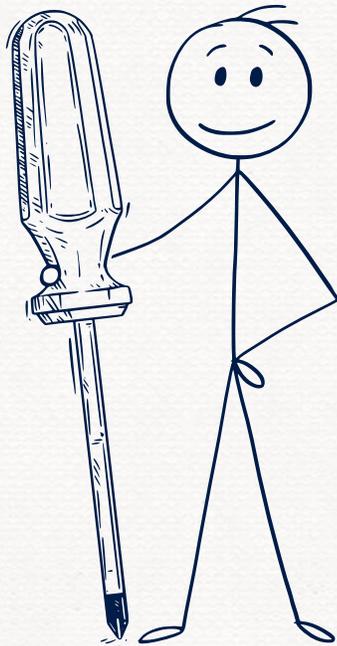




Because being an artist should **never**  
have to mean being *exhausted*.

If it's feeling heavy right now, this is where I'd begin →





# STEP 1.

## Diagnose the leak

If done right - marketing isn't *separate* from making - it's just another way your art gets to *speak*.

But before you try *another* platform, boost another post, or write another to-do list...

Let's **slow down** for a second, and figure out **where** your momentum is leaking out.



Your work gets seen  
+ you feel some-what *visible*.

But few seem to stick around —  
you're noticed, and then  
forgotten.



Diagnose

# WHERE'S YOUR LEAK?

*Click each box  
to find out x*

You get a few followers,  
subscribers + likes

But they're not serious collectors  
— they show interest, but not  
buying intent.



Diagnose

You get lovely feedback,  
DM's + *encouragement*.

But they never actually buy —  
even when they say they love it.



Diagnose

Not sure if any of  
these sound like you?

That's ok!





# **DIAGNOSIS**

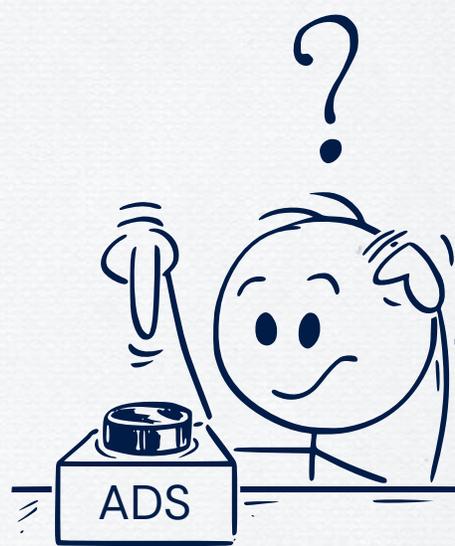
You have a *retention* problem 🖐️

If your work gets *some-what* seen – but few seem to stick around. It's **not** you, it's that you're pouring your energy into a bucket with *several holes in the bottom*.

Here's the *real* problem 🔍

People *rarely* buy (or even sign up) the **first** time they see something. In fact, studies show they need to see it at least **seven** times *before* they act.

But most artists don't have a system that keeps them **front-of-mind**, never mind one that re-targets or re-connects those who have **already** engaged.

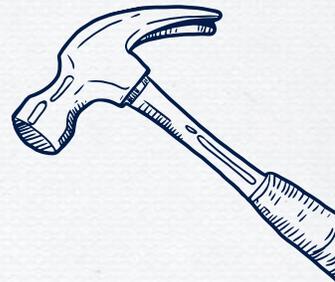




# DIAGNOSIS

You have an  
interest-to-intent gap 🖐️

If people are liking, following, or signing up  
— but **not** buying — the problem isn't necessarily your art.  
It's that your message isn't giving the **right** people,  
the **right** reason to act *now*.



Here's the *real* disconnect 🔍

Often, artists attract other artists **or** casual admirers.  
The Process talk. The Art speak. The open-ended captions....

They invite appreciation... **not** buying intention

and yet most artists never realise their  
message is quietly repelling the very people  
**ready to buy.**





# DIAGNOSIS

You have a *hesitation* blockage 📍

If people are DM'ing you, raving about your work, or saying things like "one day" — the interest is **real**.

But it sounds like they're stalling at the final step... That means something is likely missing between their **desire to own your work** — and their **decision** to actually **buy it**.

So, what's *really* going on? 🔍

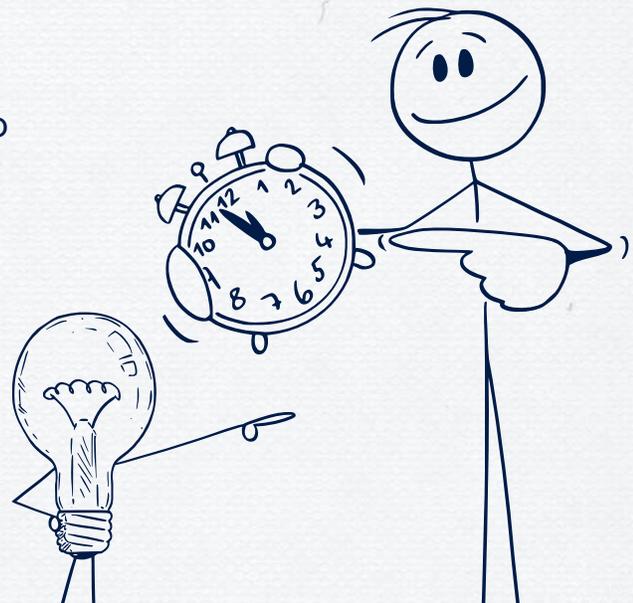
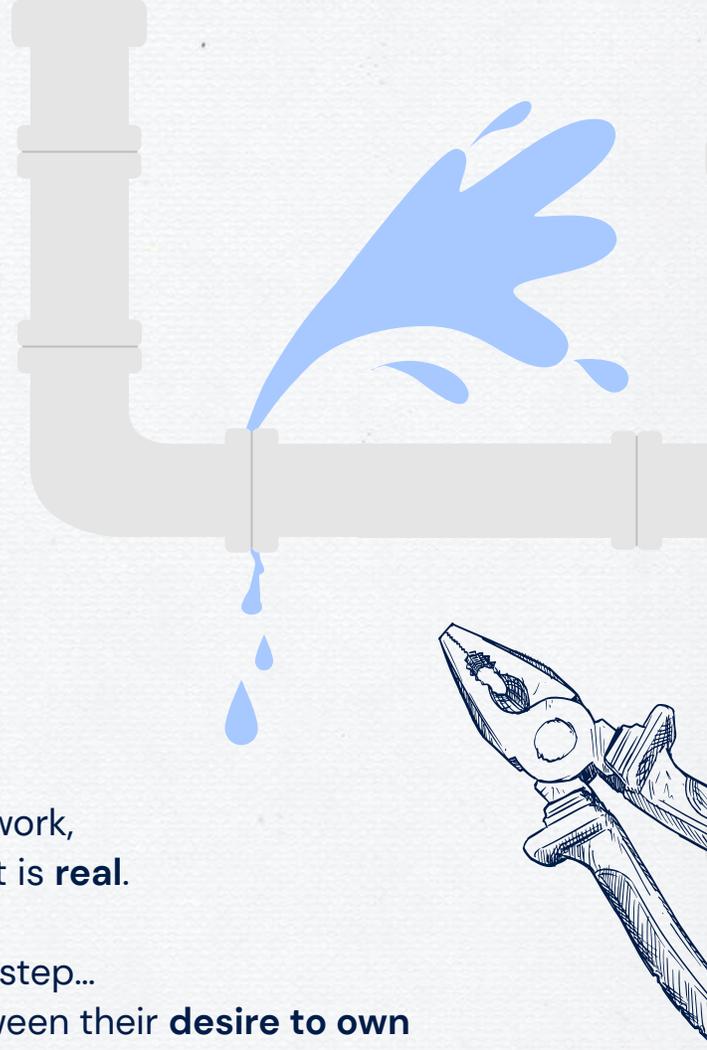
**The truth is** — if there's **no** structure... There's **no signal**.

No path.

No Urgency.

Only... **procrastination**.

And yet — most artists are never taught how to turn that **interest into clear, buyer focused action**.



# The *truth* is...

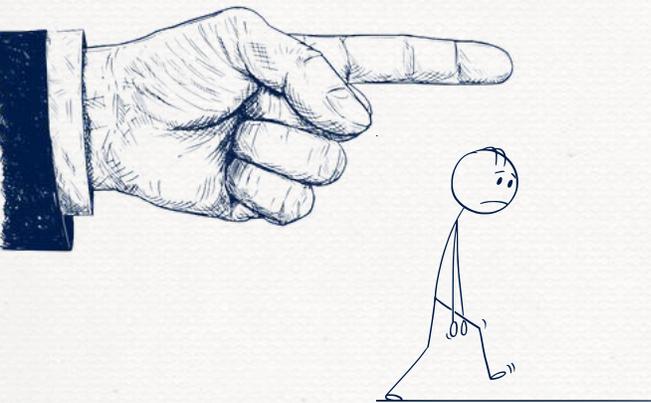
You're not broken.  
Your art's not the problem.  
Your audience isn't  
"too small".

Even if your momentum is  
leaking out through visibility,  
intent, or conversion...

Where I see most artists fall  
short? It's not skill or effort  
or even "traffic".

*It's structure*





## Why people *don't stick around*.

The secret to more sales, isn't more followers. You see, reach without resonance — in an *already* low-trust world — simply adds more **noise**.

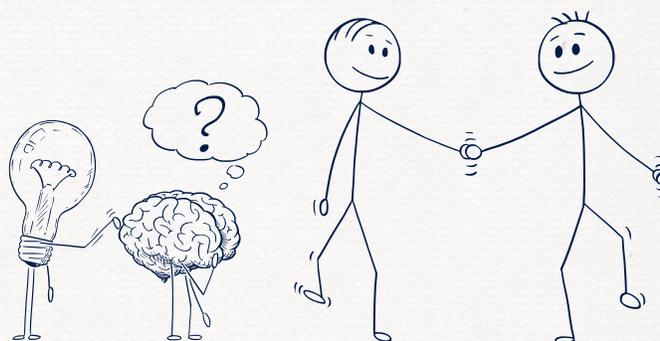
People need reminders.

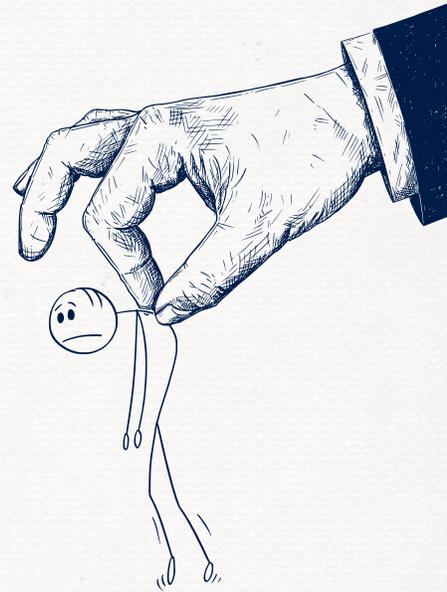
Reconnection.

And a **reason** to return — so your most powerful work doesn't just get seen — it *stays remembered*.

You don't just need *more eyes*.

You need a way to stay in people's *minds*.





# Why you're not attracting the *right* kind of people

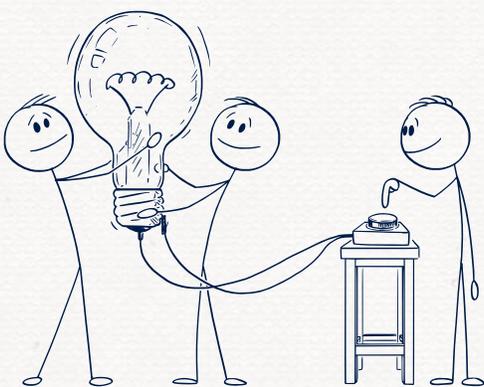
Admirers might love how your work was made — but collectors want to know why it **matters**. Deep down they're wondering:

**What** does this mean to me?

Why does it matter **now**?

**Where** would it live in my space?

The shift isn't about being *louder*. It's about showing the **right** people, the **right** message... at the **right** moment.

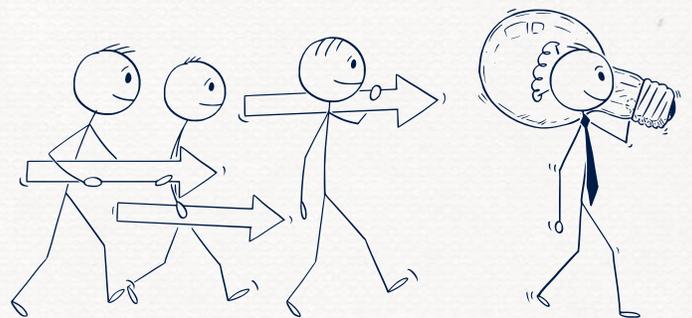


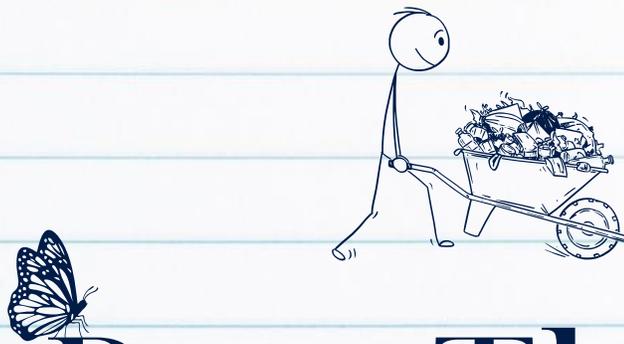


## Why people *hesitate*.

Often, it's just too easy to wait. Life happens. Interest fades. People get **distracted**. And if your work is available *all* the time — *always* there, *always* waiting? — you've quietly removed the reason for people to act **now**.

Treating sales like a tap you leave on — instead of a pulse you control — is the *invisible* habit most artists don't know is missing. **Buyers don't need pressure**. But they do need clarity, timing, and a path to buy your work **today** before it becomes another "**one-day**".





# Part Three

## HOW MOMENTUM GROWS

Real momentum isn't built by doing more  
- it's built by doing *less*.





## SO, WHAT ACTUALLY WORKS?

What works isn't about pushing *harder* – it's about building a system that works **without** you. One that grows **trust**, *visibility*, and buying intent over **time** – *even when you step away*. But most importantly – one that has all the **right ingredients**:

- ✓ Strategy tailored to your work & unique market positioning.
- ✓ A way to stay front-of-mind (without relying on the algorithm).
- ✓ A place to nurture connections *automatically*.
- ✓ A container that effectively converts, scales & *ships*.
- ✓ The support and accountability *to actually follow through*.

*But let's be real...*



# It takes *work*

(Of course it does)

But it's the kind of work that **ends** the *endless work*. It's work you do **now**, so you can thank yourself later – and yet – most artists wait until they **feel** “ready” to build a system like this – but the system **is** what *makes you feel ready*.

.Yes – **It takes time to set up**. But you'll either spend time building this, or spend it paralysed by indecision, posting into the void & then *starting all over again*.

So, if you're tired of spinning the hamster wheel – let this be your sign to build a system that handles the “doing”, so you can get back to creating what only **you can**.



*Here's how*



*Click here to start*

Phase 1.

You Seed

Stay front of  
mind.

It's a living,  
*breathing*  
eco-system

Phase 2.

You Root

Build trust on  
auto-pilot

Phase 3.

You Bloom

Launch with rhythm  
& *psychology*.

This is a 3-part rhythm designed to change *with* you **and** with the seasons. It gives you something to lean on when motivation dips and something to diagnose when growth stalls. It's **not** about doing *more*.

It's about knowing **where** to focus your energy — and **when**.



# PHASE 1. SEED

Planting visibility that grows over *time* - using *strategically placed ads*.

If paid ads haven't worked before, it's not because they **don't** — it's because most artists run "buy my art" ads *way too soon*, **or** their ads lack "qualifying filters" that attract the **right** kind of people. You see, ads should start *long before the sale* — and earn their keep by *keeping your best posts alive*.

That's why we start *smaller* — using your *best performing posts*, with *built in strategic qualifiers* ( *never* - cold pitches).

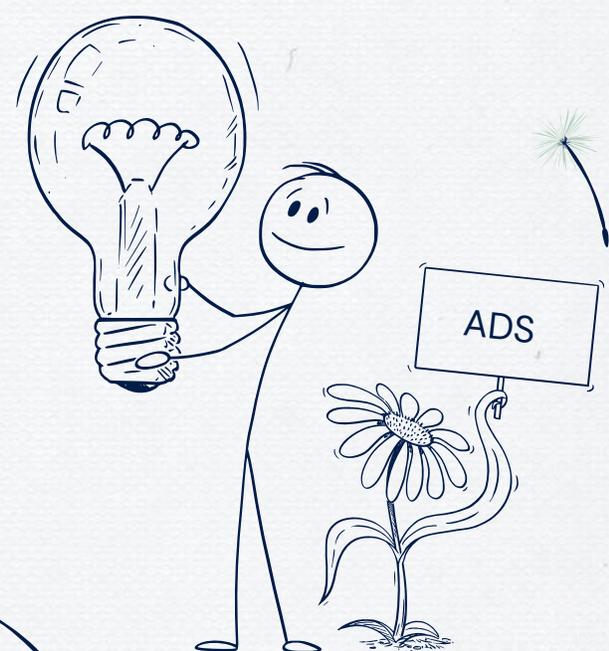
## People need to see you again & *again*.

You're not trying to "sell" **yet**. You're building trust & staying visible — even when you're offline. The goal isn't to get *louder*. It's to get **clearer** — with content that **circulates** instead of *expires*. Because **remember**: people need to see you (7x on average) before they act.

 **This is where low-cost paid ads come in.**

Not to "sell," — but to quietly re-show your most engaging posts to fresh, aligned people — and later **retarget** the ones who've *already* paused, clicked, or *watched*.

This means that when it **is time** to invite them to purchase, **the cost to acquire them is much, much lower.**





# PHASE 2. ROOT

Nurture the relationship *beneath* the surface - *without burning out*.

You don't need to send *weekly* emails.  
You need a system that earns **trust** while you sleep.

This isn't a *newsletter*. It's a trust-building *system* you only have to write *once*.

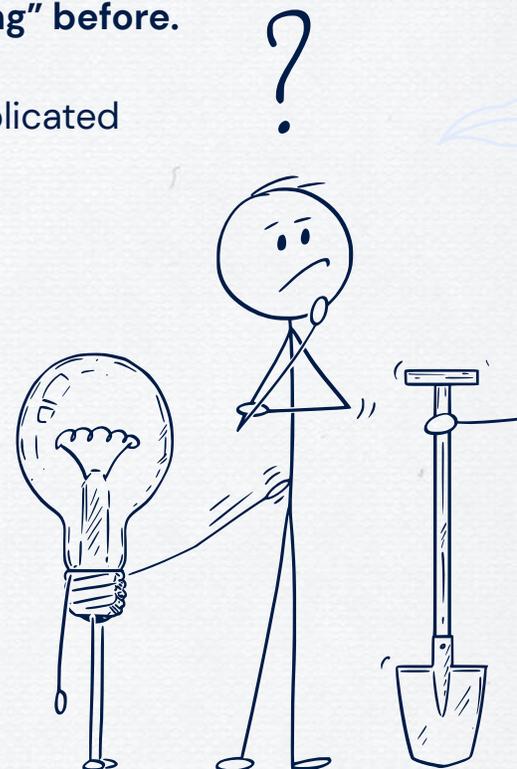
People don't buy art just because they like your work. They buy when something **shifts**:

I **trust** this artist. This feels *worth it*.  
This means something to me. **Now is the time**.

🌱 You've heard the term, "*automated email marketing*" before.

But I'm **not** here to teach you *constant* funnels or complicated software. *Instead*, you'll learn how to answer the four questions your buyers are *already* asking with **one** automated sequence — *that fires in your sleep*.

Most artists think consistency means "posting all the time." But *real* consistency is emotional — *not* logistical. **It's about being felt, even when you're not online.**





# PHASE 3. BLOOM

Launch with **timing**,  
trust, and *behavioural* cues.

Most artist's release strategies fail. Not from lack of effort, but from poor timing and **misaligned** pressure. You might have had all the right pieces — just in the wrong order.

We teach you to design the conditions that *move the right people* ... **at the right time.**

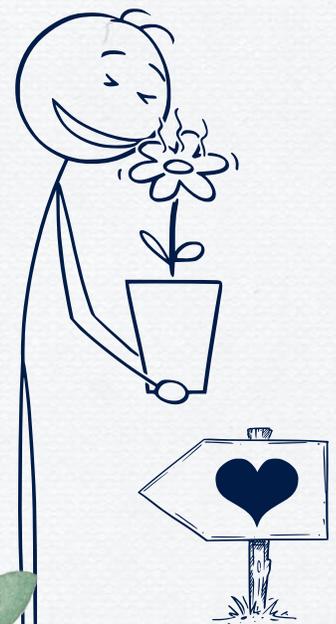
People *don't* delay because they're uninterested — they delay because they **can.**

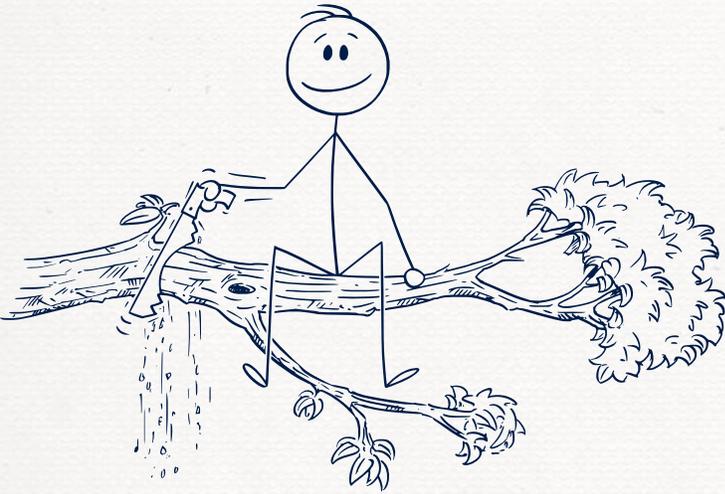
 This is where scarcity comes in — but the kind that feels good for you *and* for your collectors.

You'll learn 3 art sales urgency triggers that don't feel pushy — but turn all that visibility and trust — into **real, lasting** momentum — **because when you know how to:**

- Launch during peak buying seasons
- Build anticipation in *advance*
- Release *scalable* offers with the **right** kind of urgency.
- And **repeat** with plug & play systems.

You set the rhythm, so you can stop chasing sales — and **start sparking decisions, moving people, & making room for what comes next.**





## But This Is Where Most Artists *Give-up*

Not because they *don't* care.  
But because this part is **invisible**.

They *don't* see the seed taking root. They don't *notice* the **subtle shifts**. They don't *trust* what they've planted — And so they sabotage the very nature of what's supporting their growth - *by starting again*.

You see, **real** growth takes **time**.

It takes roots *before* it takes shape.

and that's why this work is **not** for everyone.

It's for the artists willing to stick with it long enough to build something that **lasts**.

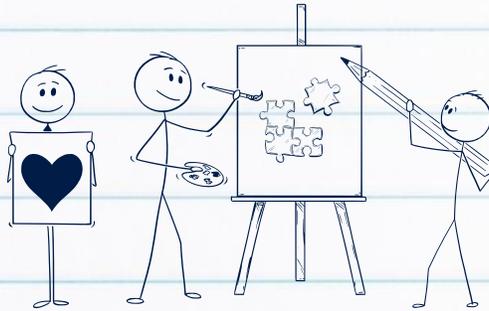




 Real Growth Doesn't  
Rush. It *rises*.

Most artists compare themselves to fully grown trees — instead of planting the seeds their future self will stand under. They chase *quick wins*. not **real growth**. But this work? It's slower. *Quieter*. More **intentional**. It asks you to commit to the kind of rhythm most *won't*. **And that's exactly why it works.**





# Part Four

WHAT IT LOOKS LIKE IN REAL LIFE

You've seen the system. But what about the **shift**?

Proof that slower, rooted growth *still blooms*?

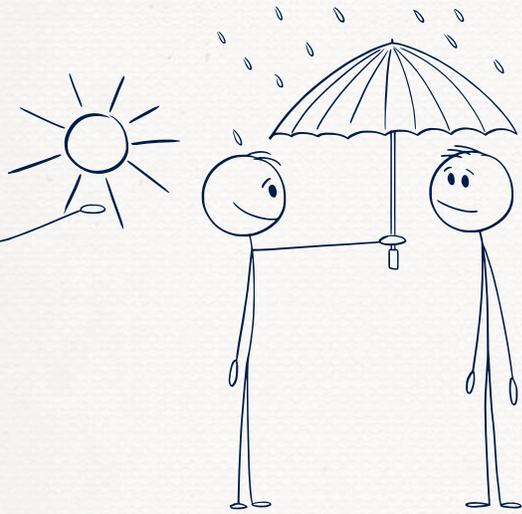




Inside The Academy,  
we don't promise  
overnight success.

We promise  
something better.

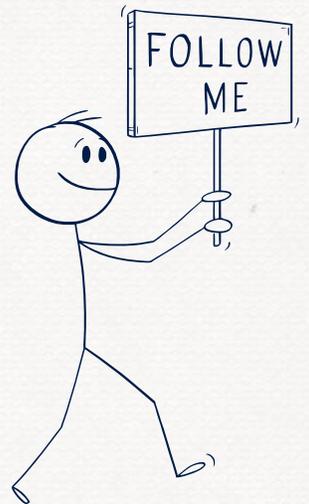




# Support for the seasons *you can't control.*

This isn't about chasing hacks or getting it "perfect".  
It's about building a rhythm that **lasts**.

*Are you coming?*  
→



# Rooted in community. Held as you grow. Freedom to *create.*

At the start of the year I had 3 projects booked in. Now I have 8...maybe more!!

— Edmund, Academy Member 2025. **+5 new commissions in less than 6 months.**

Some results?  
**You can measure.**

This month alone, I grew my email list from 64 to 581.

— Dolphin, Academy Member 2025. **+517 new subscribers in just 30 days**

I quit my job a year ago to chase this dream, and I have achieved so much, **everything is growing!** I have attached a screenshot of my sales since august\*

— Krissy, Academy Member 2025. **+8 months of consistent sales since quitting her job.**

*\*Sales growth from Aug–March (shared by Krissy)*



# But what if the most important progress isn't *as visible*?

This kind of growth?  
**It doesn't shout...**

I'm happier than I've been in such a long time since joining this community — I have a sense of **purpose, power, and support** I've been lacking for what feels like an achingly long time. I keep crying with relief at each stage of this process.

— Rosalind, Academy Member 2025.

Because **real** progress  
— happens in **community**.

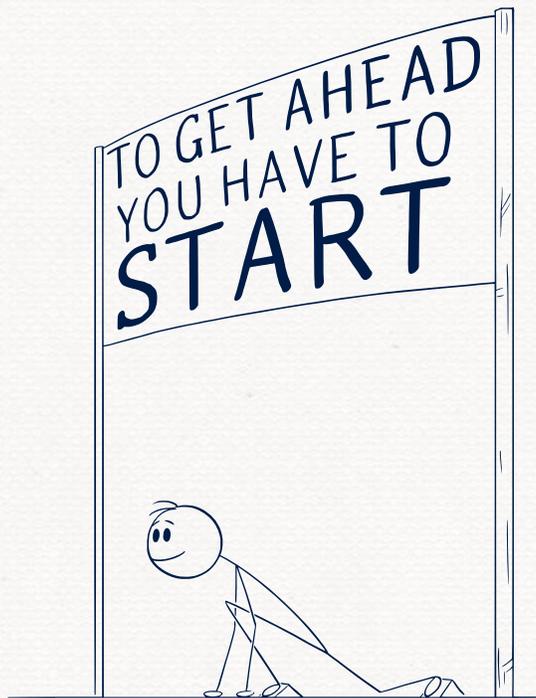
I've bought a few other courses over the years but never managed to get them to work. **Your material is by far the best I've seen.**

— Rob, Academy Member 2025.

But it's the kind **that makes the numbers possible.**

It's scary as hell but I'm **proud of myself**. I want to face my fears and open up to what life has to offer me. Thank you @Lily Adele for encouraging me to do so.

— Hannah, Academy Member 2025.



**CLARITY = ACTION**

“You do not rise to the level of your goals.  
You *fall* to the level of your systems.”

– James Clear

When we don't know what step to take *next*, we freeze, we stall,  
or we just keep spinning in the same place — *no matter how  
big or beautiful our dreams.*

That's **not** a mindset issue. **That's just human nature.**

You don't need to have it all *perfectly* figured out.

You just need to know *where* you are — and  
be brave enough to **begin.**

**This next part will help you do exactly that.**



TELL ME...

# Which *Creative Season* are you in?

💡 **Click** on the season that feels most like you, and we'll walk from there *together*.

**BEGINNER**



You've dabbled in art and love the creative process, but you're unsure of your voice or style & your confidence is still growing.

**HOBBIEIST**



You create in your spare time and love the flow, but doubt whether making a living from your art is realistic.

**ASPIRING**



Your style is emerging and you've made some sales, but the inconsistency leaves you unsure about going full time.

**EMERGING**



You're making consistent sales, but don't yet have systems in place to rely on a stable income.

**PRO**

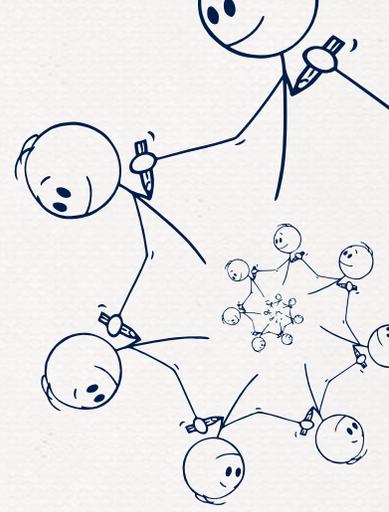


You've gone full time and sales are steady, but your income has plateaued and you're craving more ease and scalability.



## THE 4-STEP ROADMAP

# Guide for Beginners



This is where it all begins. You're not behind — you're exactly where you're meant to be. Let this season be about **curiosity**, *not* pressure. *Forget* the end result. The style, the confidence, the collectors — they come *later*.

For now, just keep following what feels **good** and **free** in your body, let go of all control — this is how your style will *emerge*.

We'll meet you at the next step — when you're ready.

*Love Lx*

### STEP 1

Play. Create freely —  
no pressure,  
no plan.

### STEP 2

Spend 1 month mimicking  
artists you adore — to find  
your flow.

### STEP 3

Stop copying — it's time to  
blend borrowed bits — your  
style will follow.

### STEP 4

Make lots of work —  
quantity leads to  
clarity.



## THE 4-STEP ROADMAP

# Guide for Hobbyists

This is the season of quiet **confidence**.

You're not just dabbling anymore — you're showing up. You know how **good** it feels to be in flow, and now you're starting to share that flow with the world.

This phase is about **refinement** over reinvention. The goal isn't to chase wild new ideas — it's to go deeper into what's *already* working.

Repeat. Develop. Evolve.

And remember — you don't have to do this alone.

*Love Lx*

### STEP 1

Build a regular *rhythm*. Make space to show up for your practice.

### STEP 2

Share progress in community to build momentum.

### STEP 3

Refine 10–14 pieces that feel like they belong together.

### STEP 4

Choose 1 platform — not to sell, but to *connect*. Storytelling > performance.



## THE 4-STEP ROADMAP

# Guide for Aspiring

This is the turning point. You've outgrown "just a hobby" — it's starting to feel like something more. You're showing up, testing the waters of visibility... but things still feel foggy.

This stage isn't about building a business. It's about building **belief** — in your work, your voice, and *your right to be seen*.

You don't need a huge audience. You need proof that what you're making **matters**. So if you're unsure how to talk about your art or feel nervous about selling — you're in *exactly* the right place.

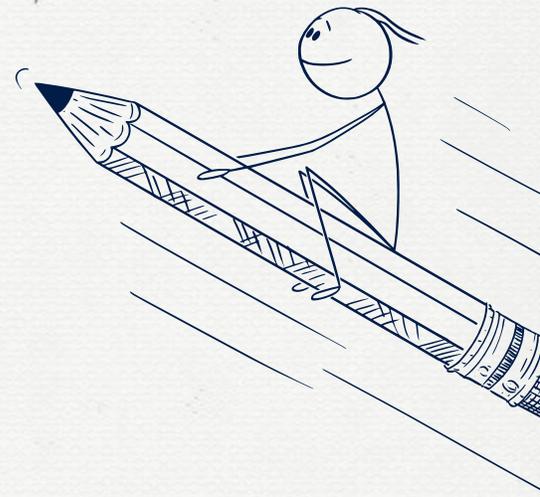
*Love Lx*





## THE 4-STEP ROADMAP

# Guide for Emerging



You've got traction — maybe even a few sales under your belt — but you're stuck in the hustle.

You're doing a lot... but the growth doesn't always match the effort.

This season is about building systems. Simplifying, refining, and moving from scattered to **strategic**.

You don't need to do more — you need to do less, *better*.

You're not early anymore. Let's get *intentional*.

*Love Lx*

### STEP 1

Streamline your offers — build upon what's *already* working.

### STEP 2

Build systems that nurture **and** convert — email > social.

### STEP 3

Use low-cost ads to gain exposure beyond your current circle.

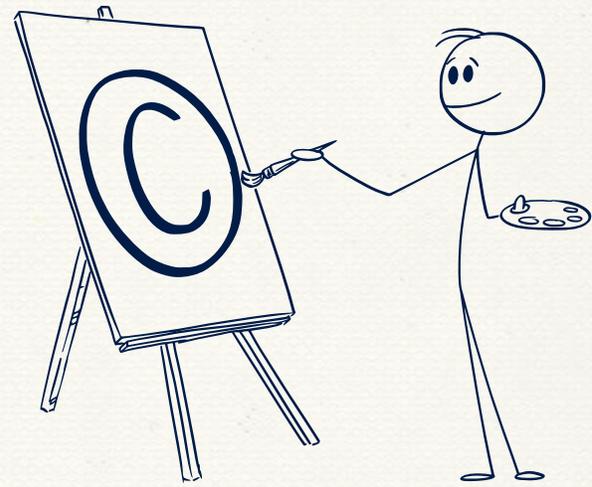
### STEP 4

Run timed launches to generate income on *purpose*.



## THE 4-STEP ROADMAP

# Guide for Pro's



You're in deep —  
wearing all the hats,  
spinning all the plates.  
The work is there, but  
so is the pressure.

You're at capacity, and  
if you're honest... it's  
not sustainable.

This stage is about  
reclaiming your **time**.

Systems, not sprints.  
Structure, not strain.

You've built something  
real — now let's make it  
*lighter*.

It's not about doing  
less... It's about doing  
the right things really  
well.

*Love Lx*

### STEP 1

Refine your offers to *scale*  
& build scarcity with timed  
releases.

### STEP 2

Automate *everything* — email  
funnels, evergreen content,  
paid traffic.

### STEP 3

Delegate admin & ops  
so you can get back  
to the studio.

### STEP 4

Position yourself for wider  
reach — PR, partnerships  
& paid ads.

# So, what's next?

If you are ready to quietly rebel against a world that keeps telling you you're behind... If you're done chasing the "overnight success" lie – and you are looking for practical **tools**, a grounded **path**, and a community to walk beside you. You'll find everything just *below*.

Let's Begin



**P.S**

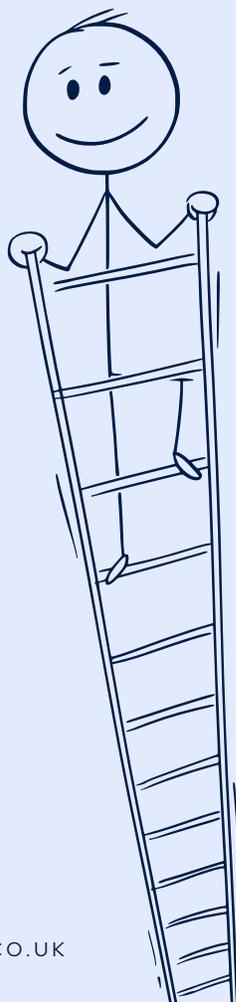
The doors to The Academy **open** for just a *few intentional days* after you sign up. Not to pressure you – **just to protect your focus**. Because the artists who *thrive* here *don't always feel ready*. They just need to **decide it's time to begin**.

*If that's you, we'd love to welcome you inside.*

*Love Lily x*

# ~~THE END~~

## *The Beginning x*



Psst. Want to keep this guide?  
Click [**HERE**] to download before  
you go on.