

How to Use This List

-Use them verbatim, use them as ideas, use them as inspiration... just start getting more email replies and WIN.

Art & Creative Process Questions

1. What's your favorite piece I've created this year?
2. If you could have me paint anything next, what would it be?
3. Which of these two pieces speaks to you more? [Image A] or [Image B]?
4. What colors make you happiest when you see them in art?
5. Do you prefer my abstract work or my realistic pieces?
6. What size artwork fits best in your home - small, medium, or large?
7. Have you ever tried painting or drawing yourself?
8. What's the first thing you notice when you look at a piece of art?
9. Would you rather see me work in oils, watercolors, or mixed media next?
10. What emotion do you want art to bring into your space?

Personal Connection Questions

11. How's your week going so far?
12. What's bringing you joy today?
13. Halloween's coming up - got a costume idea?
14. What's your favorite season for creativity?
15. Coffee or tea while you browse art?
16. Morning person or night owl?
17. What's on your weekend agenda?
18. Any fun plans for the holidays?
19. What's your favorite way to unwind after a long day?
20. Beach vacation or mountain retreat?

AI & Technology Questions

21. Are you using any AI tools in your work or life?

22. What do you think about AI-generated art?
23. Have you tried ChatGPT or Claude yet?
24. Digital art or traditional - what's your preference?
25. Do you buy art online or prefer seeing it in person first?
26. What social media platform do you actually enjoy using?
27. NFTs - yay or nay?
28. Do you listen to podcasts while you work?
29. Spotify or Apple Music?
30. What's your favorite app right now?

Collecting & Home Questions

31. Where's your favorite spot to display art in your home?
32. What room needs art the most right now?
33. Do you rotate your art seasonally?
34. Frame it yourself or professional framing?
35. How many pieces of art do you own (roughly)?
36. What's the story behind your first art purchase?
37. Gallery wall or statement piece?
38. What's your decorating style - minimalist, maximalist, or somewhere in between?
39. Ever regretted NOT buying a piece of art?
40. Do you collect anything besides art?

Opinion & Preference Polls

41. Should I focus on [Series A] or [Series B] next?
42. Thinking of a new direction - thoughts on [describe concept]?
43. Which title works better: "[Title 1]" or "[Title 2]"?
44. Should I offer payment plans?
45. What's more important to you - original art or affordable prints?
46. Studio visits - in-person or virtual tour?
47. Would you attend an online art party/event?
48. Email frequency - weekly, bi-weekly, or monthly?
49. Long detailed emails or short and sweet?
50. Behind-the-scenes content - yes or no?

Local & Seasonal Questions

51. Any local art events you're excited about?

- 52. What's the art scene like in your area?
- 53. Favorite local coffee shop or restaurant?
- 54. How's the weather treating you?
- 55. Spring cleaning - does your art collection need refreshing?
- 56. Summer plans that might include art festivals?
- 57. Fall colors inspiring anything for you?
- 58. Holiday shopping started yet?
- 59. New Year's resolutions - any involve art or creativity?
- 60. What's your favorite holiday to decorate for?

Story & Experience Prompts

- 61. What's the most memorable piece of art you've ever seen?
- 62. Tell me about art that changed your perspective?
- 63. Ever had a weird dream about art?
- 64. What's your "one that got away" art story?
- 65. First museum or gallery you remember visiting?
- 66. Art gift you've given that was a huge hit?
- 67. Describe your ideal studio visit experience?
- 68. Most unexpected place you've seen great art?
- 69. Art mishap or funny story to share?
- 70. What artist (living or dead) would you love to meet?

Quick Check-ins

- 71. Just checking in - how are you really?
- 72. Need any inspiration today?
- 73. What's one word to describe your mood?
- 74. Scale of 1-10, how's your creative energy?
- 75. What made you smile today?
- 76. Quick question - you there?
- 77. Miss seeing you - everything okay?
- 78. Got 30 seconds for a quick question?
- 79. Haven't heard from you in a while - still into art?
- 80. Just saying hi - hi back?

Business Feedback Questions

- 81. What would make my website easier to navigate?

82. How did you first find me?
83. What would you like to see more of from me?
84. What would you like to see less of?
85. If I offered workshops, would you be interested?
86. Commission work - something you'd consider?
87. What's stopping you from buying art right now?
88. Price point feedback - too high, too low, just right?
89. Shipping concerns - what worries you most?
90. Would you recommend me to a friend?

Fun & Playful Questions

91. Cats or dogs (or both, or neither)?
92. If you were a color, which would you be?
93. Superpower of choice?
94. Last show you binge-watched?
95. Book recommendations?
96. Playlist suggestions for studio time?
97. Weird food combination you secretly love?
98. Most used emoji?
99. If money wasn't an object, what art would you buy?
100. Zombie apocalypse - what art do you save?

Timely & Contextual Questions

101. Tax season - need donation receipts for art purchases?
102. Spring cleaning - any art need professional cleaning?
103. Moving? Need packaging advice for your art?
104. Redecorating? Let's talk about what might work!
105. Gift season approaching - who needs art?
106. Anniversary coming up? Art makes a great gift!
107. New year, new art goals?
108. Valentine's Day - romantic art or nah?
109. Back to school - dorm room art needs?
110. End of year - reflecting on favorite pieces?

Engagement Boosters

111. Reply with just an emoji that describes your day

112. Wrong answers only: what do you see in this abstract piece?
 113. Caption this [artwork] badly
 114. One word to describe this piece - go!
 115. First thought when you see this? No filter!
 116. Reply if you're reading this on your phone
 117. Hit reply and tell me the first thing you see from where you're sitting
 118. What time are you reading this email?
 119. Reply with your city/state - where are my collectors?
 120. Screenshot and share if this resonates!
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Bonus: Follow-up Reply Generators

Use these to keep conversations going after the initial reply

- "Interesting! Tell me more about that..."
 - "Why that one specifically?"
 - "Have you always felt that way?"
 - "What makes you say that?"
 - "That's cool - how long have you been doing that?"
 - "No way! Me too - what are the odds?"
 - "I hadn't thought of it that way - elaborate?"
 - "That's a great point - what else?"
 - "Love that answer - can I share it (anonymously)?"
 - "You just gave me an idea - mind if I run with it?"
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Pro Tips from the Episode

The Reply Strategy Formula:

1. **Send a simple email with NO links**
2. **Ask ONE genuine question**
3. **Keep it SHORT (2-3 sentences max)**
4. **Reply to EVERY response you get**
5. **Ask follow-up questions to create threads**

Why This Works:

- Email providers (Gmail, Apple Mail, etc.) track reply rates
- High reply rates = trusted sender = priority inbox placement
- Conversation threads strengthen your sender reputation
- Each back-and-forth exchange improves deliverability

Advanced Tips:

- Use voice-to-text tools (Flow, Whisper) to reply faster
- Track which questions get the best response rates
- Create conversation threads of 3-5+ replies when possible
- Mix question types - don't always ask about art
- The goal is genuine connection, not manipulation

When to Use:

- **Before Q4 campaigns** - warm up your list
- **Weekly** - include a P.S. question in regular emails
- **Re-engagement** - wake up dormant subscribers
- **New subscribers** - build connection from day one
- **After launches** - maintain momentum

Remember: The best email strategy is the one that builds real relationships. These questions are tools to start genuine conversations with your audience. The sales will follow naturally when people feel connected to you and your art.