



ERIN TANIGUCHI ILLUSTRATION

CASE STUDY

NUTRITIOUS **TRUTH**

THE CLIENT

Erin Taniguchi is an up-and-coming illustrator. She creates images using linocut printing, which is a mix of illustration, etching and printmaking. The twist is that she applies the latest technology to her work. Her work is a mix of tradition and technology to create unique art.

You can see the process she uses in this video.

<http://www.erintaniguchi.com/process.html>

THE GOAL

Erin, like many artists, has multiple areas of business.

1. Erin is a fine artist. She is looking to build her reputation as a fine artist and to build a clientele list internationally. She plans to accomplish this through art shows and online sales.
2. She enjoys illustration for magazines, especially fiction and current affairs. She would like to build up a clientele for her illustration. This is a bread and butter endeavor for Erin.
3. She works with business to create unique logos that merge art and marketing.
4. Her arts works well as images on products so Erin is looking to use her art on products she can sell such as journals, and cards.

THE CHALLENGE

Erin is a visual artist, not a writer. Plus it is challenging to earn a good income as an artist. It takes both the creative talents of an artist and the skills of a savvy business owner. Erin knew having a blog would help her extend her reach not only with clients but also with other artists. With multiple areas of focus, she felt overwhelmed with whom to focus on and where to put her attention. She also struggled to come up with ideas for weekly blog posts.

THE SOLUTION

We reviewed the four main areas of Erin's business and decided whom she wanted to connect with through her blog. She narrowed it down to product sales and other artists. She left the fine art and magazine illustration for another communication avenue.



Animal Rights article for The Progressive from [Erin's Illustration portfolio](#)

The Ideal Reader

For each type of ideal reader, we completed an analysis of the ideal client. We put ourselves in their place and imagined their fears, beliefs, experiences, dreams, etc. We took the time to go through a long list of questions for each ideal blog reader. Erin found it insightful to discover that her thoughts and feelings could be similar in some areas and distinctly different in others.

Content Ideas

Once we completed the persona for each ideal client, Erin saw many ideas for her blog. We brainstormed, mind mapped, listed, and captured every idea we dreamed up. Overwhelm replace underwhelm. We then took all the ideas, organized, and prioritized them in categories. We looked at where ideas for each ideal client overlapped and where they did not overlap.

Content Plan

From that, we came up with a plan for the next quarter, with one blog post each week. Erin determined how she could expand on it as her business grew. Once we had one quarter sorted, Erin was ready to take it from there.

THE RESULTS

Since our strategy session, Erin has consistently blogged weekly. Each quarter she prepares her own content plan and implements it. She reports an increase in productivity and a decrease in stress around publishing weekly content. She has a consistent reader base and has images - and the ideas and stories behind them - on her blog which she can then promote through other means.

[Read Erin's blog](#)

Note: After a few months, Erin decided to spend more time on her fine art than on selling products with her art on them. Using the same process we used, she adjusted her blog plan and shifted her content as needed. Clients who can be independent and know that we are here when they need us. That's our goal!



Brooklyn Bridge from Erin's [fine art collection](#).

TESTIMONIAL

"I asked Melody for help with content for my blog, because I was struggling to come up with blog post ideas to write each week. Melody helped me develop content ideas and a content strategy for my blog. We started by brainstorming ideas, and then developed a strategy around grouping ideas and planning a schedule. Now I have a blog content schedule with varied content, and don't struggle with what to write each week. I have a wealth of ideas and content to pull from. By following the system of planned varied blog posts I have gotten positive feedback and engagement from readers of my blog."

NEXT PROJECT

Erin is currently working with Nutritious Truth on developing a client base for her magazine illustration. Another exciting project and new growth is in the works.

ABOUT NUTRITIOUS TRUTH

Nutritious Truth works with authors and entrepreneurs who care about their work and strive to create a better world. We are your Chief Content Officer; we will work as diligently on your business as you do.

CONTENT STRATEGY

Whether you have a lot of content or not, is what you do have bringing you the results you hoped for? After all you put a great deal of time, money and effort into producing, publishing and promoting content and you would like to see a return on that investment. A content strategy will help you create a path to success.

CONTENT DEVELOPMENT

You have so many ideas but no time to put them down on paper. You might have notes or videos or places to do research and you would love to hand that off to another pair of capable hands who can turn that jumble into a set of ready to publish content pieces.

CONTENT MARKETING

Your website content, or maybe a blog or a video channel. You have been producing and publishing quality content, if only your audience could find it. You need someone to take that content and help you share it with the right people on the right platforms so they can benefit from your knowledge.

Whether you are a creative, an author with a business, a social entrepreneur or are running a social enterprise, Nutritious Truth will help you deliver remarkable content and change your world.

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