



Subject: Welcome to the inner circle

Hey {first name},

Welcome to the inner circle.

Since you're cool enough to be here, you get inner circle privileges. Here's 20% off your next purchase. Use discount code **xxxx** at checkout.

I'll tell you what other privileges you get in a moment, but first, I've got a few things to share with you.

Once a month I'll send you a tidy little newsletter. Like the one you're busy reading. I'll share stories about myself and what influences my art.

Not just pretty. Pretty good too

I'll show you how I'm using my art as a force for good. And not only in an aesthetic sense either. I'm working on some actionable steps that will make the world a better place when you collect my art.

It's no secret that nature inspires my work. So I have something of a responsibility to help nature out a bit. I plan to do this with a portion of the profits I make when you collect my work.

You'll have to wait for my next email to hear more about that.

New online home

My website went through a bit of an update recently. I've streamlined everything, I've developed my brand voice, and I've cleaned up the design to make it a nice place to hang out. You can send congratulations by replying to this email. Or check out my new website here.

More than just a gallery

My gallery at Timberlake Village (between Wilderness and Sedgefield on the Garden Route) is also going through a bit of a transition.



Instead of being only a gallery where people come to experience my art, it's becoming a space where people are engaging in my art and creating some of their own.

As such, my gallery is transforming to fit the needs of this new dynamic.

What does this mean for you?

It means that you have an invitation coming your way. An invitation to experience a blend of different art forms across different platforms. All in one harmonious space, just off the N2. An easy drive for anyone nearby.

But those details have no place in this email. I was going to give you stuff. Remember?

A gift for you

As a thank you for being so darn cool that you joined my little inner circle, here's a reminder that you get 20% off your next purchase from Ingrid Nuss.

In case you missed it, here's the discount code again: **xxxx**

You also get early access to all my new originals. Before I release an original to the general public, those in the know (that's you) will have a chance to claim it first.

So keep an eye on that inbox. The original you've been waiting for might just show up one day. It'd be a shame if you missed it.

There will also be event invites, occasional sales, an inside look at how I create my art and how I'm using it to make the world a better place.

But for now, go check out my new website. Have a browse. Look around. And get 20% off whatever you want.

I'll be in my studio. Making art.

Chat soon



Ingrid

P.S. Like those leafy greens in the veggie draw in your fridge, this discount code won't last forever. After 10 days it gets a bit smelly, so we have to throw it away. And there's only enough for one each. So act now before you forget. [Click here](#)