

THE TURQUOISE IRIS

ARTIST - CREATIVE COACH - RETAILER



ABOUT DIONNE WOODS

The Turquoise Iris is powered by the upbeat and positive personality of Dionne Woods. The Turquoise Iris exists to inspire followers in their growth as they embrace their individuality, building a community of creators while educating in art and business.

SERVICES & PACKAGES

The Turquoise Iris serves creatives across the globe through art and business education through video instruction, online membership groups and in-person workshops, a unique collection of art tools, and ongoing encouragement through various publishing mediums.

COACHING GROUPS

- Creative Connection
- Empowered By Design
- Creativity at Your Fingertips

PUBLISHING OUTLETS

- PaintTalks Podcast
- The Turquoise Iris Journal - Digital Quarterly Magazine

FEATURED IN

- BloomTV - Creator
- MadeTV - Streaming Network for Creators
- What Women Create Feature - Winter 2022

RETAIL SHOP

- Canvas and Furniture Art
- Exclusive Merchandise from Original Art
- Retailer of Paint Pixie Brushes and DIY Paint



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BRAND AFFILIATIONS

DIY Paint: Clay and chalk-based paint
Paint Pixie: Arist Brushes - The Turquoise Iris Brush Collection
(Hobbyist and Iris Pro Series)

REACH

Readers of The Turquoise Iris are primarily female (80.5%) and over the age of 35 (76.08%), with the largest segment being 55-64 years old (26.12%). The top visiting countries are the United States (77.62%), Canada (4.25%) and Great Britain (2.71%).



Dionne is known for her ability to command crowds, from the artists attending her retreats to the thousands of creatives watching her live videos. Her effervescent, can-do attitude inspires her viewers and builds the sort of client relationships that transcend language and location. That magnetic personality has led to collaborations with other creative powerhouses like UK artists Annie Sloan of Annie Sloan Chalk Paint and Chloe Kempster of Maisie's House. At home, Dionne has paired her expertise with Josi Siefker, of Paint Pixie, and Debi Beard, of DIY Paint and DIY-A-GOGO, for dynamic products, events, and workshops. Dionne is recognized as an expert resource for artists and creatives looking to expand their skill set and their mindset.

BLOG STATS

Daily Views - 2.8K+
Monthly Views - 49K+
Unique Views - 8.1K+

STATISTICS



133K+



29.7K+



56.7K+



77.7K+