

Marketing for Artists, Craftsmen & Woodworkers

*FREE presentations about selling what you make.
Everyone welcome!*

Chamisal/Peñasco

Sat. May 31st 1-5pm

Chamisal Senior Center in the Sam Cordova Building on Route 76

El Rito

Saturday June 7th 1-5pm

El Rito Public Library on Road 215

Featured Speaker: Julianna Barbee

Executive Director of the Española Small Business Development Center.

Her talk, *Marketing You the Artist* will focus on the nuts and bolts of creating a dynamic business plan geared toward success in the arts. She will draw on her vast experience in media, professional marketing consultation, and public relations to convey information about the following **topics**:

- Art Marketing with a Web Site
- Media Relations and Publicity
- Pricing, Contracts, Copyrights
- Writing Artists Statements, Setting Goals
- Professional Image & Artist Marketing Plan
- Planning for Art Openings & Studio Tours
- Photographing your work, Portfolios
- Graphic Design, Print Ad Essentials

In addition, you will receive informative handouts about resources available to Artists/Craftsmen.

Call 505-986-8906 to reserve a space!

This project is made possible by TRADE; New Mexico Arts, a division of the Office of Cultural Affairs; and the National Endowment for the Arts.

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