

# Marketing for Artists, Craftsmen & Woodworkers

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

## Chamisal/Peñasco

**Sat. May 31<sup>st</sup> 1-5pm**

Chamisal Senior Center in the Sam Cordova Building on Route 76

## El Rito

**Saturday June 7<sup>th</sup> 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
- Professional Image & Artist Marketing Plan
- Media Relations and Publicity
- Planning for Art Openings & Studio Tours
- Pricing, Contracts, Copyrights
- Photographing your work, Portfolios
- Writing Artists Statements, Setting Goals
- 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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