

Success Is NOT An Accident – Marketing Magic for Your Art Business

Are you ready to find and keep more customers and increase profits in your art business?

Many artists dream of an agent or gallery owner who will discover their work and then turn them into an overnight success while they return to the studio.

The truth is that this scenario will never be more than a dream for the majority of artists. Most will earn their living via a combination of sources: direct sales, gallery sales, commissions, teaching etc.

If you want to learn how to **market** and **self-promote** your artwork to potential customers, collectors, and gallery owners effectively then this is the course for you!

This course will enable you to ...

- Develop and implement your art business marketing plan
- Create and nurture deep and outstanding relationships with your customers and contacts
- Turn untapped resources into increased profits

This course gives you everything you need to increase sales and begin to realize the full potential for profit in your art business.

You will be ...

- Optimizing your website as a marketing tool
- Following up on leads and building networks
- Increasing your exposure and building your reputation

The spiral bound manual and A4 book of marketing examples covers all of the topics below and can be referred to again and again. You will be shown and introduced to tried and tested marketing techniques, and given practical activities relevant to your art business.

1. Assessing Your Position
2. Marketing vs. Advertising – Sales vs. Customers
3. Constant Contact that's Welcomed
4. The Money's in the Database
5. Making Your Web Presence Work for You
6. Online/Offline: Email Platforms & the Value of a Stamp
7. Blogs & Social Media
8. Newsletters & Gifts
9. Introducing Yourself with Confidence
10. Networking & Building Relationships
11. Become an Expert: Gaining Celebrity Status
12. Writing Press Releases that Work
13. Responding to Press Requests: Your Online Media Kit
14. Exposure: Competitions, Exhibitions & Events
15. Identifying & Approaching Appropriate Galleries
16. Developing Your Marketing Plan
17. Blocking Your Calendar
18. Getting Underway
19. Staying the Course