



NAPLES ART ASSOCIATION

ART BUSINESS BOOTCAMP

The New Marketplace

This essential talk focuses on what artists and makers must know about the changing business models in today's world. How can you earn a living with your creative business? What does the shifting marketplace tell us about the future, and how you can navigate challenges to survive and thrive?

Creative Marketing for Artists

Traditional and new marketing methods with specific examples of creative and unusual ways to market. How to identify your target customer, build your collector base, shape your message, plan a marketing calendar, get publicity, design effective email marketing campaigns, make press kits and more.

Pricing for Profit

Incorrectly pricing your work can bankrupt your business. This critical session will help you get a handle on expenses and use the correct wholesale pricing formula to grow your business. Part two of this presentation focuses on pricing for fine artists. What formula should you use? When should you raise your prices? How can you also be profitable?

Booth Design

How to design your booth space to create the look you want and the message you want to convey. How to use branding in your booth. Incorporating best practices, using photography, visual merchandising, signage and other techniques in your booth to make the most of your show experience.

Building Gallery Relationships

A basic tenet of selling art or handmade work is building strong relationships with your galleries. Learn how to be a good partner, how to give extraordinary customer service, create repeat sales, and how to handle the biggest asset your small business has – your customer base.

Selling Art Online

Online sales of art and handmade goods are growing every day. This presentation addresses the many options to sell work online, including Print on Demand, online galleries, and more. Learn how to avoid the most common mistakes made in online selling; how to give the best presentation and increase sales.

Create an Effective Art Website

Every artist needs a website that is inviting to the reader, shows artwork beautifully, and contains certain elements that make marketing and sales much more effective. Steps to create a website presence and message that works and how to avoid the biggest mistakes artists commonly make.

The Corporate Art Market

How do artists sell their work for display in business environments? How to sell to architects, interior designers, building managers, curators for hospitals, and other venues. How to work with art consultants.

