

"How to Thrive, not Merely Survive"

A Series of Four Marketing Workshops for Studio Professionals
led by Bruce Baker

April 21 – 23rd, 2008

At the NC Arts Incubator Public Space, 223 N. Chatham, Siler City, NC



□ **Booth Design** □ **Merchandising** □ **Craft Sales** □ **Slide Juries**

These four workshops are geared to studio professionals who want to gain the edge in today's competitive craft/art field. The purpose is to help artists identify and overcome barriers that keep their businesses from running at peak performance.

Most people who take these seminars boast a 20-30% gain in sales, IF they are willing to change the way they currently sell.

Come learn how Bruce Baker can make a phenomenal difference in the success of YOUR art business

Workshop One: Monday, April 21st 6:00 PM – 9:00 PM

BOOTH DESIGN □ **Make every inch of your space really count, without spending a fortune!**

Featuring a wealth of insider details on effective use of your space, this workshop is designed to help you create a better booth space and to merchandise your creations. Bruce will talk about inexpensive, creative options for a functional, lightweight, modular booth and critique display systems and lighting. Learn tools and techniques to design and create a booth that works to sell your art, including product placement, lighting and more. A source list will be provided for some hard to find materials. An extensive slide show will punctuate good and bad examples of effective booth design and visual merchandising. This is always one of Bruce's most popular workshops.

Workshop Two: Tuesday, April 22nd 1:30 PM -4:30 PM

KNOWING AND GROWING YOUR MARKET THROUGH SMART PRODUCT DEVELOPMENT

Are you creating products that sell, or not? Most crafts are developed in a vacuum. Too many artists are creating works that customers appreciate but do not want to buy. Frustration, bad cash flow, negative internal dialogue and burnout can result from objects you design and create, but are hard to sell. Knowing the product development trends that influence the craft business is the key to future business success. Learn the difference between a trend and a fad and how to creatively use trends for design and packaging to boost your craft's appeal and expand your market. Start creating products that have market appeal because they are based on the designs, colors and styles that customers are buying. Learn what is hot and what is NOT from wearables to kitchen needs to home décor.

Workshop Three: Tuesday April 22nd 6:00 PM -9:00PM

DYNAMIC CRAFTS SELLING & KEY CUSTOMER SERVICE TECHNIQUES

How To Be a Dynamic Crafts Seller - get up, get motivated & boost your sales and profits!

A fun, action-packed workshop... Learn those important and effective techniques that increase retail and wholesale sales. Too many sales are lost because artists do not know what makes customer buy. Learn how to make the best use of your time - from greeting the customer to closing the sale, how to capture their attention without turning them off, and what to say about your work that makes people want to buy it! Most people who take this workshop boast sales increases of 20 percent or more at their next sales venue. This is another extremely popular workshop.

Workshop Four: Wednesday April 23rd 9:00 AM-12noon

YOUR SLIDES & THE JURY PROCESS See your slides as the jury sees them and find out what the jury wants to see. The importance of good slides and first class photographic images of your craft work is the focus of this workshop. An extensive slide presentation in various craft media will demonstrate the use of interesting and appropriate backgrounds, as well as proper framing and lighting techniques. Find out what the jury is looking for and discover how to acquire and arrange visual images that will capture the juries attention and score you higher. If you are using digital images or slides to get into juried shows this workshop will help you get into better juried shows consistently.

Registration Details

Participants may attend any or all workshops, **but you MUST pre-register**. This seminar is sure to be a sell-out, and attendance is on a **first-come, first-served basis**. Don't miss out. Send in your registration form NOW! A phone call (or email) will confirm receipt of your payment.

Refreshments? The Downtown Grounds Coffee Shop is adjacent to our meeting area, and there are other local restaurant options within walking distance. You may also bring your own bag lunch or dinner.

YES, please register me in Bruce Baker's "Thrive, Not Survive" workshops! My check for the full amount, **made payable to Chatham Artists Guild**, is enclosed. **Cancellations will only be accepted before April 15th**. After that date, refunds will only be given if someone can be found to take your spot. Please call Sue Szary at 663-1335, or email ncartsincubator@embarqmail.com if you have any questions about this conference.

Booth Design: Monday, April 21st 6:00-9:00PM

_____ \$25 General Public
_____ \$15 Chatham Artists Guild Members

Smart Product Development: Tuesday, April 22nd 1:30-4:30PM

_____ \$25 General Public
_____ \$15 Chatham Artists Guild Member

Dynamic Selling & Customer Service: Tuesday, April 22nd 6:00-9:00PM

_____ \$25 General Public
_____ \$15 Chatham Artists Guild Member

Your Slides & the Jury Process: Wednesday, April 23rd 9:00AM -12noon

_____ \$25 General Public
_____ \$15 Chatham Artists Guild Member

All Four Sessions! (Discounted Price)

_____ \$75 General Public
_____ \$45 Chatham Artists Guild Member

Name: _____

Address: _____

City: _____ St: _____ Zip: _____

Home Phone: _____ Work Phone: _____ Cell phone: _____

Email: _____ website? _____

What art/craft medium do you work in? _____

Please send this form with your check **payable to Chatham Artists Guild**
to: NC Arts Incubator, 138 N. Chatham Ave. Siler City, NC 27344



About the Presenter

Bruce Baker has lead over 500 workshops throughout the United States and Canada in the last twenty years. He speaks on a variety of direct marketing related topics such as display, sales and customer service. Bruce has a special talent for making his workshops relevant to the audience's needs. Those who have taken his workshops report excellent increases in sales as much as 20 to 30% (if they are willing to take an active role in the sales process). Currently, he and his wife Nancie own Sweet Cecily, which features folk art and fine crafts. When Bruce is not on the road consulting he works as a jeweler.

Bruce has served as the secretary of the American Craft Council and is currently serving on the board of directors for the Arts Business Institute. He is a contributing editor to "The Crafts Report" and writes a regular column on the subjects of booth design, craft merchandising and sales. He has conducted workshops for the New England Greenhouse Conference, The

Connecticut Farm Bureau, and the NE Direct Marketing Conference. He has been a speaker at the National Conference of the Association of Small Business Development Centers for 2002 (Nashville) and 2003 (San Diego.)

Bruce is very well known in the art and craft community for leading workshops that are both highly informative as well as lively, entertaining and motivational. He also has CD's of his talks that will be available for purchase. For more information please visit www.bbakerinc.com.

After May 2008, Bruce has decided to take a break from consulting and leading workshops for a year so he can devote more time to his jewelry. We are indeed fortunate that Bruce was able to fit these dates into his very busy schedule and come to North Carolina and share his knowledge with us! Don't miss this opportunity and join us for as many sessions as you can!!

Mail in your registration NOW to make sure you get a spot!