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HOW TO SELL YOUR ART



Tuesday, February 23 ❖ 1-4pm

Presented by Artist, Lector and Art Instructor Alberto Cruz, whose professional background includes working for marketing oriented multinationals such as Ogilvy & Mather Advertising Co., Pepsico-Inc., and American Express.

Just think ... you will have access to all of the valuable information below for what it would cost to buy a canvas! You will learn how to:

- ✓ put together a winning "Art Portfolio" that will sell for you
- ✓ write a hard selling "Artist Statement" ✓ price your art
- ✓ make the best out of art shows ✓ sell on the Internet
- ✓ approach Art Galleries and talk them into taking your artwork
 - ✓ decide if dealers are good for you
 - ✓ weigh pros/cons for participating in auctions and in "art in public places" programs
- ✓ deal with bargain hunters ✓ get coverage by the "press" and many other tips to sell your art!

To sell YOUR ART you must first learn to SELL ART. Now that the economy is tight, you must have an edge over the selling crowd of artists out there. We'll even give you many of the valuable selling tips already printed so you don't have to take so many notes.

People who have taken this workshop loved it!

Cost: \$45/members and \$55/non-members

Register now. You'll be glad you did.



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