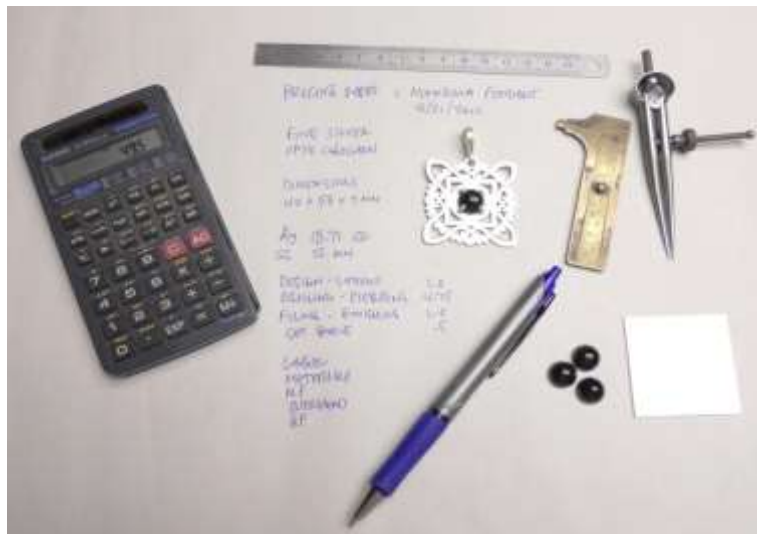




## Professional Development Seminar for the Studio Artist

Pricing ~ Promotion ~ Presentation  
© Michael David Sturlin

Visiting Artist Workshop  
BeadFX, Toronto, Ontario  
October 17, 2012



**This is a professional development presentation focusing on three of the most important concerns for the emerging artist and seasoned veteran alike;**

- developing an accurate reliable pricing formula
- designing a successful publicity campaign
- refining the way you speak about and present your work

The day begins with an in depth examination of pricing strategies including: product cost analysis, calculating material markups and profit margins, determining overhead expenses and, cost of sales. This is a comprehensive and all-inclusive approach to creating a formula tailored to fit the specific situation of your own studio.

Presented by an internationally renowned jewelry artist with publication in 6 books and more than 85 magazine articles, the seminar's second session is designed to illustrate how you can successfully achieve recognition and promote your product.

Michael details a cohesive approach to developing the effective promotional and public relations aspects of your business by; cultivating a professional image, creating promotional materials, assembling a media kit and press packet, writing a press release, preparing magazine submissions, obtaining publicity, and getting your work featured in print.

The third component is directed towards acquiring skill and grace, confidence and effectiveness in displaying and presenting your work. Whether you sell to merchandise buyers at wholesale tradeshows, exhibit at local and regional arts and crafts fairs, interact with your clients at gallery appearances, or meet your customers at home parties, speaking about your work requires finesse and fluency.

Increase your ability to communicate effectively and sell your work successfully as you learn how to overcome the obstacles of self-limiting behavior and negative thought patterns. You will develop your ability to make public appearances much more comfortable, more enjoyable, and more lucrative.

### **Students should bring the following items:**

calculator, notebook, writing materials  
business cards, brochures, postcards, or other promotional materials  
images of your jewelry or artwork  
images of your booth or jewelry display