

Monetize Your Gifts Masterclass Summary Sheet

Carolyn Quan

It Takes More Than Talent: What It Really Takes To Monetize Your Passion

The Monetize Your Gifts LIVE Masterclass summary sheet series are my own personal highlights and observations I collected from each presenters talk. You very well may uncover others that resonate with you deeper as you listen to the accompanying MP3.

I've created a simple way for you to jot down your own observations, highlights and a-ha moments at the end of this report for your convenience. It's my Masterclass Intention Guide, as you listen to the replay make note of at least two or three things that stand out for you most and at least one action step you'll take in the next few days.

Thank you for participating in this program and investing in your business and your future ~ *Rodney Washington, Monetize Your Gifts LIVE Masterclass Host*

Carolyn's Key Highlights:

Keep your "art" products out there, no one can buy it if they can't see it

Carolyn uses press releases to keep her work "out there" in front of the media, but she's clear that you must know who your market is and target your press releases very thoughtfully and strategically. Target your campaigns towards the right audience.

For example, if you paint portraits of dogs you'll want to pitch your stories to publications that cater to dog lovers.

Know your market and ideal target customer and where they congregate and put yourself and your work in front of them. For example, if your work has a new age focus, then you may want to explore trade shows or art fairs that attract that type of audience.

Don't limit your in-person exposure to generic "art fairs", you may have a better experience offering your new age inspired art work at holistic health/lifestyle expos than at a generic art fair where you're competing with 600 other artists.

You want to have diversity not only in your portfolio, but in your marketing mix.

You have to be willing to experiment and try different things, for example offer a variety of product lines, and of course places where you showcase your work.

Think outside of the box. The more variety you have the more likely you are to find something that hits. Once you uncover this just rinse and repeat.

Just remember, you're always testing. Testing different products, testing different markets, price points and marketing tools.

Test, Test, Test. This principal is not just for selling art, but anything.

If you try something and it doesn't work all it means is that you haven't found your thing ~ yet, there are multiple ways to get your work out there into the world and attract sales.

When exploring places to show or display your work i.e trade shows, expos, art fairs etc, do your due diligence. First start your research process online to find organizations where you'd like to consider showing.

Contact the event organizers and ask them about their demographics. Many have a media kit, ask them to send it you. Many have this information available online. If they're an established organization they should have this data on hand and be eager to share it with you.

When possible try to experience the event as a visitor first hand. Get a sense of the environment, how much foot traffic is the event attracting? Is it an indoor show or an outdoor show? How do the other vendors display their work? Are people actually buying art? Do you see business being transacted?

Be mindful of your budget, kind in mind that corner spots, and spaces near a main stage or highly traffic areas cost more, so be prepared for that.

Make sure your space aesthetically pleasing, consider adding things like flowers, perhaps have some quality chocolate at your booth.

Key: interact and engage with your audience when they step into your space.

Don't pounce on your guests, but don't be too laid back either. Make eye contact, smile and say hello, greet them.

Avoid falling asleep at your booth. Bring an assistant or family member to support you, someone that can give you a break to walk the event, allow you to grab something to eat or go to the bathroom.

Diversify your product line and offer a variety of price points especially something in the \$20 range.

Develop a database of media publications where you can send your press releases.

The most part of your press release is the headline. It must capture the readers attention. It's the deciding factor as whether we will continue reading the rest of the release.

Leverage the power of small, if you live in a city outside major markets like Los Angeles, San Francisco, or New York for example, use your geographical location to your advantage.

Smaller markets are impressed with “glamour” professions like artists. If you’ve received any national or international awards or any national media coverage don’t overlook local media outlets that are available in your own backyard.

Have a media page on your website complete with your bio, a current headshot, images of your work, shows you’ve participated in, and links to any media mentions you’ve already received.

Press coverage is press coverage and it all counts.

Diversify your income streams. Look at your core product offerings and/or services and ask yourself “how many different ways can I make money from this?”

Consider raising your prices on your one of kind items, an easy way to do this is to continue adding entry level price point items to your product mix, as you do the prices of your original pieces should an increase

You must have a database of people (both by email or snail mail) you can reach out to whenever want and one that you can grow over time.

Create and maintain a relationship with your list regardless of it’s size.

It’s the single most important piece of marketing you’ll ever have.

Presenter Sessions: In this section you find each presenters session topic, and the points they will cover. As you listen to the MP3 presentation you will have an opportunity to write down any highlights, a-ha moments and/or ideas that come up for you.

Finally, you will have an opportunity to state your intention and the specific actions you will take in the coming days, weeks etc to move forward.

Carolyn Quan: It Takes More Than Talent: What It Really Takes To Monetize Your Passion

- *What's really required to be a successful artist today and simple shifts you can make that will make you stand out from the pack*
- *Why you must create a signature style if you want separate yourself from your competition*
- *Why diversification in your product offerings is so important in stabilizing your income*

What I learned from Carolyn:

Based on what I wrote I intend to take these specific actions:

Carolyn knows how to sell art! She specializes in business coaching services at a variety of levels suitable to practically any budget. Say you're a friend of the Masterclass to take 25% off any of her private consultations! To learn more and book a session [visit her website!](#) Or visit: <http://getpaidforyourcreativity.com/gifts> for details and booking information!