

3. Marketing Tools

Voice Mail/Fax/E-mail: Working artists need to be accessible.

Business Card: Most commonly requested contact. Not necessary to be expensive.

Post Card: Can double as a business card, and/or show announcements, thank you notes, etc.

Images: Quality photography is the most important investment an artist makes.

Hang Tag/ Jewelry Card: Primarily for craft items, a small enclosure which is given out with or attached to each piece. It tells the story of the work: your name and where, (city or region only) how, and why the object was made. Includes care instructions. It may double as a business card, but most galleries prefer you do not include your address.

Card attached to or displayed with jewelry should enhance, not distract from the piece. Often contains artist's name, materials and a very short statement.

Artist Statement or Bio: A half or full page statement that explains your inspiration and influences, art or related life background, technique and materials of your work.

Resume: Detailed, chronological information about arts related educational and professional background, competitions, shows, awards, galleries and commissions.

Brochure/Catalog: Primarily for production craftwork. Booklet, packet or sheet of images and information on designs, prices, policies, delivery times, terms.

Portfolio: Folder of information and images to be sent to prospective venues.

Cover Letter: Included with a PR packet or portfolio. Not a sales letter, it serves as an introduction to the material enclosed. Like all business correspondence, it is cordial, direct and brief.

Stationery: (Letterhead and Envelopes): For cover letters, correspondence, thank you notes and possibly press releases. Not necessary to be expensive.

Mailing List: Working artists need to stay in touch.

Web Site: Should coordinate with other marketing materials.