

THE TOOL KIT

PRESENTER

LINDA A. LEVY

DATE · 2023

THE TOOL KIT

Essentials for Success

Congratulations! You are an Open Studios Artist!

Believe in your vision / believe in yourself.

Today, we will explore specific marketing activities to achieve success in your professional development as an Artist.

Linda A. Levy

www.LindaLevy.com

kinglevy@com.cast.net

831.426.4906

MARKETING

- Define what you have to offer and to whom you offer it.
 - Branding: Visual Identity – Concise Description - Tag Line – Key Words
 - Basics: biz cards, resumes, artist statements, bios, portfolio; the how-to's, incorporating your brand/identity, etc., “customer/client” testimonials/photos
 - Social Media – using FB, Instagram, Pinterest, LinkedIn to promote yourself, your services. Some tips & tricks
- 

NECESSITIES

- Business Cards - Examples - Do's & Don'ts
- Artist's Statement / Resume - Templates Do's & Don'ts
- Marketing Package/Info:
 - ✓ Your professional description
 - ✓ Your Tag Line
 - ✓ Keywords (10 - 30)
 - ✓ Images - avatars, selfies, professional images, action photos
- Sample Portfolio (digital)

BUSINESS CARDS

DO's:

- Professional Printing
- Eye-Catching
- Minimal Info
- Readable Text
- Shows You or Your Work
- Standard Size Best
- Proof read

DON'T's:

- Print on 10/pg tear paper
- Dull, boring, same old thing
- Too much info
- Fancy text (not easily read)
- Says nothing about you or your work.
- Small cards get lost
- Forget to proof read

ARTIST'S STATEMENT

DO's:

- Write in 1st person
- Be brief, 3-5 paragraphs
- Use relatable language
- Keep it current
- Sit on it & Have friend read
- Consider more than 1 statement – specific for show
- Compelling – clear benefits
- Proof read

DON'T's:

- Too many personal pronouns
- Tell your life story/self involved
- Too long
- Quote/refer to anyone else by name
- Forget to use spell check.
- Have someone else read it
- Typos
- Use obscure language, platitudes, clichés.

EXHIBITIONS, 2009 – 2014

2009

Jan – Feb. 2009 “Simply Red Again” SC M
 Feb – Mar. 2009 “Experiments in Print”, S
 Mar. – Apr. 2009 “Photo Phinish”, SC Mou
 May – June, 2009 “A Chip off the old...”, S
 June – July, 2009 “Habeus Corpus”, SC Mo
 July – Aug., 2009 “Experiments in Art & T
 Aug. – Sept., 2009 “Form & Function”, SC M
 October “Best of the Mountains”, S
 Oct. – Nov., 2009 “Think BG”, SC Mountai

2010

Jan – Mar. 2010 “New Beginnings” SC M
 Feb – Mar. 2010 “Local Color”, SC Art Le
 Apr. – June. 2010 “Spring Fling”, SC Moun
 October-December “Gift of Art” SC Mountai

2011

Jan – Mar. 2011 “In the Creative Spirit” SC
 Feb – Mar. 2011 “Local Color”, SC Art Le
 Apr. – June. 2011 “Let it Be”, SC Mountains
 Jul. – Oct. 2011 “From the Mountains”, S
 July “DoonArt Tour”
 October-December “Gift of Art” SC Mountai

2012

Jan – March. 2012 “Inspirations” SC Mounta
 April – June 2012 “In My Life”, SC Mounta
 June – Sept. 2012 “Roof Raising Art”, SC M
 July 2012 “DoonArt Tour”, Bonny I
 Sept - Dec. 2012 “The Gift of Art”, SC Mtr

2013

Jan 2013 “In Life” SC Mountains A
 Jan – April 2013 “Resolutions”, SC Mount
 April – July 2013 “Imagine”, SC Mountains
 July – Sept 2013 “Simply Red”, SC Mount
 July 2013 “DoonArt Tour”, Bonny I
 Sept – Dec 2013 “It’s a Wonderful Life”, S
 October 2013 Open Studios, Tannery Ar
 Mar – Dec 2013 First Fridays, Tannery Ar

2014

Jan – April 2014 “Prime Time”, SC Mount
 April – July 2014 “Yesterday”, SC Mountai
 July 2014 “DoonArt Tour”, Bonny I
 July – Sept 2014 “Mellow Yellow”, SC M
 October 2014 Open Studios, Tannery Ar
 Jan – Dec 2014 First Fridays, Tannery Art

Linda A. Levy

416 Westdale Drive, Bonny Doon, CA
 Tannery Arts Center Studio #125, 1050 River St. Santa Cruz, CA 95060
 831.426.4906 linglevyn@comcast.com www.LindaLevy.com



Necklace Coral, Turquoise, Yellow Marble, Pearls, Black Onyx. 2014

I create my jewelry from precious and semi-precious gemstones, shells, silver, gold, copper, brass, and found objects. Chiefly inspired by color, I usually work in sets of 10, with variations using the same collection/color of stones, metal, shells, each necklace/earring set is a unique creation.

Some of the clasps are handcrafted from copper, silver, brass or gold wire. Some of the clasps are machine stamped from metal. All are strung on a strong plastic-coated woven metal wire, with each end secured by 2 or more crimped beads. Some of the focal (central) elements are constructed by weaving wire through the beads to create the focal ensemble.

In the past years, I've displayed and sold my artwork in San Francisco & Monterey bay area group shows, restaurants, galleries and universities. Current work has been displayed at the Tannery Art Center, Santa Cruz Art League, the Santa Cruz Mountains Art Center, Art Council of Santa Cruz County, Works Gallery in San Jose, the Davenport Gallery and various on-line web galleries. A listing of these are detailed on the adjoining page. My web site, www.LindaLevy.com contains examples of all of my artwork.

Linda A. Levy

A
 A
 ition
 de On- Line
 ca.com

2009 - 2013

mar, July 1993
 comoto, Cabrillo College, 1983 – 1985
 College of San Mateo, 1970 – 1972

George Rivera, Triton Museum San Jose, CA
 2009
 008

2004
 2003

2002
 heed Martin, 1997

S, PUBLICATIONS

estival, Santa Cruz, 2008, 2009
 um of Art & History, “Plein Air Affaire”, 2005, 2006
 Council, 2003
 Art Center Exhibitions, 2000 – 2014
 e”, Digital Output, *Business Guide for Electronic*

2002
 County, 2001
 9 – 2013
 – 2014

4 - 2014

PROMOTIONAL OPPORTUNITIES

1. Web site / Blog
 2. Email
 3. Social Media Engagement
 - In 2023, an estimated 4.9 billion people use social media across the world and growing annually.
 - Top 5 (2023) Monthly active users: Facebook (2.9 M), YouTube (2.5 M) WhatsApp (2.0 M) Instagram (2.0 M) Wechat (1.3 M) Tik Tok (1.0 M) Pinterest (.5 M),
 4. Post Cards / Flyers / Brochures
 5. QR codes (for YouTube Videos & Website Traffic)
 6. Credit Card Square – Intuit - PayPal - big + for sales
- 

YOUR WEB SITE

- Free Web Hosting & Design: rated top 5
[Web.com](#) [WiX](#) [weebly](#) [squarespace](#) [GoDaddy](#) (Avoid free site)
- Most Web Hosts offer discounts on Domain Name costs, and free web design software packages. Paid webhosting the best – costs \$3-8/month
- Use your Marketing Package Info
- Images of your work, low resolution: 6 – 8” size, 72 – 100 dpi .jpgs
- Basic Pages:
 - ✓ About (you, the artist)
 - ✓ Contact (how to contact / easy links)
 - ✓ Category 1, Category 2, Category 3
 - ✓ News / Events
- Use your description for meta-tags, tailored for each page
- Use alt-text available behind each image (your key words)

YOUR BLOG

Blogs VS Website Blogs typically contain written content: your communication with the on-line world; Express your viewpoint, talk about what inspires you, a life-changing event, describe your process, news, etc. A Website is more image-driven: visitors/subscribers to blogs are willing to READ; visitors to websites are there to LOOK.

- Free Web Hosting & Design: [Top 10 Review](#)
- Use your Marketing Package Info
- Images of your work, low resolution: 6 – 8” size, 72 – 100 dpi .jpgs
- [Blog Content & Frequency](#): If you have a LOT to share, you blog daily. If your content is interesting and inviting, you will build up subscribers to your blog. Keep your content FRESH.
- Lots of Links provide a lot of content-driven links
- Be committed. The more you blog, the greater your reach and exposure.
- [Good Example](#) combo Website & Blog

EMAIL

Using a ListServer

- **Free List Servers:** [MailChimp](#) Send bulk email without/spam block, auto-post to SM apps.
- **Professional List Servers** (accommodate big email lists, more templates, more options. [Icontact](#), [Constant Contact](#) – costs \$10 - \$30/month. Free trials.
- **Collect email addresses** from all your visitors, esp during Open Studios.
Best to collect directly into your computer if possible – it's often hard to read people's handwriting.
- **Import email addresses** from your current email program (gmail, outlook, etc)
- **Invites to upcoming events:** send out 2 x / month (to NOT be annoying)
- **Templates using your artwork**, links to your webpage, and links to your social media connections (FB, Instagram, Pinterest, WhatsApp)
- **Set up sub-lists for specific kinds of contacts:** i.e., Art Openings, Upcoming Classes you are teaching, Special invites to people who have purchased your work in the past, etc.
- **Allow people to “unsubscribe”.**

FACEBOOK

While seemingly more about sharing cute baby & cat photos, it is an easy way to establish a social presence for your work. Some make 2 pages, one for personal, one for professional. My advice is to just use one page – easier to keep track & post.

- Profile
- Events
- Photos / Albums
- Groups – join like-minded groups –
- LIKE groups, orgs, events,
- Analytics:
 - Best visibility when include a link to a video.
 - Next is a link to a photo.
 - Last is just a text message.
- Create new Cover Photo monthly; RGB JPG file 851 pixels wide, 315 pixels tall and less than 100 kilobytes
- Change profile image monthly. 180x180 px
- Advice:
 - Allot 5 – 10 mins/day for FB activity.
 - Post video links 1/week; photos 3 x/week.
 - Start a “challenge” – artists to post 3 images for 5 days, nominating other artists each day to the challenge.



Linda A Levy

800 friends



+ Add to story

Edit profile



Posts About Friends Photos Videos Check-ins More

Intro

Artist, arts advocate, retired scientist, gardener, jokester

Edit bio

Former Arts Commissioner at Santa Cruz County Parks Department

Former Vice President at Arts Council Santa Cruz County

Former Executive director at Santa Cruz Mountains Art Center

Followed by 164 people

LindaLevy.com

Edit details

Add hobbies

Add featured



What's on your mind?

Live video

Photo/video

Life event

Posts

Filters

Manage posts

List view

Grid view



Linda A Levy

August 11 at 1:19 PM

Hubbie brings in some flowers from the garden ...total love!



LINKEDIN

A professional “social” media

- Profile
- Connections
- Join groups – use “search” to find. If your listserve lets you post links when you send, these groups have a broad reach. Or you can post to them thru LinkedIn

Is this your current position?
Arts Commissioner at Santa Cruz County Arts Commission

Yes No



Linda Levy

Santa Cruz County Arts Commissioner

Santa Cruz, California | Graphic Design

Current: Santa Cruz County Arts Commission, Gestures

Previous: Santa Cruz Mountains Art Center, Cultural Council of Santa Cruz County, River Arts Festival

Education: University of California, Santa Cruz

View profile as

500+ connections

www.linkedin.com/pub/linda-levy/8/284/5a0/en Contact Info

Add a section to your profile – be discovered for your next career step.

Volunteering Experience

1 in 5 managers hired someone

Profile Strength

All-Star

ready for the resource revolution

suez environment

Who's Viewed Your Profile

5 Your profile has been viewed by 5 people in the past 30 days

10 Your rank for profile views in your industry

Screenshot Added

A screenshot was added to your Dropbox.

PINTEREST

Develop “boards” for ANTHING: images, videos, links, etc.

- Profile
- Any image you put up here can be copied/used, etc.
- Pin & Pin again, and Like
- Add easy “Pin” to your browser – that way, anything you see on-line can be easily pinned to a specific board.
- Allows you to collect & share ideas, images, content



Linda Levy

Bonnydoon, CA · www.lindaalevy.com

Arts Advocate - Executive Director for Santa Cruz Mountains Art Center - Artist - Graphic Designer - Websites - jokes - retired Research Scientist

11 Boards 642 Pins 47 Likes 169 Followers 146 Following

+
Create a board

My Figurative Work

38
Edit

Ravens

6
Edit

Art & Inspiration

115
Edit

Textures

309
Edit

B & W

35
Edit

My Constructions

Doorways

Nature

My posters

Ceramics

Social Media

+

PLEASE NOTE:

I have emphasized the “Profile” section of ALL these SM sites. This is a space where you “advertise” yourself, your services. I would recommend you create a list of:

- Your professional description
- Your Tag Line
- Keywords (10 – 30)
- Images – avatars, selfies, professional images, action photos

POST CARDS – FLYERS - BROCHURES

- Design your own - examples & templates; you can use Photoshop or free applications
- Printing costs: these days, printing costs are CHEAP, especially for Business Cards. You might also find a sponsor to help with costs (put their logo/info on your card/flyer/brochure. Thank them on your website with a link to their business/site.

QR CODES



The QR code above goes to a video:
“Daring to be Digital-2015

- Whenever you set up any kind of display, you should have posted on the wall an obvious QR code to provide your savvy visitor more info – drive traffic to your website/videos, etc.
- Free QR [Generator](#)

COMMUNITY ENGAGEMENT

- Professional Organizations
- Continuing Education



USEFUL LINKS

- Free Graphic Design Software: [Canva](#): design business cards, post cards, FB cover, etc. Or [FatPaint](#)
- Free Web Hosting & Design: rated top 5: [Web.com](#) [WiX](#) [weebly](#) [squarespace](#) [GoDaddy](#)
- Free Email List Serve: [MailChimp](#)
- Free QR Code [generator](#)
- Low Cost Professional Printer [GotPrint](#)

DOCUMENTS / TEMPLATES

- Artist Statements, do's & don'ts [\(PDF\)](#)
- Artist Statement Template, Landscape [\(Word Doc\)](#) Statement/Resume Template, Portrait [\(Word Doc\)](#)
- Professional Development [Link Page](#)
- **PROFESSIONAL DEVELOPMENT COMPLETE NOTES: [\(PDF\)](#)**
- [Social Media Examiner](#) - 16 ways to use SM to promote your event
- [Non-Profit Tech for Good](#) - subscribe to their eNewsletter
- [Bitly](#) - shortens long web addresses
- [Top 10 Free Blog hosts](#)

Linda A. Levy
www.LindaLevy.com
kinglevy@comcast.net
831.426.4906