



# AMY'S Artist TIPS

## Building Your Electronic Self

Use electronic media to promote yourself and ultimately sell more art!

- 1 **Collect email names** at festivals and build your list over time. Amdur Productions offers 19 festivals this season where you can exhibit and collect names. Pass out business cards and other collateral with your website and a great image of your work.
- 2 **Carefully manage your email list**, collect names at festivals and from anyone who contacts you by e-mail. Keep lists sorted geographically. Be creative in collecting emails - try an artwork giveaway from your festival booth or web site.
- 3 **Send out electronic postcards, electronic seasonal newsletters and announcements** of your next festival(s) to your email list. At Amdur Productions, we provide artists with a "graphics" library of show logos and postcards to use in their electronic and regular mailings.
- 4 **Provide your email address, website and great images** to Amdur Productions. At the new Amdur Productions' website, exhibitors' images and links to artists' web sites get more eyeballs to your site.

- 5 Your business website is your resume, your studio, your gallery. **Create a site that grabs attention.** Keep accomplishments, festivals/events, and projects up to date. Include your bio, samples of your art, your contact info - phone number, email, and address. Set up Analytics (like Google) to monitor who is going to your site and where they are coming from. Review this often. Give people a chance to sign up to receive newsletters from you.
- 6 Professionally used, **Facebook is a great way to communicate with customers** and people you have met at festivals. Choose memorable images. Make sure all business information is correct. Post and celebrate accomplishments like getting into a show, awards and special commissions. Post photos of your studio, you at work and your new work. Respond to people's comments.
- 7 **Learn about Twitter, Instagram, Pinterest** as other good ways to promote yourself. You can use their icons on your web and business cards to let people know to look for you there too.

Here's to seeing you on the street....and on the web.

  
**AMDUR**  
 PRODUCTIONS  
 CELEBRATING  
 31 YEARS OF ART

847-926-4300     
 AmdurProductions.com

Call for  
 booth space  
 availability  
 847-926-4300

**Barrington Art Festival**  
 May 24-25 • Barrington, Illinois

**Millennium Art Festival**  
 May 30-June 1 • Chicago, Illinois

**Promenade of Art Arlington Heights**  
 June 7-8 • Arlington Heights, Illinois

**Gold Coast Art Fair**  
 June 21-22 • Chicago, Illinois

**The Art Center's Festival of Fine Craft**  
 June 28-29 • Highland Park, Illinois

**New Buffalo ARTigras!**  
 June 28-29 • New Buffalo, Michigan

**Chicago Botanic Garden Art Festival**  
 July 5-6 • Glencoe, Illinois

**Buffalo Grove Art Festival**  
 July 12-13 • Buffalo Grove, Illinois

**Summer on Southport**  
 July 12-13 • Chicago, Illinois

**North Shore Festival of Art**  
 July 26-27 • Skokie, Illinois

**Glencoe Festival of Art**  
 August 2-3 • Glencoe, Illinois

**Art at the Glen**  
 August 9-10 • Glenview, Illinois

**Lincolnshire Art Festival**  
 August 16-17 • Lincolnshire, Illinois

**Port Clinton Art Festival**  
 August 23-24 • Highland Park, Illinois

**Third Ward Art Festival**  
 August 30-31 • Milwaukee, Wisconsin

**Downtown Downers Grove Art Festival**  
 September 6-7 • Downers Grove, Illinois

**Highwood Starving Artists Festival**  
 September 20-21 • Highwood, Illinois

**The Inside Art & Wine Show**  
 November 21-23 • Highland Park, Illinois

**Gulfstream Park Art Festival**  
 December 13-14 • Hallandale Beach, Florida