



PRESENT

# MARKETING FOR THE CRAFTSPERSON OR ARTIST: PART 1

with LINDA ROZELLE

This hands-on seminar will aid the craftsperson or artist in developing a marketing plan aimed at increasing sales and profit. It will also emphasize excellence in product as well as efficient ways to broaden public awareness through effective advertising.

The workshop will focus on:

- How to begin letting the world know about you and your craft
- How to keep track of those important “no fun” expenses to insure your profitability
- Pricing to insure survival and what to do if your product isn't selling
  - How to approach independent shops and galleries.

**THURSDAY, NOVEMBER 19, 2015**

**2:00 PM – 5:00 PM**

**OCRACOKE COMMUNITY CENTER**

*Call Sarah Johnson at 252-542-0842 to pre-register.*

## *About this workshop*

Linda Rozelle has a diverse background in commercial art, has designed hundreds of corporate identity programs nationwide and has been nationally recognized for excellence in advertising. For several years, audiences have found Rozelle's creativity and humor a captivating vehicle as she delivers a strong message for the small business owner and entrepreneur. A specialist in cartooning, Linda makes these free seminars as entertaining as they are informative!

**Only \$25 total  
to attend both  
sessions!!**  
To pre-register, call Sarah  
Johnson at 252-542-0842.



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