



PRESENT

MARKETING FOR THE CRAFTSPERSON OR ARTIST: PART 2

with LINDA ROZELLE

This fast-paced, information-packed seminar details how to best market your business image on a low or no-budget plan. Learn how to establish a marketing plan that is designed to increase your bottom line. Discover if you need a logo and find out where to get one. Identify ten “no cost” ways to effectively advertise. Analyze why customer service is your most important marketing tool. Attendees are encouraged to bring samples of their product to the seminar. The workshop will focus on:

- Selling through craft fairs and trade shows.
- Designing your booth at shows and why presentation is so important.
- Successful marketing tips, including press releases, business cards and gift tags.
 - Designing your own logo, business card, flyer or brochure.
- Exploring the very essence of exactly what your marketing story needs to say.

FRIDAY, NOVEMBER 20, 2015

9:00 AM – 12:00 NOON

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!!
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BEAUFORT COUNTY COMMUNITY COLLEGE

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