

ARE YOU READY TO GROW?

You're an artist - and a darned talented one at that! And while there are other hats you have to wear (at least for the time being), is marketing your creative brand one that you want to wear (or that even fits you)? You might be aware of some marketing tactics and you may have even tried to implement them to gain some exposure for your wares... How has that worked out for you?

There's no shame in lacking the know-how (or the patience, or the time, or the inclination...) to market what you create. It's not your forte. We all have our strong suits (I can tell a Rembrandt from a Renoir but that doesn't make me an art dealer...)

The truth of the matter is, you're a maker, not a marketer. Let's own that statement and say it again, louder, for the folks in the back row...

I'm a maker, not a marketer!

So... let's discover if you're ready to grow - to really take your creative business seriously enough to invest in a marketing strategy that's authentic-to-you, consistent and audience-expanding?

Are you:

- tired of being a passionate embodiment of an artist yet having your creative gifts largely ignored?
- discouraged when people don't seem to "get" your art?
- unsure what to say to people to get their attention?
- shy or uncomfortable about appearing "salesy," pushy or sleazy about offering your wares for sale?
- confused as to which marketing channels to pursue?
- curious what effect your marketing is having toward driving sales your way?
- someone who dreams of making significant income from selling their artistic wares?
- someone who will feel they've missed an important opportunity in life if they don't connect with people through the expression of their art?
- someone who truly, deeply believes that their art communicates a message the world needs/deserves to hear
- someone who creates because they can't not create?

Shine a Light Marketing Shines at:

- ✦ Helping identify what makes your business stand out from competitors.
- ✦ Crafting a customized marketing plan tailored to YOUR creative brand.
- ✦ Cutting through marketing jargon and, while taking on your marketing burden, operating transparently and understandably on your behalf.
- ✦ Honoring your relationships with your audience above all else.

Aren't you sick and tired of the frustration?

When you're ready to grow, the choices are to stay feeling stuck and unfulfilled OR to take action toward your goal of building a profitable business from your talents.

Not sure how to start?
Confused about marketing tools?
Hesitant to share your creations online?

Schedule a date for a Path to Impact session
on Zoom with me, Gina Blitstein, to gain some clarity and confidence!

