

July 2019 Member Newsletter

Art Talk - Tips, News, Resources



KEEP IN TOUCH WITH YOUR CONTACTS

Your contact list is unique to you and can be a valuable promotional tool.

Do you have a sign-up form on your website? You can also place a form on your business Facebook page for subscribing to your newsletter – capturing emails.

Where ever you are, when you meet people who see and comment on your art, instead of just thanking them or giving them your business card (both of which you should do!) ask for their contact information. You might say, "I don't bombard people with emails, however, I would like to send you a notice of my shows and any new pieces I am working on."

Of course, if you are having a show, always have a guest sign-in sheet/book to capture visitors. Not everyone will sign in; therefore, work the room/both to make sure you ask them to please sign your book.

Once you have a contact list – USE IT! If you do not use a newsletter on-line product such as MailChimp or Constant Contact, at least send out basic emails to your list just to keep in touch. Consider using a service such as MailChimp – which has a free version up to 500 subscribers. It is extremely easy to use with built in templates for placement of text and images.

Do not rely on Facebook, Instagram and Twitter alone to market your work. To cultivate collectors, a strategy of a media presence is important.

As an artist, you are in a highly competitive arena. Reminding your contacts of your work is extremely important to your survival. Mark your calendar to reach out on a regular basis.

Call to Entries

From



<https://www.flydenver.com/art>

My Colorado
Arts & Events
8500 Pena Boulevard
Denver, CO 80249

Criterion: My Colorado is open to all forms of photographic image-making in color or black/white and in any process or technology, current or historical. Images submitted should be representational, however, image manipulation will be considered. All work must be your original creation.

INDIVIDUAL MEMBER NEWS AND ANNOUNCEMENTS:

Joyce Neilsen will have work displayed at Peak to Peak Brewery, 9735 E. Colfax, Denver, as Stapleton Artists' Featured Artist for the month of July.

July-August Katy Tartakoff will be showcasing her work at Sweetwater Tea & Coffee, 7545 East 29th Place in the Stapleton 29th Ave. Town Center.

July 21st at MCA's The Cube, 8371 Northfiled Blvd, Suite C, at 6:30. Creative Minds...it's an art thing, will feature a presentation, "101 Things to do with Acrylics" by member, Lelija Roy. This event is open to the public.

MEMBER OF THE MONTH



own wardrobe. Each of my pieces is a self-contained work of art, but is also intended to be a functional part of another person's overall outfit. I always love seeing how others mix my work into their own style.

Laura Shape
Mixed Media

I make wearable art because I love providing unique elements for others to incorporate into their



KDaly photo

vivandiedie.com

If you have information for the Stapleton Artists' Newsletter, please email stapletonarts@gmail.com