



## **"Marketing your art" or "The Art of Marketing"**

by Cooroibah artist Peter Heuscher  
(and former Marketing and Management professional)  
**(4 weeks - 3 hours)**

For whom is this workshop?

Artists who want to sell their artwork in community based and commercial galleries and learn how they can achieve more success by knowing what to do and "how to do it".

### Day 1 (3 hours)

- What is marketing? – A definition in general and specially for art
- The most important elements of marketing artwork
- How to "make a name for yourself"?
- Your Portfolio / CV (Biography)/ Artist statements / brochures / business cards etc.
- Signatures in emails / Letterhead / some examples ...

### Day 2 (3 hours)

- Talking about your personal CV's / artist portfolios and business cards
- Entering art competitions – locally and "on line"
- The value of being part of artist associations - benefits
- Signing up to artist lists, on line galleries etc.
- The value of being member of an "art group" – member benefits

### Day 3 (3 hours)

- How to approach galleries, interior designers etc.
- Presentation and pricing of artwork
- Press- and media- releases in local press / Art / Artist magazines
- Setting up your own website / producing a CD / DVD
- Signing up for different on-line art websites internationally

### Day 4 (3 hours)

- Review of all the topics
- Where to get the help you need?

Please bring the following items to the workshop: Notepad, writing material / your own CV, artist statement / your ideas for business cards etc.

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#### About Peter Heuscher:

Born in Switzerland 1943, educated in an advertising and design agency, over 20 years of experience in sales management and marketing. Living on the Sunshine Coast since 2000 after early retirement in Switzerland. Painting many years as hobby, full time and professionally since 4 years in oils, acrylics and mixed media. Award winning in different competitions. Peter had exhibitions in Galleries in Maleny, Gold Coast, Sydney, Pomona, Kenilworth, Caloundra Regional Gallery 2008 and Hervey Bay Regional Gallery 2009.  
Artist website: [www.heuscherartnoosa.com](http://www.heuscherartnoosa.com)

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Location: Noosa Leisure Center (could be held also in Maroochydore, Caloundra or Maleny (depending on number of participants and venue) cost: \$ 135.00 for workshop, including all workshop materials (max 6-8 participants per workshop)

For more information and bookings please call Peter phone: 54497 964 or email to: [heuscher-partner@bigpond.com](mailto:heuscher-partner@bigpond.com)