

**Do you feel frustrated or even stopped when it comes to marketing your art?
Are you unsure of how to get started?
Are you discouraged by past experiences that didn't work out?**

In this one day workshop, artist and marketing expert, Pat Fiorello, demystifies the marketing process into simple, practical approaches that anyone can use. Learn the fundamentals of marketing and how to apply them to your art career. Whether you're just getting started or have been selling for awhile and want to take things to the next level, you will learn to think about your art the way a marketing professional would and identify the actions necessary to succeed.

Workshop Topics Include:

- Understanding the 4 P's of Marketing (Product, Pricing, Placement, & Promotion) and how they apply to your artwork
- Identifying your target market and how to reach them
- Approaches for pricing your work
- Working with galleries and other alternative venues for selling your work
- How to evaluate whether marketing opportunities are worth your time and effort

Get the information and inspiration you need to get your art career going now!

To Register:

Contact Pat Fiorello patfiorello@aol.com or 404-531-4160
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About the Instructor:

Pat Fiorello has a unique blend of business and art skills.

After receiving her MBA from the Harvard Business School, Pat spent 20 years in the corporate world as a Marketing Executive. Her past positions include Vice President of Marketing and Innovation for The Coca-Cola Company and Vice President of Marketing at Nabisco.

In 2002, Pat left the corporate world to pursue her passion for painting on a full time basis. Pat founded Fiorello Art and Design, LLC and spends her time creating and selling paintings, licensing her artwork and teaching art in the U.S., Caribbean and Europe. Pat is a Signature Member of the Georgia Watercolor Society. Her paintings have been featured in over 60 juried shows and she has had over a dozen solo exhibits. She has served the art community as President of the Georgia Watercolor Society and chairman of the Atlanta Artists Center in recent years. Pat coaches artists on goal setting, planning and marketing. She is an affiliate instructor for ArtistsCareerTraining.com, a national artists development program.