

Shameless Self Promotion

It's one thing to make a great product, workshop, group, or art piece, it's a whole other world trying to sell it. If you struggle with consistency, how to earnestly market yourself, then join us for the Shameless Self Promotion series. In this value packed program you will learn some of the avenues, tools and systems that work. Learn simple methods in an easy to understand hands on manner. Build your marketing confidence in our encouraging atmosphere and succeed at what you love to do.

Additional tools required for this course. A laptop or home PC connected to the internet, decent cell phone or digital camera. Includes a workbook.

This series is facilitated by Christina Watts. Christina is an artist, online course creator and built her own paint line which is sold and shipped around the globe. You don't need a million followers to succeed, just a quality product and a nurtured customer base.

Session 1: January 10th 6pm-8pm

Introduction. Get clear on what it is you are promoting, who you want to promote to and figure out your value angle. Design the perfect package.

Session 2: January 17th 6pm-8pm

Branding Colours, Logos and Posters that pop - Guest Karen Heathman. Karen successfully ran her own graphics and web design business for years prior to "retiring" to create pottery known as Indigo Pottery. Her experience and knowledge on colors, logos, naming conventions is expansive and can help you look pro.

Session 3: January 24th 6pm-8pm

Visuals and Video that tell a story - Guest Philomena Hughes. A great image tells a story, relays a feeling, and in turns sells your product. Learn some tips and tricks to help you make the most of a visual.

Session 4: January 31st 6pm-8pm

Websites or Landing Pages that Sell and Are Easy to Make. It all funnels to a place of transaction and so your website or landing page can help you seal the deal. Luckily in today's era this endpoint is much more accessible, cheaper and easier than ever before. Come learn about your options for setting up an online shop.

Session 5: Feb 7th 6pm-8pm

Shameless Social Media Marketing, with Guest Speaker Dani Vonshweetz of North Souls Studio. Set up your content pillars, learn how to effectively use different social media constructs, manage email lists, curate your message, and more. We will work through the pros and cons of the main social media platforms, Facebook, Instagram, Pinterest and TikTok so you can find one that fits best with your style.

NO CLASS Feb 14th**Session 6: Feb 21st 6pm-8pm**

Exploring Distant Markets & Community Engagement with Guest Speaker Gwen Arrowsmith of 4 Paws Pure. Get past physical borders and reach more customers, figure out in-person local markets, build your own community while helping others with theirs. Create win, win, win for everyone.