



*This course is about establishing a creative business and a life you love.*

## **PUBLICITY:** Where to promote your show

**People typically have to see your promotions 7 times before taking action.** To best promote your Art Exhibit, market in several different types of formats to achieve the best result. Many are possible. Here are a few:

### **To Promote Your Upcoming Art Exhibit:**

1. **EMAIL:** Use your Email Module 4 of this course to promote with your Email Series.
2. **POSTCARDS:** Print a postcard (*See Sample postcards in the Bonus section of this course*) to leave on countertops around town,
3. **SNAIL MAIL:** Send your postcards or Art notecards to your collectors via snail mail.
4. **POSTERS:** Print 8.5" x 11" flyers to match your postcards, and hang them around town on relevant message boards.
5. **PRESS RELEASES:** Send Press Releases to local and regional newspapers or magazines/press. (*See sample Press Release in the Bonus section of this course*).
6. **COMMUNITY CALENDAR:** Submit a "calendar event" to local newspaper calendars. Read their format, and submit yours to the email listed in the paper for their calendar. (*You can always email the editor if you can't find it*).
7. **RADIO:** Submit a Press Release and "calendar event" to local radio and community radio stations.

### **Other notes to help you get press when you need it:**

Remember to support others when you are not promoting your own show, and they will be more likely to help you promote yours:

- Support your local newspapers/magazines by running an Ad.
- Go to your local Art events and support other Artists.
- Volunteer to help out with community Art shows or Arts organizations.
- Donate a small painting to your favorite non-profits.
- Be a donor on the local radio fundraiser.