


**CREATIVE CONVERSATIONS:
PRESS RELEASES
& LOW BUDGET
SELF-PROMOTIONS
FOR ARTISTS**

Rhian Swain
REDWOLF ADVERTISING


GREATER
AUGUSTA
ARTS
COUNCIL




WORKS FOR SALE

Various paintings and prints for sale. To purchase call 706-993-1551. Prices do not include shipping. International shipping is not a problem.

[CLICK FOR GALLERY](#)





WORKS IN PROGRESS (WIPS)

Current pieces in the studio. For updates on progress please follow my Instagram account
Instagram@rhianswain.artist

[CLICK TO SEE MORE](#)

1



Creative Conversation with Rhian Swain

TOPICS

“PUT ON YOUR BUSINESS MINDSET”

- What can you do on low to no budget?
- The Press Release – it’s cheap and easy
- A Place to Call Home: Social Media versus Web
- Additional Recommendations
 - Portfolio of Work and Documentation
 - Events and Groups
 - Payment Apps
- Don’t wait for the world to find you and don’t be a scaredy cat.

2

INTRODUCTION

About ME:

Rhian Swain / painting since birth / own ad agency for 25+ years
Great at promoting everyone but sometimes forget myself /
Recently inducted into NAWA / still learning new ways to build a
better reputation as an artist / 1000% introvert

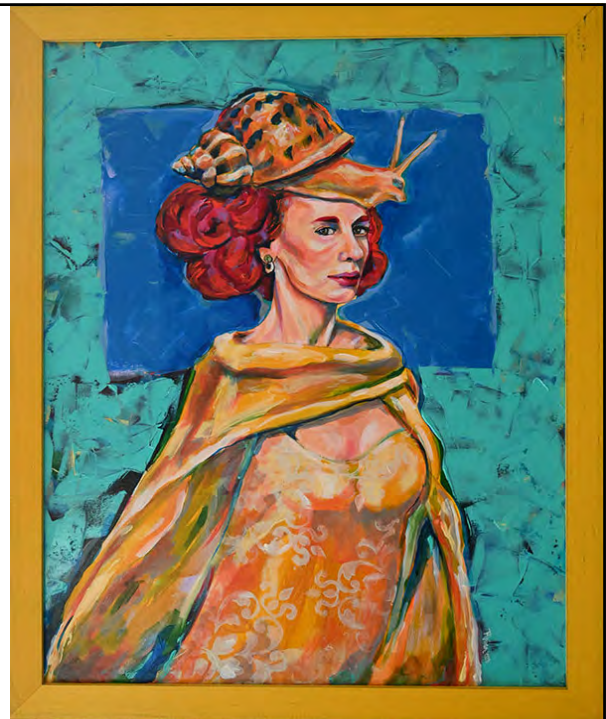


Creative Conversation with Rhian Swain

3

WHAT CAN YOU DO ON LOW TO NO BUDGET

- Press Releases are easy and no cost
- Business Cards are easy and low cost
- Social Media is easy and no to low cost
- Freebee Websites are kinda easy and no to low cost for super basic format
- Say “Hi” and go to places where people say “Hi” back – called networking
- Join organizations and groups – low cost and benefits can be huge... especially if you say “Hi” a lot.



4

LOW TO NO BUDGET

Business Cards – Yes You Need Them


- **Got Print** – 100 cards for \$8 and they have a template to walk you through layout
- Keep it local – **Quality Printing** (Tell Eric I sent you) 100 cards for \$25 and they can do layout design for addit. \$30
- Add a **QR code** to take people to your web page or art/music/writer social page so they can find you and buy your art
- QR codes can be made free: qr-code-generator.com or bitly.com or qrcode-monkey.com

Business Cards Marketing Materials Signs & Banners Invitations & Stationery Stickers & Labels Gifts & Décor Apparel Industry

Home » Business Cards » Order

Business Cards

High-quality paper stocks at affordable prices makes ordering business cards simple.



Size: 2" x 3.5" U.S. Standard

Orientation: Horizontal Vertical

Paper: 14 pt. Gloss

Color: Full Color Front, No Back

Quantity: 100

Rounded Corner: None

Coating: High Gloss UV Coating Front

Production Time: 3-4 Business Days

Estimated Shipping: United States

Zip Code: Calculate Shipping

Subtotal (excludes shipping): \$9.99 \$7.34

Upload Front Design Online

Creative Conversation with Rhian Swain

5

LOW TO NO BUDGET

Website – It's a good idea to not rely completely on social media and let me tell you why....

- Free websites aren't always the best but they are better than nothing.
- Most recommended ones that are free and come with fairly easy template builders are Squarespace, Web.com, Wix.com, Weebly and Canva.
- Be prepared to be spammed to hell and back but it gives your work a store house and a home.
- Even if it's just a single gallery page of art or a page linking to all your youtube videos or songs, along with your email – it's a door people can knock on to find you and see more of what you do.

Creative Conversation with Rhian Swain

Forbes ADVISOR

The Best Free Website Builders of 2023

- GoDaddy: Best overall
- Wix: Best for local businesses
- Mailchimp: Best for solopreneurs and microbusinesses
- Weebly: Best for free online stores with Square
- WordPress: Best for developers and bloggers
- Webflow: Best for startups with minimal content publishing
- Ucraft: Best for using your own domain
- SITE123: Best for quick and easy setup
- Jimdo: Best for fee-free e-commerce
- Strikingly: Best for a free online store

Our Top 3 Free Website Builders 2023

web.com	WIX	shopify
9.7	9.8	9.5
\$100 / month / One domain included	\$14 / month / One domain included	Free trial \$1 / One Year Plan
Visit Site	Visit Site	Visit Site

All Tested Free Website Builders 2023

6

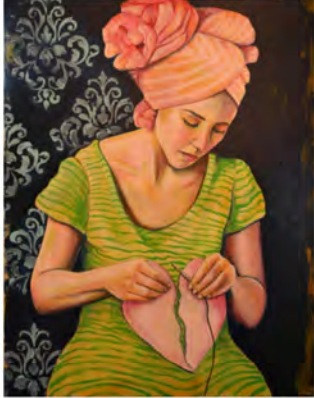


WHY a WEBSITE

RETURN TO RHIAN ART GALLERY

ASPECTS – EXHIBIT WORKS

The paintings in this gallery are available for sale upon request. They are being collected for a gallery show at Sacred heart Cultural Center in May 2024. The gallery will be updated regularly as pieces are created and added for the exhibit.

"Aspects" focuses on aspects of feminine energy and nature, including emotional, physical and psychological. "Embracing the Imperfections," "Strangers are Strange" and "What Are You Looking At" delve into women's self-identity, rebellion, and recognition of the absurdities / ironies of self-image.

If you apply to juried art shows, apply to perform at festivals or concerts, are trying to submit writings to publishers – they're going to want to see what you've done.

And the overlords of social media can't shut it down on you.

Creative Conversation with Rhian Swain

7

THE PRESS RELEASE – IT'S CHEAP AND EASY

- Press Releases are easy, no cost, and can be very effective
- **Who** – Send them to local, regional media like newspapers, television stations, radio stations, podcasters and digital content reporters.

Also send them to YOUR contacts, including friends, local arts related organizations, professional organizations, etc.

- **When** – Anytime you have something new or interesting to announce – a new show, an award, a book release, a book signing, a reception, an event you're featured at.

Don't rely on the event, gallery, show venue, book publisher, club, what-have-you to do your announcements. Do your own. (See the "Why")

FOR IMMEDIATE RELEASE

February 6, 2023
Augusta, GA.

REDWOLF
ADVERTISING

Breaking the Barriers – Women Who Impacted the Arts Exhibition on March 20 through 25th

A special one-week exhibition about famous Women Artists will be showcased at the Lucy Craft Laney Museum of Black History on March 20 through 25th featuring original paintings by Augusta artist Rhian Swain. The exhibit includes 12 portraits of female visual artists who have made an impact on the arts throughout history, as well as locally.

Ask a school child to name some famous artists and most can probably name Van Gogh, Picasso, Leonardo Da Vinci, perhaps Banksy, and one or two might even mention Frida Kahlo or Georgia O'Keeffe. When adults and children are queried about "famous" artists, women artists do not typically come to mind. Yet women have been amazing artists, as talented and groundbreaking as their male counterparts.

"Breaking the Barriers" is a series of paintings that shine a light on some of the women who have made remarkable achievements in the visual arts. Like Louise Bourgeois, who is recognized as one of the most important artists of the 20th Century and is best known for her enormous spider sculptures and installations. Sculptor Augusta Savage was one of the leading artists of the Harlem Renaissance. Berthe Morisot, a French Impressionist, who was the only woman invited to show in the very first Impressionist exhibition in 1874. The iconic Dot Queen Yayoi Kusama, who in her 90's, continues to astound the world with her Pop art. Those are just a few of the many faces that will be encountered at the exhibition. Two local women, Lillie Morris and Staci Swider, who have received national recognition for their art, will also be featured.

A reception with refreshments, and a short panel discussion wrap up the exhibit on Saturday, March 25th at 4pm. The museum will be open during the week and school age children are encouraged to visit and receive a free coloring book (while supplies last), highlighting the twelve featured artists.

The artist, Rhian Swain received a grant from the Greater Augusta Arts Council to help fund the exhibit. The Greater Augusta Arts Council provided grant funds to 17 individual artists to help create new original arts projects in the Central Savannah River Area (CSRA). The full list with descriptions of awards is available on <https://augustaarts.com/our-grants/>. These grant awards were made possible by a competitive award to the Greater Augusta Arts Council from the National Endowment for the Arts funds from the American Rescue Plan to support the nonprofit arts sector in response to and recovery from the COVID-19 pandemic.

Rhian Swain has a Bachelor of Fine Arts from the Atlanta College of Art. She is a painter, photographer, designer, illustrator, writer, and former talk show host. She has participated in many local exhibits, including shows in the Community Gallery of Augusta, The Augusta Municipal Building, a Private View featured Artist exhibition, and Annual Wine/Art Party and Sale. Her past solo shows included exhibitors at Sacred Heart Cultural Center, Augusta Cotton Exchange, D'Timms, and the Lucy Craft Laney Museum of Black History. Rhian is also owner of RedWolf Advertising, an Augusta-based agency that was established in 1997. She serves on numerous arts related committees and is currently serving as President of the Greater Augusta Arts Council Board of Directors.

###

To arrange interviews or for additional information contact Rhian Swain
rhian@redwolfadvertising.com, 706.414.1116

8

THE PRESS RELEASE – IT’S CHEAP AND EASY

- Where** – This takes a little initial legwork. Google is a beautiful thing. So is picking up the phone. Once you’ve gathered up the names, emails and possibly phone numbers of contacts at local media and relevant organizations or businesses, **keep them** in a saved draft email you can EASILY copy and paste into future emails. Also keep a document copy backup. Because shit happens. *PS – always BCC your press releases because it’s professional and polite, and prevents “reply alls” that make people hate you.*
- Why** – Press releases are basically **free publicity**. News media are always looking for interesting stories in a community. Here’s a secret – they’re often happy to identify key artists that they can pull in on short notice when they need filler story. The long-term benefit of sending out press releases is you can eventually become their go-to... by sending interesting content, doing interviews when asked, being on time, and letting them know you appreciate their help with exposure. Thank you goes a long way. **PS – it’s free.**
- How** – Writing a press release isn’t difficult. It’s basically the WHO, WHEN, WHERE, WHAT with a dash of HOW.

Television [edit]

All broadcast television stations⁽¹⁾ are licensed to Augusta unless otherwise noted:


Show station details [hide]				
Station	Channels TV / RF	Year established	Network affiliations	Station owner
WAGT-CD	26 / 30	1985	26.1: NBC 26.2: CW+ 26.3: Antenna TV	Gray Television
WAAU-LD	23 / 23	2011	23.1: DDD (SAGN) 23.2: Telemundo 23.3: Tuft TV	Robert L. Hunnicutt, Inc.
WBPI-CD	49	1992	Independent	Walchmen Broadcasting
WCES-TV (licensed to Wrens, Georgia)	20 / 6	1966	20.1: GPB (PBS) 20.2: GPB Create 20.3: GPB Knowledge 20.4: GPB Kids	Georgia Public Broadcasting
WEBA-TV (licensed to Aiken, S.C.)	14 / 33	1967	14.1: ETV (PBS) 14.2: The South Carolina Channel 14.3: ETV World 14.4: SCETV PBS Kids	South Carolina Educational Television
WFXG	54 / 38	1991	54.1: Fox 54.2: Bounce TV 54.3: Grit 54.4: Court TV	Lockwood Broadcast Group
WJBF	6 / 28	1953	6.1: ABC 6.2: Me-TV 6.3: Ion Television 6.4: Court TV Mystery	Nexstar Media Group
WRDQ-TV	12 / 12	1954	12.1: CBS 12.2: WAGT-CD NBC 12.3: MyNetworkTV 12.4: Circle 12.5: True Crime Network	Gray Television

9

HOW TO WRITE A PRESS

TYPICAL PRESS RELEASE FORMAT

1. Date and 'For Immediate Release' at the top.
2. Title and italicized subheading summarizing the news.
3. Location in opening line or at the Top
4. Two to three paragraphs of details.
5. 2 to 3 sentences about the artist information at the bottom. Can be an artist statement, super short bio with website or social media link and phone number.
6. Three pound symbols (###) at the end to signify the end of the release.
7. YOUR Contact information at the top or at the bottom – this is for the media to contact you. Include name, email and phone number.



FOR IMMEDIATE RELEASE
February 6, 2023
Augusta, GA

Breaking the Barriers – Women Who Impacted the Arts Exhibition on March 20 through 25th

A special one-week exhibition about Famous Women Artists will be showcased at the Lucy Craft Laney Museum of Black History on March 20 through 25th featuring original paintings by Augusta artist Rhian Swain. The exhibit includes 12 portraits of female visual artists who have made an impact on the arts throughout history, as well as locally.

Ask a school child to name some famous artists and most can probably name Van Gogh, Picasso, Leonardo Da Vinci, perhaps Banksy; and one or two might even mention Frida Kahlo or Georgia O’Keeffe. When adults and children are queried about “famous” artists, women artists do not typically come to mind. Yet women have been amazing artists, as talented and groundbreaking as their male counterparts.

“Breaking the Barriers” is a series of paintings that shine a light on some of the women who have made remarkable achievements in the visual arts. Like Louise Bourgeois, who is recognized as one of the most important artists of the 20th Century and is best known for her enormous spider sculptures and installations. Sculptor Augusta Savage was one of the leading artists of the Harlem Renaissance. Berthe Morisot, a French Impressionist, who was the only woman invited to show in the very first Impressionist exhibition in 1874. The iconic Dot Queen Yayoi Kusama, who in her 90’s, continues to astound the world with her Pop art. Those are just a few of the many faces that will be encountered at the exhibition. Two local women, Lillie Morris and Staci Swider, who have received national recognition for their art, will also be featured.

A reception with refreshments, and a short panel discussion wrap up the exhibit on Saturday, March 25th at 4pm. The museum will be open during the week and school age children are encouraged to visit and receive a free coloring book (while supplies last), highlighting the twelve featured artists.

The artist, Rhian Swain received a grant from the Greater Augusta Arts Council to help fund the exhibit. The Greater Augusta Arts Council provided grant funds to 17 individual artists to help create new original arts projects in the Central Savannah River Area (CSRA). The full list with descriptions of awards is available on <https://augustaarts.com/our-grants/>. These grant awards were made possible by a competitive award to the Greater Augusta Arts Council from the National Endowment for the Arts funds from the American Rescue Plan to support the nonprofit arts sector in response to and recovery from the COVID-19 pandemic.

Rhian Swain has a Bachelor of Fine Arts from the Atlanta College of Art. She is a painter, photographer, designer, illustrator, writer, and former talk show host. She has participated in many local exhibits, including shows in the Community Gallery of Augusta, The Augusta Municipal Building, a Private View featured Artist exhibition, and Annual WetPaint Party and Sale. Her past solo shows included exhibitions at Sacred Heart Cultural Center, Augusta Cotton Exchange, D’Timms, and the Lucy Craft Laney Museum of Black History. Rhian is also owner of RedWolf Advertising, an Augusta-based agency that was established in 1999. She serves on numerous arts-related committees and is currently serving as President of the Greater Augusta Arts Council Board of Directors.

To arrange interviews or for additional information contact Rhian Swain
rhian@redwolfadvertising.com, 706-414-8336

10

HOW TO WRITE A PRESS

Increase your chances of having it read and used by a media outlet:

- Send it out 6 to 8 weeks prior to an event, and again the week before if possible.
 - Keep it to one page if possible, no more than two pages at the most.
 - Write a compelling headline – “Local Artists Has an Exhibit” is not as interesting or attention grabbing as “New Exhibit About Famous Women Artists You’ve Never Heard About” or “Popular Local Author Hosts Book Signing of Her Exciting New Novel” or “Don’t Miss Russell Joel Brown’s Final Concert in Augusta!”
-

FOR IMMEDIATE RELEASE
Augusta, GA
July 5, 2023



Breaking the Barriers: Women Who Impacted the Arts Exhibit Reception July 14

The Greater Augusta Arts Council is pleased to present the *Breaking the Barriers* Art Exhibit Reception at the Municipal Building, located at 535 Telfair Street on July 14, 2023 from 11:00AM until 1:00PM. Light refreshments will be served with a short panel discussion by local women artists.

Breaking the Barriers is a collection of portrait paintings that pay tribute to famous women artists by Augusta-based artist Rhian Swain. The free reception will feature local artists who will speak about their journeys as women artists. Speakers include Lillie Morris, Staci Swider, Stephanie Willingham, and Rhian Swain.

Ask most people to name some famous artists and many can probably name Van Gogh, Picasso, Leonardo Da Vinci, perhaps Banksy; and one or two might even mention Frida Kahlo or Georgia O'Keeffe. When adults and children are queried about “famous” artists, women artists do not typically come to mind. Yet women have been groundbreaking artists, as talented and impactful as their male counterparts.

Breaking the Barriers is a traveling exhibit that includes 13 portraits of female visual artists who have made an impact on the arts throughout history, as well as locally. The series of paintings shine a light on some of the women who have had remarkable achievements in the visual arts. Louise Bourgeois is recognized as one of the most important artists of the 20th Century and is best known for her enormous spider sculptures and installations. Sculptor Augusta Savage was one of the leading artists of the Harlem Renaissance. Berthe Morisot, a French Impressionist, who was the only woman invited to show in the very first Impressionist exhibition in 1874. Iconic 94-year-old Dot Queen Yayoi Kusama continues to astound the world with her Pop art. These are just a few of the many portraits to be seen at the exhibition.

Rhian Swain received an NEA grant from the Greater Augusta Arts Council to help fund the creation of the painting series. Rhian Swain has a Bachelor of Fine Arts from the Atlanta College of Art. She is a painter, photographer, designer, illustrator, writer, and former talk show host. She has participated in many local exhibits, including shows in the Community Galleries of Augusta, at the 4P Studio's Gallery at 600 Broad St., at Le Chat Noir, The City Gallery at Augusta Richmond County Municipal Building, Private View, Annual WetPaint Party and Art Sale, Sacred Heart Cultural Center, Augusta Cotton Exchange, D Timms, and the Lacy Craft Lancy Museum of Black History. Rhian is also owner of RedWolf Advertising, an Augusta-based agency that was established in 1997. She serves on numerous arts-related committees and is currently serving as President of the Greater Augusta Arts Council Board of Directors.

###

Media Contact: Rhian Swain, RedWolf – rhian@redwolfadvertising.com 706-414-3116

Greater Augusta Arts Council :: 1301 Greene St. :: Augusta, GA 30901

The mission of the Greater Augusta Arts Council is to enrich the quality of life for citizens and visitors of Augusta's River Region by advancing vibrant cultural arts.

11

HOW TO WRITE A PRESS

- A subtitle with more key info can be included below the headline
 - The meat of the Press Release should be at the top below the title / subtitle: who, when, where and what. **What is going on, when is it going on, who is involved, and where will it be.**
 - Pretend you're a journalist writing about your event, award, or special news – keep it in third person (Ms. Swain recently was inducted into NAWA. She has an exhibit coming up at for example)
 - You increase your chances of it being included in media stories if they can copy and paste it with minimal reworking. **That means spellcheck and grammar check.**
-

FOR IMMEDIATE RELEASE

August 15, 2023 – Augusta, GA

Experience the Souls of the Midnight Dreamers

Souls of the Midnight Dreamers is an exhibition celebrating human achievement and the power of dreams that come true. Featuring 36 original paintings and drawings by Augusta-based artist, Francie Klopotic, the exhibition runs September 1-30, 2023 at the Lucy Craft Lancy Museum of Black History.

An opening Reception will be held Saturday, September 2nd at 5:30pm-7:30pm at the Lancy Museum located at 1116 Phillips Street, Augusta, Georgia 30901. Enjoy live jazz by Bill Karp and refreshments catered by Nancy's Fancy Feast. Admission is free.

Souls of the Midnight Dreamers showcases portraits of icons like Billie Holiday, John Lennon, Wycliffe Gordon, Bob Dylan, Carl Sagan and more. Each personality featured in the exhibit began their life's journey with a dream. That dream became an all-consuming desire. They each were souls afire, ignited with a passion that kept them dreaming and doing the work necessary to make their dreams come true. Their successes remind us that we, too, can realize our dreams no matter how big or how small they may be.

Francie Klopotic was born and raised in East Atlanta Village and taught herself to draw faces at the age of ten. A portrait artist for over 45 years, she finds exquisite beauty in the diversity of humanity and has spent most of her life drawing portraits in graphite and colored pencil. In 2018, she began showing her work at galleries and in art shows across the River Region. She has several collectors and many of her works are in private collections across the Southeast, Midwest and New England. In 2021 Francie picked up a paintbrush for the first time and began painting portraits in bold and bright hues. Painting opened up a whole new world for her as an artist, allowing her the ability to fully express her love for Pop Art and pop culture in a new way. Her influences include Andy Warhol, Keith Haring, Peter Max, and Alex Katz. Francie's goal as an artist is to encourage others to embrace their own uniqueness and to revel in their beauty, for every human is a work of art.

Contact for interviews and photos: Rhian Swain, RedWolf Advertising, 706-414-3116 / rhian@redwolfadvertising.com

12

The Augusta Chronicle

Sports | Things To Do | Lifestyle | Opinion | Advertise | Obituaries | eNewspaper | Legals

"Souls of the Midnight Dreamers" art exhibition is 5:30-7:30 p.m. Saturday at the Lucy Craft Laney Museum of Black History in downtown Augusta at 1116 Phillips St. The gallery celebrates true believers of the past in order to inspire the dreamers of the future. Guests will also have refreshments and live jazz to enjoy. Admission is free.

Morris Museum of Art is hosting its **Artrageous! Family Sunday** from 2-4 p.m. Participants will make their own block prints inspired by the museum's collection. Admission is free. The museum is located in downtown Augusta at the end of 10th Street.

Book on a Box's Opening Reception is 6-8 p.m. Friday at Book Tavern in downtown Augusta at 978 Broad St. It will kick off a whole month of the book store's walls boasting literature-inspired artwork by 25 local creatives. Guests will be able to meet the participating artists and enjoy some refreshments at the

The Post and Courier
NORTH AUGUSTA

Souls of the Midnight Dreamers - An Art Exhibition

Saturday, September 02, 2023, 5:30pm-7:30pm
Add to Calendar

Location
Lucy Craft Laney Museum of Black History
1116 Phillips St
Augusta, GA
(706) 724-3576
Directions

Description
Saturday, September 2nd || 5:30 - 7:30 p.m. || Lucy Craft Laney Museum of Black History

Souls of the Midnight Dreamers is an exhibition celebrating human achievement and the power of dreams that come true. Each personality featured in this exhibit began their life's journey with a dream. That dream became an all-consuming desire. Each person burned the midnight oil, lying in bed until the early morning hours dreaming of how to reach the heights, to land that role, that recording contract, that job they so longed to acquire. They were souls afire, ignited with a passion that kept them dreaming, figuring out ways to move one step closer and doing the work necessary to make their dreams come true. Each person here embodied the soul.

[Read more](#)

More Info
[Visit Greater Augusta Arts Council](#)

Creative Conversation with Rhian Swain

13

HOW TO WRITE A PRESS

- Including a Quote is a bonus touch – (*Rhian said, "Most school kids can name four to five artists, usually all men. Even adults have a hard time listing more than two famous female artists..."*)
- Put the least important information last – that way if anything has to be chopped in the editing room due to space it won't be the key info you're trying to get out there.

Attachments - It helps if you can include at least one good quality photo. **It should never be larger than 1meg.** Preferred size should be around 500k. Media get a lot of email. If you send a 25meg file and blow up their mail server, they will hate you and not forget. Typically, if media contacts you for an interview they will want to take photos. An event flyer is a good image to include.

Breaking the Barriers
WOMEN WHO IMPACTED THE ARTS
by Rhian Swain

March 20 - 25, 2023
Lucy Craft Laney Museum of Black History

Reception & Panel Discussion
with Local Women Artists
on Saturday, March 25 @ 4pm

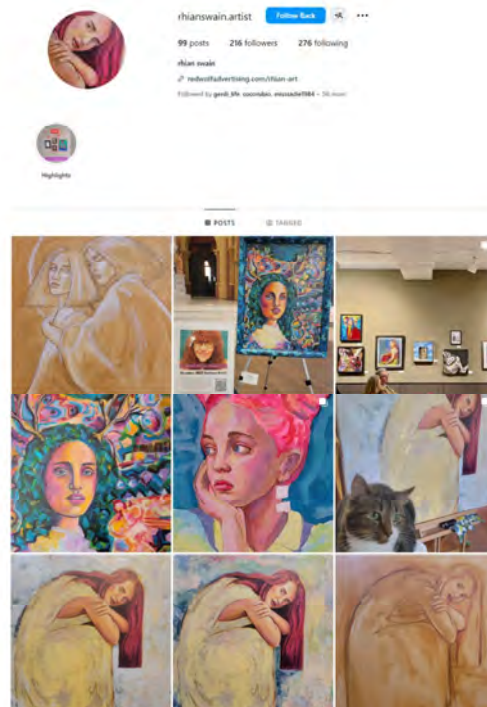
Sponsored by **ARTS** **ARTS** **ARTS**

14

A PLACE TO CALL HOME

Social Media versus Web

- **MUST** have a page dedicated to your art; not for your foodie shots or your sharing of memes. *Keep all that nonART business stuff on its own pages.*
 - The Challenges – **hackers and social media overlords**. Nothing is sacred, you can lose it at any time.
 - **The Benefits** – it is a quick and easy and free way to get your work seen / heard. It is an easy and free way to sell work.
 - **Platform Choices** – depends on your market and your art. Instagram still seems to work great for Visual artists, tiktok and youtube for performance based arts, FB for writers. Discord is growing and so is Twitch. Or so I heard. *So many platforms, so little time.*
-



15

ADDITIONAL RECOMMENDATIONS

- **Portfolio of Work and Documentation**
 - Photograph your work (visual artists) and include name of piece, size, year created in at least one high resolution image. It helps when applying to shows.
 - Same goes for musicians, videographers, writers – keep copies, snippets, clips, etc. properly labeled and in organized files
 - **Create an Artist CV** (Curriculum Vitae) and keep it up to date
 - Keep an up-to-date Artist bio and Artist Statement
 - Keep a spreadsheet of prices
 - Have a photo of yourself for when a reporter asks for it. And not one from when you were 17. Unless you are 17.
 - **Events and Groups** – Seriously, this is the way of the word of mouth. Bestest advertising there is. Also - this is where opportunity knocks.
 - **Payment Apps** – setup Venmo or some other popular pay app so people can give you the monies for your work. The easier you make it for them the better your chances are they will spend in your direction.
-



16



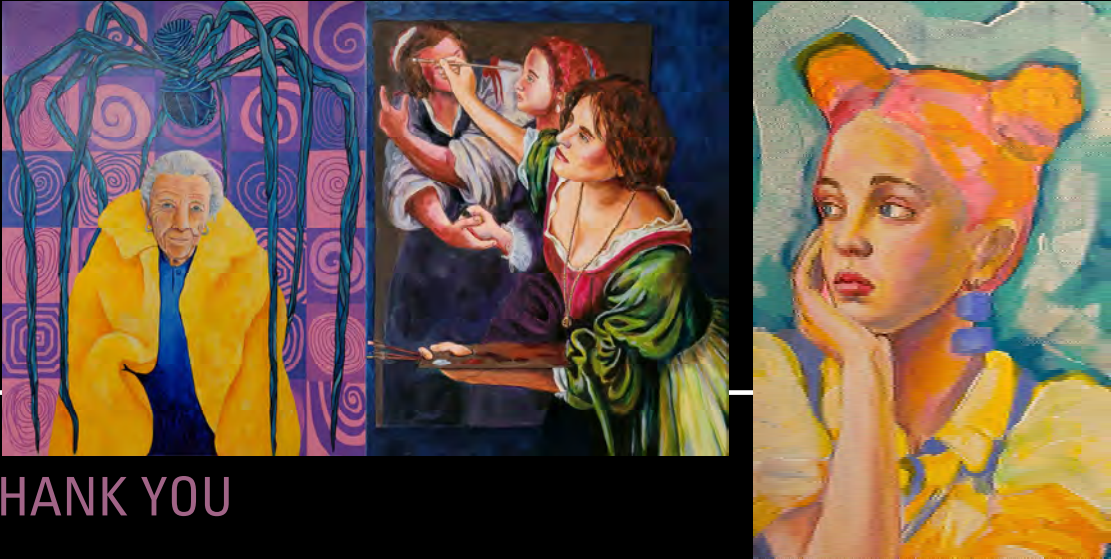
SUMMARY

Don't wait for the world to find you and don't be a scaredy cat.

Promoting your Art really only takes a few things:

1. **Thinking** a little more business-like about your art ... if you want to make at least enough money to keep doing it
2. **Creating** a habit of taking just a little extra time to do a few essential things (like press releases) so people can KNOW you and BUY your art
3. **Believe** in yourself enough to do number 1 and number 2.

17



THANK YOU

Rhian Swain | Rhian@redwolfadvertising.com | WEB: redwolfadvertising.com/rhian-art/

18