

Sabrina Staires, a fellow with the Mid-America Arts Alliance, 25-year career artist, Artist INC facilitator and former gallery owner/ curator will share with you ways that to make the most of the studio tour as a tool to build an audience for your work.

In our 1 hour Zoom session we will cover excellent ways to identify outreach options and messaging to your new and growing audience members.

Sabrina works as a private consultant helping artists build their careers in 1:1 consultations on the topic of “The Business of Being an Artist”.

We will lightly cover:

- *Mailings -both email and hard copy
- *Social Media
- *Concepts around branding and messaging
- *The appeal of workshops
- *Fostering continued interest in your work
- *Creating a general atmosphere in your studio that keeps people talking within your space
- *Building your client contact list

There will be time for questions within each topic.