

THE TOOL KIT

PRESENTER LINDA A. LEVY
AUGUST 20, 2015

THE TOOL KIT

Essentials for Success

Artists are visually gifted. Use this talent to visualize where you want to “see” yourself in the future. This is your FOCUS.

Believe in your vision / believe in yourself.

Today, we will explore opportunities to help you succeed in your focused, self promotion goals.


Linda A. Levy

www.LindaLevy.com


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831.426.4906

MARKETING

- Define what you have to offer and to whom you offer it.
 - Branding – identity – tag line
 - Basics: biz cards, resumes, artist statements, bios, portfolio; the how-to's, incorporating your brand/identity, etc., “customer/client” testimonials/photos
 - Social Media – using FB, Google+, Pinterest, LinkedIn, to promote yourself, your services. Some tips & tricks
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NECESSITIES

- Business Cards - Examples - Do's & Don'ts
 - Artist's Statement - Examples - Templates Do's & Don'ts
 - Artist's Resume - Examples - Templates Do's & Don'ts
 - Sample Portfolio (digital)
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BUSINESS CARDS

DO's;

- Professional Printing
- Eye-Catching
- Minimal Info
- Readable Text
- Shows You or Your Work
- Standard Size Best
- Proof read

DON'T's;

- Print on 10/pg tear paper
- Dull, boring, same old thing
- Too much info
- Fancy text (not easily read)
- Says nothing about you or your work.
- Small cards get lost
- Forget to proof read



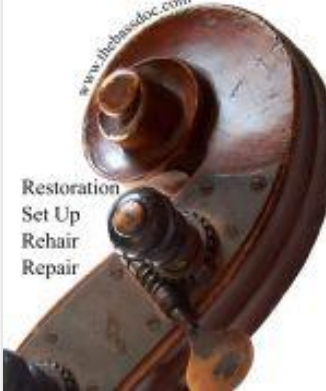
Tina M. Masciocchi

831.335.5944
Tinalimarie@aol.com
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Restoration
Set Up
Rehair
Repair



L.A. Levy


Studio #125
Tannery Arts Center
1050 River Street
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BASKETRY
LARRY WORLEY
worleyfiberart@gmail.com 831.336.3704

fine woodwork felton, ca
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80grit@sbcglobal.net
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Beth Shields

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1050 River Street
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Pat Worley
Fiber Arts

831.336.3704 worleypl@comcast.net

BRUCE BANGERT



831.476.1906
www.MountainArtCenter.org/Artists/Bruce-Bangert.htm

ARTIST'S STATEMENT

DO's;

- Write in 1st person
- Be brief, 3-5 paragraphs
- Use relatable language
- Keep it current
- Sit on it & Have friend read
- Consider more than 1 statement – specific for show
- Compelling – clear benefits
- Proof read

DON'T's;

- Too many personal pronouns
- Tell your life story/self involved
- Too long
- Quote/refer to anyone else by name
- Forget to use spell check.
- Forget to have someone else read it
- Typos
- Use obscure language, platitudes, clichés.



Sterling Silver

2000

Linda A. Levy

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eMail: Linda@LindaLevy.com

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I have been working with the human form for different media. I started with oil paints at the tutelage of Patricia Frey, a bay area artist, I explored oil pastels, soft pastels and watercolor. I became enamored with using clay to describe the human form. I have used several printmaking techniques. After all this using charcoal or watercolor for my short, gestural oil pastel with turpenoid or Tombow pens for my current work translates these life drawn images into a computer where I use the program *Painter* as my final, one-of-a-kind archival fine art images.

After years of somewhat "tight" classical drawing to enjoy the gestural approach: allow your hand to capture the essence of the pose. You can feel and feeling with a gestural drawing that often gives you a sense of movement.

My computer artwork is currently created using Corel's *Painter* software. All my pieces are originals: no clipart is used. I treat each printed creation as a final, one-of-a-kind archival fine art image. Selected images are printed on 100% rag paper 'Glossy Paper' and stored / framed in an archival quality frame.

In the past years, I've displayed my artwork in group shows, restaurants, galleries and universities. My work has been displayed at the Santa Cruz Art League, the Santa Cruz Art Center, and various on-line web galleries. www.LindaLevy.com contains examples of all my work.

A collection of work is available for viewing at www.LindaLevy.com

Linda A. Levy

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"Liby"

Digital Painting 2014

Inspired by local landscapes, marauding ravens and life drawings, most of my current work is painted using a computer program *Painter* © Corel, as my artist's media / tool to produce final, one-of-a-kind archival fine art images.


All my pieces are originals: imagery is drawn on the computer. I typically use drawings created from life drawing / plein air sessions, and "play" (explore the possibilities) with the basic simple image until I find a personal satisfaction with the final work. During the past few years, I have been creating "The Wall" series of figurative paintings: "Off the Wall", "On the Wall". I consider these as modern cave paintings, depicting figurative images on various decaying urban walls: peeling paint, spalling stucco, rotting wood surfaces. The figuratives come from 1 - 7 minute poses with a live model.

I treat each printed creation as a one-of-a-kind original. Selected images are printed using Epson Archival Inks (guaranteed to last 100+ years) on 100% acid-free rag paper or other archival papers and stored / framed in an archival tradition.

In the past years, I've displayed my artwork in San Francisco & Monterey bay area group shows, restaurants, galleries and universities. Current work has been displayed at the Tannery Art Center, Santa Cruz Art League, the Santa Cruz Mountains Art Center, Art Council of Santa Cruz County, Works Gallery in San Jose, the Davenport Gallery and various on-line web galleries. A listing of these are provided upon request. My web site, www.LindaLevy.com contains examples of all of my artwork.

Linda A. Levy

PROMOTIONAL OPPORTUNITIES

1. Web site
 2. Email
 3. Social Media Engagement
Top 5 (June 2015) In terms of user #'s: Facebook (968M), Twitter (310M), LinkedIn (300M), Pinterest (250M), Google+ (120M)
 4. Post Cards / Flyers / Brochures
 5. QR codes (for YouTube Videos & Website Traffic)
- 

FACEBOOK

- **Profile**
- Events
- Photos / Albums
- Groups – join like-minded groups –
- LIKE groups, orgs, events,
- Analytics:
 - best visibility when include a link to a video.
 - Next is a link to a photo.
 - Last is just a text message.
- Create new Cover Photo monthly; RGB JPG file 851 pixels wide, 315 pixels tall and less than 100 kilobytes
- Change profile image monthly. 180x180 px
- Advice:
 - allot 5 – 10 mins/day for FB activity.
 - Post video links 1/week; photos 3 x/week.
 - Start a “challenge” – artists to post 3 images for 5 days, nominating other artists each day to the challenge.

Browser window showing a Facebook profile for Linda A Levy. The browser address bar displays <https://www.facebook.com/linda.levy.14>. The page title is "Linda A Levy".

The profile header includes the name "Linda A Levy" and a search bar. Below the header is a large cover photo featuring a collage of digital art, including a cartoon character and a drawing of a staircase. The text "Linda A Levy" is overlaid on the cover photo. To the right of the cover photo, there is a notification: "1 notification from Stephanie Jenkins-Jessen and Kim Henderson Furnish".

The profile bio reads: "Digital Art - Ceramics Graphic Design Arts Advocacy". Below the bio, there are buttons for "Update Info" and "View Activity Log".


The profile tabs include "Timeline", "About", "Friends 585", "Photos", and "More".

The main content area shows a status update from Stephanie Jenkins-Jessen: "Stephanie Jenkins-Jessen posted in Bonny Doon Virtual Garage Sale. a few seconds ago". Below this, there is a post from Linda A Levy: "Linda A Levy added 5 new photos. 22 hrs -".

The right sidebar shows a list of friends, including Carolyn McGhee Lee, Jessie Maring, Johanna Atkinson, Beth Shields, Andrea Louise Dawso..., Linda Charman, Carol Bowie, Margaret Murray, Colin Campbell Clyde, Stephen Homan, Denise Bondy, and Geof Nicastro. There is also a search bar and a "MORE FRIENDS (12)" link.

The Windows taskbar at the bottom shows various application icons, including the Start button, File Explorer, Outlook, Word, PowerPoint, Excel, Chrome, and the Amazon and Edge browsers. The system tray shows the time as 1:35 PM on 8/9/2015.

TWITTER

- Home page design – reflect who you are –
 - **Profile**
 - Follow like-minded individuals, orgs, museums, etc
 - Use @ tags
 - Analytics
- 

Browser window showing a Twitter profile for Linda Levy (@LindaALevy). The browser address bar displays <https://twitter.com/LindaALevy>. The Twitter profile header features a large background image of a textured, greenish-grey abstract painting and a profile picture of Linda Levy, a woman with red hair. The profile statistics are: TWEETS 152, FOLLOWING 155, FOLLOWERS 103, and LISTS 1. The bio identifies her as an artist, instructor, arts advocate, digital painter, ceramicist, and sculptor, located in Santa Cruz, California, with a website LindaLevy.com and a join date of April 2010. The main content area shows two tweets from June 25, 2015. The first tweet says "Add a message to your video youtu.be/8GCRwteqriA?a". The second tweet says "Raven Lunatic show youtu.be/rKS635fAF_U via @YouTube paintings from my Raven-Pecked Brain". The right sidebar lists users to follow: Social Santa Cruz™, O'Neill Charters, and Pitbull. The Windows taskbar at the bottom shows various application icons and the system clock indicating 1:59 PM on 8/9/2015.



LINKEDIN

A professional “social” media

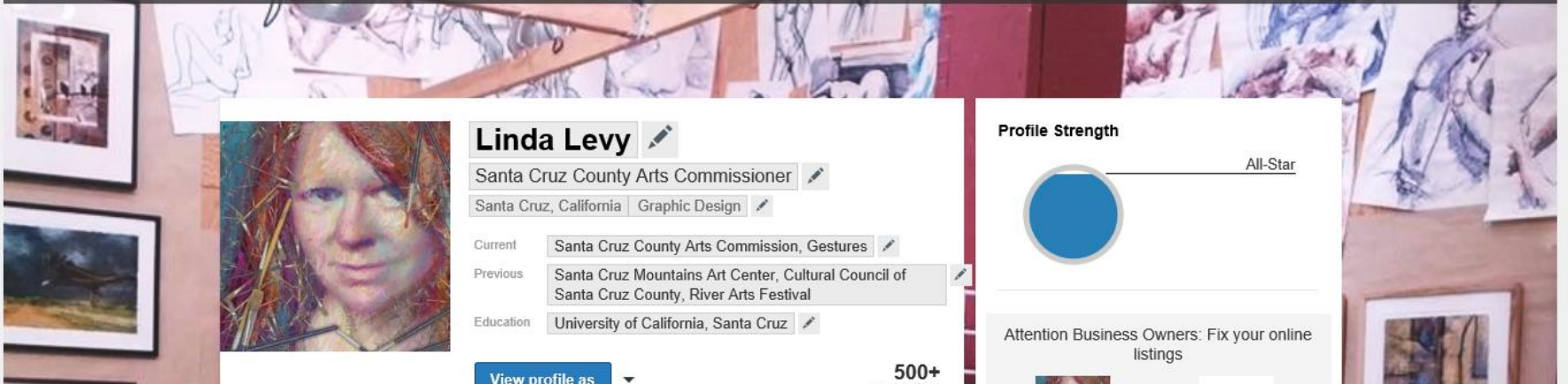
- **Profile**
- Connections
- Join groups – use “search” to find. If your listserve lets you post links when you send, these groups have a broad reach. Or you can post to them thru LinkedIn


Professional-Development | Edit Profile | LinkedIn

Search for people, jobs, companies, and more... Advanced

Home Profile Connections Jobs Interests Business Services Try Premium for free

Female Business Owners - You're Invited to Join the National Association of Professional Women | [Read More >](#)





Linda Levy

Santa Cruz County Arts Commissioner

Santa Cruz, California | Graphic Design

Current: Santa Cruz County Arts Commission, Gestures

Previous: Santa Cruz Mountains Art Center, Cultural Council of Santa Cruz County, River Arts Festival

Education: University of California, Santa Cruz

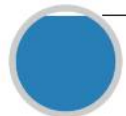
View profile as 500+ connections

<https://www.linkedin.com/in/lindalevy1> Contact Info


Add a section to your profile – be discovered for your next career step.

Profile Strength

All-Star



Attention Business Owners: Fix your online listings



You Yext PowerListings

Get listed on 50+ online sites and reach millions of customers

100%

1:54 PM 8/9/2015



PINTEREST

Develop “boards” for ANTHING: images, videos, links, etc.

- **Profile**
- Any image you put up here can be copied/used, etc.
- Pin & Pin again, and Like
- Add easy “Pin” to your browser – that way, anything you see on-line can be easily pinned to a specific board.
- Allows you to collect & share ideas, images, content

Linda Levy

Edit profile

+
Create a board

My Figurative Work
45
Edit

Ravens
6
Edit

Art & Inspiration
115
Edit

Textures
253
Edit

B & W
67
Edit

My Constructions
3
Edit

Doorways
107
Edit

Nature
19
Edit

My posters
27
Edit

Ceramics
23
Edit

Social Media
4
Edit

Gem-Stones-Jewelry
24
Edit

Wood
58
Edit

GOOGLE +

A more professional share space, photos look better here.

- **Profile**
- Circles
- Communities
- Events
- Photos

Browser window showing a Google+ profile for Linda Levy. The address bar displays <https://plus.google.com/u/0/+LindaLevy/posts>. The browser tabs include Professional-Development and Linda Levy - Google+.

The Google+ interface includes a search bar, navigation menu (Home, Profile, People, Photos, Collections, Communities, Events, Hangouts, Pages, Settings), and a user profile for Linda Levy. The profile information includes:

- Name:** Linda Levy
- Work:** Works at Gestures
- Education:** Attended University of California, Santa C...
- Location:** Lives in Bonny Doon, CA
- Stats:** 122 followers | 11,841 views

The profile header features a profile picture and a cover image with the text: **Linda Levy**, *Digital Artist*, *Graphic Design*, *Arts Advocate*.

Below the profile is a "Share what's new..." text box and an "In your circles" section showing 179 people.

The Windows taskbar at the bottom shows various application icons including Word, PowerPoint, Excel, and Chrome. The system tray displays the time as 1:36 PM on 8/9/2015.



PLEASE NOTE:

I have emphasized the “Profile” section of ALL these SM sites. This is a space where you “advertise” yourself, your services. I would recommend you create a list of:

- Your professional description
- Your Tag Line
- Keywords (10 – 30)
- Images – avatars, selfies, professional images, action photos

POST CARDS – FLYERS - BROCHURES

- Design your own - examples & templates; you can use Photoshop or free applications (Links at end)
- Printing costs: these days, printing costs are CHEAP, especially for Business Cards. You might also find a sponsor to help with costs (put their logo/info on your card/flyer/brochure. Thank them on you website with a link to their business/site.

QR CODES



- Whenever you set up any kind of display, you should have posted on the wall an obvious QR code to provide your savvy visitor more info – drive traffic to your website/videos, etc.

The QR code above goes to a video:
“Daring to be Digital-2015”

COMMUNITY ENGAGEMENT

- Professional Organizations
- Gallery Exhibitions
- Volunteer
- Continuing Education

USEFUL LINKS

- Free Graphic Design Software: [Canva](#): design business cards, post cards, FB cover, etc. Or [FatPaint](#)
- Free Web Hosting & Design: rated top 5
[Web.com](#) [WiX](#) [weebly](#) [squarespace](#) [GoDaddy](#) (while a top 5 rating, I DON'T recommend)
- Free Email List Serve: [MailChimp](#)
- Free QR Code [generator](#)
- Low Cost Professional Printer [GotPrint](#)
- DOCUMENTS / TEMPLATES
 - ✓ Artist Statements, do's & don'ts ([PDF](#))
 - ✓ Artist Statement Template, Landscape ([Word Doc - Professional Development Page](#))
 - ✓ Statement/Resume Template, Portrait ([Word Doc - Professional Development Page](#))
 - ✓ Digital Portfolio ([PDF](#))
 - ✓ Professional Development [Link Page](#)
 - ✓ **MARKETING WORKSHOP - OS 2015 - COMPLETE NOTES: ([PDF](#))**
- [Social Media Examiner](#)- 16 ways to use SM to promote your event - subscribe to their eNewsletter
- [Non-Profit Tech for Good](#)- subscribe to their eNewsletter
- ZAPP - Listen and learn more about cultivating new audiences, creating community connections, and more: <http://bit.ly/1Y3c8y>.
- [7 Takeaways From Social Media Marketing World 2015](#)

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