

# Thrive, Don't Just Survive: Economic Success for Artists in the 21<sup>st</sup> Century

**October 30 - 31**      **Bruce Baker**

*Nationally Known Trainer, Artist and Art Marketing Expert*

**Moscow City Hall - Council Chambers**  
**206 E. 3rd St., Moscow Idaho**

Two Days, Five Workshops! \$75 for one day, \$125 for both  
Travel stipends available for those staying overnight



**SUCCESS**

## SATURDAY (8:30 - 4)

- **Booth Design & Construction** Display designs that complement your work. Bruce will lead you through the many possibilities of construction, lighting, and merchandising techniques.
- **Dynamic Selling** Big stumbling blocks for artists, closing more sales and dynamic customer service techniques are not mysteries.
- **Your Images and the Jury** Get into better quality shows consistently. Learn what juries are looking for and how you can choose and arrange your images for maximum impact.

## SUNDAY (8:30 - 4)

- **Wholesaling 101** For artists who are thinking about wholesaling their work, and artists who already do. Bruce addresses the questions these artists need to ask about product lines, production costs, pricing and studio time.
- **Trends and Product Development** The power of using trends to create saleable art. Learn to identify current trends and use them to make your art irresistible to your customers.

Participants in his workshops report phenomenal results - as much as 20 - 30% sales increases are reported by those who implement techniques from his workshops. They get in to more shows, win best booth design awards, take their art to the next level and have more rewarding interactions with customers!

Read testimonials at [2DNW.org](http://2DNW.org)

Follow-up Booth Competition and Sale (Date TBA)  
**Free for workshop attendees: 1912 Center**  
People's Choice and Best of Show awards!

*Brought to you by Two Degrees Northwest,  
USDA Rural Development, Idaho Community  
Foundation, Idaho Commission on the Arts,  
City of Moscow and Heart of the Arts*

**First 12 to register get a  
free consultation with Bruce!**

Register for the Bruce Baker workshop by October 22nd. Call or email Lorie Higgins:  
[higgins@uidaho.edu](mailto:higgins@uidaho.edu) or 208-669-1480