

ARTREPRENEUR TRAINING OPPORTUNITIES

ALL
SESSIONS
RUN FROM
5:30-7:00 pm

Trainings are FREE and located at the Hispanic Business Center
2511 Clark Ave Cleveland, OH

April 03 **GET CREATIVE WITH THE BUSINESS MODEL CANVAS**
create a profitable business model from your art practice without the drain of making a boring, static business plan

April 10 **BRANDING & MARKETING BASICS FOR ARTISTS**
Modern marketing is the end of the starving artist. Join us for a workshop session to learn the basics of connecting your art with buyers.

April 18 **ART CAN BE MESSY. FINANCIALS SHOULDN'T BE.**
no more "starving artists." Maintaining accurate financials = a profitable creative entrepreneur

April 24 **MI ARTE Y LAS REDES SOCIALES-ESPAÑOL**
Construir una marca y audiencia en las redes sociales es una forma de aumentar la visibilidad de su arte con poco o ningún presupuesto. Entienda y mejore sus esfuerzos en las redes sociales más populares

May 08 **INSTAGRAM AND ETSY FOR ARTISTS**
Perfect for the burgeoning social media maven and solo artist who has started to build an audience. learn how to conduct a direct sales strategy and create a seamless buyer experience

May 29 **Q: DO I NEED A WEBSITE? WHAT DO I DO WITH IT? A: YES! REGISTER TO FIND OUT.**
every business needs a home base. in your customer's eyes, this is your website. connect your customers journey to your online content and set up measurable "signals" that inform you of your performance.



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