

About Me: I am currently an exhibiting Fine Artist (with over 15 years' experience as an Advertising Art Director working for two major California Ad Agencies....and then I started my own company). I earned a BFA Degree in Advertising/Graphic Design and I received a Minor in Marketing (at California State University, Long Beach). In addition to producing and exhibiting my artwork in New York City, New Jersey and in many places throughout the U.S., I am also giving Workshops that focus on marketing one's self (as an artist) as well as one's artwork. It's called **Promoting Yourself as an Artist Shouldn't be an Abstract Idea**®. It focuses on the artist marketing themselves using the social networks as well as utilizing the websites and web tools *designed specifically for the Artist*.

The Workshops can be done either as a 2 1/2 hour PowerPoint Presentation (with one short break) followed with Q & A's. **Or** it can be done as an all-day (6 hour) workshop on Saturday or Sunday (which includes a break for lunch). This one allows for more Q&A as well as some live-time demonstrations (and, if participants can bring their laptop & have access to the Internet, there is time for hands on utilization of what we learn). **Or** the *recommended* workshop is a Workshop/Class that is broken into a 6 week course, meeting once/week, for two hours. This workshop/class is divided into a combination of PP presentation & hands on applications with some work that can be completed at home to reinforce computer & marketing skills learned in class.

General Outline: *The (six-week course) class curriculum will expand on and utilize the basics learned from the shorter PowerPoint workshops.* These cover such things as 'The Tools of the Self-Promoter', 'Website Etiquette & Making the Most of your Post', 'To Blog or not to Blog', 'Tell me Who you are in 140 characters'(this is followed by writing assignments creating your one or two paragraphs or full page Biographies as well as being creative in "Writing your Artist Statement"), learning to 'Write Press Releases', 'Should you be a Joiner' (aka: which Art Organizations are right for you), 'Spotting the legit from the faux 'Pay to Play' Juried Shows' and 'What is the Artist's role at the Exhibition Reception (it's more than just showing up)'.

The only equipment I require for the Workshop is a projection screen for me to project my Power Point Presentation onto it; and, I would like access to the Internet (for the all-day Workshop and the 6 week Course)...as well as access to an electrical outlet to plug in my laptop & projector. (If this is done as a 'course' then it would be preferable if the **students should have** a laptop computer (or a desktop computer & a printer at their home so they can print out their take-home assignments to be reviewed in the next class or so I can take the finished assignment home to review). Although the printer is an essential artist tool, it is optional for this course as I can always have their completed assignments emailed to me as attachments. It is also preferable for the students to have access to the Internet *during* the extended workshop classes so they can (not only learn to store their artwork safely on their computer, resize and compress it...but also learn to) upload it to their online websites that we can set up during the class.

This is a comprehensive Workshop/Course that will educate, outline and (in the six week course) create the materials that will Arm the Artist for **The Business of Art**.

Please let me know if you're interested in my teaching this course at your facility and/or if you would like to discuss it further. Contact me at roberta.millmanide@gmail.com . I have a more in-depth outline (if you wish to see it), on **Promoting Yourself as an Artist Shouldn't be an Abstract Idea**®, if you choose to employ me for the 6 week program. I will also send you a Price Guideline for the Presentation and Workshops. My prices are based on traveling within the Northern New Jersey and New York City Area. If you are farther from these locations, you would be responsible for all my travel expenses.

Thank you. -Roberta Millman-Ide

([to The Art of Roberta Millman-Ide Website](#))