

EXPOSED

Getting Seen and Getting Sold



Learn how to build a resume and make sales from Boston's premier Artist Rep, Suzanne Schultz, CEO of Canvas Fine Arts. This one session course will help you develop a strategy to transform your talent into a successful career.

Suzanne not only explains her 10 Tips for success but also speaks candidly about her experiences as an Artist Rep. There will be a Q.&A follow up at the end of the talk.

Testimonials:

Hello Suzanne,

I met you while you were on a panel for the Artist's Professional Toolbox program last spring. I've been meaning to write you an email to thank you for adding such great energy to the discussion and am finally getting around to it! Your story is very inspiring and I love your approach to working with artists in such a unique angle. It is great as a younger artist to hear about the many directions that you can take in getting your work out there and I love that you were able to create so much success for people without any formal training in the arts!

Thank you again for your time and presence. I hope you are enjoying the beautiful fall!

Jenn

BCAE "How to Market Your Art", Suzanne Schultz

Suzanne Schultz talk about "How to Market Your Art" was in a word-Refreshing. Her experience and information laid out a clear vision on how today's artists can get their work exposed and sold. Incorporating the idea that artists need to tackle the business side of art, Suzanne provided an 'outside the box' way of thinking that was both professional and intelligent-not to mention tested in the real world. Backed by several informative stories and a great Q & A, I left feeling confident and excited to utilize her information in accomplishing my goals concerning the world of art.

-Dmitri Valone

"I had seen Suzanne's ads for Canvas Fine Arts for more than a year when Gallery 206, a pop-up salon in Amesbury, MA, was forming in late 2011. Part of our plan for the weekend-only art show was to bring someone or something of interest to the artists in our community on the Sunday of that weekend. I immediately thought of Suzanne. I wanted to hear about representation and about what she did for artists--and I thought other artists would also. I emailed her and within a day we had a plan in place. Check one for follow-through, for enthusiasm, and for an adventurous spirit! She didn't even know us! On the day of her presentation, we had more than thirty people packed into the gallery space to hear her speak.

That day was so important to me. I listened as an artist and potential client. But I also listened as an event-planner and curator, and what I received from Suzanne's two-hour presentation was this marvelous blend of Girl Friday, Breakfast at Tiffany's and Wall Street. She led us along the road of self-promotion; the alternative art scene; the possibilities that are at our own fingertips; the control we ourselves have over the direction of our artistic careers. I heard her validate feelings I have had.... "Being an artist is not just about painting hour after hour and day after day. It's also about the satisfaction and growth we owe it to ourselves to experience, when our art is seen and appreciated by others."

Suffice it to say, Suzanne is now working for me. She is my mentor and mother figure, even though I'm ages older than her! She is making me a better artist--every day--because she is tireless for the work of it; tireless for the EXPOSURE she is creating for her growing band of creators....."

-Paula Estey

Hi Suzanne,

It was great to see you on Wednesday and that the workshop was a success! I wanted to send you an email that regretfully, I will be unable to make the reception tomorrow for "Blue". Rob will be present and I know he will be a great representative of the gallery as always. I had hoped to rearrange my schedule to accommodate everything happening this weekend but was unsuccessful. I know there will be many more events in the future and I look forward to being in attendance.

The show looks amazing and you are representing some major talent. We are honored to have your artists in UFORGE and to be working with such a passionate "force" in the industry.

I look forward to hearing the success of the event.

Warmest regards,
Brian

Brian Crete
Co-Owner
Creative Director and Gallery Administrator

Hi Suzanne,

My name is Jill Barry, and I was at your seminar last night at the Uforge gallery with my friend Mike Glowacki. We want to thank you for all of the information that you provided. We are basically clueless as far as how the art world works, which is why we wanted to go to your seminar. I'm a stay at home Mom to a 7yr old boy with autism, and Mike works for a painting company. The mosaic work is just a hobby for both of us, but we are just trying to find a way to "get our work out of the studio," as you said. :) We just have no idea how to do that. We were recently selected to mosaic a 5ft rabbit for the town of Dedham, which we are really excited about. It's the first time we have ever done anything like that. I did attach some of our work. The dogs, deer, and bear are Mike's, and the lion, peacock, and dandelion, are mine. They are all in stained glass on wood frames, sized from 2'x2', 1'x2' and 18"x24." If there is any advice that you could offer us....we would really appreciate it. We understand that you are busy, so if it is not possible, we understand, and thank you for your time. We really did find your seminar to be really helpful and we are glad that we went. :)

Thanks again,
Jill

Dear Suzanne:

Thank you so much for a very informative--and very engaging--2 hours at Gallery 263 this past Saturday. As soon as I have my most recent work photographed, and I've drafted a goals plan for myself, I plan to be back in touch to request one of those fee-due, two-hour consultations you described. To quote Marky-Mark of The Funky Bunch, I'm pumped!

Meanwhile, here's to a cool summer,

Pat

Hi Suzanne ,

Thank you so much for the fantastic workshop you gave at Gallery 263 on Saturday. Your enthusiasm is contagious! I appreciated the information and inspiration (and sharing the cab ride). Keep in touch.

Susan Emmerson