

Margaret Danielak Workshop

The Art of Selling Art

Pasadena-based Danielak Fine Art (www.danielakfineart.com) is an innovative art sales and consulting services company which specializes in selling art in alternative venues. Founded in 2000 as DanielakArt, the Company is owned by Curator Margaret Danielak. She is the author of *A Gallery without Walls: Selling Art in Alternative Venues* (ArtNetwork Press).



In this workshop, she will emphasize evaluating your artwork, pricing your artwork, contacting galleries and cool alternatives. She will show you how to promote your work, build your mailing list, publicize your art with business card, portfolio, social media and website. Other important steps include: How to close a sale, upselling, and follow-up.

Clients include the California Art Club, the Southern California Women's Caucus for Art (SCWCA), La Galeria Gitana, the San Diego Fine Art Society, Avenue 50 Studio, Towns Burr Gallery, Silvana Gallery and the Monrovia Association of Fine Arts, among others.

YOU WILL LEARN:

- How to identify the best galleries to approach with your work.
- How to use postcards, press and cross promotion to sell your artwork.
- How to sell your artwork any time, any place and anywhere.
- How to use alternative venues to sell your work.

Bring your artwork to the workshop, and present them in front of group. Margaret will pose as a buyer and coach you through the sales process. This is a hands-on workshop and the only art sales workshop where you actually get to practice selling! During the past two workshops, after doing these exercises, artists actually sold their work to follow artists.

"Attending your workshop was the best money that I have ever spent. Period." – Ginny D. (Emerging artist)

"The most practical workshop I've ever attended...and the most helpful." – Pauline R. (Award winning artist and teacher)

Margaret Danielak Workshop

The Art of Selling Art

This one-day workshop is open to the public.

Date

Saturday, January 18, 2020
9:30 AM – 3:00 PM. One hour for lunch.

Location

Church of Good Shepherd
Community Room, 400 West Duarte Road
Arcadia, CA 91007

Fee

\$75 MVAL Members / \$90 Non-Members.

Space is limited to 20 participants.

REGISTRATION

(Check payable to: *Mid-Valley Arts League*)

NAME _____

ADDRESS _____

CITY/ZIP _____

PHONE _____

EMAIL _____

Margaret Danielak Workshop, Saturday, January 18, 2020

Enclosed is my check for: \$ _____

Check one: MVAL Member Non Member

Mail to: MVAL c/o Carol Ling, 4715 Lasheart Dr., La Cañada, CA 91011

Questions: 818.636.3770 / Carol_ling@sbcglobal.net