



# Lyn Belisle Studio

MARKETING BASICS FOR SAN ANTONIO POTTERS' GUILD



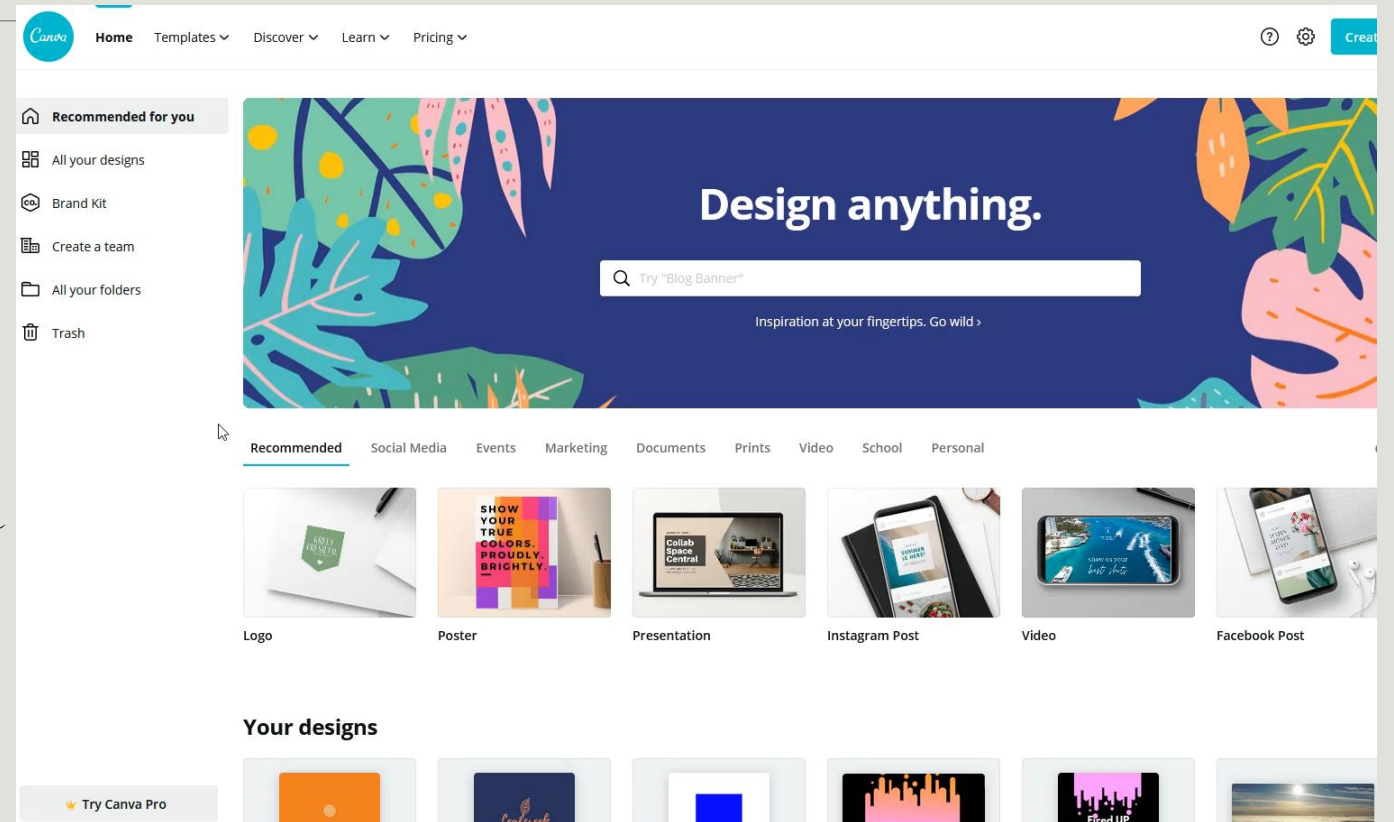


- **FIRST**

- **Define your work and your audience**

- Storyboard, photos, [Pinterest](#)
- Design software – Photoshop Elements, GIMP, [Canva](#)

*Logo and business card made with Canva (free) in five minutes*



#### Domain Available

pamelabarclay.com is available  
**\$0.99** ~~\$17.99~~<sup>©</sup>  
for the first year

#### Domain Taken

johnnelson.com is taken  
✓ Find alternate names below  
✓ Get help from one of our Agents

List social  
media sites  
prominently  
on website

CLICK HERE TO SIGN UP FOR UPDATES  
ABOUT WORKSHOPS, NEW EBOOKS &  
THE ETSY SHOP



ONLINE WORKSHOPS

- **SECOND: important**
- Create a website-based presence (headquarters)
- Search for and purchase your domain closest to your name or brand – do it now
  - Wix or Weebly or Squarespace
  - Create an Email form

[www.lynbelisle.com](http://www.lynbelisle.com)

[www.earthshards.com](http://www.earthshards.com)

https://www.lynbelisle.com

LYN BELISLE

HOME ABOUT ARTWORK WORKSHOPS EBOOKS & MORE BLOG: SHARDS ETSY SHOP MORE...

LYN BELISLE

- artist
- teacher
- designer
- writer
- earthshards

MAKING ART  
IN SAN ANTONIO, TEXAS

FEATURED IN THE CURRENT ISSUE OF  
WAX FUSION JOURNAL

CLICK HERE TO SIGN UP FOR UPDATES  
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f t i in e p

JUST PUBLISHED - *POSTCARDS TO MYSELF*:  
AN INTERACTIVE MIXED-MEDIA EBOOK WITH VIDEOS - TAKE A LOOK

# MOO Cards for Artists





MAIL CHIMP HEADER FOR THE EMALS IS SEND OUT TO MY LIST

**Share your new site in as many ways as you can think of – postcards, flyers, Facebook**

**Make an Email List in [MailChimp](#) from form on website (FREE)**

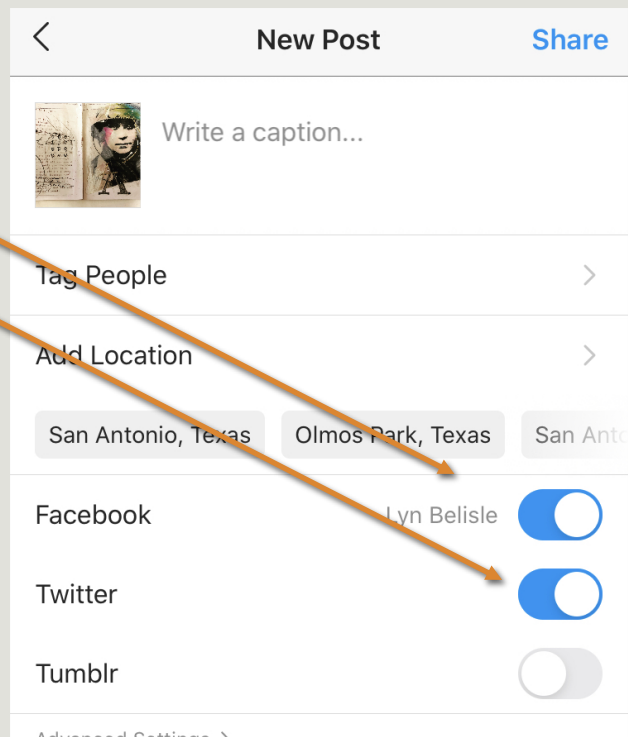
**Add to email list consistently from Contacts at shows, openings, meetings**

**Download free signup form on my website**

The image is a screenshot of the MailChimp website's pricing page. At the top, there is a navigation bar with the MailChimp logo, links for 'Why Mailchimp?', 'Marketing Platform', 'Pricing', and 'Resources', a search icon, and buttons for 'Log In' and 'Sign Up Free'. Below the navigation bar, there is a green banner with the text 'Needs change as businesses grow. We'll help you market smarter from day one.' and a link for 'Looking for Transactional Email Pricing?'. The main content area features a table of pricing plans. A pink box labeled 'Mailchimp Recommends' is positioned above the 'Standard' plan. The table has two rows: 'PLAN' and 'PRICING'. The 'Free' plan is highlighted with a teal 'Get Started' button. An orange arrow points from the text 'MAIL CHIMP HEADER FOR THE EMALS IS SEND OUT TO MY LIST' to the 'Free' plan column.

	Premium	Standard	Essentials	Free
PLAN	Advanced features for pros who need more customization.	Better insights for growing businesses that want more customers.	Must-have features for email senders who want added support.	All the basics for businesses that are just getting started.
PRICING	Starting at \$299.00 a month	Starting at \$14.99 a month	Starting at \$9.99 a month	\$0
	Select	Select	Select	Get Started
	Calculate your price	Calculate your price	Calculate your price	

- [Blog/Newsletter](#) – regular posting - "evergreens"
- *Connect Social Media accounts*
- *Blog post goes to Facebook page and to Twitter and LinkedIn*
- *Instagram post goes to Facebook*





*a unique nursery*

- **ONGOING MARKETING & CULTIVATION – it never hurts to ask**

- **Gallery/Exhibit/Events**

- **[Approach Retail Stores](#)**

- **Plant nurseries, kitchen stores, museum shops**

- **Collaborations w/other artists**

- **Join organizations – volunteer**



# Online Sales

www.Etsy.com



<p>Coffee cup - Handthrown fairtrade po... InBloomInHabit ★★★★★ (652) \$13.66</p>	<p>Small wee low bowl - mise en place ... UphillPotteryVT ★★★★★ (43) \$10.00</p>	<p>More colours Pottery Mug - Cozy Coffee Mug - Rai... BRobertsonPottery ★★★★★ (3,279) \$29.00</p>	<p>Rustic mug 150 ml Pot ARTPresentSHOP ★★★★★ (4) \$16.00 FREE delivery</p>
<p>More colours Handmade Pottery   Small Mug (8 c... JKCreativeWood ★★★★★ (471) \$24.00 FREE delivery</p>	<p>Coffee mug Pottery mug Espresso B... CeGlyna ★★★★★ (36) \$5.00</p>	<p>11 oz. Amber &amp; Blue Handmade Mug... BlanketCreekStudio ★★★★★ (484) \$37.00 FREE delivery Only 1 available and it's in 5 people's basket</p>	<p>TO ORDER espresso co BirdmansHome ★★★★★ (230) \$25.00 FREE delivery</p>
<p>More colours Pottery Espresso Cup, 5 fl. oz MadAboutPottery ★★★★★ (574) \$18.00</p>	<p>Blush Stoneware Small Coffee Cup ... MadAboutPottery ★★★★★ (574) \$24.00</p>	<p>More colours Ceramic Espresso Coffee Cup, Cera... MadAboutPottery ★★★★★ (574) \$18.00</p>	<p>More colours Prep bowls / pottery ring dish / smal... abbylingle ★★★★★ (431) \$7.00</p>

**EarthShards**  
EarthShards  
San Antonio, Texas | On Etsy since 2012  
3,723 Sales | ★★★★★  
[Edit shop] [Favourite shop (1480)]

SHOP OWNER  
Lyn Haley Belisle  
[Contact]

Buyers are raving! This shop got multiple 5-star reviews in the past 7 days.

Announcement

New! Add videos to your listings  
Now you can make your items shine with video - we'll show them to some buyers as part of a new experiment. To get started, just choose a listing and select the new "Add a video" button.

Items

Search items

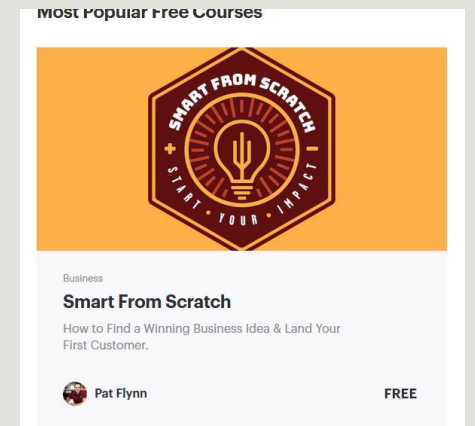
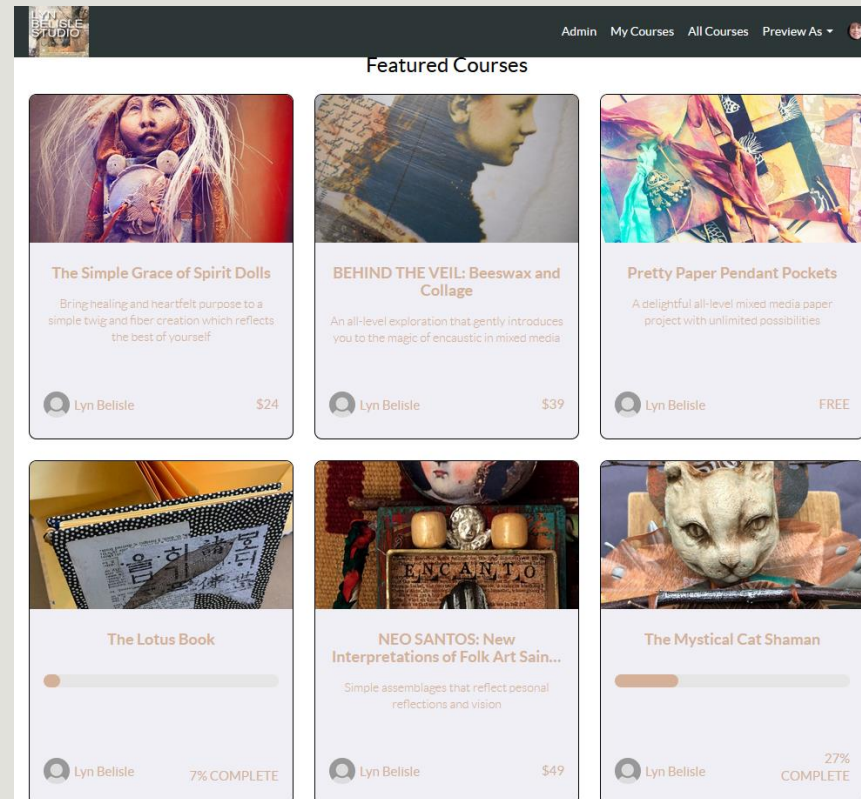
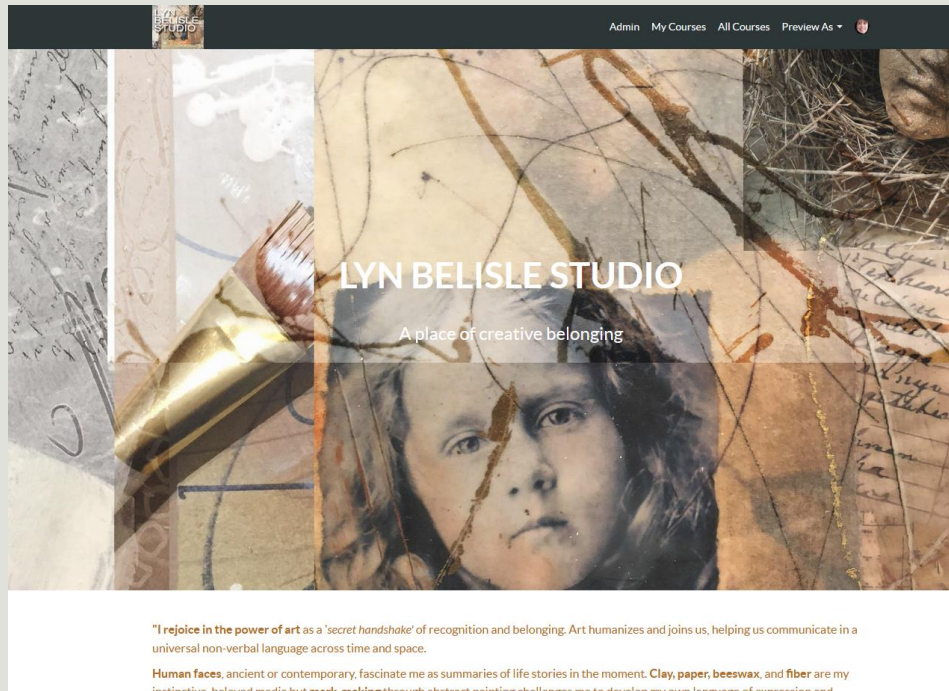
<p>Burnished Trio Earthenware ... 25 in stock \$14.00 Auto-renews 08 Dec, 2020</p>	<p>Sampler of Three Shard Fac... 37 in stock \$14.00 Expires 08 Dec, 2020</p>	<p>EBook: Behind the Veil - Bee... 208 in stock \$5.99 Auto-renews 08 Dec, 2020</p>	<p>Five Celtic Forge Earthenwa... 44 in stock \$22.00 Expires 07 Dec, 2020</p>	<p>Five Rune and Relio Faces 10 in stock \$22.00 Expires 07 Dec, 2020</p>
<p>Three Celtic Forge Earthen... 26 in stock \$14.00 Expires 06 Dec, 2020</p>	<p>DO NOT ORDER unless you ... 20 in stock \$7.00 Expires 05 Dec, 2020</p>	<p>Workshop eBook: Beeswax, ... 118 in stock \$18.00 Auto-renews 05 Dec, 2020</p>	<p>Wax &amp; Words Workshop: an ... 361 in stock \$18.00 Auto-renews 04 Dec, 2020</p>	<p>POSTCARDS TO MYSELF - A... 135 in stock \$18.00 Auto-renews 04 Dec, 2020</p>



# Online teaching

Teaching platform ties back to your work and website

You can also find great free courses:



# Finally – give it away

- *The absolute importance of generosity*
- *YouTube Channel or Vimeo – free how-to*
  - *Share information freely*
  - *Share time freely*
  - *Share the work freely*



YouTube Search

Basic Steps

0:07 / 9:26

Danielle ~ The Clay Lady - Throwing a Pot on the Potters Wheel Pt. 1

211,792 views • Mar 10, 2012

1.3K 36 SHARE SAVE ...

Here's a resource page for you on my  
website:

[www.lynbelisle.com/SAPG.html](http://www.lynbelisle.com/SAPG.html)

