

TRAINING GUIDE

A training guide is available by request from the New York Folklore Society to assist folklorists or others who wish to use this book as a text or point of departure for the training of folk artists in workshop settings. Feel free to contact the society if you would like a copy of the training guide to insert in this binder.

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ARTIST SELF-MANAGEMENT WORKSHOPS

[FEES: \$250 TO \$400 PER WORKSHOP, PLUS TRAVEL & EXPENSES]

Introduction to Marketing

(2 to 3 hours: 1 session)

What is “marketing”?

Why be involved?

Preparing for Special Events

(2 to 3 hours: 1 session)

Festivals

Fairs

The Jurying Process

Artist Self-Marketing 1*

(2 to 3 hours: 1 session)

Market Research

Test Marketing

Field Assignments [practicum]

* Prerequisite: *Intro. to Marketing*

Pricing Your Work

(2 to 3 hours)

Figuring Overhead

Hourly Wages

Profit

Wholesale and Retail

“Net Income” Method

“Going Rate” Method

Consignment

Commissions

Artist Self-Marketing 2 *

(2 to 3 hours: 1 session)

Reports of field experiences

Creating Marketing Strategies

* Prerequisite: *Artist Self-Marketing 1*

Creating Promotional Materials

(6 hours: 2 or 3 sessions)

Biography

Personal and Artistic Statements

Resumes

Brochures

Business Cards

Portfolios

Photographs

North American Folk Music and Dance
Alliance

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The Folk Alliance exists to foster and promote traditional, contemporary and multicultural folk music, dance, and related performing arts in North America. The Folk Alliance seeks to strengthen and advance organizational and individual initiatives in folk music and dance through education, networking, advocacy, and professional and field development.

They offer cassette tapes from their annual conferences on topics such as “Marketing Your Art,” “House Concerts as a Viable Venue,” “Making Festivals and Special Events Work,” and “Organize Yourself! Survival Strategies for Touring Musicians.”

They also can point you toward companies that produce CDs and offer other services to musicians.