

Charlevoix Circle of Arts

Inner Circle Gallery Talk, March 20th, 10 am:

Jennifer Earls, How to Sell Your Artwork & Crafts Online

On Monday morning, March 20<sup>th</sup> beginning at ten a.m., Jenn Earls, social media consultant for Facets of Charlevoix, will present an Inner Circle Gallery Talk at the Charlevoix Circle of Arts. Earls' presentation will cover the benefits of using social media platforms and inexpensive marketing techniques to turn your artistic hobby into a sales generating business. She will discuss what free options there are through social media and how understanding them can help grow your small business.

Facets of Charlevoix's new location is on Mason Street in Charlevoix and their focus is on attracting and growing small business in Northern Michigan. This will be a unique opportunity to learn and ask questions about Facebook, Twitter, Instagram and other platforms.

In this discussion, Jenn teaches you how you can take the artwork in your studio, using the phone in your hand, and a few minutes online per day to increase your exposure and your profit. Using social media, website templates, sales platforms, and editing apps, you can run a very profitable artist's business from your phone, laptop or tablet.

The Inner Circle Gallery Talks at the Charlevoix Circle of Arts Are free and open to the public. For more information about this talk or upcoming opportunities, please visit at 109 Clinton Street in the heart of downtown Charlevoix, (231) 547-3554 or go online to [www.charlevoixcircle.com](http://www.charlevoixcircle.com).