

NORTHERN NEW MEXICO COLLEGE
COMMUNITY & CONTINUING
EDUCATION



Business as Artists

WORKSHOP SERIES

FREE!

@NNMC
& LOS LUCEROS

Business as Artists:
FREE WORKSHOP SERIES
Aug 30-Nov 22
Fridays • 2pm-4pm
AT NNMC & LOS LUCEROS

*The class is free of charge.
Student fee paid for by Northern Rio
Grande National Heritage Area and NM
Economic Development Department.*

**This 7-session series is designed
to provide artists with the tools,
systems, and routines to create
and run a successful art business.**

INFO & TO REGISTER

(505) 747-5477

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[nnmc.edu/home/community-gate-
way/continuing-education/](http://nnmc.edu/home/community-gate-way/continuing-education/)

TOPICS INCLUDE

Mindset & Brand Value	Funding & Networking
Time Management, Planning & Prioritization	Pricing & Protecting Your Work
Business Basics, Bookkeeping & Finance	Sales & Marketing
	Business Plan & Flight Plan

COURSE OBJECTIVES

- Get out of your own way. Get clear on priorities and time management
- Learn the value of your artwork and you as an artist
- Dive into Creative Marketing, the tools and know-how
- Learn the basic requirements of setting up and running a businesses
- Learn how to track revenues and expenses, make informed projections, and gain a clearer understanding of your business finances
- Learn and discuss different techniques to price your work
- Understand the benefits of a business plan and learn how to prepare one
- Build a professional network
- Get basic guidance on protecting your work
- Learn ways to fund your business, where to find business resources and receive assistance
- Learn about marketing strategy and the tools to build a basic marketing plan.
- Gain a comprehensive understanding of social media marketing fundamentals and how to create effective social media campaigns
- Business support throughout course