

Marketing Tips:

1. Promote your own work, market yourself at any opportunity
2. Take/make opportunities for publication.
3. Be willing to do research, stretch yourself.
4. Develop you elevator speech – a 30 second description of your work.
5. Be patient for results.
6. Use social media to spread the word.
7. Know your audience and market to their needs and wants..
8. Develop a tag line and use it in all your marketing.
9. Offer to speak at local events for exposure.
10. Think out of the triangle!

Turning Points: Changing Lives One Event at a Time

