

"We could not have imagined how much of an impact James Dillehay's advice would make on our business. To our delight we are seeing results on a faster and larger scale than we expected in such a short period of time!"

Ken Kobrick & Angela Geene,
www.Passchal.com,
featured on the Today Show

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NEWSLETTER

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Best acceptance speech by an artist "I don't deserve this award, but I've got arthritis and I don't deserve that either!" from the National Association of Independent Artists site at www.naia-artists.org

Getting Publicity for Your Craft

by James Dillehay

Born in Flint Michigan, self-taught artists Marcia and Bill Finks create figures from rusted steel. After working for Sears and Roebuck for 21 years, Bill lost his job. With little job opportunities in Flint in 1989, Marcia and Bill found work for themselves by creating art from the old tin barn roofs scattered along the Michigan countryside. Within a few years their work was recognized nationally. Their pieces have appeared in numerous national publications and they have exhibited their work at various Art Institutes and Museums. All of their work is hand cut and painted at their country compound in Fenton Michigan.

Their art has appeared at various Art Institutes, as well as Country Home, House Beautiful, Home, Country Living, Elle Decor, Newsweek and various publications. They have been listed in Robert Redford's Sundance Catalog. Their art has appeared on Oprah Winfrey, House and Garden Network and the popular TV series Party of Five.

Not bad for a Midwest mother/housewife and a home improvement salesman with no art background.

Among the top ways to leverage your minimal budget into maximum exposure for your craftwork is taking advantage of the media's hunger for news and human interest stories. The process of getting the media to mention you is known as publicity, public relations, or PR.

Publicity is not to be confused with advertising. Publicity is free coverage of your story by a reporter, talk show host, or any other media producer. Advertising is a paid placement such as classified, display, billboard or radio ad.

When you buy advertising, you control everything you say about yourself. With PR, you have some influence, but ultimately the media has final control.

Publicity does a better job of "selling" than advertising. People are overloaded with something like 3,000 marketing messages per day. Most of us have developed ad immunity. As soon as we recognize an ad, our shields go up.

However, people do read and pay attention to newspaper and magazine articles as well as radio and television talk shows. In fact, they believe much of what they read, hear and see in the media when

"It took me fifteen years to discover I had no talent for writing, but I couldn't give it up, because by that time I was too famous."

Robert Benchley



James Dillehay
Helping You Profit from Your Creativity

James' craft marketing books have been highly recommended by The Crafts Report, Family Circle, Sew News, Bead & Button, Country Almanac, Sunshine Artist, Ceramics Monthly, Working Mothers and many more craft magazines. He serves on the advisory boards of the National Craft Association and ArtisanStreet.com.

that content is perceived as news.

Publicity is more effective than ads because when someone else says something good about you, it is perceived as more reliable than anything you say about yourself.

What the media looks for

Editors and reporters are busy people looking for stories which inform, educate, provoke or entertain their readers. When you supply the media with news and stories that relate to the interests of their audiences, you have just saved editors time and effort.

Much editorial material falls into one of the categories of either hard news or feature material. If your product relates to a current event, capitalize on that connection with a news release.

Articles and features not considered hard news are often referred to as "evergreen" because the material is ripe anytime. And that's good news for you. Feature editors are looking to fill empty space in their publications with evergreen stories.

According to Paul Krupin, founder of an Internet based new release distribution service Imediafax.com, stories likely to get picked up will contain DPAA + H.

The story should be Dramatic, Personal, Achievement in the face of Adverstitiy, plus a little Humor.

An excellent example was a story called "Making It" by Erin Schulte that appeared in the Wall Street Journal, December 9, 2002. The feature tells

several stories of craft artists who harnessed the Internet and publicity to generate exciting growth in sales.

For example, Jennifer Perkins got started as a kid making earrings from fishing lures which were sometimes covered in "slimy bait juice." As an adult, she created more sophisticated pieces and created her own web site. Bust Magazine featured her handmade jewelry and site, resulting in a rush of orders. The write-up helped her quit her secretary job and expand sales into boutiques around the country.

Getting free publicity provides a justification for working with themes in your product line. If you photograph animals for instance, your work will evoke feelings in many people. Is there a way to tie a current news issue around animal rights into some part of your work?

Your media kit

Your media kit should include a photo of you, a photo of you at work, photo of an award-winning piece, artist's bio, history, vision, and show schedule. If you have a DVD with a 5 minute clip of you at work, include it or a previous interview. And don't forget your contact information.

Resources

- www.prweb.com
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