



DAEMEN
COLLEGE

DAEMEN COLLEGE SPEAKER SERIES
Marketing Skills for Artists

with Philip Longson
Internationally published Illustrator
Assistant Professor of Visual and Performing Arts
Illustration Program Director, Daemen College

RECORDED THURSDAY, MAY 27th, 2021 5:30pm-6:30pm

- 00:15:47 Rosemary - Book Arts: Hi all! We'll get started at 5:35pm!
- 00:15:48 Aaliyah: Hi! :)
- 00:15:54 Rosemary - Book Arts: Please introduce yourself in the chat!
- 00:16:10 Robert Waterhouse: Hi everyone,
- 00:16:21 Rosemary - Book Arts: I'm Rosemary, Education Director & Teaching Artist here at Book Arts. I'll be monitoring the chat today <3
- 00:17:00 Robert Waterhouse: Hi everyone, Bob Waterhouse from Visual & Performing Arts/Leadership & Entrepreneurship in the Arts at Daemen College, happy to be back with the series.
- 00:17:08 Nicole Cooke - WNY Book Arts Center: Hi All! I'm Nicole Cooke, Executive Director at Book Arts. I'm excited to be your host tonight - thanks for joining us! :)
- 00:17:26 Rosemary - Book Arts: Thank you all for being here today :)
- 00:17:38 brianputney: Hello! Heather Putney - Adjunct Instructor - Daemen College, Visual Arts Education (K-12) - Thank-you for the great out reach initiative!
- 00:18:16 Rosemary - Book Arts: Hi to all the Book Arts Members! I see a few names in the crowd! Welcome
- 00:18:30 Nicole Cooke - WNY Book Arts Center: I'm vibin' with this piano music
- 00:18:38 Christina Coyle-Lenz: Hi Everyone, I'm Christina Coyle-Lenz from Daemen
- 00:19:00 Christina Coyle-Lenz: ...Graduate program in Leadership and Innovation
- 00:19:21 Alex Magee: I'm Alex, and I'm an illustration major at Daemen!

00:19:42 Rachael Pinker: Hello everyone, I'm Rachael & I'm a graphic design major at Daemen

00:20:19 Melissa Peterson: Hi all! I'm Melissa, library director at Daemen.

00:20:48 Mel Rechin - Book Arts: Hello All ! Melissa here from Book Arts

00:20:58 Rosemary - Book Arts: SEND ME QUESTIONS! :D

00:21:22 Emilee Kassay: My name is Emilee Kassay and I just finished my first year at Daemen. I just transferred from the animation major to illustration!

00:33:52 Aaliyah: when you say post consistently, how many times per day or week should we be posting?

00:36:50 Aaliyah: Thank you!

00:37:00 Mel Rechin - Book Arts: The app *Later* is also a great platform to schedule instagram posts!

00:41:30 Nancy Knight: Do you have a mailing platform you recommend for the sort of auto-tracking you just mentioned?

00:41:39 Nancy Knight: Oh, never mind, perfect.

00:41:59 Rosemary - Book Arts: Thanks Nancy! We use mail chimp at Book Arts - works well!

00:42:00 Mel Rechin - Book Arts: We also use mailchimp here for Book Arts email communication and we LOVE it!

00:42:07 Mel Rechin - Book Arts: Ha! jinx

00:42:12 laura la: What about anti-spam laws?

00:42:14 Rosemary - Book Arts: :P

00:42:19 Nancy Knight: I owe you both a beer

00:42:27 Mel Rechin - Book Arts: ;)

00:43:33 Rosemary - Book Arts: Laura, the mail chimp gives receivers an option to unsubscribe

00:43:56 Nicole Cooke - WNY Book Arts Center: Anti-spam laws generally allow you to contact a person one time, but then require you to get permission after that point. There's a great guide on the FTC website:
<https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>

00:44:45 Rosemary - Book Arts: Thanks so much Nicole!!

00:45:10 laura la: Awesome, thank you!

00:45:18 laura la: Can I have a beer too LOL

00:45:40 Nancy Knight: You bet!

00:45:49 Nicole Cooke - WNY Book Arts Center: Sounds like we need a happy hour! Better call up our friends at Community Beer Works ;)

00:46:07 Rosemary - Book Arts: Submit into Members exhibitions too ;) <https://wnybookarts.org/members-show-2021/>

00:55:23 Aaliyah: Thank you! :D This was a helpful zoom

00:55:28 Nancy Knight: Can you re-state the source of that simple but perfect contract?

00:55:30 laura la: Thank you

00:55:40 Rosemary - Book Arts: AOI

00:55:46 Rosemary - Book Arts: Association of Illustrators

00:55:59 Kanchalee: Thank you!

00:56:00 Nicole Cooke - WNY Book Arts Center: AIGA is also a great resource

00:56:32 Rosemary - Book Arts: litebox.info

00:56:41 Nancy Knight: Thanks. Woulda helped with a commission that got killed midstream earlier this week. =(

00:56:59 Aaliyah: What are a couple sites for portfolio set up? Should I buy the domain and get rid of the .weebly or whatever

00:57:26 isaac.vazquez@daemen.edu: for your portfolio do you include both professional and personal art together or should they be separate?

00:57:46 Rosemary - Book Arts: I'll be sure to have these asked after Mel speaks briefly! Thank you both!

00:57:56 Alex Magee: how would you resolve a commission stuck in the revision stage? I've had one ongoing for a year, and when progress is made the objective shifts.

00:58:18 Robert Waterhouse: Phil, I forget, is your resume on your website or just your work?

01:08:28 Nancy Knight: Thanks, Mel!

01:10:26 laura la: FYI - DIY websites (Squarespace, Wix, etc.) do not let you move to another host. You are kinda stuck with those services

01:10:34 Nicole Cooke - WNY Book Arts Center: If you want a really specific domain name (like your first/last name or your biz name) you might want to purchase it if it is cheap and available before someone scoops it up!

01:10:50 Alex Magee: for commissions, are invoices optimal?

01:11:40 Robert Waterhouse: Thanks, Phil!

01:14:04 Nicole Cooke - WNY Book Arts Center: Legally speaking, as an independent contractor you should *always* send an invoice for payment - this helps separate you from a 'regular' employee

01:15:29 Heather Putney: Thank-you, everyone! Wonderful presentation!

01:15:33 Rosemary - Book Arts: Western New York Book Arts Center:
<https://wnybookarts.org/>

01:15:43 Rosemary - Book Arts: Daemen College's Leadership and Entrepreneurship in the Arts B.S. Program:
<https://www.daemen.edu/academics/areas-study/visual-and-performing-arts/leadership-and-entrepreneurship-arts-bs>

01:15:45 Robert Waterhouse: Thank you, Phil, and everyone!

01:15:51 Rosemary - Book Arts: Philip Longson's Artist Website:
<http://www.philiplongson.com/>

01:15:56 Robert Waterhouse: And thank you WNYBAC!

01:15:59 Rosemary - Book Arts: Book Arts & Daemen Collaborative Speaker Series:
BLOG | SIGN UP FOR MORE SESSIONS | MORE INFO
<https://wnybookarts.org/daemen-speaker-series/>

01:16:24 Lydia kegler: thank you!! very helpful

01:16:24 Rosemary - Book Arts: <http://wnybookarts.org/store/>
<http://wnybookarts.org/consignment/>
<http://wnybookarts.org/exhibit/>

01:16:35 Rosemary - Book Arts: SURVEY!!

01:16:36 Rosemary - Book Arts:
<https://us2.list-manage.com/survey?u=18afa06692af930f194c20410&id=f9b93b2cd2&attribution=false>

01:16:37 Aaliyah: Thank you everyone!! I can't wait to hear about this open call soon

01:16:43 Rachael Pinker: Thank you!

01:16:45 Emily: TY!

01:16:48 Sara Rosiek: Thank you!