

Marketing Mastery Workshop on DVD

Alain's 28 Steps to Success

DVD Rom

A - Introduction

- Step 1 - Introduction to the DVD
- The best kept secret in photography

B - Art & Business

- Step 2 - Art Business Sense

C - Taking matters in your own hands

- Step 3 - Taking Care of your own destiny
Step 4 - Getting over the fear of showing your work
Step 5 - Learning to Justify your style

D - Marketing

- Step 6 - Advertising, Marketing & Salesmanship
Step 7 - Marketing Secrets
Step 8 - Marketing Venues
Step 9 - Marketing Materials

E - Selling

- Step 10 - Who is your audience ?
Step 11 - Selling Venues

F - Salesmanship

- Step 12 - The Art of Salesmanship
Step 13 - Handling Competition

G - Starting your Business

- Step 14 - What you need to do business
Step 15 - Quality versus Quantity
Step 16 - How to price your work

H - Being Unique

- Step 17 - Your USP
Step 18 - Your Guarantees
Step 19 - Your artist Statement

I - Running your Business

- Step 20 - Negotiation
Step 21 - Leverage
Step 22 - Fullfillment
Step 23 - Solving Customer Problems

J - Shows

- Step 24 - Doing Art Shows
Step 24 bis - Art Show Supplies

K - Products & Best sellers

- Step 25 - Marketing-focused print & campaign review
Step 26 - Ideas for opportunities & products

L - Resource Materials

- Step 27 - Alain's resource materials

M - Conclusion

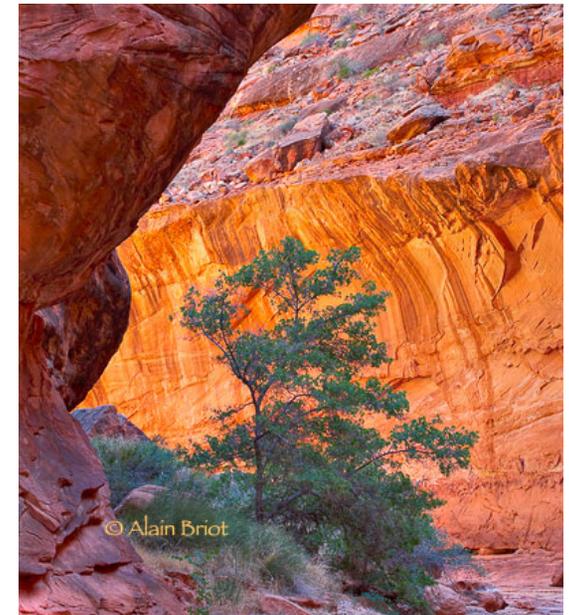
- Step 28 - Conclusion
- Your Marketing Plan Wall Chart

N - References

- Step 29 - All 29 Quickstep Cards

DVD Support

- 1 - DVD Notes
2 - DVD PDF's and Acrobat help
3 - DVD Copyright Notice



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