

Guerrilla Marketing Workshop for Artists

Online Access – This document is available online at www.Arts.CommunitySupportNetwork.org/artistresources.htm

Communications Skills References & Resources

Inter-Act: Interpersonal Communication Concepts, Skills, and Contexts by Kathleen S. Verderber, Rudolph F. Verderber
Pitch Yourself: Standout from the Crowd With a Personal Elevator Pitch by Bill & M Faust,
Non-Manipulative Selling - Anthony J. Allesandra, 1981
Social Style/Management Style - Robert Bolton and Dorothy G. Bolton, 1984
Non-Verbal Selling Power - Pat Garnett, 1985
Give & Take - Chester L. Karrass, 1974
Personal Style and Effective Performance - David W. Merrill and Roger H. Reid, 1981
Conceptual Selling - Robert B. Miller, Stephen E. Heiman and Tad Tuleja, 1987
Personal Competencies Assessment Tools
<http://www.pao.gov.ab.ca/toolkit/assessing/assessing-competencies.htm>
Four Principles of Interpersonal Communication www.pstcc.edu/facstaff/dking/interpr.htm

Organization Skills References & Resources

The Artist's Organizer for 2005. Viders, Sue & Urania Tarbet. An Art Marketing Series planner system for artists.
The Organizing Sourcebook : Nine Strategies for Simplifying Your Life ~ Kathy Waddill
Organizing from the Inside Out by Julie Morgenstern
Organizing for Dummies by Eileen Roth, Elizabeth Miles
How to Be Organized in Spite of Yourself: Time and Space Management That Works With Your Personal Style by Sunny Schlenger
Organize Your Office : Revised Routines for Managing Your Workspace by Ronni Eisenberg
Understanding and Dealing with Stress <http://mtstcil.org/skills/stress-intro.html>
Get Organized Now! <http://www.getorganizednow.com/>

Relationships Skills References & Resources



Arts Place, Inc 131 East Walnut St. P.O. Box 804 Portland, IN 47371 (260) 726-4809 (260) 726-2081

Other Regional Arts Partners – Info at www.IndianaArts.org <http://www.indianaarts.org/Public/aboutus.asp>

Building Relationships, Developing Skills for Life David H. Olson
PowerSkills : Building Top-Level Relationships for Bottom-Line Results by James P. Masciarelli
People skills: Building business relationships by Vera Hughes
The Relationship Edge in Business : Connecting with Customers and Colleagues When It Counts
by Jerry Acuff
Building Business Relationships <http://iunctura.com/columns/index.shtml>
Developing Strategic Business Relationships http://www.tsea.org/page_730.php

Execution Skills References & Resources

Execution: The Discipline of Getting Things Done -- by Larry Bossidy
Execution Plain and Simple: Twelve Steps to Achieving Any Goal on Time and On Budget by Robert Neiman
How To Stop Procrastination Now! And Follow Through To Success by Joshua Bloom –Audio CD
Aim First!: Get Focused, Fired Up and Follow Through on Your Goals by Lee T. Silber
About goal setting <http://www.about-goal-setting.com/index.html>

Arts Marketing Resources

information available at www.Arts.CommunitySupportNetwork.org/artistresources.htm
Books - <http://www.nitaleland.com/books/businessbooks.htm>

Other General Marketing Resources

<http://www.ducttapemarketing.com/>
Brand Resources http://marketing.about.com/cs/brandmktg/a/target_market.htm

Marketing Plan Resources

information available at www.Arts.CommunitySupportNetwork.org/artistresources.htm

Experiment with free online business & marketing plan resources

<http://www.bplans.com/sp/marketingplans.cfm>
<http://www.marketing-plan.co.uk/marketing-business-links.html>
<http://www.teneric.co.uk/index.html>
<http://cosmic-breath.com/marketing-plan-template.htm>
<http://www.bplans.com/samples/mbus.cfm>
http://www.sbaonline.sba.gov/starting_business/startup/basics.html
<http://msxml.us.info.com/infocom.us2/search/web/marketing%20plan%20template?ver=30938&CMP=KNC-WX6610040740s>

Buy and use Market Planning Software <http://www.homeofficereports.com/Business%20Plan.htm>

My Recommendation <http://www.paloalto.com/>

Get free help at a regional Small Business Development Center (SBDC) <http://www.isbdc.org/>

Hire a qualified & experienced consultant information available online at www.Arts.CommunitySupportNetwork.org/marketingresources.htm