

## Talented Folks Can Succeed While Making Their Neighborhoods Flourish

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Help 2 Succeed > <http://www.help-2-succeed.com>



Have you ever wanted to become a well-known artist, quit your nine to five job and only do art? Would you like your artworks known about and purchased by many?

In order to accomplish the above feats, you have to get your name out there consistently. You need to be very noticeable and attract lots of attention. This isn't as hard as it may seem, read on for a very simple but effective method to accomplish the above while also helping your fellow creative friends and making your community prosperous.

The downtown Los Angeles Arts District gives an example of how artists can make an area prosper. The area used to be ruins, a degraded place with boarded up buildings empty buildings. Ten years ago artists started coming into the area and now it is famous, no longer degraded but affluent and flourishing and safe. There are many examples of this phenomena in other towns and cities, but basically when artists come into an area and create, the neighborhood stops going downhill and starts up. Buildings are bought and repaired and businesses open.

With the recession going on, you may have noticed that there are empty buildings in your area. The buildings may be office buildings, car lots and shops in strip malls. The best use for the empty spaces is for creative endeavors, don't you agree? Can you imagine artists creating in every single empty building space?

You don't need a lot of money to start such a project. And the benefits are not just for you personally, but for a group of artists, too, and for the community surrounding. It has been done many times, and it does work.

Here's how to do it:

1. Locate creative people in your own area - artists, poets, craftsmen, musicians, actors, etc. These people will help you with the project.

You can find other artists by placing a free ad on craigslist, or kijiji.com, local newspaper websites. Search for more free classified sites in your area. Put in your zip code so you will be dealing with local artists.

Make some fliers to distribute house to house in your neighborhood.

Put the flyers in the local businesses.

Ask friends and family about creative people they know. You could go door to door and ask. Some areas have local art groups you could join or attend.

2. When you have gotten together a group of artists to assist you, you will need to create a presentation pack. It's not an expensive and complicated pack.

Go to Office Max for a presentation binder (it will cost from \$2-\$5), clear plastic sheet covers (100 for about \$11) and some white glossy paper (about \$10).

For every creative person, create a presentation sheet that has a picture of the artist and his/her artworks, a brief bio, comments and contact info. Put it together in your presentation pack.

3. Next locate vacant buildings in your neighborhood and find someone to be the salesperson. The artists will create in the empty building and the salesperson will be selling the artworks.

You are going to pay the salesperson a percentage of sales, with bonuses for selling over a certain amount per week or per month. To find the sales person, you can ask friends, family, neighbors - someone in need of work will pop up. You assign the salesperson to get a business license from the city and a tax license from the state. Sometimes these licenses are free; sometimes they require a fee, depending on where you are.

When you find the building you want to use, find the owner or real estate agent responsible for the property.

4. The next step is to call the owner or Realtor and set up a date and time to do a presentation. You could mention that you and a group of artists have an interest in getting the building leased.

5. Spotlight your presentation on the profits to the proprietor/real estate agent. Use these guidelines:

It has been proven to work that when artists go into an area and begin to create, trade flourishes, buildings are bought or leased and the entire area picks up. It would be the fastest way to get their building sold or leased.

If you need to, mention the artists project in the Downtown Los Angeles Arts District where a group of artists raised the living standards and made a large area flourish.

Then show the presentation pack to the realtor/owner of the artists that will be creating there.

6. If you find out that the realtor/owner wants you to have insurance in order to use the space, team up with a local Alternative School or local charity as either will have the insurance that is needed.

7. Make some signs and get them out.

"Artists at Work" or "Artists Ahead" on large signs with arrows will attract attention. Put some balloons on them to make them stand out more. You can make these signs in bright colors on plywood, poster board or on A-frames and put them on either side of the street about beginning at about 50 yards from the building and getting closer. Attach the signs to posts with bungee cords.

8. Create art.

You must start with something for the salesperson to sell, so have each artist bring in already finished works. Then bring in supplies and materials for studios and set up workspaces and have the artists get busy. There will be plenty of inspiration because one artwork created inspires others. The creative energy will bring in sales.

9. Persist.

You will get noticed and sales will follow, as long as you don't quit! Persistence will pay off. You may not have sales the first hour or first day, but if you continue, you will succeed.

10. Do whatever you can think of to bring attention to your area and to your group of artists.

Create flyers and place in the local stores.

Invite galleries, newspapers, radio stations, and gift shops to visit.

Write a press release for newspapers. Two web pages that can help you with this are:

<http://help-2-succeed.com/blog/index.php/press-release-tips-aamp-generator> tells you how to write a press release and <http://help-2-succeed.com/blog/index.php/press-release-distribution-services> gives you the data on how to distribute it.

Announce that on social media sites that you and a bunch of creative people are making art. Use sites such as Facebook, MySpace and Twitter. Be sure to include when and where. Write additional posts about individual artworks, what inspires you, etc.

Be sure to invite creative individuals that stop by to join you.

You will see the area around you start to come uphill and even begin to flourish, but you must continue to create and persist with your project. Do whatever you can to attract attention - the more attention, the more success.

It's not a problem if the Realtor/owner leases the space you are in. You can help the new owner generate more business by creating in that space, so have the former owner tell them how good you've been for the community.

Help other artists and areas create and thrive by continuing to pass around this article. It is a free project.

## **TIPS, DOWNLOADS AND TOOLS**

### **1. Press Release Writing Tips and Generator**

Learn how to write an effective press release and download a useful tool that helps you to create a professional press release.

Click Here Now » <http://help-2-succeed.com/blog/index.php/press-release-tips-aamp-generator>

### **2. Press Release Distribution Services**

Help 2 Succeed tried out different press release services, decided on the top four most dependable and effective services.

Click Here Now » <http://help-2-succeed.com/blog/index.php/press-release-distribution-services>

### **3. Paypal Opens the Door to More Sales**

A. If you have a Paypal account, when your salesperson sets up, he can get a virtual terminal to swipe debit and credit cards which will boost your sales because people do not always have cash handy.

- If you don't have a Paypal account, click here to read how to set one up » <http://help-2-succeed.com/blog/index.php/how-to-accept-payments-online-without-ha>

- If you do have a Paypal account, sign in to your account. Once signed in, click on the top tab "Merchant Services." On that page, in the left hand column click on the link "virtual terminal." You will see a page that describes the terminal and the service plus the steps you would need to take to get one.

B. You can get a shop online to display your creative works. There is a shop with first 8 items listed for free. You can start with that and if you need more, you can inexpensively upgrade. The only pre-requisite to open an Artists Mall shop is to have a Paypal account. The Artists Mall is a sister site of Help 2 Succeed and it can be found by going to <http://www.artistsmall.com>. Be sure to read the Quick Start Guide so that when you set you shop up, it goes simply. Your store needs to be turned on before it will show up.

### **4. Use the Artists Only Free Classifieds to Get the Word Out**

Help 2 Succeed runs a free classifieds site for creative and talented people to get the word out about their works, shows and events. Go to <http://www.artworldads.com> to get started.

**\*\* Go to <http://www.help-2-succeed.com/blog/> FOR MORE TIPS, TOOLS, DOWNLOADS AND RESOURCES TO MAKE YOUR COMMUNITY PROJECT SUCCESSFUL \*\***