

## Showing and Selling Your Quilts

A three-hour marketing seminar let by  
Caryl Bryer Fallert



### Workshop Summary

In this video lecture/seminar, Caryl shares her secrets for making a living as a quilt artist. She

takes you through a commission from start to finish and shows you how to price your work. Other subjects include: where to exhibit, getting into galleries, museums, corporate collections, the jurying process, and presenting your portfolio. Time permitting; the class will include a group discussion, in which students can share some of their personal experiences. A question and answer time is welcome.

### Supplies Needed:

Notebook

Bring your resume. If you don't have one, yet, bring a one page (or less) biography, written in the third person, and a short personal statement about your quilts.

Bring any other current presentation materials that you are using, i.e. stationary, business cards, photos, postcards, portfolio, etc. (These will be for sharing with other class members. We probably won't have time to review these materials individually)

### Classroom Requirements

I will be doing digital presentations; we need to be able to dim the lights.

Projector stand and small table for computer.

Screen or white wall for projecting images