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Art Show Monthly Calendar

One Tip for During the Show: Have a Theme for the Entire Show

Before you even start making pieces for your show you should decide on a theme for your show. Then make pieces that relate to that theme. Of course for this year's World's Largest Art Show the theme is "Space". So I am encouraging everyone having a show during the World's Art Show to make space a priority in their pieces. Space, meaning space within your pieces and as "outer space" should give us all plenty of ideas for both our pieces and how to fit the theme into getting free publicity. A theme also makes it easier to plan some events, design your pieces and decorate your show. It also gives your potential customers more reasons to come and remember to come.

Ideas for themes are endless. Holidays can be used to have a show and easy to use them as a theme for an art show. Seasons of the year would be good theme ideas. Movies and television shows could be a good place to start brainstorming for unusual themes. Even colors could be a great theme. I think sports could also be use. Music and songs would be another great place to start to pick a theme too. Food could even suggest some ideas for a theme. I think different animals could make decent themes. Even musical band names could be used to come up with a theme. I bet everyone can come up with a long list of themes perfect for an art show.

I just want to emphasis the importance of having a theme to increase your traffic to your show and the profits you make during your show. So begin making your own list of themes that would be something that interesting for you to do. List every idea you come up with. Then when you decide to have a show you will have the list to start with. Start a folder for your art shows and then a sub folder for "Art Show Ideas". Then start a master list of ideas that is saved there. When you want to work on some ideas you can expand on the ones you like, create a folder for each one of them. Then when you wish to work on one great idea you can put everything in that folder.

After you have chosen your theme your real work, but fun work begins! You should begin by making a list of pieces that you have ideas for. If these ideas sprout up other ideas of pieces that would be good for a different show with a different theme then put them down and file them in the folder under that are show. Your theme may suggest where to have your show and you should begin planning where to have it. This could mean that you may have to change your theme. Some of the steps below may help you decide on your theme, and/or change it.

1. Make a list of themes that interest you.
2. Rank your themes as to your interest, ease of making related pieces, ease of finding a place to have it, how easy it will be to decorate and, of course, the cost of all of the above.
3. Choose your theme from your list of themes.
4. Start planning the site, where will you have it, and then choose it. I have found an empty building and working with my local hacker space to rent it.
5. Start gathering materials to decorate it.
6. Explore the possibility of working with groups to help you with the theme of your show. I have a Girl Scout Troop that will do a “theatrical” show around the theme of space. I also will have some help building my space ship through TinkerMill. You can Google it.

What to Do 2, Past and Future Customer List

Start making lists of all your old customers and use an Excel Spread sheet if you have it. List the names of past customers in the first column. In the second column add their email address if you have it. Then put in their phone number in the third column and their address in the forth. In the fifth column, and make it a wide column, put in any notes about them and what they purchased. If you have the price that they paid or a running total of what they have purchased, put this in the next column. If you do not have this information, then shame on you. You want to make a better effort of getting this information from every customer including those that purchase your \$20.00 pieces. If you only have their name put it down, you may find some more information later.

Then begin another spread sheet for relatives. Yes, every relative that you can get the name of and put it is the first column even if you do not like them. If you hate them, and/or they hate you and you know that only trouble will come with them then you will still list them, but in red! Then do not invite them, but list them so you know you are not missing anyone. Make the same columns as you did for past customers. Whatever information you do not have just leave blank for now. The important thing is to make the list of people.

Now do the same for friends. No, we will not make them mad trying to sell them something. We will invite them to special get together with a promise that nothing can be purchased during this “I just want to show off my art” event. Make your list and then fill in the columns as you did for past customers. Fill in as much information as you can.

Now make another spread sheet for people you do not know, but might come if you invited them. I would like the Governor, Mayor, President and every important person you can think of. Yes, I said the

President of the United States, whether you like him, or her, or not. Add to this list all the rich people you can think of that you would like to invite. I am going to list Julia! Anyway, list movie stars, sports figures, and anyone of importance that you can think of. Hey, you are only making a list, so at the worst you are going to waste a few minutes, but make this list and fill in the columns with as much information on each that you can find.

Do it now!

Publicity, List of News Agencies

Start making lists of all the news agencies and use an Excel Spread sheet if you have it. List the names of the companies in the first column. In the second column add their email address if you have it. Then put in their phone number in the third column and their address in the fourth. In the fifth column list specific names of any reporters that you have heard about, or seen, or heard, during news casts. If you only have their name of the company put it down, you may find some more information later.

List every television station, radio station, newspaper in your town on the first spread sheet. Then start another one for the state. Make one for national news too. After making the list start getting the contact information for all them.

Do it now!

Question and Answer: Do I need insurance for my show?

Yes, is most likely the best answer in these sue happy days. I carry \$2,000,000.00 on my business, but I teach a lot in other people's buildings and businesses. So I have the added risk of students hurting themselves or other students, OR ME! Although I have had a few scratches, small cuts, and a blister or two while teaching for 30 plus years and 14 years of teaching Junior High, I have never had a serious injury of any kind requiring a hospital visit. The cost of the insurance for me is so cheap though that it just simply does not make sense to have it. I pay about \$150.00 per year for the two million dollars. The cost for the second million is almost nothing. One million might do for you. It covers me for injuries during class, the buildings, and anyone injured by wearing my jewelry.

I purchase mine through my house insurance agency. It is an insurance broker that uses many different insurance companies to handle what I need. I don't believe that they are actually the insurance company that writes the policy, but they handle it for me. My check goes to them and they send me the paper work. Is it good insurance? I do not know. I have never used it for anything in about 10 or more years. I would start by asking your house, apartment, or even car insurance company about what they offer. If they do not offer it they will help you find a company. For me it does not make any difference to have the company close to me. They would have travel with me through all 50 states about every two years following me around! I do like have one agency handle all my insurance needs and I think we get a discount for having several different policies.

Presentation Project Idea: In-Organics

I have decided to make a whole presentation of pieces made with my castings. I would like to have 50 or more of these on display at the start of the show. The prices will range from \$20.00 pendants and earrings to a \$200.00 for an entire necklace with the castings soldered on to the chain, or making the chain all the way around the neck. If time and money permit I may make a gold version for the price range of \$2,000.00 to \$20,000.00. The \$20.00 pieces are featured in volume two of the Selling Made Easy Monthly Magazine. I will include the instructions in this newsletter too and then expand on it. However, these \$20.00 pieces will bring in the people, keep them there, buying, and by word of mouth bring in more people as the show goes on. Below is the \$20.00 piece. It is one of the simple, easy to make, quick to make (50 in a day), and profitable pieces that I like to use to make customers out of strangers.



My plan is to have at least 40 of these \$20.00 pieces at the start of the show. Some will have only two castings, some as many as 5, all will make a profit of \$10.00 or more. The savings in time will more than make up for the cost of castings. I do have a special offer at the end of the article for the Selling Made Easy Newsletter so that you can make them too. I will be making some so that they will tie into the "Space" theme of the World's Largest Art Show. I will have to come up with some alien plants and animals. Then I will make 10, or so, pendants in the \$50.00 range with pendant and earring sets in the \$60.00 to \$100.00 range.

I encourage you to make some "IN-Organics" too. They do not have to be made with my castings. You can make leaves and things too.

Simple, Easy, Quick and Profitable Project: Just Small Castings

This project is simple, quick and easy, but you do need small casting or charms. At the end of the article I will make you a special offer so that they can be very profitable. This one is so simple that all you need to do is play around with some castings until you have a design that you love.



Step 1

Place your castings on your charcoal block and flux them. Then turn them over upside down and flux the backs of each casting.



Step 2

Place some solder on the back of each and heat the casting until the solder flows.



Step 3

Solder the pendant together. As you can see I changed my design just a little. Place the piece right side up and sweat solder them together. You will know when every things is solder when you see the solder sweat out to the edges. If one or more of the pieces gets redder than the rest you will know that it has not solder to the rest. You may have pick solder it, or cool them and bend them so they touch better or even place more solder on the back of that piece. Then sweat solder it again.



Step 4

Make a bail and solder it closed.



Step 5

Solder the bail to the pendant. First anchor your hand to the table and make sure that you are really comfortable. Then move the pendant to the bail without moving it at all. Then solder the bail onto the pendant.



Step 6

Clean the pendant in pickle and then oxidize it with liquid oxidizer like Silver Black". Paint, actually blob the oxidizer onto the piece with a cheap paint brush and then rinse both. Oxidize the back too. The entire piece will be black.



Step 7

Polish or tumble "polish" your pendant and you are done. This is one project that you could make 50 of them in a day with ease. This combined with how easy they are will offset the cost of the casting.

Step 8

Admire your finished piece.



Special Offer for Castings

This offer is only good through February 1, 2014

24 small castings, enough for 6 pendants with four casting each, for only \$40.00.

Less than \$2.00 each!

I will let you pick 24 of the following castings.

Large Leaf

Medium Leaf

Small Flowers

Medium Flowers

Geckos

Frogs

Turtles

Hummingbirds

Of course you may still buy 100 of your choice of any of the 11 castings that you can find on my web site 100castings.com. You can save \$100.00 right now through this newsletter by order your 100 casting assortment for \$300.00.

Just email me your order and then pay by any of these methods below.

Credit Cards (Master Card, Visa, Discover)

Call me at 303-517-1068.

or

Email it to me using two or three emails and that makes it very safe. In the first one, give me 1/2 the number and your zip code.

In the second email give me the other half of the number and expiration date. In a third email give me the name on the card and the three digit security code on the back of the card.

PayPal

Just "Send" money to dnorris@frii.com.

Checks

Mail checks payable to Don Norris to

Don Norris

PO Box 2433

Estes Park, CO 80517

My time is limited so I may have to limit this offer, so order quickly, first come, first serve.

One Idea for an Art Show: Speakeasy

Years ago I wanted to have an art show and needed an idea and a place to have. My wife told me never to have an art show at home again! There were some empty buildings in a bad part of Denver, now called LO-DO for lower Downtown. It is a completely reborn area now, complete with the Rockies stadium, bars, restaurants, shops and expensive lofts in old building. Back then though, it was bum heaven and had several homeless shelters housed in old buildings. Some of the homeless shelters are there, but their buildings are now upgraded too. I always liked a set of these building that had been empty for many, many years, so many that the "For Rent" signs were almost unreadable. I had to get out of my car to read the phone numbers to call. I was thinking it would be great to rent one of those buildings for a month and have a "Speakeasy" theme for an art show. I never did anything about it though. I just felt sorry for those five small building that looked like they were built around the turn of century.

Then something happened in one of my classes. I was talking guns with a police officer that was taking my class. He wanted to make charms of the different guns and we started talking about the Thompson machine gun. I told him we could make carve one of those fairly easy, but I would have to see one or some good photos of one. He said, "No problem, I have one." I thought it was illegal to have one, but he informed me that you could have them, but they could not be in operational condition. He told me that over twelve of the Denver area cops had them and they met once a month to show them off, and shoot them on an undisclosed location! Then I got an idea. I asked him that if I had an art show would the guys think about guarding the door for a few hours each night if I provided the beer and "Zoot Suits". He told me they would love to do it and the beer! He also told me they all had zoot suits!

I contacted the owner of the buildings and made him an offer. I would rent one of his businesses, the one without broken windows for 30 days. He told me that they only have a 12 month lease. I laughed and asked him when he used one of those leases for those buildings. It turned out they had been empty for more than eight years. So I made him this deal. I will rent one of them for 30 days for free rent. I thought he was going to throw me out of his office. Then I added that I would guarantee that I would get his buildings on the news stations and I would be sure to mention that they were for rent. I would not guarantee that he would get them rented, just give him a better chance than the bums that walked by of renting them. I told him my idea of clean up the building for free, and would leave it clean. I, also, would give him a security deposit of \$1,000.00 check that he could hold and cash if I did not get them on TV or left a mess, or damaged the building in any way. He was beginning to smile, but not saying "OK" so I added free beer, dancing girls, a private party for him and his friends. He said, "OK!" I said, "You have to bring your own booze, but I will give everyone in your party a large discount on anything they purchased. We shook on it, and I gave him the check.

My art show was on! I built the speakeasy with old lumber that was stored in the building. I built a bar and a stage about eight inches off the floor with some plywood. Then I decorated the place with Christmas lights and used the lighting that was already there. They were old hanging down big metal light fixtures, each with one bulb. It looked OK to good, but like a sleazy speakeasy. I took a few photos but we had only film cameras and they were lost during several moves we made. I contacted some dance groups and got two to put together dancing routines featuring flappers. One was some very young girls, but they were cute, and almost too sexy! Any I had everything ready to go, and made a bunch of jewelry and a few sculptures to sell. I did make the small Thompson and made it small enough for my Sterling Silver skeletons to hold. I made some small gangsters with them. The cops all bought one, but I am getting ahead of myself.

Now my problem was how to get people there to buy. I knew the 30, or so, dancers would bring their parents, grandparents and neighbors, and that the dance studios would advertise their little shows to get more dance students. I knew the cops would bring their wives and girls friends and they had money. I asked them to let everyone in their departments to know about the show. However, I wanted hundreds of people coming to my show and I had a plan, maybe a bad plan, but a good plan!

The opening night of the show I invited all the TV stations, radio stations and newspapers. I invited all my old customers, and everyone I knew that had money for the open night party. All the dancers showed up and I had Shirley Temples for them young ones, wine for everyone. Ten or eleven cops showed up with their Thompsons.



They looked cool in the mobster suits and hats. I had them stand outside, and “guard” the art show. At the start of show and already a couple of beers they all went outside and started to shoot, well shoot the shit as they put it. I don’t talk like that. I went around the corner to a pay phone. Some of you may never have seen one, but we did not have cell phones, not even car phones. If you were out and wanted to make a call there were phones on almost every block. I had to call the phone company and report that this one was broken about a week before the show. I put my dime in the phone and called the police to report a bunch of mobster hanging around these old buildings. “They look really mean! I think you should check it out!” Then I hung up. There was no “tracing calls” back then. I checked with the cop in my classes a month or so before the show. Then I called all the TV stations and told them they were a bunch of mobsters with machine guns and a bunch of cops at my location. Then I calmly walked back and started to enjoy my own opening and selling. Yes, I made sales within the first hour of the show. If they didn’t buy them they would lose their chance.

Ok, the cops showed up, and no one was shot. I was relieved, but I knew they would all know the “mobsters”. They began to talk, about six cop cars worth of cops, and then two TV stations showed up. They had to cover the story now, they already wasted their time to get there and find out what was happening. My art show was on two of the major networks that night at 10 o’clock news. I got about \$20,000.00 worth of free advertising. One that I know of had a small 30 second or so story in the morning. No newspapers showed up until the next day. They had to cover this story now that it was on TV and the other two TV stations had to come to. I only had a couple of mobsters there but they were having fun posing for all the reporters. The dancing girls really got into action and the dance studios were very happy. I was interviewed and about every 20 seconds I mentioned these beautiful old, empty, buildings! The landlord was happy even though I do not think he rented any of them for more than six months. He wanted too much. No they most likely get 10 times that much. Anyway, everyone was happy, I sold out of everything, and it was the most fun had had for years.

Oh, the cops had the nerve to accuse me of making those calls!

