

Volume 50

April 30 2013



Last Tuesday of every month Business Session and then the Potluck in Dec Small Business Center

**Our Mission**

The CCAC Guild will promote arts and crafts in Onslow County, and surrounding areas, by providing a networking group that will encourage and nurture fellow artists and crafters through meetings, education, social functions, and sponsored events. The CCAC Guild will accomplish this mission by providing artists and crafters opportunities to share, show and demonstrate their creative talents; to participate in forums, to exchange ideas with others; to engage in educational opportunities such as guest speakers and literature exploration; and to provide marketing opportunities for their craft.

**CCAC Guild Officers**

- President, Laura Voss  
ccacguild@yahoo.com
- Vice President,
- Secretary,
- Treasurer,

**Coastal Carolina Artists & Crafters Guild Inc**  
non-profit organization

CCAC Guild Inc **Newsletter**

Reese Bragg of Baskets Amore



Woodworker, Jack O'Connor of Woodturner Plus



**Stay tuned for more CCAC Guild Inc Members**

Pottery by Becky LaPadula



Handcrafted a& Recrafted by M & J Norris



CCAC Guild Inc Contact Information: Phone 910-938-7077

Email: ccacguild@yahoo.com www.ccacguild.org

By mail: CCAC Guild Inc, PO Box 1044 Jacksonville 28541-1044

## Unseen Unsold

by [J.Michael Dolan](#)

The Internet provides us with an opportunity to do it all ourselves. However, there's a downside: unless you're an expert, whole-brained "multi-tasker," you run the risk of completing production on your record, book, painting, script, video or big project, then failing to market it effectively, pitch it properly or "get it out there." One of the most common frustrations I hear from clients: "I'm an artist not a salesman. I can easily produce creative ideas, I'm just not good at Internet marketing, social networking, or manifesting my work in the world." Truth is, somebody's gotta do the "left-brain" work that you're not doing, otherwise you'll be sitting alone in your castle with a stack of unseen, un-pitched, un-distributed, unsold, genius works of art and worthwhile ideas!

## Announcements

April 6

Sold Bras For A Cause calendars in front of Sam's on Western Blvd, Thank you to Nadine Miller for reserving this date and for selling the majority of our calendars on this day !

April 27

More road side signs and the banners were put out around town.

April 12-13 Relay for Life Booth at Northside High School . Booth had all kinds of creative items ready to decorate donated bras . Members items were available for purchase in our booth, too. Thank you to Dave Voss for staffing our booth. Thank you to Heather Baldwin and Vox1 for helping us set up booth and for staking our tent down in the wind. Special thanks to Vox1 for sending out volunteers to walk the track and for helping us break down our booth. Eight bras were decorated at the Relay for Life !!

April 20

Preparing props for our event took place at Puller Place Apts. Great accommodations, friendly staff and good times indoors in their basketball court. Thank you to Amanda Beard and Jess for giving us the entire day to get creative ! It is always fun to get together !

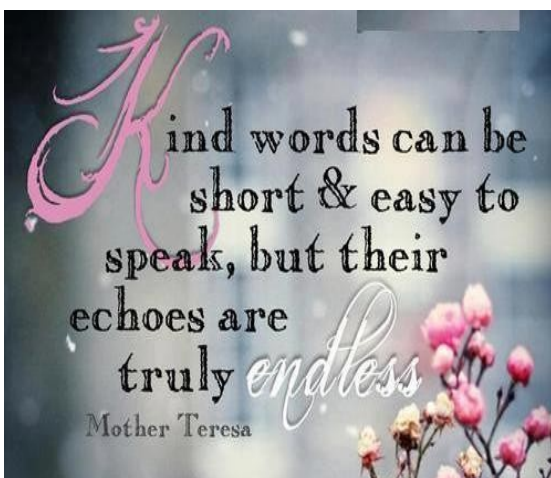
Volunteers are needed on Friday and on Saturday at the Spring Craft Fair & Car ART show. No heavy lifting or walking great distances. Sign up by calling 910-938-7077 or emailing [ccacguild@yahoo.com](mailto:ccacguild@yahoo.com) Be sure to include what time you are available.

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## Promote May 4

Email sent to all contacts included photos of artisans, event highlights and included our guest speaker

Please send a message out to all your contacts to participate in this event.



## 7 Proven Ways to Market Your Business on a Shoestring

by [Gil Zeimer](#)

These days, few small businesses have Apple-sized advertising budgets with tens of millions of bucks available for prime time TV ads. And yet, you still have to get the word out about your business somehow.

Chances are you're already off to a good start without really realizing that you're marketing. Now it's time to take it to the next level. Here are seven proven tips to help market your business better, all with a minimal budget.

- 1. Must-have marketing tools** – Start with a professionally designed business card. It's the first thing you hand to prospects when you meet them. Next, memorize a tightly scripted 30-second "infomercial" or elevator speech focusing on your unique selling proposition. And make sure your full contact info is in every email you send.
- 2. Use your website to achieve end-to-end synergy** – No matter how much you have to spend, all of your marketing efforts should use [your website](#) as the nexus of your services. All of your emails, direct marketing materials, print ads, newsletters, press releases, and ads should feature your domain name to build traffic. Doing so is key to converting prospects to customers.
- 3. Network, network, network!** – The more ways you can network, the more potential you have to meet people. A weekly [Business Network International](#) chapter has been terrific for me. Your local Chamber of Commerce, Kiwanis, Lions Club, and Rotary are also viable [networking](#) groups. But don't forget the soaring popularity of online social media sites like [LinkedIn](#), [Yahoo Groups](#), [Facebook](#), and [Twitter](#).
- 4. Low-cost advertising ideas** – Run small space ads in your local Chamber newsletter. Mail personalized postcards or use [SendOutCards.com](#), an online system that sends postcards printed with handwriting fonts. Also, read blogs like this for free advice — or write a column of your own somewhere and build an audience!
- 5. Savvy promotional ideas** – Become a shameless self-promoter whenever you have the opportunity. Put a sandwich board outside your business. Slap a sign on your car. Send an e-newsletter through [MailChimp](#), [Campaigner](#), [VerticalResponse](#), or [Constant Contact](#). Use your website to promote an offer that will expire in 30 days – and send an email to drive traffic to it.
- 6. Proven direct response ideas** – It's far more cost-effective and successful to market to your base of current customers rather than prospects. Ask past customers if they're still interested in your product or services – if not, why? Mail a series of three to five postcards using testimonials.
- 7. Blog a bunch** – By starting a blog and writing short articles or a weekly basis, you'll expand your digital footprint, build your brand, establish yourself as an expert, and possibly sell more of your product or service than you ever thought. The most important thing about blogging is to keep it up: An out-of-date blog says you just don't care, or (worse) have gone out of business.

**About [Gil Zeimer](#)** Gil Zeimer is the Creative Director of Zeimer's Advertising Shoppe. As a consultant with 25 years of advertising and blogging experience, he is a Mad Man who works with businesses large and small. Read his marketing musings at [www.zeimer.com](http://www.zeimer.com).

Before you speak....

**T H I N K !**

T - is it true?

h - is it helpful?

i - is it inspiring?

n - is it necessary?

k - is it kind?

quotes worth remembering

## 2013 CCAC Guild Inc Members

(new year begins with Jan 1, 2013) 2013 dues are \$30 for Jan -Dec 2013

Baldwin, Heather

Beddard, Lorraine

Bragg, Reese

Crane, Zoe

Daneker, Brian & Jeanne

Hardee, Kate

Harvey, Judy

LaPadula, Becky

Miller, Nadine

Norris, Millie & Jay

O'Connor, Jack

Padgett, Anne & Greg

Roberts, Lyn

Robinson, Jack

Rogers, LaNina

Voss, Dave & Laura

Vox 1

Weidig, Paula



## *Calendar*

April 30 Tuesday Small Business Center,  
Coastal Carolina Community College Everyone Wel-  
come

**Saturday May 4, Spring Craft Fair & car ART Show** American Legion everyone welcome

**Last Tuesday of every month at 6:30pm !!**

**May 9, Thursday Team Meeting / After Event Discussion at Credos at 6pm Members Welcome**

**Mark your calendars and spread the word! Business Networking with Artists & Crafters**

**May 11 Art in the Park Series 3pm until ? Contact Onslow County Parks & Rec 910-347-5332 Everyone Welcome**

**May 28, Tuesday Business Networking with Artists & Crafters, Coastal Carolina Community College. Everyone Welcome !**

