

TAMARACK ARTISANS: Interested in Improving Your Presentation Skills, Growing Your Business, and Increasing Revenue?

1 Find out how to grow your business.

Profitability is no accident—it starts with a plan. Do you have one? We can offer you resources to create a formal business plan or just help you put together the components of a successful artisan business.

2 Do you know how to market online?

We do.

The Internet is being used to market crafts online. Let us show you where and how. Do you need a website? We can help you evaluate the possibilities.

3 Happy with your marketing materials?

Business cards, rack cards, brochures, bios, hang tags, and artist statements—whether you're just starting out or have some pieces in place, the ARC will work with you to create a polished presentation to help increase your revenue.

- Bring your crafts on-site to be photographed for use in your marketing materials: website, brochures, etc.
- One-on-one artisan counseling.

4 Free, free, free!

Services are currently free for our artisans—we certainly hope that continues to be true in the future, too, but why not take advantage now?

5 Discover professional development opportunities.

There are numerous opportunities available in West Virginia, regionally, and across the country. We do the research, so you can find out about these opportunities, including grants, apprenticeships, and mentoring.

TOP 5 REASONS TO VISIT THE ARTISAN RESOURCE CENTER



Artisan Resource Center

410 Neville Street – Mezzanine Level
Beckley, WV 25801
1-866-831-4454
1-304-461-0260
1-304-461-0263 (Fax)

BUSINESS HOURS

Monday-Friday • 8:00 – 5:00
Appointments for individual counseling are available.

A COOPERATIVE ECONOMIC DEVELOPMENT PROJECT

Tamarack Foundation
Mountain State University
Small Business Development Center
Tamarack: The Best of West Virginia

FUNDING

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