

# business edge

WORKSHOPS FOR INDIVIDUAL ARTISTS

**VOLUNTEER  
LAWYERS AND  
ACCOUNTANTS  
FOR THE  
ARTS  
ST. LOUIS**

## CAREER PLANNING FOR ARTISTS

Monday, October 23 7:00 p.m. to 9:00 p.m.

What does success look like to you? This hands-on workshop, presented with thanks to our colleagues at Springboard for the Arts in St. Paul, will help you examine your career, both professionally and artistically. You'll learn how to chart a "career path" that incorporates specific strategies and how to put your plan into action. Instructors: Susan Bostwick, artist; Keith Tyrone Williams, dancer/choreographer; and Sue Greenberg, VLAA executive director

## SHOULD YOU INCORPORATE?

Monday, October 30 7:00 p.m. to 9:00 p.m.

Sole proprietor? Partnership? LLC? Yikes! Which legal form should you use to take your arts business to the next step? We will explain the options, outline the advantages and disadvantages of each structure and help you make the decision that is right for you. Instructor: Steven Gorin, Thompson Coburn LLP

## MARKETING FOR ARTISTS

Monday, November 13 7:00 p.m. to 9:00 p.m.

Use your creativity to market of your art. We'll cover basic marketing concepts then we'll help you decide how to describe your "product," identify your target audience and develop a plan that gives you focus and direction. Instructor: Gail Gilbert, John Cook School of Business, St. Louis University

## THE NEW RULES OF INTERNET MUSIC MARKETING

Monday, November 20 7:00 p.m. to 9:00 p.m.

Author Bob Baker will show your how to use the Internet to get exposure, connect with fans, sell CDs and make more money with your music. He'll reveal the five biggest mistakes bands make online; what every musician should know about blogs, podcasts and ezines; and how to make the most of popular Web sites like MySpace, YouTube and more.

**\$10 in advance; \$15 at the door**

Business Edge workshops will be held in the Regional Arts Commission's building,  
6128 Delmar, across from the Pageant.

*St. Louis Volunteer Lawyers and Accountants for the Arts (VLAA) serves the arts community by making referrals to lawyers and accountants; mediating arts-related disputes; publishing concise how-to guides; sponsoring seminars and public forums; arranging for guest speakers; maintaining a library and Web site ([www.vlaa.org](http://www.vlaa.org)); collaborating on arts advocacy initiatives; and providing access to the national volunteer lawyers for the arts network.*



## REGISTRATION

Name

Address

City

State

Zip

Phone

E-Mail

- Career Planning for Artists
- Should You Incorporate?
- Marketing for Artists
- The New Rules of Internet Music Marketing

Workshops are \$10 each. I am enclosing a total  
of \$\_\_\_\_\_. Sorry, no refunds.

Please make check payable to VLAA and send  
this form to VLAA, 6128 Delmar, St. Louis, MO  
63112.