

Artists' Conversation Points of Interest

- Ask customers to follow you on social media to show their support.
- Invite galleries that show your work to follow and support you on social media and in return do the same for them. A good way to show mutual support.
- When communicating with your customers make sure and check in and see how they're doing and ask them for a face to face meeting via Skype, Zoom, etc. This is a good way to maintain those personal relationships.
- A virtual studio tour is a good way to engage your customers and let them know you're still working.
- Squarespace may offer a free gift card service.
- Reach out to your social media followers and invite them to sign up for your email list as a way to support you.
- Cerf+ has a rapid response fund for artists who are sick with Covid-19.
- Look at your local arts council surveys if they have one.
- Invite people to support you monthly through websites like Patreon.
- Virtual visiting artist lecture list.
- Road 2 Success available on SNAG's website for professional practices lectures with free courses and scholarships available for paid classes.
- Reach out to customers and offer repairs as an alternate source of income.
- Overcoming the 2008 economic crisis and possible solutions for today:
 - Focus on creating pieces that are less expensive to help encourage people who want to save money but still want to support their local businesses to purchase items.
 - Create items that are focused on your local community.
 - Make charms for bracelets.
 - Recycling and reclaiming metal for special occasions.
 - Focus on the markets that will always be there such as weddings, birthdays, etc.
 - Revamping the Charm program to encourage collecting.
 - A call to artists to make cocktail picks.
- A good time to reevaluate your body of work and explore new materials.
- Create instructional videos for online platforms like Craftsy.
- "Round Robin" where people start a piece then send it to another artist to work on it, and so on.
- The American Craft Council is hosting conversations focused on helping artists navigate the Covid-19 crisis. Sign up for their email list on their website for information: <https://craftcouncil.org/>
- Pay attention to creative solutions in your community and think about how to bring that into the craft community.
- Encourage collectors to wear and post images of your work to increase your visibility.
- Create kits that are available for curbside pick up for your customers to do something creative.

- Partner with people who work outside of the metals and jewelry field such as poets, authors, etc.