



The Focusing Series: 2021 Workshops

The Focusing Series offers helpful guidance and how-to workshops for artists, small business owners, and solopreneurs. All skill and professional levels are welcome!

Meet the Instructor:



Anna Koon: In addition to her career as a full-time painter, Anna is the Founder and Director of the Focusing Series and has developed workshops for the Arts & Business Council of Greater Boston, the Danforth Museum, Arts Worcester, Cambridge Arts, Arlington Center for the Arts, and the Belmont Artist Association. Through consulting and coaching, Anna has been offering principled guidance and practical assistance to artists, solopreneurs, and small businesses since 2001. She has a BFA from the Rhode Island School of Design, with additional studies at The Atlanta College of Art, and the Photography School of France.

Bookings:

Group Bookings: All workshops can be booked for art associations, guilds, community groups, co-ops and educational facilities at the date, time, and location of your choice. These bookings can be either open to the general public or a members-only private function.

Private/Semi-private sessions: Individuals or small groups (2-10) are welcome to book a 2-hour workshop at Anna Koon's studio at the date/time of their choice. Workshop includes personalized lesson and take-home materials.

Please review the following pages for this year's workshops. To inquire about booking a workshop for your group, or for private/semi-private workshops, contact: focusingseries@gmail.com or 617-955-3472.

Rates:

The rate is \$30 for private/semi-private workshop bookings. Rates for group bookings are negotiable.

Please contact 617-955-3472 or focusingseries@gmail.com for more information.

I accept cash, check, and all debit/credit cards.

Location/s:

All private/semi-private workshops will meet at Anna Koon's studio in Jamaica Plain 02130. The studio is easily accessed by walking, public transportation, or car. Off-street parking is available in designated Visitors spaces. More information will be provided upon registration.

2021 Workshops

Accounting for Artists

Instructor: Anna Koon

This workshop is intended for every artist regardless of whether art is a hobby or a business. All are welcome! Handling the financial aspects of creativity can be overwhelming so it is often overlooked. This workshop will cover topics like: deductions for artists, year-round bookkeeping, creating a budget, taxes and accounting tools and why keeping track of your finances matters in many ways. Participants will walk away with a confident understanding of how to effectively handle their finances no matter how big or small their business aspirations are.

The Art of Communication for Artists & Solopreneurs

Instructor: Anna Koon

The ability to communicate well through speaking and writing is vital when it comes to success. This workshop covers how to successfully and clearly communicate with the public in order to engage an audience and entice newcomers. Finding a consistent voice in marketing, artist statements and bios, and considering content when posting online via your website and social media will be discussed, along with learning to protect yourself via contracts and other business documents. Gaining confidence when it comes to writing and speaking is key for any one wishing to develop a career. Participants will walk away with the tools necessary for effective communication. This workshop is perfect for artists of all professional levels, and any type of solopreneur.

Finding the Right Formula-How to Confidently Price Your Product

Instructor: Anna Koon

How to determine prices for your work is a challenge for any artist. This workshop will cover strategies for easily developing a confident price range-knowing you are not overcharging or underselling. Participants will be introduced to several ways to go about pricing so that they can determine which methods work best for them. We will look at pricing from every angle so that each student will gain confidence about pricing their work.

How to Sell Your Product or Services

Instructor: Anna Koon

In this great follow-up to our *Finding the Right Formula* workshop (attending both is recommended, but is not necessary), we will cover how to engage potential customers and get them to "pull the trigger" when it comes to purchasing your product or services. Knowing ways to confidently present your product or services to newcomers is more than half the battle when it comes to earning a living. And knowing how to develop a lasting impression on your customers is your guarantee for success. Time will be designated for discussion and exercises. By the end of the workshop participants will have a strategy for how to sell both in-person or online.

Making the Most out of Weekend Art Events

Instructor: Anna Koon

Perfect for artists who are fairly new at publicly displaying and selling their work, or for those who feel they could use some refreshers, this workshop will cover all you need to know to make any weekend art event a successful experience for both you and your customers. We will cover all you need to do to make the most out of exhibiting and selling your art. Time is allotted for tackling questions and concerns, so that each participant will have a personalized, confident strategy.