

# Develop Your Funnel

## Toolbox Teleclass Transcription

By Debra Russell



**Multiple Streams of Arts/Music Income**

**Track 4: Be Seen: Promotion, Marketing and  
Sales**



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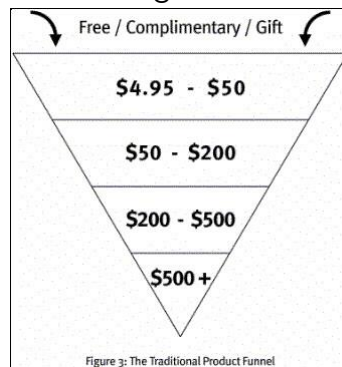
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## Artists Marketing & Business Academy: Multiple Streams of Arts/Music Income

### Be Seen: Promotion, Marketing and Sales

#### Develop Your Funnel

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## INTRO

Welcome to the Artist Edge Toolbox Teleclass for September of 2008. We're going to be talking about developing your product funnel. Has anyone joined since I went off to turn on the recording?

Caller: No.

Debra: Excellent! Well people pop in as they do, you know, as we go along, but I'm just going to go ahead and get started. This class is part of the larger curriculum the [Multiple Streams of Arts Income](#) that we've been working on for last several months in the membership.

This is step 4. So ideally, when you're looking at this, you've already chosen your niche. You've researched who your niche is, where they're hanging out, what their needs, wants, and desires are, and what language they use to express those needs, wants, and desires.

As well as decided on some way that you can uniquely satisfied those needs, wants, and desires. Now that you've decided and have come up with some ways to satisfy those needs, wants, and desires, the next step obviously is to design those products or possibly to position those products to provide those needs, wants, and desires.

Meaning that it may not mean that you have to actually change your product, but it may mean that you need to change your product packaging, your product marketing, and possibly also to be thinking, and I'm going to get into a lot more of this as I go deeper in to the call.

Be thinking about ways to either parse your product smaller or combine products to make larger more expensive sales products. I want to apologize in advance. I have lost my voice to some degree, and so I may sound a little different than I usually do, plus calling from Los Angeles on my cellphone.

So, I apologize if there's static. I'm hoping that I maintain my connection with you guys throughout the whole call, but if you do lose me, I will call right back, and I will just pick things back up again. So and please do pipe in if you miss something I say because of static, so that I can repeat so that everybody gets it okay?

## PRODUCT FUNNEL – WHAT IT IS AND ISN'T

So your product funnel. Ideally a product funnel will be designed for a specific niche market. The funnel will have products of each price point that help to up sell to the next price point effectively guiding the customer deeper and deeper in to relationship with you, while also allowing them to determine what their comfort level is, how much are they ready to invest with you and what feels right to them.



So that you never have to feel like you were asking someone to invest more money than they can afford, you want to give them ways to play with you at different price points, okay? You can often do some tweaking of the marketing material. Mary said this a little bit. Marketing materials and packaging of the actual products use similar or identical products for more than one funnel or niche.

So when you think about designing a funnel for a specific niche, what's cool about it is when you got your funnel design for one niche, designing your funnel for the next niche becomes much simpler because very often you can just re-purpose your material, your products to serve that next niche.

## PRICING STRUCTURE

A lot of people struggle with pricing and that's probably one of the biggest challenges, one of the biggest questions I get when I am doing any of my business classes live. You know, when I'm doing my [Marketing 101 class](#) or the [Multiple Streams of Art or Multiple Streams of Music Income Class](#).

It is a big challenge for people to feel comfortable with their own pricing structure and more often than not people underprice the products, which actually ends up working against them on many different levels. Because if you underprice your product with regard to the rest of your market, people will look at your product as worthless, because it cost less. It also makes it harder for you to make a profit.

A SIMPLE GUIDELINE IS: 'THE RIGHT PRICE IS THE PRICE YOUR MARKET WILL BUY.'

So the simplest guideline for pricing is the right price, is the price your market will spend. The right price is the price your market will buy and what this means is that you must research your market and test everything. When it comes down to a solid answer to the pricing question, the best approach is to test it.

Now if you can, you may want to poll your market for direct feedback as to what they feel they would pay for your product. In fact, I did this quite directly. One of my members actually requested the Build Your Financial foundation work book, and when he made the request that, you know, "Boy, this is a great class," after I gave the [Build Your Foundation](#), your financial foundation class, you know. His feedback was "Boy this, I could really use a workbook on this," and I asked him. I said, "Well what would you pay for that workbook?" "You want it? What would you pay for it?"

And boy, I can't tell you how helpful that information is. So when you can poll your market and what I...the people I recommend asking are the people you really know are die-hard fans. The people you know really love you and probably would pay anything for your materials, but they're also going to have a sense of what you know, of what kind of price points things should be. So definitely mark...poll your market.



You can also do a lot of web-based research, and I'm going to get back to that in a minute. Now, you can also use web based tools to ask your market what it would pay, and you could use a tool called surveymonkey.com, and by the way, all of these links, I'm not going to spell them out because of the connection issues. I'm just...I am going to put that they'll be posted. All of the links will be posted on the website when the recording goes up.

So, you can use survey monkey to create surveys for your mailing list, and you can ask them, you know, what they would pay for this style or this size or this form of my product. Another thing you can do is when you first launch a new product, particularly a new form of your product.

So for example, if what you've been selling...has been...I'm sorry...18 by 24 prints for painting or photographs, and you want to then go out and make a desktop image and sell that, you know, it's a completely new form and new format for your product. So, you may survey your market and ask them what would...is this a product they'd be interested in and what would they be willing to pay for it.

You could then also launch it at an early bird or beta price, so can test how it does. Now if you have a good value proposition on your hand, you'll find your early bird pricing that's snap up very quickly, and you can raise your price after the initial sale, but if it doesn't sell well even with early bird discounts, you must carefully reconsider and retest the various elements of your product sales strategy. Now here's the most important part of this.

Price is only one piece of that, and yes, you might want to test the price, but it's by far not...generally not the most important piece to test. Very often, your sales copy, the quantity or quality of your traffic. So if you're offering this on your website, what kind of traffic are you getting? What kind of click through are you getting? Are the people who are coming to your website, are they well screened for? Are they good prospects?

So it's not just the quantity of your traffic, but it's also the quality of traffic, and the same question goes for the quality and quantity of your lists. If you're selling via an email approach, very often, it's not the price. It may be that your product is not appropriate for your niche or even more likely, you haven't figured out how to communicate why your product is perfect for your niche, and that's got to do with your sales copy. Okay?

So do research through testing your market, through interviewing your market, but you also must, must, must do research on what your competition is doing and at what price points are they doing it all. You may find that there's a huge variant or you may find that there's a pretty limited variant.

But if there's a huge variant in what people are charging for a particular product, you have a lot more freedom, but if pretty much everybody charges 15 bucks for that CD, then for you to charge 39 you're probably going to have a tough rope, probably going to be hard to do that depending on, to some degree, on your niche.



You have to bear in mind that your niche market may be willing to spend more or less than other niche markets, so your research needs to be taken in context. What is low pricing in a professional market may be very high pricing in a small business or hobby market, okay?

So I'm going to give you some links for researching your market and your competition. If you're looking at selling your products digitally you could check out [clickthink.com](http://clickthink.com). That's [clickthink.com](http://clickthink.com). Clickthink is an online catalog of digital products, and when you go to [clickthink.com](http://clickthink.com), it actually really looks like just a place for you to sell your products.

But at the top if you click on the marketplace, you'll find all of their listings of products and can actually just do a search like a Google search on specifically what you're selling and see what other people are selling the same types of things for.

You can also go to the PayPal stores as a great research for calibrating what's being sold online and for how much. Obviously, there's [Amazon.com](http://Amazon.com). For music, there's [CDBaby.com](http://CDBaby.com). Just before this class, I did a quick Google search for selling art online, and there are dozens of websites that sell art online.

So again, you could do research that way. If you're looking at selling via, for example, galleries or gift stores or, you know, retail stores or that kind of thing, then again, you want to do your research by going to the galleries, by going to the stores, and looking on what they're selling the same kind of product for.

You can also go to [Cafepress.com](http://Cafepress.com) if what you're...thinking about are merchandise type things like mugs or t-shirts or postcards or you know posters or things like that. Does anyone have any questions about what I talked about so far? We've talked about what the products funnel and how you can start thinking about pricing for your different products. Okay? I'm just going to move on then.

## DEVELOPING YOUR FUNNEL(1) ASK YOURSELF WHAT THE ROLE YOUR PRODUCT PLAYS WITHIN YOUR BUSINESS PLAN.

So, the next thing I want to talk about is actually developing your funnel. So now that you've done some research on kind of what the price points are or could be for your products, the next thing you want to do is ask yourself what the role your product plays within your overall business plan.



IS IT A LOSS LEADER, A PRODUCT THAT MAY NOT BE VERY PROFITABLE IN AND OF ITSELF, BUT GENERATES INTEREST IN YOUR OTHER OFFERINGS? (THIS IS ALSO SOMETIMES REFERRED TO AS A LEAD GENERATION PRODUCT.)

Is it a loss leader? A product that may not be very profitable in and of itself, but generates interest in your other offerings sometimes, this is called a lead generation product. This could be a freebie or this could be a low priced product, but it's really important to remember that this product should not cost you thousands of dollars and weeks of your time to create.

If it does that's not the right product to use for that position, you know. That's...you want to use other products for that.

IS IT A PRODUCT YOU WANT TO SEE A GOOD PROFIT ON? IS IT A PRODUCT THAT NATURALLY UP-SELLS CLIENTS INTO ANOTHER ONE OF YOUR OFFERINGS?

Now is this a product perhaps you want to see a good profit on because it took a lot of time and energy and money to create? Is it a product, for example, that naturally up-sells client into another one of your offering? So for example, if you have calendar photos or, you know, a calendar of your photos, could that up-sell into actual prints of your photos?

Or if you have single digital mp3 downloads of your songs, could that up-sell, not just to the CD, but could it also up-sell to ringtones? Could it up-sell to...or could a ringtone up-sell to the CD? But could it also up-sell to the karaoke version of your song? Could it up...in other words, just the instruments and none of the voice. Could it up-sell to the music score book that you've create for choral arrangements?

Could it...do you see what I'm saying? Where I'm going, it could...you want to think about offering product you create, and what are all of the million different formats that one product could be presented as some of them in the low end of the pricing funnel, some of them on a higher end of the pricing funnel.

THE ANALOGY OF A RESTAURANT CAN SOMETIMES HELP. ASK, IS THE PRODUCT IN QUESTION A DESSERT OR COFFEE? IS IT THE MAIN COURSE, OR IS IT AN APPETIZER? MAYBE IT IS THE





## EQUIVALENT OF A SAMPLE OR TASTE, LIKE THE PINK SPOON AT A BASKIN ROBBIN'S ICE CREAM PARLOR?

You could use the analogy of a restaurant in thinking about this. You might ask yourself is the product in question a dessert, a coffee? Is it the main course or is it just an appetizer? Maybe it's the equivalent of the pink spoon at Baskin Robbins. It's just a sample or a taste.

## BY FIGURING OUT WHERE YOUR ITEM FITS INTO THE BIGGER SCHEME OF THINGS, YOU WILL BE ABLE TO MAKE A STRATEGIC PRICING DECISION.

By figuring out where your specific product or the...that form of the product fits into the bigger scheme of things, you'll be able to make a strategic pricing decision.

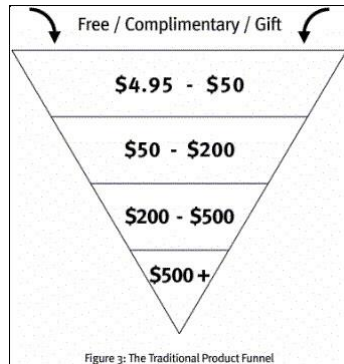
## (2) BE SURE YOU ARE BUILDING A FULL PRODUCT FUNNEL, WITH PRODUCTS AND SERVICES FOR SALE AT EACH LEVEL.

It's very important that you are building a full product funnel with products and services for sale at each level. Now I will come clean to you guys that when my old business partner, Wendy, and I started doing this, even though we knew the concept of the Multiple Streams, we kind of made products haphazardly.

It's really only in the last year that I've really been looking at the ways to create the full product funnel, and you can be expecting to see in the next few months some new and interesting products coming out, very much building on what I've been building in the membership.

So..and that may take many different forms, but just stay tuned I'm going to stay mysterious on that one. So in...so it is really important that you build a full product funnel, but it's also very important that you keep in mind that it's a process, that it's okay to do one piece at a time, and that you should not get overwhelmed by it, that with each product you bring online to be thinking where does this fit in my full scheme.

## VARIATIONS OF THE MULTIPLE STREAMS PRODUCT FUNNEL, BUILT RIGHT, WILL ENSURE YOU HAVE A VARIETY OF OFFERINGS AT DIFFERENT PRICE POINTS.



Variations of the Multiple Streams product funnel built right will ensure you have a variety of offerings at different price points. So let me get specific about what I mean by different price points. If you imagine a funnel at the widest opening of the funnel is the free or complimentary or gift that you're offering, and again, this is something ideally that you've created once, did not cost you a lot of time energy or money to create, and is very easy for you to supply free or at very low buy in.

I know that it has become more common in the internet marketing world to offer, for example, something free, but you pay for shipping. So the product is free, but you pay for shipping, and the feedback that I've heard on that is that it actually does give you a better qualified lead generation, because they've at least been willing to pay the shipping.

It kind of depends on how you're distributing and how you're providing that for your complimentary gift. The next level is between \$4.95 and \$50. The level above that is \$50 to--I'm sorry \$50 to \$200. \$200 to \$500 would be the next level, and \$500 or more would be the bottom rung of your funnel.

And as you go deeper into the funnel and the funnel narrows, so does the price point, increases, okay? You may find....say it again?

Caller: Would you please say the numbers again?

Debra: You bet. I'm also going to put a graphic of this up on the website. So the top level is obviously the free. Then it's free to \$50. Then from \$51 to \$200, from \$200 to \$500, and then \$500 and better.

Now your product funnel, depending on your business, who your niche market is, may have slightly different mark—you know different chunks, but that this is pretty standard in this...in the marketplace, in this thinking. Okay?



YOU MAY FIND THAT YOU ALREADY HAVE PRODUCTS AT ONE LEVEL, AND NOT AT OTHERS. THE SMART THING IN THAT CASE IS TO FOCUS ON FLESHING OUT THE MISSING LEVELS. OFTEN, AN INTERNET BUSINESS THAT ISN'T DOING THAT WELL IN TERMS OF GROSS INCOME IS CREATING TOO MANY LITTLE TICKET ITEMS THAT SELL AT \$50 OR UNDER.

You may find that you already have products at one level, but not at others. The smart thing in that case is to focus on fleshing out the missing levels. Often a business that isn't doing that well in terms of gross income is creating too many little ticket items that sell at \$50 or less.

BREAK FREE FROM THIS BY CREATING SOMETHING IN THE \$100 OR \$200 RANGE AND INCREASE YOUR CREDIBILITY AND CASH FLOW. SOMETIMES A BIGGER TICKET ITEM IS SIMPLY AN EXTENDED VERSION OF AN EXISTING PRODUCT. IT MAY BE A MULTIMEDIA VERSION OF AN EBOOK. OR, IT COULD BE SEVERAL SMALLER TICKET ITEMS BUNDLED TOGETHER.

You want to break free from this by creating something in the \$100-\$200 range, and thereby, increase not only your cash flow, but also your credibility. Sometimes a bigger ticket item is simply an extended version of an existing product. It may be a multimedia version of an eBook or several smaller ticket items bundled together, you know.

It could be--it could add services to a product. So there's a lot of different ways to take an existing product and increase its value. For you, Roxanne, I mean..you could make limited edition prints, and since they're limited, they're worth more, like there's a lot of different ways to create implied value without necessarily costing you a lot more in your COGS or your Cost of Goods Sold.

THE SOONER YOU ARE WILLING TO TRAVEL DOWN THE PRODUCT FUNNEL INTO THE HIGHER-PRICED LEVELS, THE MORE QUICKLY



## YOU'LL START GENERATING HIGHER CASH FLOW FOR YOUR BUSINESS.

But here's a thing, the sooner you're willing to travel down the product funnel into the higher-priced levels, the more quickly you'll start generating higher cash flow for your business. Now me, I actually started from the bottom up, and what I currently have is the bottom and the top, and I don't have a lot of middle.

So I'm working on developing my middle, right? But I started only with the high ticket item. The only thing I had was private one-to-one coaching, and I find that's true a lot with visual artists. The only thing they have is the painting or the large photo print or the sculpture. So you want to think about what...how can I...what format can I put this piece of work in that will allow me to charge less without undermining the value of the product?

And so, that's actually--that was the thinking that had me come up with the membership.

Caller: Can I ask a question?

Debra: Sure!

Caller: Well, what if you know...what about taking into account your niche, because if your niche is only going to...you know, is like a niche that buys a higher-priced item, how do you fill in those lower slots?

Debra: Well, I would suggest that even if your niche is working for those higher-priced items, they may also be open to the lower slots for gifts.

Caller: Hmm...

Debra: Right?

Caller: It seems like it could be...like I'm thinking, in my own case, fine arts consultants. You know, they want products that are over hundreds of dollars, not generally smaller priced items, so I'm having a hard time visualizing how I could develop a funnel with them.

Debra: You might not develop a funnel with them.

Caller: Right. I mean I could develop a funnel.

Debra: Or you develop your funnels starting at \$500 and going up from there.

Caller: So true.

Debra: Right? So that may...and it may be just different that way, but even, for example, if you're showing in a gallery, the gallery could also be interceding these store items.



Caller: Right.

Debra: That are at the lower priced points, and the people who visit your gallery and walk out of there perhaps not purchasing your product, but taking home your freebie that must, must, must have your website on it.

Then go to your website and buy a lower priced product, because the gallery was beautiful, and they enjoyed looking at your stuff, but they couldn't afford that stuff or they weren't ready to make that investment.

But "Oh look! She's got a calendar that would be a great gift for Aunt Marge!" See where I'm going with this?

Caller: I do.

Debra: So you may not present the full funnel to the gallery owner or to the art consultant. That doesn't mean you don't have it available, because everything ideally is going to be driving people to your website.

Caller: Uh-hmm...

Debra: And then people can find their own level at which they want to play with you, okay?

Caller: Great.

## FEEDING YOUR FUNNEL

Now the thing I want to talk about is feeding your funnel. Your ideal funnel has products and relating-ship levels at every price level. Now what I mean by relating-ship levels is that, as someone comes deeper into your funnel and is spending more money on you or with you, they're also coming deeper into a relationship with you.

And one of the ways you can add value to those higher-priced ticket items is to give them more touch. You could give them the opportunity to meet the artist or give them the opportunity to help you promote things or give them opportunities to play with you on a more personal level, and of course Tiano, the call of Tiano, gave us lots and lots of wonderful ideas for how to do that.

But there's even more ideas for how to do that which we'll get...I'll get to when I get to developing the class for the deepening your relationship step, which at the top of my head I think is 6...6 or 7. I don't have it in front of me. This allows people to find their own comfort level first in the amount of money they are willing and able to spend, as well as the amount of touch they're looking for from you.

You know, I have one member who are here about once a year, and I hear from him about once a year telling me how phenomenal he's doing and how much the calls are helping him,



but the truth is there's not a lot of touch going on there, but that's what he wants, right?

So that's another way for you to also think about in the adding value piece, especially if all of your products are at the lower priced level, and you're wondering, "Boy, how do I create higher level priced points?" You know, I know some of them actually who have created cruises...three-day cruises for their fans.

I know a wonderfully brilliant man, a wind player named Mark Marshall, who just sent me an email about a month ago about coming to have dinner with him on Cape Cod. And it was a dinner and show for a few special friends, which of course, you know probably went out to his whole list, but you know, so what, right?

Again, it was much higher price than what you would pay to go to see a concert or to buy one of his CDs, but it's also a higher catch point. You're having dinner with him and his friends, you know, that are playing with him.

So these are some ideas for how to not only increase your price, but also increase your relationship with your clients. Your job once your funnel is created is to continually do two things--one is to feed new people into the funnel by internet marketing, by getting people on your newsletter, by doing all of the things that we've talked about a million times in marketing yourself.

It's also really clerically that you continue to market to those already in the funnel. To invite them deeper into relationship with you, and one of the thing that really helps this is to track what people are purchasing from you and what they're paying.

So you can say to the people who have purchased your \$50 product, "Hey, I got this wonderful product at this price point level, but you don't just get that you get a little bit of me," you know, so you invite them deeper into your funnel to play with you.

And you can do that kind of target marketing using 1shoppingcart, using Aweber, really enables you to do that kind of target marketing actually much better than Constant Contact does, and I spoke a bit about that on the last Q&A call, I believe.

It was either October's Q&A or September's Q&A about specifically, you know, the differences of those 2 systems, of those 2 contact systems. You could do it by hand, but without an assistant that's quite a bit more challenging, but it also depends on how you're marketing and what your business model is.

I mean, you know, if you're--knows edge of your funnel is \$15,000 then you better believe you want to be connecting with those people personally, right? Because really how many of those do you need to make a really, really lovely living, right?

But if your high end of your funnel is in the \$500 range, you know, maybe you need to do a lot more of that to make a good living. So you know, it's just a question of setting systems up as much as possible to do that for you. Now the final word on funnel building is that this



is a process. Don't stop everything and wait until your funnel is fully developed in order to start marketing.

As soon as you got a product, put it out there. It's a process, and you're going to learn as you do. You may put the product after thinking it's at one level and discovering by testing it that it's actually at a different level. So you want to start getting stuff out testing as soon as possible. You want to identify where you are now with your products.

And this is all goes back to the Road Map to Success. You know, following the steps, right? Identify where your--where you are now, what your end results funnel will look like, and then what's working in your current funnel and what's missing.

And I have a few questions to ask yourself, and I'm going to go through them fairly quickly, because if obviously you can listen to this call over and over again to really listen to what the questions are for you. And you may want to come back and revisit this call as you start playing with your product funnel. So that you can be looking at it always from a development standpoint.

So here are some questions:

Do my current products suit the niche I'm developing? If not, can I tweak them to fit the niche either by repackaging or reformatting them? Or do I need to create new products?

The second question is what are the pieces missing from my funnel? And of course, what's my plan for creating those pieces? Finally, how am I feeding new people into my funnel? And how am I marketing to the people currently in my funnel? And both of those questions are leading questions to steps 5, 6, 7 and 8.

So, step 4 is really about developing your funnel and testing those products and testing your marketplace and researching and doing all of that stuff. And then we will be moving more into the marketing phase of this, okay?

So that's my class on creating your product funnel. Do you have any final questions, Roxanne, because I do believe you're still the only person on the call.

Roxanne: I think so. Fortunately able to stand, so that's worthy. One question.

Debra: Yeah.

Roxanne: What if in your pricing, you put a price out there and you realize for whatever reason that the price is too high. I found it very hard to gracefully drop a price. Maybe you could just comment on that.

Debra: Well, gosh! Stores do it all the time. You could test a lower price by putting it on sale for a limited period of time.

Roxanne: Uh-hmm.



Debra: You may want to test your marketing materials first.

Roxanne: Uh-hmm.

Debra: Because they may have nothing to do with the price.

Roxanne: Right.

Debra: It may have to do with the price and one of the ways to answer to that question is to do your research. So those are my suggestions. I mean...a great way to test a lower price is to run a sale for a limited time only.

Roxanne: Uh-hmm.

Debra: You might--depending on what it is and where you're marketing it, you might give it a special event price as I do with the membership.

Roxanne: Right or like I do for all studio.

Debra: Exactly! But that's one way you could start testing what your pricing is. I do believe that your price will very much be depending on your venue for in your area, because you're a photographer and what you're going to sell at an art fair that is kind of, you know.

What you would sell your photography, for example, at the Alameda Art and Wine Fair it's going to be different than what you would sell at the Sausalito Art and Wine Fair, because the market's different.

Roxanne: Right, but I would probably have to have a little bit different product; otherwise, I'll run into trouble with people who go to both fairs and see my project at one site.

Debra: Well then, they should have bought it at Alameda. Oh well.

Roxanne: I totally hear what you're saying, but you know, for instance, the niche that I'm marketing, fine art consultants, that has been a complaint that they have is when artists will set many different prices for the same product.

Debra: Well, you might want to market different product to them.

Roxanne: Well, that's what I'm saying. You'd have to a little bit different products; otherwise, you could hurt yourself in your niche market if they see that you're selling on the street for one price, but they're selling to their customers for a much higher price. That creates a different problem for them.

Debra: Not if you create value added in...can you hear me?

Roxanne: Yes.





Debra: Okay, not if you create value of the product. So, if what you're paying on the street aren't as nicely framed, is not printed at its highest quality.

Roxanne: Right, you're right. No, you're right. It'd have to be a slightly different product. It couldn't be exactly the same.

Debra: It could be the same image packaged differently. There's my point. You may also want to just serve series, because I know you have several series of photograph. You may want to just reserve those series for those markets and just not sell on anywhere else.

Roxanne: Right or right...I tend to have, yeah, really different shape or sizes.

Debra: Yeah, and you could also even increase the value perceived, having an example of that series on your website and saying the only way to purchase this is through this website and put a link to them.

Roxanne: Uh-hmm, right.

Debra: So, there is a lot of ways to create value, the perception of value through the packaging. And I believe we'll be talking about that more in a future call, because you know, packaging. I mean just think about it, which do you value higher: a bottle of wine or a box of wine? A bottle of wine with a screw top or a bottle of wine with the real cork, cork?

Roxanne: And it could be exactly the same product.

Debra: Oh my god, yes! And more than likely they are.

Roxanne: Uh-hmm.

Debra: So it really is a question of packaging, I think, more than anything else, but don't be afraid to do that and also...that's also a way for you to present yourself to art consultants saying, "I know that this is a problem that you experience and this is my solution for your problem."

Roxanne: Yeah, I've already thought that out in terms of using that in my marketing strategy.

Debra: You betcha! You know, and very much what you want to do is use the specific languaging for how they're saying the problem.

Roxanne: Right.

Debra: You know they may not use terms like devaluing, but they might and if they do, you use those terms too!

Roxanne: Uh-hmm.



Debra: So you use the language that they're using and give the solution to their problem and deliver on that solution and you will separate from all the...you will create yourself as a unique artist, because you have a unique solution to their problem, okay?

Roxanne: Right.

Debra: Any other questions about that or anything else?

Roxanne: Nope, that's it!

Debra: Very cool. Alright folks, good talking to you all, and I do want to say that I mistakenly scheduled November's Q&A for Election Day, as I was in no uncertain terms notified by several members, and you know, here's the thing, I'm always out of town, so I've already voted and I just, you know, I just forgot.

And I would say you know it's a much better use of your time to come to a Q&A class than sit in front the T.V. praying and wishing and hoping and praying, but what I've done (and you will be getting emails about this specifically) is I've actually rescheduled the Q&A call for the 11th and pushed everything else out that will be coming up.

Alright, very good. Thank you very much.

Roxanne: Thank you, Debra.

Debra: You're very welcome, and if you guys got comments, people who are listening to this as a recording, if you got value from this call, you go on to the website and put your comments on the website. If you've got questions from this call that weren't answered, send them to me, and I will happily answer them in the next Q&A. Have a wonderful evening and we'll talk soon!

Roxanne: Thank you! Bye!