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FOR IMMEDIATE RELEASE

## HELPING ARTISTS CREATE A SUCCESSFUL BUSINESS

NASHVILLE, Tenn. (January 21, 2015) – Artists ready to focus on the necessities of running a successful craft business are invited to join Tennessee Craft for a day-and-a-half long workshop to learn more about the entrepreneurial tools of the trade.

*Handcrafting your Business: Design for Survival*, presented by Thomas Mann, will take place Saturday, February 28 and Sunday, March 1 at Watkins College of Art, Design and Film in Nashville, Tenn.

During the first day of the workshop, attendees will learn how to use planned marketing, write and speak about their brand and establish the most effective price point for their products. Day two will be dedicated to real-life critiques of attendees' current business strategies.

Tennessee Craft is also providing a free, open to the public, tax workshop for new businesses the day prior, on Friday, February 27 at Watkins.

"We are excited to bring Thomas Mann to Nashville to help our creative community grow," Teri Alea, executive director of Tennessee Craft said. "With his knowledge, experience and expertise as a craft artist running a business, his advice is exactly what many makers need to take the next step in their careers."

Registration for the workshop is \$170, discounted to \$150 for Tennessee Craft members. Students receive a special rate of \$50. More information about *Handcrafting your Business: Design for Survival* is available online at [www.tennesseecraft.org/workshop](http://www.tennesseecraft.org/workshop).

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### About Tennessee Craft

Tennessee Craft (formerly known as TACA) is celebrating 50 years in 2015. Since 1965, the organization has worked to continue and create Tennessee's fine craft tradition by building understanding and appreciation for craft. With more than 500 members throughout the state, Tennessee Craft serves as the connecting point for local, independent makers and their audiences through its Craft Fairs, exhibitions and educational programs. Find out more at [www.tennesseecraft.org](http://www.tennesseecraft.org).