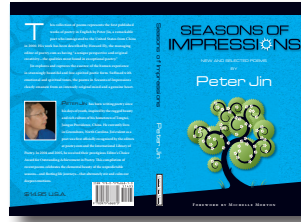
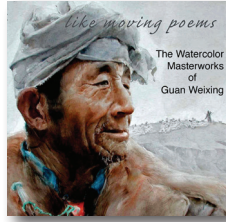
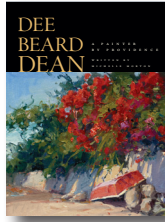




MORTON ARTS MEDIA



## Achieve a Professional Look For Your Self-Published Art Book

Join the self-publishing *REVOLUTION*. Online printing and POD (print-on-demand) technologies have become the great equalizers in the world of publishing. Self-publishing leveled the playing field so that now anyone can publish their own book. Gone are the days when books were only for the famous few—Hollywood celebrities, corporate VIPs, leading experts or master painters. In fact, self-publishing has completely turned the tables and now offers the best early- to mid-career marketing tool with which to heighten your professional profile and status. For full-time and aspiring artists, this is good news indeed.

Today, artists can write a book, upload the photos and pages to an online printer and order one book at a time. Sounds easy, doesn't it? Well it is! And it's getting easier all the time with user-friendly templates and a growing selection of POD printers to meet every publishing need and genre. Printing and publishing your own coffee table or portfolio book is the easy part. The hard part is making your book look *professionally* published—not self-published.

This workshop, given by arts writer/publisher Michelle Morton, will provide you with the knowledge and tools you'll need to impress your readers with an art book that has the look and feel of a big publishing house title. In her PowerPoint presentation, Michelle will discuss the do's and don'ts of cover graphic design, interior page design & typography, photography and written content. Her publishing company, Morton Arts Media, LLC, specializes in writing and publishing art books of exceptional quality. From experience, Michelle has seen what an elegant, eye-catching book can do for an artist's career success and personal confidence. The benefits of publishing your own book are too good to pass up:

- Establish yourself as a successful emerging or professional artist, or art workshop instructor
- Document your works for gallery submissions, a companion book for your artwork sales, or a goodwill gift to target prospective collectors
- Enhance your workshops by offering every student a book highlighting your insights and step-by-step painting demos
- Add a book to your website as a value-added marketing tool and to boost interactivity with visitors
- Offer a book to each collector as a buying incentive or a thank-you gift for their patronage

Join Michelle for this enlightening workshop and walk away with the know-how necessary to memorialize your artworks, ideas and achievements in a beautiful, sophisticated book—a valuable addition to any reader's art book collection. For your convenience, the workshop will be offered on two separate dates:

- DATES:** ➤ Thursday evening, February 10, 2011 **or** February 17, 2011
- TIME:** ➤ 6:00 pm – 8:30 pm
- LOCATION:** ➤ **Ambleside Art Gallery**  
528 South Elm Street  
Greensboro, NC 27406
- COST:** ➤ \$75.00 per person (pay at the door or send a check to Morton Arts Media, LLC  
P.O. Box 10466, Greensboro, NC 27408)
- CALL:** ➤ (336) 312-8264 or e-mail michelle@mortonartsmedia.com to reserve a seat for one of the two dates listed above