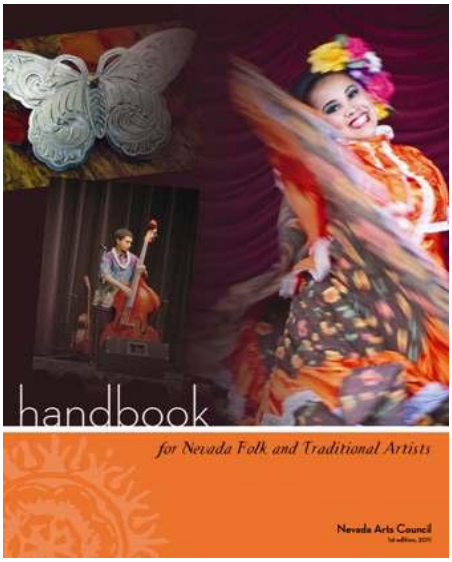
HANDBOOK FOR NEVADA FOLK AND TRADITIONAL ARTISTS



The ***Handbook for Nevada Folk and Traditional Artists*** is a 118-page "how-to" and reference manual for folk and traditional artists to help them take control of the public presentation of their traditions and sale of their arts and crafts. The manual provides information on business practices, marketing skills, sample performance agreements and contracts, and a listing of Nevada agencies that can help with specific questions regarding how to set up a business, legal issues, taxes, etc.

The handbook may be used as a reference tool by any artist. It can also serve as a curriculum resource for hands-on workshops focusing on specific business and marketing skills such as portfolio development, pricing your work, using social media, and more. Contact the Nevada Arts Council (775-687-6680) if you are interested in hosting a technical assistance workshop for individual artists.

Produced by the Nevada Arts Council, Patricia A. Atkinson, Project Director
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