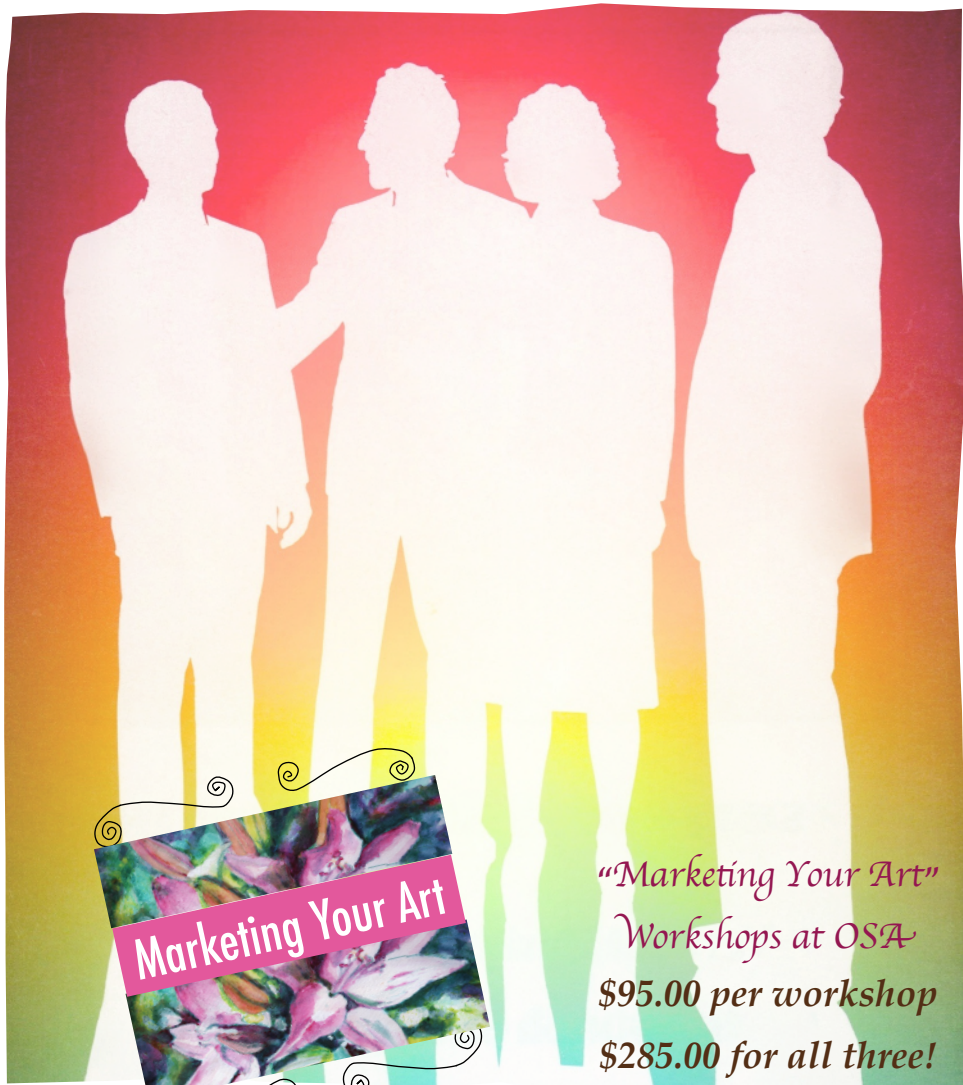


*Specialists in Strategic Marketing*

# Lake Oswego Consulting Group



*"Marketing Your Art"  
Workshops at OSA  
\$95.00 per workshop  
\$285.00 for all three!*

**SEATING LIMITED TO 50. REGISTER TODAY!**

George Porter, Managing Director  
Anna Porter, Marketing Director

T (503) 697-7666 C (503) 360-7260  
Email: [lakeoswegoconsultinggroup@gmail.com](mailto:lakeoswegoconsultinggroup@gmail.com)

# Our Services

Lake Oswego Consulting Group

## GEORGE PORTER

- Strategic Marketing
- Market Research
- Product Development
- Change Management
- Sales Training & CRM
- Project Management
- Systems Development
- RBAC System Design

## ANNA PORTER

- Marketing Communications
- Brochures, Flyers, Postcards
- SEO Writing
- Advertising
- Press Releases & PR
- Event Management
- Multi-Media Presentations
- Photography / Design / Fine Art



## Welcome!

My name is Anna Porter and I am the Marketing Director for Lake Oswego Consulting Group. I am a fine artist, writer, digital photographer and marketing communications specialist. I would love to work with you to develop a marketing communications program to generate high quality business leads and long term revenue growth. I can assist you with any creative writing, image creation, PR, advertising design and social media marketing needs you may have, and I will work with you or your staff from concept through execution to evaluation.



<http://lakeoswegoconsultinggroup.com>

(503) 697-7666

# "Marketing Your Art" Workshops

@2012 Lake Oswego Consulting Group

Oregon Society of Artists

2185 SW Park Place

Portland, OR



## WORKSHOP I – SEPT 27, 2012 9A-1P

Designed to help artists identify their key strengths, weaknesses, strategies, opportunities and threats to create a realistic plan for artistic growth, learn how to price their art based on an objective personal art assessment, and discover new ideas for diversifying their products to increase revenue.

## WORKSHOP II – OCT 18, 2012 9A-1P

In this workshop, artists learn how to use new technologies, skills and tools to effectively promote their art online and to create a strong internet presence. Specifically we will show you how to utilize social media like Facebook, LinkedIn, Twitter, Instagram and more to generate leads and draw customers to you. You will get tips on writing art blogs, press releases, and tweets and learn great sales tips from a pro!



## WORKSHOP III – NOV 15, 2012 9A-1P

In Workshop III artists will learn how to put everything together that you have learned in Workshops I and II to come up with an effective Master Marketing Plan that addresses the 6Ps of Marketing: People, Product, Price, Place, Promotion and Plan. We will also discuss how to create an effective Marketing Communications Plan that creates awareness, interest, memory, belief desire and action!



Register Today!

(503) 697-7666

Email: [lakeoswegoconsultinggroup@gmail.com](mailto:lakeoswegoconsultinggroup@gmail.com)

## About Lake Oswego Consulting Group

My name is George Porter and I am the Managing Director of Lake Oswego Consulting Group, Specialists in Strategic Marketing. I founded Lake Oswego Consulting Group in 1991 to provide exceptional strategic marketing and management consulting services to businesses, non-profit organizations, government and industry in Oregon. Our core beliefs are based on:

- commitment to excellence
- determination to succeed
- outstanding customer service and support

Since its inception, Lake Oswego Consulting Group has worked with start-ups, SMBs, Fortune 500 companies, non-profit organizations, government agencies, and individual professionals, helping them put sales and marketing programs, business processes and systems in place to promote and sustain profitable growth.

Whether your business needs a new print or digital advertising campaign and sales and marketing collaterals that get attention, or help utilizing social media and driving traffic to your website, or a new business model, marketing strategy and sales training, Lake Oswego Consulting Group can put a program in place that generates highly qualified leads, increases sales and improves customer retention. We not only make recommendations on how to achieve your goals, we work with your staff to ensure success.

Our senior consultants bring a wealth of experience and creativity to your team. We have the ability to quickly assess your business needs, provide direction and strategy, train your staff, and help you implement our recommendations to ensure your long term success.

Call Lake Oswego Consulting Group at (503) 697-7666 for a complimentary initial consultation and free estimate **TODAY!**



**George Porter,**  
**Managing Director**

### Contact

(503) 697-7666

<http://lakeoswegoconsultinggroup.com>  
<http://lakeoswegoconsultinggroup.org>

### Location

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