

Tara Swiger

WORKSHOPS, CLASSES, + LECTURES

I'd love to come and teach a class or workshop for your event or organization! Read on for details.

For every workshop ...

- ★ length can be adapted to 2, 4, or 6-hour sessions
- ★ the maximum number of students for any class is 50
- ★ each student will receive a workbook which they will fill out during class + take home at the end of the session
- ★ workshop materials + information are intended for an audience of business owners at any stage
- ★ room requirements: each student needs a desk or table and a pen or pencil

CLASSES + DESCRIPTIONS:

Map-Making

If you've got big plans but you never seem to get around to making them happen, you're not alone. A lot of us creatives struggle with one common enemy: distraction. We want to do everything. Right now. And our lack of focus keeps us from getting very far with anything. Super-frustrating, isn't it?

In this class you'll:

- ★ Learn how to create goals that work (for YOUR unique way of working)
- ★ Break a goal into do-able To Dos
- ★ Create a path of actions to follow, as soon as you leave the retreat!

We'll turn your goal and list into something visual and fun: an actual, physical, visible map.

Craft Your Customer Path

How do your customers find you, fall in love, and buy? We'll cover each step of the process - how people find you (online and in-person), how you build loyalty and make them comfortable buying, and how to keep them coming back. The workshop includes a workbook that you'll fill out during class - so you leave with your own plan of improving your Customer Path, no matter what your business is.

Get More Done in your Business

Do you get distracted in your workday? Waste your time on stuff that doesn't matter? This workshop is a step-by-step process that will help you create that system -

You will:

- ★ Learn when you work best.
- ★ Discover what you should be spending your time on.
- ★ Create a way to track all the many, many things you want to do in your business.
- ★ Develop a workday (no matter how small or big) that works for your real life.

Social Media for Beginners

Twitter, Instagram, Pinterest...knowing what to spend your time on can be overwhelming. Defeat overwhelm by identifying the best tools for your goals and develop an action plan based on your customers and your time. Learn how to make the best use of social media - no matter WHAT tool you use. We'll also cover best practices for the most popular tools, like Instagram and Facebook pages. While this class doesn't cover the technical details of logging in, you will leave with a plan of action you can put in place as soon as you walk out of class.

Email Marketing

Learn how to use the BEST tool for connecting with your customers - an email newsletter. In this workshop, you'll make a plan for exactly what you'll send and when you'll send it. You'll learn how to make your emails effective at driving sales and building relationships with your best customers.

Biz Confidence

Swirling in self-doubt? Not sure you really can have the business you want?

I know, it's more fun to focus on the tactical stuff, like growing your Instagram followers or learning Periscope, but none of the tactics (and no amount of followers) will matter if you don't know where your business is going and none of the tactics in the world matter if you don't DO them. In this workshop we'll identify the doubt, define the business you really want, and learn tactics for building your confidence when you need it most. We'll defeat self-doubt through a series of photo and journaling prompts, based on the science of confidence and courage.

What would less self-doubt and more confidence do for your business? How would you act? What would change? Let's find out! (Introverts welcome - you don't have to share anything out loud!)

CraftConfidence (or KnitConfidence)

Swirling in self-doubt? Do you want to try new projects or create art without a pattern? In CraftConfidence, we'll identify the doubt, define your goals and dreams, and learn tactics for building your confidence when you need it most. We'll defeat self-doubt through a series of photo and journaling prompts, based on the science of confidence and courage.

What would less self-doubt and more confidence do for your crafting? What would change? Let's find out! (Introverts welcome - you don't have to share anything out loud!)

Fill Your Classes (for teachers + shop owners)

Want to connect with your customers and provide a service they can't get online? Tired of canceling classes because no one registers? Teaching classes at your shop builds lasting relationships with loyal customers, but many owners struggle to bring in enough students to make it worthwhile. In this workshop, we'll cover the entire process, from class creation (how to make sure you are offering classes your customers really want) to filling the class with eager students, and bringing them back class after class. Throughout the class you'll apply what you've learned to your own business, and you'll leave with a plan to share your very next class!

Create an email marketing plan

The most effective way to reach your customers, build trust, and increase loyalty is by sending an email. In this workshop you'll learn why you need an email list, how to get people on your list, and what to send to effectively bring more customers into your shop. But you won't just learn theory, you'll apply what you learn to your own shop and during the workshop you will create a plan of what exactly to send in your next emails. Don't have time? We'll cover ways to automate and simplify your plan so that you can do stay consistent and effective.

LECTURES AND PRESENTATIONS

For all presentations:

- ★ Space requirements: ample sound equipment, projector + screen, tables or desks for all students preferred for note-taking purposes.
- ★ Length of a presentation is 1 hour, with some flexibility for Q&A sessions afterwards.

AVAILABLE LECTURE TOPICS:

Sounding like yourself online

Do you struggle to communicate via social media in your own authentic voice? In this presentation, we'll cover all the ways that you can be yourself when you're interacting online. And how, by doing so, you'll attract even more customers who are interested in the things that only you can offer.

The 5 steps to growing your business

If you've been feeling like you're stuck in your business, and you can't seem to get over that hump, pull up a chair. In this presentation we'll cover the 5 steps you can take right now to grow your business, no matter where you are today or where you want to be tomorrow.

Effective In-Person Marketing

For many of us, it's easier to market from behind the safety of a computer screen. But put us in front of an actual group of our customers, and we panic! Don't worry - in this lecture we'll cover all the ways to use your in-person events (craft shows, farm days, festivals & trade events) to market your business in a way that's not at all salesy or artificial sounding.

3 Keys to Online Marketing

Marketing doesn't have to be a dirty word, and you don't need a degree in business in order to figure it out. There are three simple keys to effectively marketing your products online, and we'll cover them all in this presentation.

BIO:

Tara Swiger is the author of [Market Yourself](#), a system for creating a marketing plan for your craft business. She began her entrepreneurial journey as a yarn-maker, and quit her day job in 2009 to be a full-time maker. She has been writing and teaching about handmade business for over 5 years, via (free) weekly lessons ([sign up here!](#)), her weekly [podcast](#), and in-person and on-line courses. Her superpower is translating complex business principles into the language of artists and makers and turning theory into doable Action Plans.

Tara's taught marketing and business growth to traditional artists in rural North Carolina with the non-profit Handmade in America, to yarn shop owners at their trade show, to alpaca farmers at the Camelid Conference, to makers at Craftcation + School House Craft Con, along with [4 classes with CreativeLIVE](#). Find it all and start your own business explorations at [TaraSwiger.com](#)

Download a headshot [here](#).