

BUSINESS OF CALLIGRAPHY PRESENTED BY PAUL SIEGEL



Paul Siegel shared his experiences in the calligraphy business world. Little tricks, big considerations and how to plan to succeed.

Paul had loads of wonderful handout notes to help all of us start a lettering or similar business or several hints about improving an already established business.

PAUL HAD LOADS OF WONDERFUL HANDOUT NOTES TO HELP ALL OF US START a lettering or similar business and several hints about improving an already established business.

Now's the time to bring all those lettering classes into a practical and paying world. Generally a lettering business begins with someone you know asking for you to "letter a little poem for them". From that can spring an entire lettering empire! Some things you should consider are:

1. Establish an identity, company name, logo (perhaps)
2. Go to the Dallas records building to register your company name and search to make sure you aren't using someone else's established name (it also helps to legitimize your identity)
3. Product definition / Be able to identify accurately and inform your customer exactly what you do, and be able to meet with the client and get across clearly and succinctly what you do and how you will be solving the problem or project they want you to do.

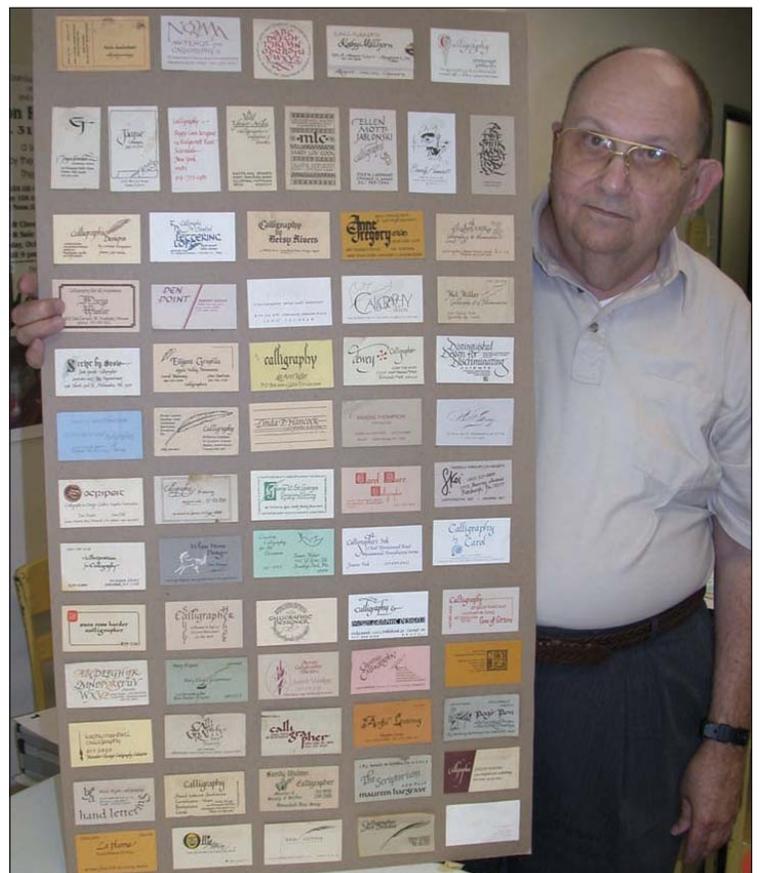
Get some business cards printed, and make them pleasing. They are a small insight into your style and ability and the first glimpse to your client of your talents and what you can offer them.

Neighborhood printers have "color days" wherein on certain days they'll print a prescribed color at reduced prices. Also ask them what they use for their standard "floor" stock. That way you save money by not ordering special paper. If you want special colors mixed or two, three or four color, foil stamping or embossing these are expensive extras that may or may not be necessary. When you begin, keep them simple. Your name, name of company, logo (if you have one) phone number, fax, cell (if you think it's necessary), slogan...but when does it become too much? Remember you've only got 3 1/2" x 2" to work with! Keep it simple, don't try to put everything on it!

Portfolios / a collection of samples of your work you have done or created. As you produce work for people get samples (if multiples are printed) or make xeroxes or colored prints of one-off pieces. If too large for xeroxing, take a good photo. Make it look good. Use good sheet protectors. In this digital age, if you own a laptop, put your portfolio on the laptop and take it to your client to view.

Contracting your work out. Maybe you get a call for addressing 1000 wedding envelopes but you don't do them or have the time. If you've networked with your calligraphy friends and know who does envelopes, get samples of their styles. Contract with them to do the envelopes for you & you can sell them (marked up) to your client. Make sure you know how much your contract person will be charging so you don't undersell yourself and so you can know if the price will be within the client's reach.

INVOICES/ These represent a record of your actions the contain a written



Paul's collection of business cards helps him collect design ideas

summary of the duties you performed for your client. It can be helpful if you have to take a delinquent client to court as well. Have the details of the job, quantity, when and where delivered, order number (their PO if they use one) "kill fee" if job is cancelled.

Office in your home? Consider what is written off which you are using in your business. You can write off a portion of the water, house and utilities, trips related to jobs, salaries supplies etc. Keep accurate records. You may need to consult with an attorney or find information at your library about setting up the bookkeeping of a business within your home.

Pricing your product: Learn how long it takes you to complete how many envelopes in a certain span of time. This can help you realize an hourly or line rate. The current price for wedding envelopes is about \$2. The range can be from 40 cents to \$8.50 per envelope! You may need to go back to thinking 1 letter at a time! Sometimes if you're busy

you may not "need" the job so you quote what you believe is high. If you get it! How nice! Find out the market and what others charge.

Finding customers: Check the yellow pages. Look at the headings, ask yourself, "is there a market for what I do within that business". The larger the ad, the more money was spent by the company to make their name known. Make a list of the most likely ones. Send them mailers, business cards, post cards or other marketing devices. Or send them a beautifully calligraphed letter explaining what you do and how you might help them, call them, see if they received your mailings. Ask if you might speak to them about possibly providing them your services. Bridal shops or stationery stores – go in, introduce yourself, leave a card and samples.

Stores that have networking bulletin boards make a "tear off" sheet that an interested party can actually tear off a bit of paper with your name & number on it.

Offer to be a speaker at Kiwanis, CEO clubs etc. Network with business owners in your neighborhood. Leave your card and let them know what kind of work you do.

Press releases. Call papers & ask to talk to the community affairs editor. Ask if you might submit an article about calligraphy or lettering.

Remember, success is not a destination, it's a journey!

Keep practicing—as you do, your product for your clients will ever improve as well as your skill level. And always make goals for yourself. Concentrate on improving your skill level. Learn from your own and other people's mistakes as well as successes. . . Now, go get 'em!

Janell Wimberly

KALIGRAFOS /ALPHABET SOUP COOKBOOK



THINK CHRISTMAS!

IT'S READY -
LET'S GET COOKIN'

Through Paula Van Wagoner's valiant efforts, our money making project has been finished, printed and is now ready for you! From "Pulled Pork" to "Strawberry Shortcake" and every dish in between w/ color dividers and durable cover.

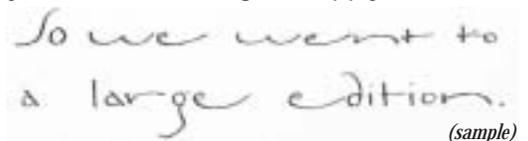
Contact Donna Sabolovic at (972) 234-3748 or e mail at d.sabolovic@worldnet.att.net 422 Provincetown, Richardson, TX 75080 - For each book send \$19.95 +\$5 SHH and where to send.

Big News! John Neal Bookseller has reviewed our cookbook, liked it, and that review can be found in the January issue of Tabellae Ansatae (the subscription publication on book binding, calligraphy and journaling).

EARLY BIRD LETTERING CLASS AKIM LETTERING

(8:30 am at Dallas Craft Guild)

Marta Simmons-Wiechmann will be spending an hour showing you the basics of this unique lettering style she learned at the recent Calligraphy Conference. In not signed up, contact Marta at martalynn@charter.net or (940) 383-0048 to make your reservation & get a supply list.



(sample)

OUTSIDE WORKSHOPS

◊ - CAMP CHEERIO! - ◊

March 14-19/Monique or Lallier & John Stevens
Crossed-Structure Binding/Brush+Roman

May 2-7/Tom Perkins & Gaynor Goffe
Intro to Stone Carving/Italic Calligraphy

www.calligraphycentre.com/teac.html

REMEMBER
NO MEETING IN DECEMBER!

E - NOTICES / E - NEWSLETTERS

• Want to be kept apprised of special Kaligrafos events & needs? Sign up to receive E-NOTICES. (Used for emergency communications & last minute events) - contact Jan Ensminger - jan.ensminger@eds.com OR janens@earthlink.net

• Receive an Electronic copy (PDF) of the newsletter! E mail Janell at jwimberl@flash.net to sign up. (You can request a hardcopy, e copy or both!)



PHONE COMMITTEE

Isela Contreras could use another helper or two. Give her a call at 972-417-9590 or e mail at isela.contreras@bankofamerica.com

DOOR PRIZES

Donated by Paul Siegel & Isela Contreras - winners Kathy Setina, Brenda Holcomb, Chris Coley & Harriet Moore.

SUNSHINE BOX

Nancy Leban has handled this genteel duty for a long time but would like to hand it off to a new keeper! Just a matter of keeping the box filled with cards to send to members on birthdays, if ill or a bit of sunshine is needed. Let Donna know ASAP!

SERVICE PROJECT - BRYAN ADAMS HANDWRITING

VOLUNTEERS STILL NEEDED - contact James Ivey if interested in helping students improve their handwriting at Bryan Adams High School (214) 660-8485 or jamesiv1@sbcglobal.net

(This project will continue next semester)

SERVICE PROJECT - HYER THANKSGIVING

Terry Porter & Grace Ann Vanderpool will take their pilgrim costumes and calligraphic information to the children at Hyer Elementary School again in Highland Park. **Volunteer points** for Kaligrafos' cause. (214) 823-8700 or graceannv@yahoo.com

Need help with a costume? Grace Ann promises suggestions and help!

EXHIBITS TO VISIT

PAINTED PRAYERS: Medieval and Renaissance Book of Hours from the Morgan Library. October 12, 2003 to January 18, 2004 at the Kimball. www.kimbellart.org

THE DEAD SEA SCROLLS TO THE FORBIDDEN BOOK: Biblical Arts Center. Going. Till November 16, 2003. www.deadseaexhibit.com for information.

VACD REPORT

- Marta Wiechmann-Simmons

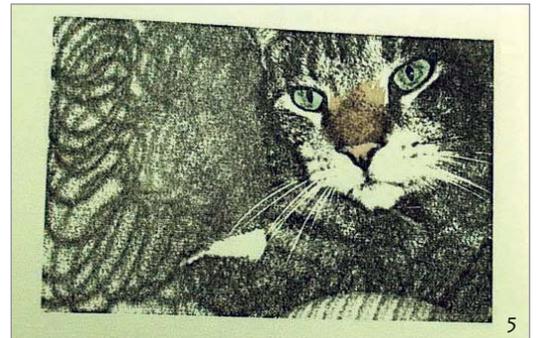
Marta reported a lot of VACD activity. Be sure to visit their site to get more details on any project that interests you...WWW.VACD.COM

1. **International Festival** / Need area artists to volunteer time to man tables, demo & display. Nov. 8-9 at St. Marks School.
2. **VACD Fund Raiser** - Asking for help in addressing invite envelopes. A great opportunity for Kaligrafos to become involved as a member group and make those precious volunteer points. Fun project if we all worked together at a addressing session!
3. **Note Card Donation Project** / Donate a card/envelope and include biz card and short resume insert. Proceeds go to VACD and Dallas Opera. Workshops are being organized by VACD for card making by area artists.

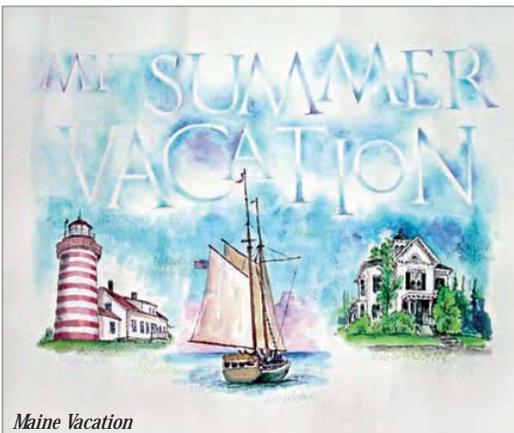
Kaligrafos is a member group of VACD, however, as an individual member you would have more access to events. Check the VACD web site to join.

MORE RETREAT ART

Photocopy transfer demo by Leslie Winakur & beautiful transfer below by Erin Dietz



CALLIGRAPHY OF THE MONTH



Janell Wimberly - 1st (at left)
Peggy Dawson - 2nd

Only two people brought art to share at the October meeting, but we're hoping more people will become involved when we resume after the holidays! It's always nice to see people's efforts!

KALIGRAFOS' FALL RETREAT A BIG SUCCESS!



Maggie Gillikin makes the cover of her journal

The stage was set for a perfect weekend. The weather was cool, almost crisp during the evening and warmed to a comfortable temperature during the day. It could not have been better. The retreat site was an oasis. Tucked away in north Richardson is a total departure from the daily routine. No phone, no TV, no computers. It was (and is) a little slice of heaven.

Friday, after “signing in” there was an old fashioned wiener roast, complete with campfire and s’mores. What fun! I had not done the campfire thing since girl scouts and we won’t mention how long ago that was!!! There was an under current of excitement, anticipation, and creativity. It was almost electric. Later that evening, the group serendipity was to make a post-it note holder/memo book. The participants were delighted with the finished product. And this was only the beginning . . .

Saturday morning greeted the participants with a continental breakfast; quick, easy and yummy. And so the day began

Maggie Gillikin and Leslie Winakur are two of the most generous, enthusiastic, knowledgeable, creative women I have ever met. It didn’t matter if you had made 1,000 journals before, or if you were like me, who had never made one. From the first exercise of tearing the paper down to the size we would use for our journals, to the final exercise of attaching the cover – Maggie and Leslie guided, encouraged, and applauded your creativity.

There were so many ideas, new techniques to try, and more stuff to play with than I had ever considered putting into a journal. For instance, Maggie showed us how make a design on copper and then fire it using a

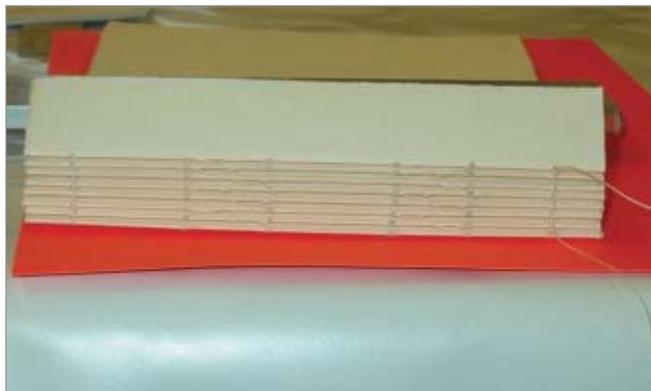
tiny blow torch to age it. How cool was that?!? Leslie showed us how to transfer copies of pictures using xylene (see page 5 for example). This was so easy to do and it adds another creative dimension to the journal. Terry Porter’s journal has some of the pictures from her trip to Italy using this technique. It is awesome. I could ramble for days about the collage elements; the brads, beads, and tiles available to use; the stencils, stamps and paints waiting to jump on the pages of your journal. The “joint was jumpin’” to say the least.

That evening we continued to work on our journals and the serendipity was to learn how to decorate letters. Leslie made this a wonderful exercise as she broke down the components to the decorations. As I listened and watched, I thought “I can do that.” And what was delightful was that I did!

Sunday came too soon. We started the morning putting the final touches on our pages. Then we cleared the tables and opened our journals for the group to see. It was a fantastic treat to see what the others had done. I made mental notes of things I saw that I wanted to put into the next journal. Looks like I got bit by the book bug!

Then came the serious business of putting the cover on our journals. All the participants were like little sponges soaking up every word and instruction given. Nervously, I attached my cover, holding my breath to see if it would be straight and wrinkle free. For a newbie, first timer, it is perfect!

The weekend was terrific. I can not adequately put into words how much I



Completed sewn text block (left)

Marta's use of collage using acrylic, handmade paper, vintage leather book tabs and metal embellishment. (below)

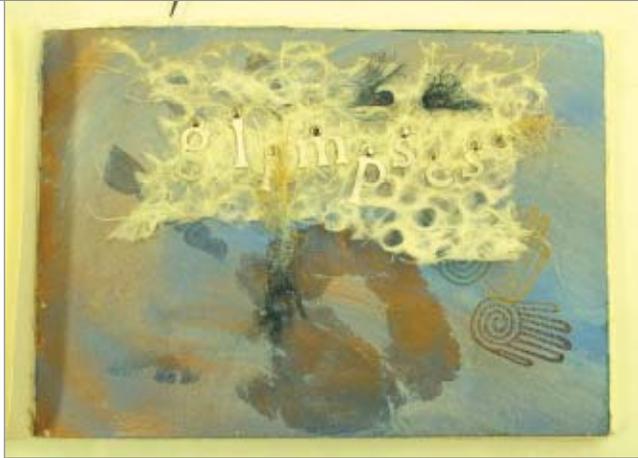




learned. I can not remotely begin to tell you how wonderful Maggie and Leslie are. And I can not attempt to thank the guild and especially Jeri Wright for all the work she and the committee put into making this event the tremendous success it was.

Christine Coley

(above) Copper medallion ornament



(right) Collage using acrylic paint, rubber stamps, handmade papers & metal embellishments by Jeri Wright.

Thanks to Marta Simmons-Wiechmann for most of the photos of the retreat.

What a fabulous time was had at the retreat. Friday night started the event with a wonderfully crisp night for the "weenie" roast and Sunday afternoon finished with the exchange of calligraphed pieces that we all brought to share. In between the weekend was filled with hard work and delightful fellowship. Jeri Wright has pioneered this effort for the past 6 years. This was her dream from the first time she proposed it to the Kaligrafos board to the culmination on October 19th. Jeri has imagined, investigated and planned this affair and it could not have been better. Kudos go out to Jeri and her crew of worker bees.

James Ivey and his fellow volunteers have been busy with the handwriting project going on at Bryan Adams High School. The students are working hard and the teachers are very appreciative. Thanks James.

The cookbook project is off to a roaring success. If you can't make it to the November meeting, contact Paula Van Wagoner for your copies. Remember these are great Christmas presents.

Kaligrafos will not have a regular meeting in December. We wish all of our members a very happy holiday season. I have much to be thankful for and my dear friends at Kaligrafos are high on that list. When you have a break from the hectic routine start thinking of the February exhibit. It will be upon us before we realize.

Happy Thanksgiving and a very Merry Christmas

Donna Sabolovic

★★ VETERAN'S CARDS ★★

Don't forget the veterans! Chris Coley started us helping to bring smiles to the men and women who protect our freedom! Bring your homemade cards to the next meeting for her to take to distribute at the hospital.

SUPPORT OUR TROOPS, GIVE 'EM A SMILE!

MEMBERSHIP PAGES READY

The new membership pages are ready. Linda Harrison and a great crew of helpers custom made "antiqued" covers for your books as well as the new membership card. Make arrangements to get yours, contact Linda at: (972) 278-2765 or stampenlady@aol.com or pick it up at the November meeting.

OCTOBER GUESTS:

Elrain Avila & Micki Hansen

Elrain brought a sample of his work. A wonderful decorated example made into a beautiful plaque! (shown at right)



NEW MEMBER

Marie Adamson
3115 Lakeside Drive
Rockwall, TX 75087
972-771-4721
Marie@WrittenTreasure.com

2002-03 BOARD MEMBERS
President: Donna Sabolovic (972) 234-3748 / d.sabolovic@worldnet.att.net
Vice President: Jeri Wright (972) 436-7636 / jeribill@hotmail.com
Secretary: Paula Van Wagoner / (972) 233-2253 / pvanwagoner@prodigy.net
Treasurer: Chris Coley (972) 422-2325 / coleyczc@comcast.net
Workshops: Jeri Wright (972) 436-7636 / jwright@arrow.com
Membership: Linda Harrison (972) 278-2765 / stampenlady@aol.com
Newsletter: Janell Wimberly (972) 519-1099 / jwimberl@flash.net
Meeting Facilitator: Marta Wiechmann (972) 383-0048 / martalynn@charter.net & Isela Contreras (972) 820-6863 / isela.contreras@bankofamerica.com
Phone: Isela Contreras (972) 820-6863 / isela.contreras@bankofamerica.com
Webmaster: Jan Ensminger (972) 562-1685 / jan.ensminger@eds.com
Library: Paula Van Wagoner (972) 233-2253 / pvanwagoner@prodigy.net
Public Relations: June Baty (972) 238-7959 / jbaty@tyequity.com
Service Projects: James Ivey (214) 660-8485 - jamesiv@abcglobal.net
Historical hands: Kathy Setina (972) 931-7076 / kathysetina@hotmail.com
Exhibits: Harriet Moore (972) 612-2101 / k.p.moore@gte.net
Parliamentarian: Paul Siegel (972) 620-1556 / penman2000@aol.com
Past Pres: Dick Mussett (972) 235-0936 / granmuss@flash.net

SATURDAY, NOVEMBER 8, 2003 / 9:30 AM

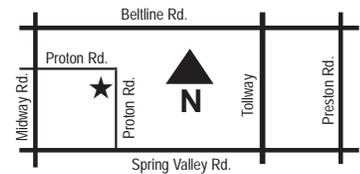
Layout & Design

JUNE BATY WILL PRESENT THE BASICS OF LAYOUT & DESIGN AS RELATED TO CALLIGRAPHY.

THIS WILL BE A HANDS ON PROGRAM WHEREIN WE WILL TAKE A PIECE THAT WILL BE CUT AND GLUED TO SHOW THERE ARE MANY DIFFERENT POSSIBILITIES. WE'LL LEARN THAT CREATIVE DESIGNS ARE WITHIN DESIGN GUIDELINES BUT ARE STILL ALL UNIQUE TO THE DESIGNING ARTIST'S INTERPRETATION. THERE ARE WRONG WAYS BUT AT THE SAME TIME, NOT JUST ONE RIGHT WAY, INDEED, THERE ARE SEVERAL. INFORMATIVE, FUN AND CREATIVE FOR ALL

Bring a glue stick and scissors if you wish to participate

WHERE: The Craft Guild of Dallas
14325 PROTON ROAD



Remember. No meeting in December

MONTHLY MEETINGS: (business & program) are open to the public and are held on the 2nd Saturday of each month. / **MEMBERSHIP:** Open to anyone with an interest in letters. Annual dues are \$25 for individual - payable April 1st. Direct inquires to Carol Scott (972) 675-4569 / **NEWSLETTER CONTRIBUTIONS:** Direct articles, pictures, art or ads to Janell Wimberly / 2621 Pin Oak, Plano, TX 75057 / (972) 519 1099 or fax (972) 519 1040 E mail to jwimberl@flash.net. Articles may be faxed or submitted as standard mail or digital files (Quark, PageMaker, Word, or as text in an e mail) send graphics as jpegs, tiffs or EPS files (Illustrator). Deadline for submission of articles and news is the 3rd Saturday of the month prior. / **KALIGRAFOS** is published 10 times annually. Publication of any article or advertisement does not imply endorsement by the guild or its officers. Direct all other inquires, general mailing and newsletter exchanges to: Kaligrafos, 422 Provincetown Richardson 75080. © 2002, *Kaligrafos The Dallas Calligraphy Society*. **No reprints without permission.**

ADVERTISEMENT OF ITEMS FOR SALE BY MEMBERS CAN BE POSTED IN THE NEWSLETTER IF SPACE PERMITS. A fee of 10% of any sales thru newsletter or at meetings must be made to Kaligrafos. Contact newsletter editor at address/phone above for information or to place an advertisement

KALIGRAFOS
The Dallas Calligraphy Society

422 PROVINCETOWN • RICHARDSON, TX 75080

PAUL SIEGEL PRESENTS
CALLIGRAPHY BUSINESS



.... ALSO INSIDE -
REVIEW OF FALL RETREAT