

We've created this guide to help you use all the promotional tools available to make the Public Voting portion of the contest successful for you.

## Important Information

**Website** - [MIGreatArtist.com](http://MIGreatArtist.com) (click on the "Vote Now" button)

**Voting** - Thursday, August 23 at noon to Wednesday, September 5 at noon

**Frequency** - Anyone can vote once per day, for as many entries as they like

**Gallery View** - Images in the gallery are randomized each time you visit the voting page so that all artists' work will be shown near the top of the gallery page throughout the voting period

## Why Voting is Important

The goal of MI Great Artist is to raise awareness of and support the art community in Southeast Michigan. We want to showcase as many artists as possible to help them further their art career. The public voting portion of the contest is designed to help you hone your marketing and promotion skills.

This year you are competing against 209 other artists from Genesee, Lapeer, Livingston, Macomb, Oakland, St. Clair, Shiawassee and Wayne counties. Your first goal is to be among the top vote-getters to become one of the **Top 30 Semi-Finalists**. The one artist with the most public votes will automatically win the "**People's Choice Award**" and prize package.

From that group of Top 30 Semi-Finalists, the judges will select an additional four artists, along with the People's Choice winner, who will exhibit their artwork at Park West Gallery on October 23, 2018. From these **Top 5 Finalists**, the judges will select one person to name as the **2018 MI Great Artist winner**.

## Voting Account & Frequency

The MI Great Artist contest uses the website Submittable as the voting portal. Voters will be asked to set up an account on this platform before they can cast a vote. To do this, they will start at [MIGreatArtist.com](http://MIGreatArtist.com) and click the "**VOTE NOW**" button, which will take them to the MI Great Artist Gallery. Before they can vote, they can sign up for an account using the button in the top right corner of the screen. They will only need to do this once.

Anyone can vote for you **once per day**. In fact, they can vote for as many artists as they like during that day. Voting will reset each day and they can return to vote again the next day. Voting is open for 14 days. Don't forget to vote for yourself every day!

## Ways to Promote Your Entry

The goal of MI Great Artist is to raise awareness of and support the art community in Southeast Michigan. Public voting opens at noon on **August 23** and closes on **Wednesday, September 5, 2018**. Even with great media coverage and social media efforts by our sponsors, promoting your participation in MI Great Artist will increase your chances of making it into the Top 30 Semi-Finalists. There are many ways to get the word out about your entry, but first you need to grab your direct URL/link.

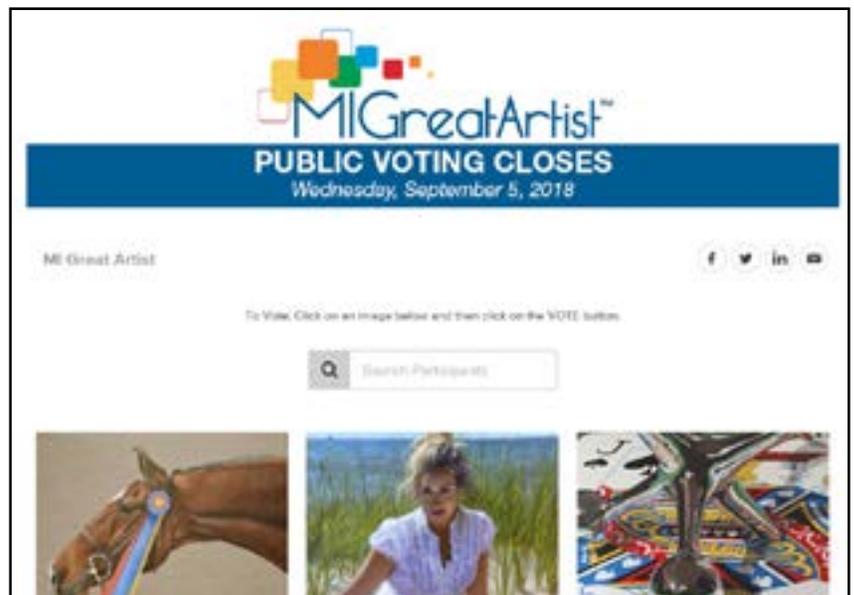
## Get the Direct Link to your Entry

The first thing you'll need is the direct link to your entry page where people can vote for you (you'll only need to do this once, then keep this link for future use).

- Visit the MI Great Artist Website: [www.MIGreatArtist.com](http://www.MIGreatArtist.com)
- Click on the blue "Vote Now" button, a new window will open to the Voting Gallery
- Find your entry & click on your name for your full voting page
- Locate the URL at the top of your Page (this URL is a direct link to your entry)

## MI Great Artist Gallery

This is what the MI Great Artist Gallery page looks like. Scroll down to see all 209 entries on a single page. Locate your entry in the gallery and click on your name to bring up your individual Artist Gallery Page.



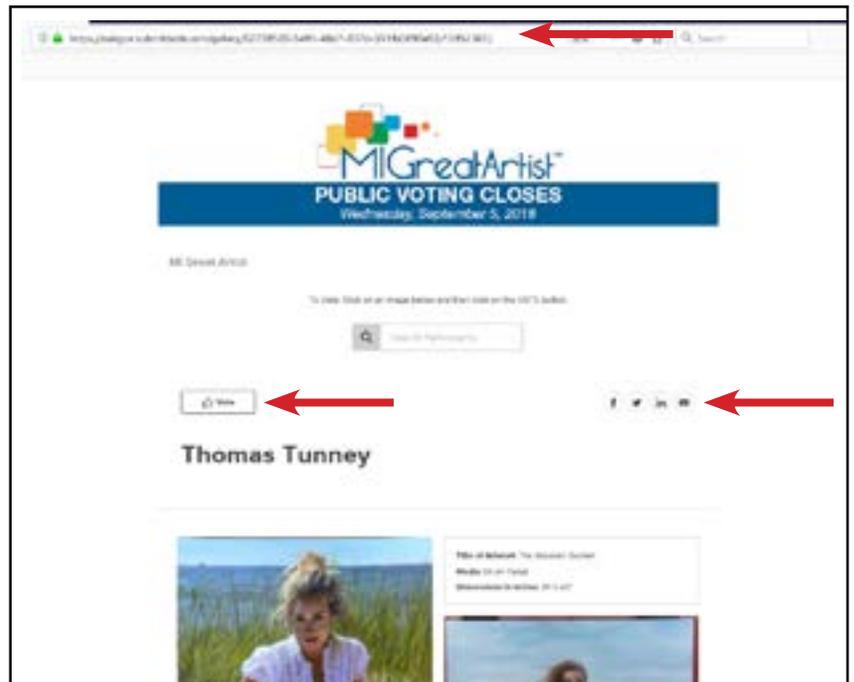
## Artist Gallery Page

This is your gallery page where all your artwork is displayed.

Most importantly, of course, is the "VOTE" button just above your name. When a person votes, that button will turn orange.

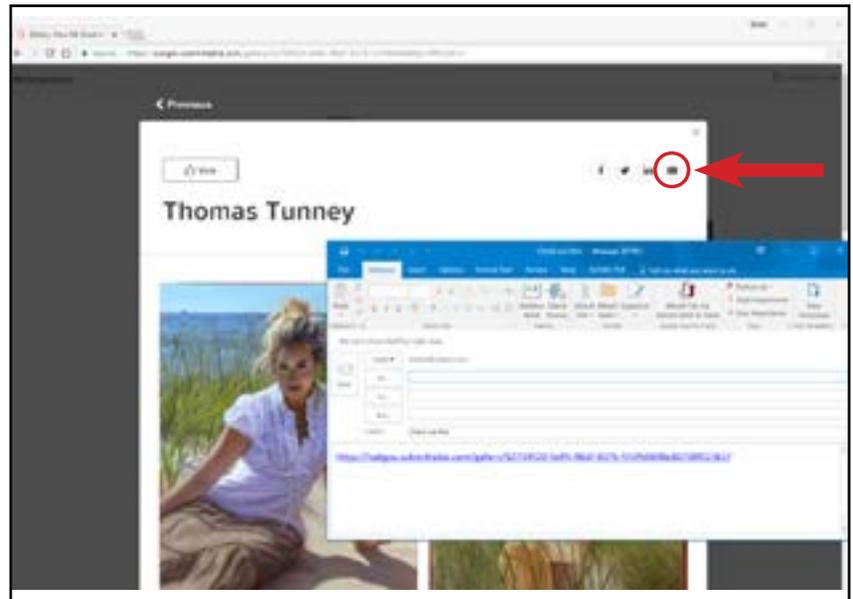
Also notice the sharing buttons on the right. Click these buttons to share your entry page directly to Facebook, Twitter, LinkedIn, or via email.

Your direct URL link is located at the top address bar - this is your individual link. Copy that link and keep it to use later.



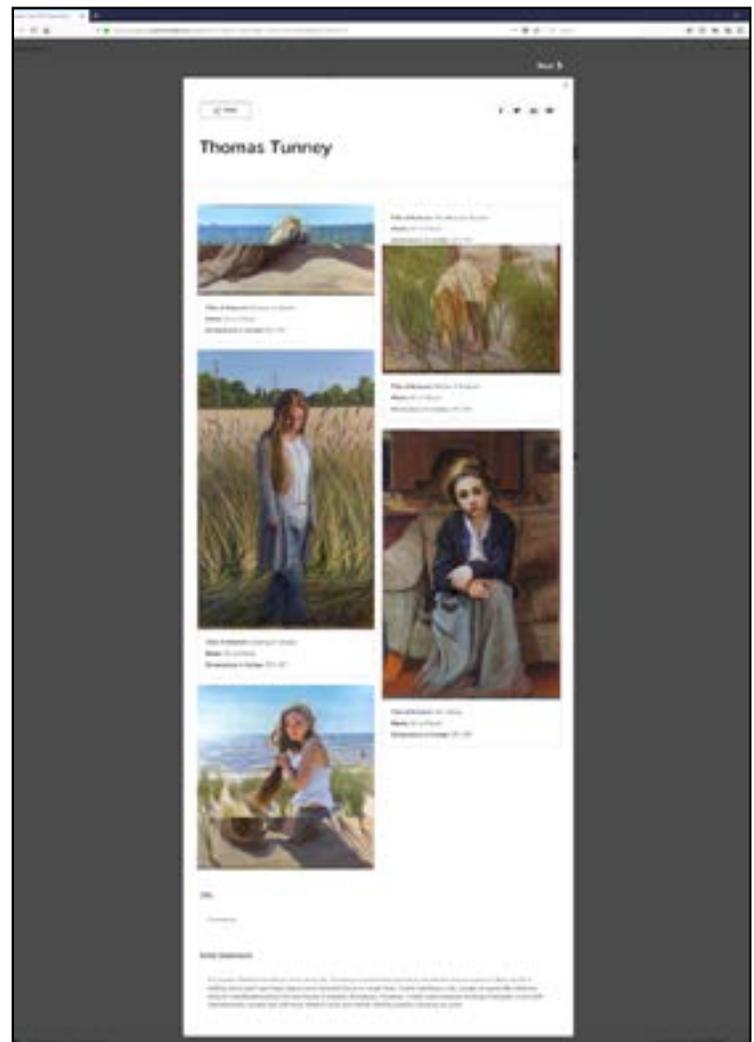
## Another way to find your link

When you click on the EMAIL icon on the right of your page, a new email window will pop up. In the body of that email is the link to your artist gallery page. Send this email to yourself so you can easily retrieve this link from your inbox when you need it again.



## Artist Gallery Page

This is a full view of your Artist Gallery Page. You'll see the details about your art pieces, the city where you live, and your artist statement.



## Promotion Ideas

There are lots of ways to promote your artwork. Here are a few ideas:

- **SOCIAL MEDIA** - be sure to ask all your friends and followers on Facebook, Instagram, Twitter, and LinkedIn to cast a vote for you. Remember, people can vote for you once per day, so it might be a good idea to ask for a vote several days per week.
- **EMAIL** - send an email to the friends and family members on your email list. Be sure to include a personal note about why their vote is important and the link to your gallery page.
- **VIDEO** - a great promotional tool. You could make a short video of yourself asking for a vote and give your friends and family a look at the artwork you submitted. What a great way to tell the story about each of your art pieces and get your followers involved. YouTube, Facebook Live, Instagram Stories, IGTV - these are all great places to share videos.
- **PAST CUSTOMERS** - have you sold artwork? You know these customers already love the work you do, be sure to reach out to them and ask for their support.
- **WEB BADGE** - we have pre-made graphics available for you to use on your own website or social media. You can download those graphics on the “Media Room” page at [MIGreatArtist.com](http://MIGreatArtist.com).
- **IN PERSON** - don't forget to invite people to vote that you meet throughout your day. Direct them to your social media or the MI Great Artist website and encourage them to vote for you and other artists.
- **CLUBS & ORGANIZATIONS** - you a member of a club or organization? Ask your friends to cast a vote, too.
- **FRIENDS OF FRIENDS** - there's no better promotion machine than an enthusiastic mother, friend, or spouse of an artist. Be sure to ask for help from your cheerleaders to spread the word. Appoint them as “campaign managers” to help recruit their circle of friends.

## The Artist Community

Your circle of artist friends just grew by 209 more people! Many of the other entrants in MI Great Artist can be found on social media or on their own website. Do a quick Google search to see if you can connect with other artists whose work you enjoy. Make friends and grow the artist community in Southeast Michigan.

## Still have questions?

If you still have questions or run into any problems during the voting period, send us an email to [info@migreatartist.com](mailto:info@migreatartist.com).