



POPPY BULB MENTOR PROGRAM

HOW TO EDUCATE ARTISANS TO MAKE A LIVING

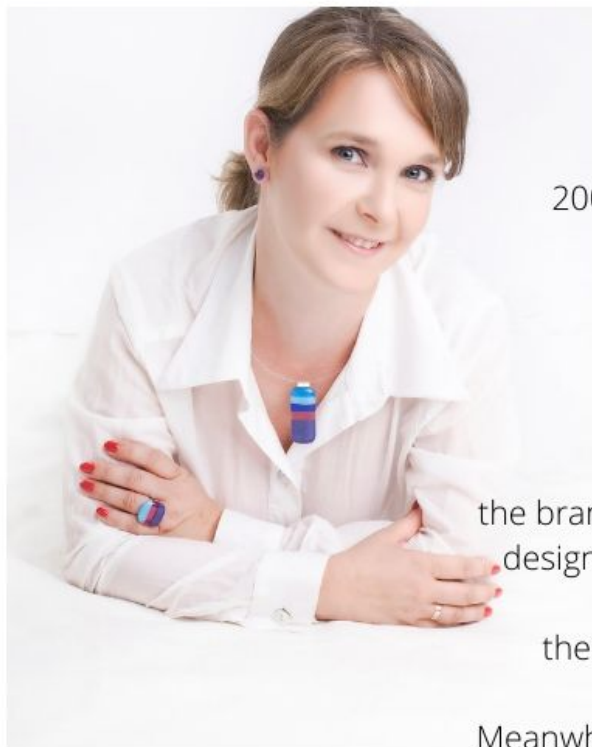
THE STARVING ARTIST

I am sure you know them!

They create fantastic art, artisan and craft products, but they hardly ever make a living on it. I do not think that endlessly support them financially is a way to help them.

My answer to the problem is to educate them to use the creative switch in their head and use their creativity to build a real, financially stable business!





WHO IS

ZSUZSI PANYI?

2007. - launched panyizsuzsi with a shoebox of fuseable glass

2008. spring - first artisan fair - great success

2008. summer - buys her first kiln

2010. online marketing specialist degree:
thesis was the concept of the mákgubó project.

I learned it! - I do it! - I teach it!

the brand has thousands of followers in social media and email list

designed glass pieces for commercial bank, Nico Rosberg and the
Hungarian President Office

the brand is shown on national TV channels and printed media

Meanwhile she raised 4 kids and still runs her business from home.



HOW MÁKGUBÓ

HELPS

**ARTISANS, CRAFTERS AND
DESIGNERS?**

- online courses
- personal and online one-on-one counselling
- off-line workshops

LEARN WHENEVER AND WHEREVER YOU WANT!

ONLINE COURSES

Low cost knowledge

- specialised for artisans, crafters and designers
- small business solutions
- tematized courses
- beginner and advanced topics
- cost effective
- online registration and payment: instant access
- free mini courses

ONE-ON-ONE COUNSELLING

Tailor made solution for small businesses

- I research their brands and businesses - feedback
- they bring their own questions
- personalized help on topics, they most needed
- move on as needed
- they get the knowledge and do it themselves

OFF-LINE WORKSHOPS

meet-up to learn and socialize

- organised by mákgubó or other organisations
- get useful knowledge
- personal interaction
- work alone - meet others (cooperations)
- international trainings: romanian-hungarian community

INTERREG EUROPE CRAFTS CODE PROJEKT

SUCCESS STORIES

THEY ALREADY DID IT!

ZSUZSI PANYI | MÁKGUBÓ



MODERN SILK SCARVES

SILK AND MORE

- made a WP website
- designed low budget packaging
- built a webshop
- recieved custom orders from a local bank, who found her on the internet
- quit her day job

OTHER

SUCCESS SNIPPETS

- built an email list of 500 in 3 months
- 30% growth in online income within one year
- no need for ads for 2 years after brand building consultaton (he did everything I advised him!)



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INTERREG EUROPE CRAFTS CODE PROJEKT

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SUMMARY

TEACH THEM TO BE CREATIVE IN BUSINESS

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THANK YOU!

[HTTP://MAKGUBO.HU/MAKGUBO-IN-ENGLISH](http://MAKGUBO.HU/MAKGUBO-IN-ENGLISH)
WWW.PANYIZSUZSI.HU



... was launched to help other artisans, crafters and professional designers how to manage their businesses and market their product and reach financial success, while retaining their creative freedom.

WEBOLDAL

www.makgubo.hu

FACEBOOK

facebook.com/makgubo/

INSTAGRAM

instagram.com/makgubo.alkotok

ZSUZI PANYI

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