

The Tool Kit

Artists are visually gifted. Use this talent to visualize where you want to “see” yourself in the future. This is your FOCUS.

Believe in your vision / believe in yourself.

PART 2 of the workshop series explores specific activities for success in your professional development:

MARKETING:

1. Define what you have to offer and to whom you offer it.
2. Branding –identity – tag line
3. Basics: biz cards, resumes, artist statements, bios, portfolio; the how-to’s, incorporating your brand/identity, etc., “customer/client” testimonials/photos
4. Social Media – using FB, Google+, Pinterest, LinkedIn to promote yourself, your services. Some tips & tricks

Necessary Items for your success:

1. Business Cards - Examples – Do’s & Don’ts

DO’s;

Professional Printing
Eye-Catching
Minimal Info
Readable Text
Shows You or Your Work
Standard Size Best
Proof read

DON’T’s;

Print on 10/pg tear paper
Dull, boring, same old thing
Too much info
Fancy text (not easily read)
Says nothing about you or your work.
Small cards get lost
Forget to proof read

2. Artist’s Statement – Examples – Templates Do’s & Don’ts

DO’s;

Write in 1st person
Be brief, 3-5 paragraphs
Use relatable language
Keep it current
Sit on it & Have friend read
Consider more than 1 statement –
specific for show
Compelling – clear benefits
Proof read

DON’T’s;

Too many personal pronouns
Tell your life story/self involved
Too long
Quote/refer to anyone else by
name
Forget to use spell check.
Have someone else read it
Typos
Use obscure language, platitudes,
 clichés.

3. Sample Portfolio (digital)

Promotional Opportunities: (both free and paid)

1. Web site
2. Email, (using a list serve to send email messages/analysis) Mail – start a mailing list, collect names/addresses, notes on sales, etc. Always have a sign-in guest book at your events. And have a space for their Email address. Use your laptop to collect if possible.
3. Social Media Engagement – Top 5 (Feb 2015) In terms of user #'s
 - a. FaceBook (900M) – While seemingly more about sharing cute baby & cat photos, it is an easy way to establish a social presence for your work. Some make 2 pages, one for

personal, one for professional. My advice is to just use one page – easier to keep track & post.

- Profile
 - Events
 - Photos / Albums
 - Groups – join like-minded groups –
 - LIKE groups, orgs, events,
 - Analytics: best visibility when include a link to a video. Next is a link to a photo. Last is just a text message.
 - Create new Cover Photo monthly; Loads fastest as an RGB JPG file that's 851 pixels wide, 315 pixels tall and less than 100 kilobytes
 - Change profile picture monthly. Must be at least 180x180 pixels
 - Advice: allot 5 – 10 minutes a day for FB activity. Post video links at least 1/week; photos at least 3 x/week. Start a “challenge” – artists to post 3 images for 5 days, nominating other artists each day to the challenge.
- b. Twitter (310M) – growing all the time
- Home page design – reflect who you are –
 - Profile
 - Follow like-minded individuals, orgs, museums, etc.
 - Use @ tags
 - Analytics
- c. LinkedIn (255M) – A professional “social” media
- Profile
 - Connections
 - Join groups – use “search” to find. If your listserve lets you post links when you send, these groups have a broad reach. Or you post to them thru LinkedIn
- d. Pinterest (250M) – Can develop “boards” for ANTHING: images, videos, links, etc.
- Profile
 - Any image you put up here can be copied/used, etc.
 - Pin & Pin again, and Like
 - Add easy to access Pin to your browser – that way, anything you see on-line can be easily pinned to a specific board.
 - Allows you to “collect” ideas, images, content
- e. Google+ (120M) - a more professional share space.
- Profile
 - Circles
 - Communities
 - Events
 - Photos

PLEASE NOTE: I have emphasized the “Profile” section of ALL these SM sites. This is a space where you “advertise” yourself, your services. I would recommend you create a list of:

- Your professional description
 - Your Tag Line
 - Keywords (10 – 30)
 - Images – avatars, selfies, professional images, action photos
4. Post Cards / Flyers / Brochures – not free, but you might be able to get someone to sponsor you and pay for some of this. Examples
 5. QR codes (for YouTube Videos & Website Traffic)

Whenever you set up any kind of display, you should have posted on the wall an obvious QR code to provide your savvy visitor more info – drive traffic to your website/videos, etc.

Community Engagement

- Professional Organizations
- Gallery Exhibitions
- Volunteer
- Continuing Education

I strongly advise creating a “Marketing Plan”, in which you list the things you want to do, and put them on a timeline / completion dates. Be sure to celebrate your successes!

List of useful links:

- Free Graphic Design Software: [Canva](#): design business cards, post cards, FB cover, etc. Or [FatPaint](#)
- Free Web Hosting & Design: rated top 5

[Web.com](#) [WiX](#) [weebly](#) [squarespace](#) [GoDaddy](#) (while a top 5 rating, I DON'T recommend)

- Free Email List Serve: [MailChimp](#)
- Free QR Code [generator](#)
- Low Cost Professional Printer [GotPrint](#)
- DOCUMENTS / TEMPLATES
 - ✓ Artist Statements, do's & don'ts [\(PDF\)](#)
 - ✓ Artist Statement Template, Landscape [\(Word Doc\)](#) Statement/Resume Template, Portrait [\(Word Doc\)](#)
 - ✓ Professional Development [Link Page](#)
 - ✓ **PROFESSIONAL DEVELOPMENT COMPLETE NOTES: [\(PDF\)](#)**
- [Social Media Examiner](#)– 16 ways to use SM to promote your event
- [Non-Profit Tech for Good](#)– subscribe to their eNewsletter
- ZAPP - Listen and learn more about cultivating new audiences, creating community connections, and more: <http://bit.ly/1Y3c8y>.
- [7 Takeaways From Social Media Marketing World 2015](#)