

artBiZcoach.com

The Artist's Marketing Plan

1: INTRODUCTION

introduce yourself properly

Please come prepared to our first meeting with a 10-second introduction.

A good introduction is:

- Succinct
- Intriguing
- Enticing
- Colorful (forms pictures for the listener)
- Brief (no longer than 10 seconds!)

Preparation is the key! You only get one chance to make a first impression!

Your introduction includes:

- Your name (if you haven't already said it)
- The type of art you create
- Descriptive language that helps the listener imagine what your work looks like

You should also be prepared to point to a recent accomplishment. This is not the time to be shy or modest. You should make the most of your initial meetings with each and every person you come across. Remember, you only get one chance to make a first impression.

Here is an example of a 10-second commercial (a little more "commercial-ly" than an introduction) that could be used in a formal networking opportunity such as the marketing salons:

"Hi, I am Arthur Jackson. I create colorful, abstract paintings with collage elements. My large-scale works have become very popular with interior designers and building managers." (26 words)

Notice in the example that Arthur Jackson succinctly stated his name, described the content and size, and snuck in the fact that he works with interior designers and building managers. If the conversation continues, he could be more direct and ask if his audience might know anyone in these professions. He gave enough detail to visualize a particular style, but he didn't overload them with too much information. He could shorten it to this in a less formal situation in which he is just asked what kind of work he does:

"I create colorful, abstract paintings with collage elements."

Highlight those things in your introduction that will intrigue people the most. Perhaps it is your technique, subject matter, or materials. If you aren't sure, practice a lot and see what works best for you. I encourage you, as always, to write it down, spend time away from it, re-write it, practice a lot, and repeat until you get it right, realizing that the spoken word has a much different rhythm than the written word. You will just have to experiment and see what works best for you.

Start now! Don't wait until it becomes critical or even too late! Remember: every person you meet is a potential collector. You must be prepared.

marketing overview

“Marketing” is the complex process of creating customers for your products and services. A marketing plan is a written document which helps you manage this process—including the action steps needed to make the plan work.—David H. Bangs, Jr., [The Market Planning Guide](#), page 15.



That pretty much describes the approach I have taken to help you with your marketing plan, although we'll change the title “product and services” to “art.”

What I didn't want to do is to make this so complex that you will feel overwhelmed and never implement it. When I developed a marketing plan for ArtBizCoach.com, I read lots of material, and then simplified it to meet my needs. Most of the business plans I read were too detailed for my needs. Since my business was originally set up legally as a sole proprietorship, which I assume yours is as well, I left out all of the parts about employees. I have done the same for you. You can make your plan as detailed as you like. I chose to stick with a plan I could implement quickly and change as my needs changed.

Of course, you are probably always thinking about making sales, but you might also have other goals in mind when you are marketing your art. For instance, you might be in the early stages of your career. If so, establishing name recognition is almost more important than sales, so it is critical to be seen in many places, to have your work shown frequently, and to have your name mentioned often in articles (as author or subject).

Here is another view on marketing:

Marketing is letting people know that you have something they want or need. The traditional definition of marketing is “A system or organizational activities designed to plan, price, promote, and distribute something of value (product or service) for the benefit of present and potential customers.” We define marketing as everything related to how you operate your business. Every action your business takes sends a marketing message.—Claude Whitmeyer and Salli Rasberry, [Running a One-Person Business](#), page 179.



That's worth reiterating: Every action your art business takes sends a marketing message. Or, to put it another way:

Every move you make sends a marketing message.

That's powerful! And should make you think twice about each move.

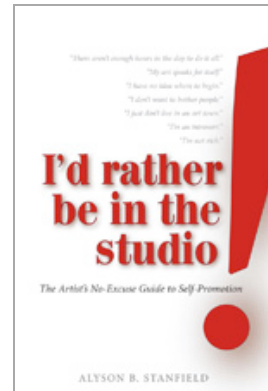
time

How much time are you spending on your business right now? You have to strike a realistic balance between creating your art and marketing it. At the same time, you cannot expect people to buy what they don't know about!

Artists are no different from anyone else. You have chosen to be your own boss, which means that you are responsible for your successes and your failures. Like other people in business for themselves, you have to pay attention to all aspects of your business if you want to succeed. This means spending time on some things that you don't always enjoy.

Publications on the business of art will tell you to spend 50% of your time marketing. Small business manuals will tell you to spend 70% when you are just starting out. That's a lot of time, but you can't succeed without coming close to those numbers. Many have tried. Many have failed.

See pages 13-33 in *I'd Rather Be in the Studio!* to help you get organized and create good habits that will save you time.



next session: goals

What one thing do you want to accomplish before the next meeting?