



The Artist's Marketing Plan

4: DIFFERENTIATE YOURSELF FROM YOUR COMPETITION

Now you are going to describe your competition. Do not pretend they don't exist, because you would only be fooling yourself and cheating yourself of the entire picture.

Know your competition and stay on top of the game!

In the venues or locales where you show your work, whose work is most similar to yours?

Describe their work as you did your own above, including price range. What are the strengths of these locations? Weaknesses?

How is your competition's work similar? How is it different? Examples:

While our quilts are similar in style, I use only my own, hand-dyed fabrics from natural dyes and she leans toward commercial fabrics.

My paintings tend to be in series and stick to a neutral color scheme while he employs a wider selection of colors.

What do they do better than you? (Consider price, quality, service, image, location, advertising, and other things.) Examples:

Their matting and framing is done by a professional and looks to be of higher quality.

They are much better at talking to people and networking.

Where do they leave room for opportunities for you? Examples:

While he is much better at networking, I am a better writer and public speaker.

Because all of my dyes are natural, I can appeal to those who purchase eco-friendly products and participate in environmental activities, including gardeners.

Who do you consider to be your competition?

How are they similar?

How are they different?

What do they do better than you?

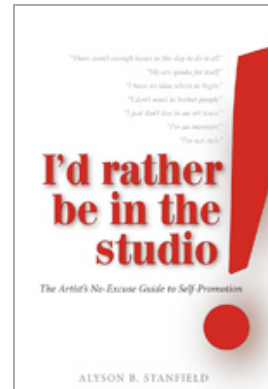
Where do they leave opportunities for you?

Or, fill out a table if you find it easier:

Who is your competition?	How are they similar/different?	What do they do better than you? Where do they leave opportunities for you?

One of the best ways to differentiate yourself from other artists is with your artist statement. In fact, it's the backbone of all your marketing. See pages 35-52 in *I'd Rather Be in the Studio!* for guidelines for writing your artist statement.

<http://artbizcoach.com/resources/irbits.html>



next session: describe your collectors

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