

**Salon Leader Version:** Discussion questions in dark blue. My comments to you, the leader, are in *[italics]*.

## The Artist's Marketing Plan

### 7: PROMOTE YOURSELF AND YOUR WORK

*[To prepare for this meeting, ask everyone to come with his or her 10-second introduction and to bring marketing materials to share.]*

#### WELCOME!

I will remind everyone of our focus and then we'll go over the agenda for the day. Please help me keep us on schedule and adjourn by the time we agreed upon.

The tenets that will guide our discussions are that we should:

- Be serious about marketing our art. Everyone should come prepared to discuss the subject at hand, bring the materials requested, and share thoughts and ideas.
- Attend all nine sessions (three months of bi-weekly meetings, plus a follow-up meeting one month later). Irregularities in participation will create disharmony and some frustration from other members.
- Participate with positive feedback and support other group members in their endeavors.
- Commit to complete confidentiality when requested. The group must be a safe place for members to feel they can be open, honest, and trusting.

It is very important we're all on the same page here!

As the salon leader, it is my job to lead and facilitate discussion in a democratic fashion, keeping the needs of every member in mind. That means I will try to keep us on task. If we have time, we can tackle other issues, but we must take care of business first and respect one another's schedules.

**Today's agenda is this:** *[Insert agenda here.]*

Then, at the end of the meeting, I'll have us go around and say one thing we'd like to accomplish before our next meeting. We do this to make a promise to ourselves and to have the support of the group.

As we learned in the introduction, marketing is about so much more than promotions, but this seems to take up much of our focus. We can't promote ourselves until we get the rest straight. I know everyone is eager to get to this point.

### **your image**

**One of the most critical mistakes artists make is not acting like a visual artist.** In everything you do, you must convey the fact that you care about how things look and that you pay attention to detail. You must also make sure that your art is the center of attention.

***Professional printed materials are invaluable to your marketing efforts.***

**By putting out printed materials that contain consistent design and information, you are showing people that you intend to stay in business.** If you don't have one already, create a

Stanfield Art Associates, Inc.

Copyright© 2005-08 Alyson B. Stanfield. Written for the art marketing community at [www.artbizconnection.com](http://www.artbizconnection.com).

Any part of it may be copied and distributed as long as these four credit lines remain intact.

**Salon Leader Version:** Discussion questions in dark blue. My comments to you, the leader, are in *italics*.

logo for a business name or a “look” for your own name. For instance, if you have a ceramics studio called Red Dirt, you might create a logo with that title. On the other hand, if you operate your ceramics studio under your name, Jane Clay, your look would be simply **using the same font** for all of your materials—all of the time! Make sure the font you select is legible and not too funky. It should reflect your style without competing with your work.

**You will use your new look on your invitation, informational cards & price tags, letterhead, brochures, flyers, and everything else. It should all look like it came from the same place and the same person.**

Look at the contents of your portfolio and other essential marketing materials. What do you have currently available? What do you need to produce or update so that it screams “professional artist”?

I thought we'd share our promotional materials with one another. Tell us about what you have and how you use it. If you're redoing some of your materials, tell us how we might be able to help.

Item	✓ Already Have	Produce/Update By (date)
<b>Cohesive Body of Work (at least enough for two exhibitions; titled, dated, &amp; inventoried)</b>		
<b>Letterhead</b>		
<b>Business Card</b>		
<b>10-second “Commercial” (verbal)</b>		
<b>Artist Statement</b>		
<b>Résumé</b>		
<b>Biography</b>		
<b>Images of Work</b>		
<b>Brochure (optional)</b>		
<b>Web Site</b>		

## building name recognition

**I encourage my clients and other artists to begin “community building” immediately.** The goal of community building is to generate interest in your work and, more importantly, in yourself. It isn't exactly about advertising or targeting to a specific market, but about creating one of your own. Why do I say that you need to generate interest in yourself? Because some things sell themselves, but mostly things are sold by people. People are often featured more prominently than the products they are trying to sell us in advertisements and commercials, perhaps because we can relate more quickly and easily to them than to their products. Your product is art. The more people relate to you, the more they will be interested in your art. That's worth emphasizing: *The more people relate to you, the more they will be interested in your art.*

**I am talking about generating interest in you and your work at a grassroots level.** Think about it as creating a program for your career. It is based on your artwork, but is in addition to your art. It is a different (& fun!) way to approach marketing.

**Salon Leader Version:** Discussion questions in dark blue. My comments to you, the leader, are in *italics*.

**Many artists can make the gallery scene work for them. Other artists choose not to go that route for one reason or another.** You can be successful without gallery representation if you're willing to do the work required.

Other almost-free ideas that project your images as an authority include teaching & speaking in public and writing articles (local papers, publications distributed nationally or to your artists' organization, web sites, etc.).

## advertising

Can you afford to advertise? How will your dollars best be spent?

**I usually discourage artists from spending money on advertising**, but it all depends where and how you do it and your end goals for doing so. If you paint "portraits" of people's homes, it might do you good to advertise in realtor trade publications. Likewise, if you create garden sculpture, a horticultural magazine or web site might be just the target for you.

Does anyone here currently use advertising? To what extent and where? When have you advertised that has worked for you? When have you advertised that you wished you had just saved your money instead?

If you decide to advertise, where will it be and at what frequency? What are those expenses?

Publication / Other Ad Venue	Type of Ad / Frequency	Expense

**Think about getting your work reviewed in a publication.** Or think about writing an article of your own. If this appeals to you, what publications are appropriate and when can you realistically do it? (Never pay someone to review your work!)

Let's discuss this: writing our own articles vs. having someone else write about us and our work. What are we doing that is NEWS worthy? Why would someone else want to read about us?

If you just can't wait to dive in and are seeking media attention, I highly recommend the following book. Though not artist-specific, it's excellent! I've almost worn out my copy that is barely six months old!

Marcia Yudkin, [\*6 Steps to Free Publicity\*](#). Franklin Lakes, NJ: Career Press, 2003. My newest favorite book!



**Salon Leader Version:** Discussion questions in dark blue. My comments to you, the leader, are in *italics*.

## promotional goals

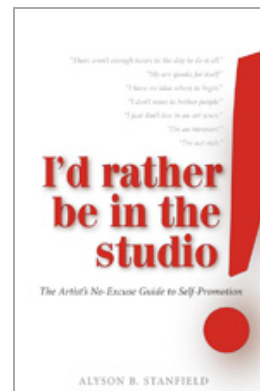
Not all artists have sales as the primary reason for their marketing efforts. Artists might seek more recognition or an audience outside of their immediate environment. What are your one-year goals for the following? **Complete the ones that are applicable and delete the rest.**

*Sample*

	<b>specific goal for this time next year</b>	<b>deadlines</b>
<b>Mailing List</b>	I will have 200 new names on my contacts list.	I will add five new names each week.
<b>Mailings</b>	I will send out a new postcard every four months.	Oct., Mar., July
<b>Newsletters</b>	I will send out a monthly newsletter to my e-mail contacts.	Beginning February 2004.
<b>Meeting influential people</b>	I will meet the museum curator and art critic for the major newspaper.	By 4/30/04
<b>Articles about my work</b>	I will write one article about my work for <i>Pastel Journal</i> .	By 7/31/04
<b>Exhibition entries</b>	I will limit my juried exhibition entries to ten more prominent national exhibits.	Ongoing
<b>Grant applications</b>	n/a	
<b>Teaching / Demonstrations</b>	I will apply to teach at the art center (where I'd like to have a show in a couple of years).	by 2/15/04
<b>Public talks</b>	I will give one public talk about my work at the library.	By 7/31/04
<b>Open studios</b>	I will research open studios and plan one for the holiday season next year.	Plan and begin publicity by 10/1/04.
<b>Gallery representation</b>	I will go to at least two new galleries a month and begin the process of seeing where my work best fits.	Beginning immediately.
<b>Web site</b>	I will update my Web site every six months.	By 1/31/04

Any questions about this sample list?

The entire contents of *I'd Rather Be in the Studio!* can be used to complete this section. Pay close attention to page 53-67 (speaking and teaching); pages 94-114 (amplify your online presence); pages 115-137 (send a killer newsletter); pages 139-159 (communication and following up); and pages 161-183 (become a media magnet).



Stanfield Art Associates, Inc.

Copyright© 2005-08 Alyson B. Stanfield. Written for the art marketing community at [www.artbizconnection.com](http://www.artbizconnection.com).

Any part of it may be copied and distributed as long as these four credit lines remain intact.

**Salon Leader Version:** Discussion questions in dark blue. My comments to you, the leader, are in *italics*.

*Your Turn*

	<b>specific goal for this time next year</b>	<b>deadlines</b>
<b>Mailing List</b>		
<b>Mailings</b>		
<b>Newsletters</b>		
<b>Meeting influential people</b>		
<b>Articles about my work</b>		
<b>Exhibition entries</b>		
<b>Grant applications</b>		
<b>Teaching / Demonstrations</b>		
<b>Public talks</b>		
<b>Open studios</b>		
<b>Gallery representation</b>		
<b>Web site</b>		

What did everyone come up with?  
How can we support you in your individual goals?

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

**BEFORE WE GO**

I'd like to take the last 10 minutes and have each of us go around the room. What one marketing project do you want to accomplish before we see each other again?

Remember, it can be anything related to your marketing: visiting two galleries you've never entered before; calling the coffee shop and asking what you need to do to hang your work there; or sending in an entry to a juried show.

What's it going to be?

**next session: create good habits**

Be sure to download this section and go over it before our next meeting.  
Everyone should come prepared to talk about working on good habits.