

7 Self Promotion

Profile yourself

There are many ways to promote your practice and your product, and achieve professional recognition in your chosen industry.

Marketing

You can market your product in as many ways as you can imagine. In newspapers, a web site, radio, printed materials like flyers, brochures, business cards, t-shirts, banners, driving a truck through town with a billboard on it. The opportunities for marketing are limitless, capped only by your imagination and your budget. Marketing can also include advertising and promotion.

If you are a musician an internet presence on sites like MySpace, Face book, Sonic Bids or CD Baby are a good idea. If you are a visual artist, sites like Arthives and Queensland Artworkers Alliance can manage a gallery of your images as part of your membership.

Make sure you have a good portfolio of your product, including high and low resolution versions of photos. Having a biography and a written article prepared in advance about yourself will prove invaluable. Its worth working with a number of people to provide feedback on your marketing material to make sure it is clear, to the point, exciting and paints you in the best light.

Many arts and cultural magazines offer free listings for events.

Create your own media

Get free editorial space as a forum – some newspapers employ journalists specifically to cover arts related news and events. Preparing a media release about your exhibition or project and distributing it to the right person in the newsroom is a great way to increase your exposure to new markets. Do your research and make sure you have the details of the right people to contact.

Talk about your project

If you're exhibiting your product, artist talks at the exhibition openings are a great way to promote your practice and skills. This is an opportunity for you to speak directly to your market (potential buyers) of your work.

Arts Nexus can also assist with project planning through the Toolbox Series of training modules – the first two sessions of this workshop include learning how to communicate different versions of one story – a by line, a paragraph, an elevator statement and a project summary and then a final project proposal. This workshop teaches you how to communicate your project to an audience so that they are really interested and engaged.

Public speaking

Learning to present yourself to an audience is a valuable skill that can be learned. Arts Nexus hosts Communications Skills training weekly at their premises. Learn how to speak clearly and concisely, learn what to include and what to leave out, how to structure the content of your presentation and how to tailor your message to your audience. This training is open to the general public and Arts Nexus members and is run by expert Communications Consultant, Patricia Ryan.

Enter events and competitions

Apart from the financial reward from winning a competition or event, you can also gain increased exposure as a means of further self promotion. You may be featured in media and photo opportunities where people can learn about who you are and what you do/produce, which gives you greater access to new markets.

Your work may win an acquisitive prize entry, meaning that your work is held in a permanent collection, increasing your professional profile. These types of achievements look fantastic on your resume.

Documentation

Keeping a record of everything that is published about you, whether it's in print or digital media, allows you to add to your professional resume and puts you in a great position to use this material as support material when applying for grants.

Its worthwhile getting an agreement with the media for copies before any promotional material goes to print. You can also discuss the journalist's planned approach on the article, so you can prepare properly – often they will send you copies of the questions they intend to ask. You can also supply them with images which makes their job easier and gives you some control over what is published about you.

Residencies

If you are a visual artist, residencies, both national and international, are a great way to learn new skills in your field and produce a body of work to exhibit for a new audience. Check our list of links and resources to research what residencies are available to you or *Google* more.

Networks

Use your networks – all the people around you have the potential to advertise and promote you and your work. Equip them with flyers and advertising materials. Wear or distribute your own products at events.



Links and resources

- Arthives www.visualartist.info
- ArtsHub www.artshub.com.au
- ArtsYakka www.artsyakka.com/
- Fuel4Arts www.fuel4arts.com
- Museum and Gallery Services www.magsq.com.au
- NAVA – National Association for the Visual Arts www.visualarts.net.au/nava
- Queensland Artworkers Alliance www.artworkers.org

Checklist

- Have you thought about what aspects of your art form you would like to market?
- Can you talk about your practice or product confidently, clearly and succinctly?
- Have you developed a marketing plan?
- Do your marketing ideas fit your budget?
- Have you thought about all of the possible ways you could market yourself?

Telephone Advisory Service

Got a creative idea? Looking for help to grow it? Arts Nexus can assist you to develop your creative ideas into real ventures, find funding, write grants and manage your project. Contact us today on 07 4051 4433 or admin@artsnexus.com.au

References www.ourcommunity.com.au, www.qldevents.com.au

Disclaimer: this information is correct at time of printing August 2009. Details are subject to change.



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