

Things You Wish You Learned in Art School:

The Art of Marketing

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for

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Art at Work

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An Introduction

How can marketing be considered an art?

- Why did you decide to become an artist/craftsperson?
- What do you think of when you think of “marketing”?
- Passion is expressed in a variety of ways by a variety of people.
- You don’t need to be a different person to market your work.
- You do need to overcome stereotypes about money and marketing.
- Your job is to find your own right way.

Tips: Doing the Same Things Right

1. Spend time in the world you wish to be a part of. Become familiar with local and national artists, galleries and exhibition opportunities. Most importantly, get to know other artists.
2. Get your work seen. This gives you an understanding of where you fit in a larger picture, gives you a chance to practice talking about your work, and provides exposure for your work and your name. As you take small steps toward more professional level venues, your confidence will grow.
3. Educate yourself on professional development and support options.
 - Artisttrust.org
 - 4culture.org
 - Seattle.gov/arts
 - Tacomaculture.org
4. Build Relationships. Successful people in any field surround themselves with others who share their goals and dreams. Make friends with people who are where you want to be.
 - Thank people.
 - Help others generously.
 - Follow up on tips and contacts.
5. Define your goals. How do you imagine yourself in five years?
 - Define your next steps. Are they SMART?
 - Write your goals down.
 - Be specific.

6. Decide how much money and time you will devote to marketing and running your arts business.
7. Create a cohesive body of work that makes you proud (or at least wanting to show it...) Edit your work relentlessly.
8. Develop marketing materials. Depending on your medium and experience, these are: business card, images, image documentation, artist statement, resume, cover letter, post card, web site, blog.
9. Practice introducing yourself as an artist--while resisting the urge to look down, scrunch up your face, end the sentence with a question or run from the room.
10. Practice describing your work in one or two sentences. The "Elevator Speech" i.e. your own quirky story...
11. Investigate possible venues for showing or selling your work. Contact venues in the manner they want to be contacted.
12. When talking with people or presenting your work, practice good communication skills. These include:
 - Be positive
 - Be succinct
 - Talk about what they are interested in. If you're not sure, ask.
 - Use open handed gestures

What's Your Story? Questions to Ponder

What are your earliest memories of making art? Do you remember what kinds of things you made? Why/How you made them?

What experiences influence you to make things?

What is it about your medium that makes it interesting to you?

Did anyone in particular influence you to take up your medium?

Why do you choose your subjects?

What images or objects excite you?

Why do you choose the colors you use?

What do you think about while you make your work?

Is it the process of creating or the object/image you are creating that motivates you?

What do you imagine or hope people will feel when they see your work?

Some Stories

I'm a retired NICU nurse. After so many years taking care of our smallest and most fragile babies, I find it just right to paint in a way that requires care and patience.

Lois Nakhle

I know how to start and when to stop; it is between these two points that I struggle to discover, create and find a sense of order and balance.

David French

Nathan spends much of his time in the woods. All his art starts in the field.

Nathan Beccue

I was raised by parents who loved nature and the outdoors. I spent my early years in the woods and waters of Iowa.

Elizabeth Smith

It has been a great joy for me to paint the plants and flowers. I never knew that a tiny flower could have such a flawless design, perfect symmetry and beautiful color.

Ku Mie Kim

Because animals are beautiful (even the ugly ones), can be so easily personified, are silly at times, have curves, and come in such a variety of packages - I am constantly, and permanently inspired.

Lynn DiNino

Your Market

Who is your customer? Where do they hang out? That's where you need to be. This is true for the online world as well as the "real" world.

Opportunities include:

- Studio show
- Alternative venues like coffee shops
- Retail shows and fairs
- Galleries: Entry level, working up to more established galleries
- Juried Competitions
- Auctions
- Website (Your own, your organization's or your gallery's)
- Online Sales: Etsy, Artfire, etc
- *Social media, including FB and LI
- Public Art
- Grants for larger or less commercial works

In Closing

Nothing is a waste of time if you use the experience wisely.

Auguste Rodin

*...unless you happen to be on Facebook.

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