



THE **ART**
of
Marketing

Branding is who you are.

Marketing is how you build awareness.

Branding is your strategy.

Marketing is the tactics – the means to carrying out your strategy.

In order to determine your brand, you need to find your voice.

Find your Voice.

- What is your art?
- What is your passion?
- What is your story?
- What or who inspires you?
- What makes you unique?
- What do you want to say?

What do you say to people when asked about you and your artwork?

What do you want people to say when describing you as an artist or when talking about your art?

Define your audience.

- Who have you been reaching?
- Who are you trying to reach?
- Who would be interested in your art?
- Who are your current collectors?
- Who do you want as new collectors?

Craft your message.

- What can you tell your audience?
- What would they be interested to know about you?
- How can you tell your story in a compelling way?
- What kind of experience can you create?
- What is the right tone?
- What words best describe or communicate your message?
- What are the right images to support your message?

Create your toolbox.

- Write your Artists Statement.
- Write your Artists CV/resume.
- Get a professional head shot
- Gather professional images of your work and keep them current and organized. Label with your name and medium.
- Develop and create communication pieces (business cards, postcards, take-away items, ads, brochure, etc.)
- Create and maintain your website
- Create and maintain social media platforms
- Develop and maintain a mailing list and email database.
- Be consistent and disciplined in keeping all of this current and relevant.

Artist's Statement

An Artist's Statement

- A general introduction to your work, a body of work, or a specific project.
 - It should open with the work's basic ideas in an overview of two or three sentences or a short paragraph.
 - The second paragraph should go into detail about how these issues or ideas are presented in the work.
- It is not your resume, job history, exhibit/show listings, etc.
 - It is about you, your work, your vision.
 - It is your VOICE

Artist's Statement

Do

- Keep it concise and compelling
- Craft the first sentence to grab the reader's attention
- Introduce your personality and passion
- Give a hint of the "why" of your artwork
- Use the first person (I, me, mine)
- Be authentic

Don't

- Summarize a resume or list of awards
- Sound generic
- Use "art speak" or buzz words that are hard to interpret

Some things to think about to help you write your statement

- What inspires you to return to the studio, day after day?
- What are some of the words used when others have commented on your artwork?
- What are the most frequent questions you are asked about your work?
- What's *your* story?

Peoples' stories have always engaged my love of history and personal life experiences. Old working farms and pastoral vistas beckon me to stop. They pull at my heart.

Painting outdoors has led to meeting wonderful people, hearing their stories and forming new friendships. Plein air painting affords peaceful moments of observation and opportunities to discover the extraordinary in what, might at first, appear ordinary.

My love of drawing began as a child where I spent outdoor time growing up along the Delaware River in Bucks County, Pennsylvania. Later, I discovered watercolor painting and its lovely translucent, playful qualities.

I return frequently to my favorite farms to paint and draw. The changing seasons with their colors and textures offer new discoveries. Stories are revealed and I am compelled to capture them.

Jane Ramsey lives and paints on the Ulrich Farm, in Bedminster township, Bucks County.

www.janeramsey.com

Artist's CV

An Artist's CV or curriculum vitae is an overview of your artistic professional history and achievements. Although it looks similar to a resume, it contains different elements which are only related to your artistic professional practice.

One mistake emerging artists often make in writing their CVs is trying to oversell their work. Less is more. Your CV should be neatly organized, and only include information pertinent to your artistic career.

<https://thepracticalartworld.com/2011/02/12/how-to-write-an-artists-cv-in-10-steps/>

- Education
- Exhibitions
- Bibliography (published art)
- Collections (public institutions)
- Texts (published writings)
- Teaching
- Curatorial projects
- Awards/Grants
- Residencies