

10 Great Self-Promotion Ideas for Writers, Artists, Performers and More

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This free report is an excerpt from Bob's book, *Unleash the Artist Within: Four Weeks to Transforming Your Creative Talents Into More Recognition, More Profit and More Fun*.

Whether you have a passion for art, writing, music, photography or poetry, you quite likely feel that you're filled with unbounded creativity. Why, then, does all that creativity seem to dry up when it comes to marketing your special talents? Why must you continue to work in obscurity? If this is your frustration, it's time for a change. Use some of the following real-life techniques to help you launch a new promotional campaign.

1. Start Somewhere, Anywhere – Do Something Now

Never let a lack of money, knowledge or connections stop you from at least taking the first small steps toward getting recognition and exposure for your talents.

Los Angeles artist Kristine Kadlec could have waited until a respected art gallery invited her to exhibit her work. But she was ready to publicly display her work right away. That's why she pitched a Borders bookstore in the area with an idea. That effort led to her first solo exhibit, "Artistic Recycling with Paper Weave Collage," at the store.

Just because her artwork wasn't being shown at a traditional venue, that didn't mean Kadlec would treat it lightly. She mailed 500 invitations, sent press releases to local media, promoted the exhibit online through art-related discussion forums, contacted area arts organizations and more. "This is my first solo exhibit and I'm planning to get as much promotional mileage as I can," she said.

What can you do right now to promote and expose your talents?

2. Use Low-Cost, High-Impact Post Cards

Bob Westerberg is a copywriter who specializes in technology subjects. For many years, one of his most potent sales tools has been a monthly post card mailer he refers to as "the world's smallest newsletter." Every post card features a collection of light-hearted facts and trivia, along with a plug for his copywriting services. Since the idea is so novel, and since post cards are noticed and read so easily when they arrive in the mail, Westerberg's mailing pieces are widely enjoyed by the people on his mailing list. He reports that this single technique generates about \$25,000 a year in freelance writing assignments.

How might you use post cards to get more attention?

3. Describe What You Do in 10 Words or Less

When you get an editor, director, gallery manager or other important contact on the phone, he or she may very well ask, "So what exactly is it that you do?" How will you respond? By hem hawing around about how unique your craft is and how you "hate labels"? Don't get caught in this trap.

You should be able to define your creative skills in 10 words or less. Why? Two reasons:

1. So you can quickly communicate your creative niche to media folks, industry people and potential customers
2. So you can use it as a gauge by which to focus all of your performances, titles, artwork, photos, ads and more around a consistent theme. People (including you) shouldn't be confused about what they get from you.

Examples: If you're in a band, use a phrase such as "We play blues rock with a touch of funk." If you're a writer, say "I specialize in how-to articles about sales

and marketing.” An artist might explain “I do black and white spot art for newspapers and magazines.” A photographer might say “I specialize in spontaneous slice of life photos.”

Whatever you do, make sure you can communicate it easily and quickly.

4. Do It Yourself

Don’t wait to be “discovered” or for your lucky break to come along. Instead, start making things happen for yourself now.

Musician Lance King performs in a band that plays melodic hard rock music. King had big aspirations but he didn’t want to wait around for an elusive major recording contract. So he started releasing his own CDs and investigating the European market, where music from America is often in demand. He established a distribution network and has sold more than 15,000 copies of his band’s CDs – all by taking his career into his own hands.

How can you take control of your future?

5. Combine Your Efforts with Other Creative People

There is power in numbers. Instead of thinking about being in competition with other creative people, start brainstorming on ways you can combine your marketing muscle with theirs.

Every year graphic designer Jeanine Colini teams up with a printer and either an artist or photographer to create a promotional year-at-a-glance calendar. All three parties donate their services and each gives the calendars away to hundreds of clients and prospects. By taking this three-way promotional approach, Colini reaches far more potential customers than she would on her own.

Start thinking about how you might cross-promote with other creative people.

6. Give Away Promotional Samplers

During an outdoor concert, the Rick Recht Band had full-length CDs available for sale during and after the show. No surprise there. But the band members also repeatedly announced that they had a limited number of sampler tapes featuring three new songs that anyone could have for free.

Handing out free samples is a great way to create a promotional buzz. What could you give away to help promote yourself? A short excerpt from your novel? Inexpensive prints of some of your best artwork? Free public performances of your theatre troupe's current production? Think about it.

7. Turn a Perceived Weakness Into a Strength

A group of Nashville painters, sculptors and photographers – who all happened to be visually impaired in some manner – pooled their resources and presented “Art of the Eye: An Art Exhibition on Vision.” Proceeds from the event went to a charity that helps people with sight challenges. A group of local optometrists sponsored the exhibit.

Do you have a perceived shortcoming – physical, mental, financial or otherwise? If so, look for opportunities to turn your situation into an advantage. If the aforementioned artists can, so can you.

8. Choose an Attention-Getting Title

Whether your creation is a novel, film, theatre production, music CD, book of poetry or art exhibit, give it a name that will create some curiosity and excitement.

When comedic actress Andrea Martin put together a one-woman show, she called it *Nude Nude Totally Nude*. From what I understand, the reference related more to her baring her soul than her flesh. But you must admit, it's an eye-catching title. Of course, something this outrageous might not work for a conservative art form such as a symphony orchestra (although *Brahms in the Buff* has a nice ring to it), but there are still appropriate titles that could easily be used to draw attention to any event, performance or other new creation.

9. Self-Syndicate Your Own Column

Do you create a product or service that appeals to a group of people who can be reached through specialized publications around the world? If so, could details about your craft be conveyed through informational articles that you write yourself? For instance, let's say you put on workshops for actors. You could write a series of articles featuring tips for aspiring thespians and offer them to arts-related newspapers in your region.

Jeffrey Lant has self-published 10 books on various aspects of marketing. He offers a series of columns filled with money-making tips to any publication that wants to run them. He gives them away free to the publications as long as they include a plug at the end letting readers know how to contact Lant and get on his mailing list. His columns run in more than 200 newspapers and online publications, and they bring in thousands of sales leads. Many of these inquiring readers end up buying Lant's books.

10. Understand How People Benefit From Your Talents

It's not enough to just create your art, writing or performance and throw it out into the world. You must know why people are attracted to what you do. What physical and emotional payoff do your fans experience when they enjoy your form of creativity?

Kelly Borsheim, founder of Lumina Candles, understands this concept as she asks other artists, "What are you really selling – a thing or a lifestyle? Why would someone want what you have to offer? I am constantly thinking about which candles I want to make – and which I don't. I consider whether or not the candle fits my theme or philosophy. Is the product consistent with why customers do business with me?"

You'd be wise to ask yourself similar questions about how your fans benefit from your talents.

You'll find countless more tips on how to overcome the "starving artist" mentality, get widespread exposure, attract fans and sell more of your talents in the book *Unleash the Artist Within: Four Weeks to Transforming Your Creative Talents Into More Recognition, More Profit and More Fun*. Get full details at www.PromoteYourCreativity.com.

This Special Report Is Just One Part of an Ongoing Creative Journey

I hope these ideas and success stories have inspired you and will help boost your mental outlook and self-promotion efforts to new levels.

To make sure these ideas stick, I encourage you to visit my web site at **PromoteYourCreativity.com**. There you'll find free articles and countless resources to help you get more exposure, attract more fans and sell more of your creative product or service.

While you're at the site, be sure to get your free subscription to my e-mail newsletter, called *Quick Tips for Creative People*. Once or twice a month, the e-zine delivers a dose of motivation and marketing tips for writers, artists, performers and anyone pursuing a creative passion.

I'd love to hear from you, especially if you have a career tip or strategy that I could share with the thousands of creative people who subscribe to my e-zine.

Do yourself a favor and pay a visit to **PromoteYourCreativity.com** the next time you're online. You'll be glad you did.

I wish you all the success in the world!

–Bob Baker

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