# Sell Art, Not Out

## Six Keys to an Authentic Career in the Arts by Laura Barron (laurabarron.net)

### Beauty first

- Create a great product practice, listen, learn, apply artistic integrity and freedom
- Present attractive materials brochures, CD's, website, photos, show/performance settings
- Package your product well interesting titles, creative themes, striking logos
- 1. Choose 3 descriptive words with which you will infuse all of your work

### Express yourself

- 1. Maintain authenticity know your strengths and weaknesses
- Pursue your passions find your niche (classical, contemporary, multi-media, political, global influences, theatrical, fusion, literary, fantasy)
- 1. Choose appropriate partners committed, compatible, fun, matched ability
- 1. Design a 30-word mission statement to describe your career purpose

#### Know your audience

- 1. Their nature social, intellectual; attention span; casual or formal setting preference; visually oriented
- The demographic Old vs. Young, Classical vs. Contemporary tastes, Socio-economic status
- 1. What attracts them quality product, clever marketing strategies, relevant messaging, sound bites, memorable content, emotional work
- 1. Characterize **2 demographic groups** that you would like to target with your work and consider how to reach them

#### Invent new ideas

- 1. Self-produce festival, show, pedagogical material, media, program
- 2. Inspire others to create commissions, artwork for marketing, PR writing, collaborative productions
- 3. Brainstorm keep ongoing lists of AH-HA's
- 4. Come up with Top Ten List of your favorite artistic experiences

#### Never be afraid to ask

- Build symbiotic relationships provide sponsors ad exposure, offer tickets or discounts to production partners, audience door prizes, charitable beneficiaries
- 2. Be resourceful make contacts, pursue connections, find creative funding, seek affordable venues, meet other artists, learn from people outside your domain
- 3. Write intelligent grants seek appropriate \$, justify well, know agenda
- 4. Commit to at least **one request** for which you will muster the courage to approach the appropriate party, **within the next four months**

### Diversify your efforts

- 1. Stay open teach & create, try all styles & genres, explore work outside your field
- 2. Develop new skills computer and graphic techniques, accounting, PR
- 3. Stretch yourself compose, improvise, choreograph, write, collaborate and work with other mediums
- 4. Define your Special Seven Other Interests

#### **BE KIND**

Links: www.katiecostellomusic.com/index.php, www.theforgotten.ca, www.musiconmain.ca, www.forbiddenflutes.com, www.theyeti.ca, www.tomorrowcollective.com/briefencounters, www.artsenterprise.wisc.edu, www.seasource.org, www.entrepreneurthearts.com

Recommended Reading: Eric Maisel, A Life in the Arts & Fearless Creating,; Ben Zander, The Art of Possibility; Lewis Hyde, The Gift