

Sell Art, Not Out

Six Keys to an Authentic Career in the Arts

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Beauty first

1. Create a great product – practice, listen, learn, apply artistic integrity and freedom
1. Present attractive materials – brochures, CD's, website, photos, show/performance settings
1. 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
1. 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
1. 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

1. 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*