

# Successful Marketing in the 21<sup>st</sup> Century For Artists

SPECIAL NOTE! WE HAVE UPDATED OUR WORKBOOK TO ADD AS MUCH EXTRA INFORMATION AS POSSIBLE. AS A RESULT, THE PAGE NUMBERS REFERENCED IN YOUR AUDIO FILES WON'T ALWAYS MATCH THEIR LOCATION IN THE WORKBOOK.

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## **Bonnie Marlewski-Probert**

Bonnie Marlewski-Probert trained for 10 years with hunter/jumper trainers in Chicago before taking a job with a major oil company in Chicago running computers. After seven years in the corporate world, Bonnie decided, like many artists do, that life was too short. She chose, instead to take the road less traveled and pursue her first and second loves – horses and teaching!

In her mid-20's, she left Illinois, bought a horse farm in Indiana and stayed there for several years where she built her business from scratch, taught thousands of lessons, trained countless horses and made memories that would last a lifetime. "I left the farm for two reasons; I didn't understand enough about marketing to keep the business thriving when I hit an economic downturn and frankly, the winters in Indiana were brutal," said Bonnie.

After leaving the farm, Bonnie returned to Chicago and decided to take a stab at writing for horse-related publications. Magazine articles for the horse industry led to magazine articles in dozens of other types of publications including Good Housekeeping, Teen magazine, Kid's magazines, Travel, RV, Science journals, Cooking magazines and many more. That led to syndicated columns, book deals, how-to videos, all of which led to wanting more control creatively and financially which led to starting a publishing house in 1989 which led to publishing books for authors around the globe.

As a natural part of that evolution, Bonnie started working with more and more authors, artists and non-profits because she realized they all faced the same marketing challenges and the solutions were the same.

### **Why Do I Need to Market Myself and My Work?**

Today artists can access buyers around the globe, however, so can every other artist on the planet who owns a computer. Art buyers are no longer just looking for something beautiful, they also want to know their investment will increase in value over the years and that is why it is so important for artists to market their brand every day. Additionally, a basic tenant of marketing is that it will take 3 – 5 and sometimes 5 – 10 knocks on a consumer's door before they make a buying decision. The higher your brand recognition is, the more valuable your artwork is in the marketplace. You owe it to your current and future buyers to make sure your artwork increases in value as the years go by and for that reason alone, you need to learn how to market your brand every day.

### **What is My Brand?**

Your "brand" is represented by the ways in which you help consumers recognize your work. For example, McDonald's brand would be the golden arches. If you are traveling through foreign country and couldn't speak the language, if you saw a set of golden arches, you would know immediately that was a McDonald's and with that recognition. you would also know several of the items to expect on the menu and you would expect a certain standard of cleanliness in the restaurant.

## Why Should I Care About My Brand?

The outward expression of a brand can include its name, trademark and visual appearance among other things. These are often referred to as brand identity and are created by you, the brand owner. Your brand is created to reflect how you want consumers to perceive your work. For example, if you want to be identified as the quirky, out-of-the-box thinking artist, you would dress accordingly, you would wear your hair accordingly, you would act accordingly and your art would reflect that quirky, out-of-the-box thinking. Andy Warhol is a good example of an artist with a strong brand. Not only did he look distinctively unique, making him easily recognizable around the globe, but his work was also distinctively unique. In a perfect world, as an artist, you will define your brand both in yourself as the artist, as well as in your work so that buyers can easily recognize and identify your work.

Why is this important? If your objective as an artist is to attract more buyers, it's critically important. Buyers who are going to spend a lot of money to purchase art want to know that it will increase in value over the years. The more recognizable your brand is, the easier it will be for your buyers to enjoy a strong ROI (return on their investment). Thomas Kinkade is a great example of an artist who built an extremely strong brand and as a result, his collectors/buyers/supporters benefited greatly.

**Note: it's important to note at this point that the goal of this program is to teach talented artists how to command higher prices for their work and to enjoy a higher level of success. It doesn't matter if you like, respect or dislike Andy Warhol or Thomas Kinkade. I reference both artists as great examples of people who honed their marketing skills and as a result, their supporters benefited greatly. There is an old saying in marketing that suggests that if you had to choose between talent and marketing skill, always choose marketing because it will win almost always. The skills that are required to create great art are not the skills that are required to market it. That is the reason why mediocre artists can sell works for great sums of money while some very gifted artists struggle. If an artist only produces mediocre work, but chooses to hone their marketing skills, they can be financially very successful. In other words, no matter how talented you are, in order to sell your work consistently, you need to learn and use some new skills, and those fall under the heading of marketing and that is what this program is all about.**

## How Marketing Has Changed

Marketing product has changed radically in the past 100 years but even more so in the past 20 years. The world used to be like a football stadium filled with potential customers and there were probably only one or two artists like you in the whole place. In that situation, imagine two of you standing on the 50-yard-line of a football stadium filled to capacity and just the two of you are screaming to try and get the attention of the

customers in the stands. 100 years ago, promoting your work was not as complicated as it is now, primarily because the football stadium was smaller, the competition was less and it didn't cost nearly as much to live! Today, that football stadium is the size of the world and the field is filled to capacity with millions of other artists around the globe trying to get the attention of the crowd at the same time you are. That is what the internet has brought to the table and that is **GREAT NEWS FOR YOU!**

Below is a very short list of the ways you can promote yourself today to a global audience at ZERO cost to you in most cases:

Website	Facebook
Press releases to local media	youtube for artists
PR to national magazines	<b>TV</b>
E-zines Blogs	radio interviews
Newsletters (yours & other groups)	On-line pod cast interviews
Columns with tag lines	<b>Hosting workshops</b>
Articles with tag lines	Joint Venture Projects
Swap out for ad space	<b>Volunteering</b>
<b>Speaking gigs at big events</b>	Twitter & other social media
E-mail newsletters	

In case you didn't notice, only four of the 19 mentioned above would require you to leave home in order to capitalize on them, the rest could be done while dressed in your jammies at home!

The trick to taking advantage of as many of these opportunities as possible is automation. We'll talk more about this later but for now, just know that there are free software programs you can use that will help you pre-schedule and automate your marketing campaigns so you are still free to focus on creating art.

### **The Rule of 10's**

I coined this phrase several years ago called the **Rule of 10's**. Put simply, in order to maximize your marketing effectiveness, for every step forward you take in your marketing efforts (every event you attend, every showing you do, every piece you create), the goal is to find 10 ways to leverage yourself and your work by 10 fold. By the way, if you can't come up with at least 10 opportunities, you aren't looking closely enough and I'll share some examples with you later when we talk about circular marketing.

For now, just know this; ***if you do an event and you are not parlaying it with 10 additional opportunities while you are out there, the good news is that without changing much, you could exponentially improve your marketing results by just applying the Rule of 10's.***

## The Three Reasons Why You Won't Market Yourself or Your Work

At the risk of bruising some egos, in my opinion, there are only three reasons why an artist does not effectively market themselves or their work in today's world;

1. You are selfish, wanting only to create art and nothing else. I say selfish because by refusing to market your work you're actually cheating every person who purchases your art because they'll never receive a good ROI (return on their investment) when they buy art from you.
2. You are lazy, or
3. You don't know how...

This workshop is about opening your eyes to the dozens of opportunities available to artists today to promote themselves and their work while doing something good in the world at the same time. Whether you choose to take advantage of these or not is on you, but after today, you will never again be able to say *I'm a starving artist because I don't know what to do about it*. After today, you will know exactly what to do about it – the question is... Will you?

## Who is Your Logical Customer?

Let's use the example of how marketing has changed in the past 100 years and you are now standing on the 50 yard line with a packed field of sellers who are trying to get the attention of the consumers in the stands of a stadium that is the size of the entire planet. That said, it makes more sense to stop trying to get the attention of the entire planet when you know that a large percentage of those folks are not your logical customer in the first place.

## Don't Waste Time Chasing Shadows

Know your customer - If your logical buyer is a 55 year-old financier who collects art for profit, go only where you will find them gathering online and in-person. If your logical art buyers are young families interested in providing beautiful works in their home to inspire their children, go where they go online and in-person. Successful marketing today is all about defining, locating and serving YOUR customer (not my customer, not his customer, but YOUR customer).

Part of serving your customer is to ensure that when they purchase your artwork, not only will they have something they will enjoy looking at, they should also have something that will escalate in value if you are charging high prices for that artwork. The best way to ensure your investors see a good return on their investment is to make sure your name/brand/work is promoted to the largest audience on a weekly basis, consistently. Even if you are selling inexpensive works, the better you take care of your customer by promoting your brand, the better the chances are they will become a repeat customer.

Each person is operating on a level playing field when it comes to marketing. We all get 24 hours in each day in order to make things happen. So, the question is, how are you going to spend yours? Will you spend your time chasing customers who are never going to be interested in your product or will you focus like a laser beam on those people you know will love your products? If the goal is to pinpoint your marketing efforts, the trick is to figure out who is your “logical customer” because your marketing strategy will be very different as you go from one demographic to another...In other words, the way in which you would market your work to children is different than the way you would market your work to single adults, which differs from the way you would market to rocket scientists.

I have a questionnaire to help pin point exactly who your logical customer really is.

**Circle each answer that best describes your ideal buyer.**

**Would you say that your most frequent buyer is:**

Male            female            both  
Single            married            divorced

**Does your most frequent buyer have children?**

Yes            No

**Circle the income bracket your most frequent buyer is in:**

1 – 10,000 annual income  
10,000 – 25,000 annual income  
25,000 – 50,000 annual income  
50,000 – 100,000 annual income  
100,000 – 200,000 annual income  
200,000 – 500,000 annual income  
500,000 + annual income

**What age bracket is your most frequent buyer in:**

0 – 10            10 – 12            13- 19            20 – 30  
30 – 40            40 – 50            50 – 60            60 – 70  
70 – 100

**What does your most frequent buyer do for a living?**

Blue collar worker    Business owner    Professional (Dr., Lawyer)    Corporate employee  
Retiree    Stay-at-home-mom/dad    Celebrity    Other

**What type of life does your most frequent buyer live?**

Sedentary (couch potato)    Somewhat physically active (1 – 3 times a week)  
Very physically active (3 – 7 times a week)

**Is your most frequent buyer someone who;**

Doesn't own a computer    Owns one but can't turn it on  
Owns one and uses it 1 – 3 hours a week    Owns one and is obsessed with it

**Is your most frequent buyer someone who;**



Didn't graduate High School   Graduated high school   Has 1 – 2 years of college  
Has a 2 year degree   Has a 4 year degree   Has an advanced degree

**Is your most frequent buyer someone who is artistic?**

Yes   No

**Is your most frequent buyer?**

An individual   Group/Club   Organization

**What does your most frequent buyer driver?**

Station wagon   Mini-van   SUV   4-door Sedan  
European luxury car   Sports car

**What does your logical customer do on their free time?**

Nothing   Garden/yard work   Party/drink  
Volunteer   Jump out of airplanes   Boating  
Drive motorcycles   Ride horses   Hike/camp  
Play tennis or golf at the country club   Hang out at art galleries

Now that you have filled out this questionnaire, did you find it difficult to answer any of the questions? Did you learn more about yourself and your logical customer? Did you discover that you really are not crystal clear about who you are trying to market to? If you answered yes to the last question, that is actually good news because you can fix that and as you get clearer about who that logical customer is, your success will increase exponentially!

### **Circular Marketing Explained - Helping Others, Helps You!**

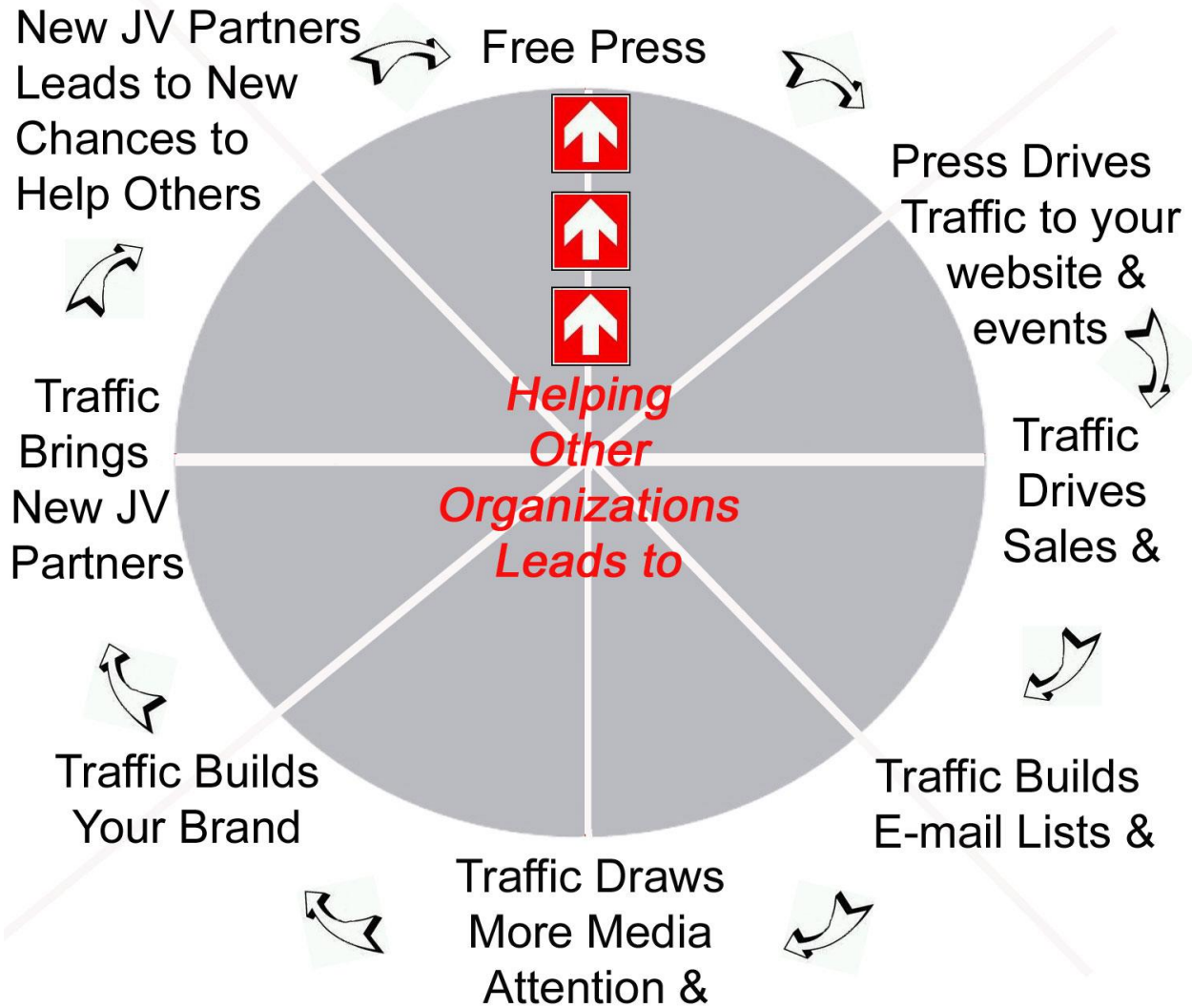
Here is the biggest marketing secret of the 21<sup>st</sup> century for artists to know;

***The more you help others, the more you help yourself***

If you aren't including *helping others* in your marketing plan, you are either selfishly thinking you can connect with that global football stadium filled with consumers all by yourself, OR, you're lazy and aren't really interested in selling your work or, you just didn't know how to do it until now. ***Effective marketing is all about building relationships with your customers so they become repeat customers and circular marketing is a great way to achieve that goal.*** I'm going to show you the techniques and skills required ***to help you, help others, help you*** and each of those steps is part of circular marketing!



## Circular Marketing



If you think of circular marketing as a wheel with spokes in it, the process is easy to understand. Each element of your marketing plan becomes a spoke in the wheel. As you gather enough spokes in the wheel, the wheel starts to move easily, in the same way that your marketing becomes easier and easier and more successful. Also, like the wheel, the more energy you put into the wheel, the easier it is to keep it moving and the more speed you can build into your success.

Here's a small example of what I'm referring to when I talk about circular marketing: let's say you agree to do an art show in June. For eight weeks ahead of that date, you will be sending out press releases every week, posting on your social media outlets several times a week announcing where you're going to be and encouraging people to come

and visit with you. In all of those posts, you will also include your website address and encourage people to go to your website to get more information. When they go to your website, your sign-up form will be there waiting for them so you can build your mailing list.

Recognizing the basic tenant of marketing that says it takes 3 to 5 and sometimes 5 to 10 knocks on a consumer's door before they pull the trigger, each social media posts, press release and e-mail campaign represents a knock on the consumer's door. The fact that you're doing the live event provides content for all of those posts, and all of that happens before the event even occurs.

Now imagine if you joint venture with a non-profit organization that has a very large following that matches Your Logical Buyer and let's say you were going to donate a piece of artwork at that same event, with the proceeds going to the non-profit. Imagine how powerful it would be for your marketing endeavors if the non-profit was also promoting you for six to eight weeks ahead of the event to their newsletter list; social media followers; on their website and to their media list. Remembering that every one of those postings represents a knock on the door of thousands of people who could head over to your website to learn more about you, sign up for your newsletter and potentially purchase something while they are there. These are also the same people who could end up buying artwork from you before the event even happened or could then plan to attend the event in order to meet you, making them potential future customers.

### **Need for a Good Website**

In circular marketing, the value of free press is that it builds name recognition and drives traffic. Put simply, that means that people read about you or your products in a press release and you want them to take action and do something. If you are doing an event, you want them to come to the event, however, if you have a good website, you can drive them there to learn more about the event and while they are there, they will learn all about you, your products and they will be able to sign-up for your e-mail list and purchase products at the same time. Websites are especially important if you don't fancy yourself a fabulous speaker. A great website can do the talking for you.

Not only does a good website share information about you and your products and offer a place to purchase them with no middlemen involved (we'll talk more about that in a minute) but it also allows you to build an e-mail list of interested buyers that you can contact on a weekly or monthly basis to let them know what you are working on and where you're going to be.

1. List building is done with double opt-in forms. Marketing 101 teaches that any new customer will need to see you and your product at least 3 – 5 times and often 5 – 10 times before they will pull the trigger, so by capturing their contact info, even if only 1 in 50 visitors buys something, you can still harvest all 50 and stay in contact with them because a much higher percentage will purchase your product after a few additional contacts from you. Remember

that your goal when contacting your customers is to create a relationship with them that is based on trust and giving. A comfortable conversion ratio is 1:4, one sales pitch for every 4 freebies.

2. Having a well-built website is like having dozens of full color billboards in every town in the world promoting you and your work, 24 hours a day, 7 days of the week and the cost is pennies per day.
3. A good website includes the following:

About Us Page	Double Opt-In Form on Every Page
Media Page	Contact Us Page
Event Page	Shopping Cart

## List Builder

One of the most important reasons for having a great website and a critical component of circular marketing is the ability to build lists. Imagine how powerful it would be if you had a mailing list of 3000 people who had already demonstrated an interest in your work. What do you think would happen to your sales if you could send out an e-mail newsletter each month to that list that included your events calendar and showcased in full color whatever new Art you have created. Imagine how quickly you could sell your work if that list of 3000 people knew you after visiting your website, knew you from your newsletters, knew you from seeing you at events and knew you from social media. If you haven't already noticed, when selling your work, you are not really selling the work, you are selling yourself. People buy the artist, not the Art. They buy the back story and a great website showcases the back story. Additionally, the more high profile you and your brand are, the more art buyers will recognize that their investment is safe.

Setting up double opt-in forms keeps you in full compliance with the spam laws governing the internet today. Simply put, a double opt-in form invites visitors to provide their name and e-mail address in order to get your free newsletter or some other bonus you are offering. Once they hit the submit button, an e-mail is automatically sent to them asking them to confirm their subscription by clicking on a link in that e-mail. This is the double opt in portion of the form. That is there to stop people from signing YOU up for thousands of newsletters you didn't want. When your sign-ups receive the confirming e-mail, they will click on that link to confirm, making you in complete compliance with the spam laws. This then allows you to send e-mails to that list without worry. Of course, remember that the courtesy rules of e-mail dictate that you don't overstep your welcome. I suggest no more than once a week unless you have something so wonderful to give to your list that you can't wait. That said, however, if you are also active in social media, you could be tweeting several times a day, posting on Facebook and other social media outlets every day as well. The ultimate goal of this exercise is to get your name and your art in front of your potential customers as often as possible without using a sales pitch. The objective is to inform and build your brand recognition. Do that well and art buyers will recognize that buying your art is a good investment because you're actively marketing your brand.

## **Joint Ventures**

A joint venture is defined as any event or marketing opportunity where two or more individuals or groups come together for the mutual benefit of both. JVs are the cornerstone of good circular marketing. The ideal situation occurs when both parties share the work, share the responsibility, share in the glory and share in the profits. Joint Venture (JV) partners can be fellow artists or they can be non– profits who are looking to raise money through a JV with you. We'll talk more about that later, just know that JVs are like money in the bank.

### **Builds Your Brand**

Joint ventures are a great way to build your brand quickly and building your brand is critical to circular marketing because your JV partner is promoting you and the event to their entire audience which can include their e-mail list, their Facebook/twitter/other social media outlet audience as well. If their list is 3000 deep, that means 3000 people are hearing about you and your products from a trusted friend and if only 10% of those folks headed over to your website to sign-up using your double opt-in forms, you just increased your mailing list by 300 people. On the internet, marketing experts actually calculate the value of every person on their mailing list to be anywhere from \$50.00 up to thousands of dollars depending on their product lines. In other words, you can't sell product to people who don't know you exist. Step one is to get you and your product out there so people get to know about you and JV's are a great way to do that WHILE helping out a good cause at the same time.

### **Builds Your Credibility**

Recognizing that you chose your JV partners wisely – meaning you chose a partner who has a great reputation, does great work, has a huge audience that matches your logical customer demographic and is someone you respect. Assuming that is the case, how much do you think your credibility will grow with this new list of 3000 potential customers when one of their trusted friends brags on you? Selling on the net is all about building relationships and just like life before the net, the best way to meet someone new is through a trusted friend. The same is true on-line doing Joint Venture projects with non–profits or other artists.

## **Events**

Personally, one of my favorite things to do is speaking events because they are great fun and without failure, the contacts I make at those events bear fruit year after year. However, if you don't understand how to do events, they quickly become an expensive, time consuming, tiring drag that you dread. Here is the trick to doing successful events,

whether they are speaking gigs, art shows or book signings. Each event actually consists of three stages:

1. Pre-Event
2. Event, and
3. Post-Event

Making the most of all three stages is critical to your circular marketing success.

### Pre-Event:

For months ahead of your event, you can and should be:

1. Sending out press to your media list announcing where you will be (and be sure to include the money paragraph in every one of those press releases – more on that later)
2. Posting it on the event page of your website
3. Including it in your e-mail newsletter to your double opt-in list
4. Checking out the area to see if there are other events or JV partners you can work with while you are there, (always be on the lookout for paid engagements)
5. Checking in with the tourism or ED office in the area to see if there are articles you could write and sell while you are in the area
6. Contacting the local media to set up in-person interviews a day or two ahead of the primary event
4. Looking for sponsors ahead of the event to donate merchandise for drawings
5. Looking for sponsors who will provide bags that you can give away during the event
7. Looking for JV partners who will send you their literature so you can stuff it in the free bags that you will give away at the event. This is a great way to drive traffic to your booth, build JV partnerships and provide visitors with free goodies
8. If you are joint venturing with a non-profit, be sure you arrange to have them promote you through all of their e-mail/social media/press lists

By the way, if you didn't already notice, NONE of those eight items would cost you a penny to do and I'm sure you can see how doing them would exponentially increase your circular marketing success. Remember that as long as other people are setting up the event, you can't control what the turnout will be or what the weather will be for outdoor events. For those reasons alone, it is important to make your money BEFORE you even leave home. Again, this goes back to the **Rule of 10's**. If you have done your pre-event work well:

1. There will be people coming to your event who are already excited about meeting you
2. The media will be there to interview you
3. You will make a lot of sales
4. You will build your mailing list exponentially
5. You will nurture new JV partners in all kinds of levels
6. And you will have a lot more fun impacting the lives of many more people

## Event Itself:

During the actual event there is a very long list of circular marketing bonuses you could and should be taking advantage of. Among that list are:

1. Sell product at the event
2. Do a give-away to build your e-mail list
3. Walk the floors to meet other vendors with whom you could do future JVs
4. Get creative ideas by seeing what others are doing
5. Hand out your business cards to everyone you meet – vendors, organizers, visitors, competitors
6. Whenever possible, leave your full color fliers all over the place so even if someone doesn't come to your booth, they can pick up your materials
7. Consider joint ventures with free bags with your literature in each of them along with the literature of your joint venture partners
8. Take photographs with your JV partners that you will post on your website/social media outlets and you can always use them in outgoing press releases after the event

Again, just in case you didn't notice, none of those eight items would cost you a dime to do and you can see how, if you did them, you would exponentially increase your circular marketing success.

## Post – Event

The final leg of any event is the Post-Event. This is the part of each event where you:

1. Go to the bank and deposit all the money you made during the event
2. Fill any orders that you couldn't fill at the event
3. Follow-up with the media leads and be sure to get copies of everything that was published about you or aired about you from TV/Radio to build your clip file
4. Follow-up with your new contacts that you got at the event and talk about JV projects
5. Add your new mailing list addresses to your list and send them a welcome message
6. Execute some of the creative ideas you gleaned while at the event
7. Send thank you notes to the media who wrote about you at the event
8. Pull your photographs from the event and write/send press releases
9. Take your photos from the event and post them on your website/social media outlets, with links back to your website
10. Be sure to send copies of all of your photos to your JV partners so they can post them on their website/social media/press outlets as well

## What is a Press Release and What Does it Do? A Press Release is:

1. A newsworthy item 300 – 800 words in length that the media runs for the benefit of their audience
2. The cost of running a press release is ZERO
3. The downside is that, depending on how busy the outlet is, you may or may not get “ink.” This is why it is important to plan ahead and send press each week for several weeks ahead of all events so you can play the averages to your benefit.

### There are two reasons for sending out press releases;

1. To announce something you are doing so more people come, and
2. To get your Money Paragraph in front of as many people as possible

I took a copy of the two local newspapers from my area (estimated population under 5000) and counted up all the press releases that appeared in just one edition of each paper. The first newspaper was 18 pages in length and it ran 68 press releases with only 12 stories written by their staff reporters. The larger paper was 24 total pages, however 9 of those were devoted to comic strips, stocks and classified ads. Of the remaining 15 pages, they ran 12 press releases and 18 pieces written by staff writers with 16 more picked up off the AP wire. Between just two newspapers there were 80 press releases run on one day and if yours wasn't one of them, you left money on the table.

### Standard Press Release

There are several elements that comprise any good press release. Among those are:

Contact Information	Title	Tag Line
Release Date		Release Content
Ordering Information		Close (money paragraph)

for E-mail releases, a disclaimer

In the world of the media, there are two ways to get your message in front of hundreds of thousands of people:

1. Buy ad space, or
2. Send out press releases

The trick to getting in the media without having to purchase ad space is to follow the two rules that qualify you to run free press releases; *Whatever your press release is about, it MUST be newsworthy to the outlet's audience and ideally, it must be something that helps the community at the same time.*

As an artist, this is much easier to accomplish than you can imagine and as I mentioned earlier, marketing in the 21st century is about helping others, help you. It is about Joint

Ventures and if you JV with a non-profit, you have a huge leg-up to get a ton of free press while helping a great cause you believe in, at the same time. I

That brings up an obvious question, what is all that free press really worth? Aside from the obvious brand building, traffic driving, list building, sales multiplying, circular marketing feeding benefits, there is a real monetary value that you can calculate to the penny if you choose to. All media outlets have what they call a rate card.

### What is a Rate Card?

A rate card is a document provided by a newspaper or other media outlet featuring the organization's rate for advertising. It may also detail any deadlines, demographics, policies, additional fees and artwork requirements. ADD RATES ARE BY PCI = per column inch for newspapers or magazines. For your convenience, I added two rate cards on our website for you to download. One is a local paper and the other is a major newspaper out of Chicago so you can see the comparison. They are located at the bottom of the page at:

<http://whitehallpublishing.com/Struggling.html>

[http://whitehallpublishing.com/files/Download/ratecard\\_chicago\\_suntimes.pdf](http://whitehallpublishing.com/files/Download/ratecard_chicago_suntimes.pdf) (be patient when loading this link- it is a large file)

### How Do I Work With the Media?

Because you are an artist, you have a special place in the hearts of most members of the media. That doesn't necessarily mean they will guarantee you **HUGE** amounts of **FREE** publicity, but it certainly does give you a leg-up over the local shop owner. For some reason, known only to the members of the media themselves, there is this sense of family between media members and artists/authors and that is like winning the lottery if you are ambitious.

### Why it is Important to Work with the Media:

1. For starters, consumers purchase products after they have seen, heard or read about them between 3 – 5 times and often it requires 5 – 10 times within a reasonable span of time. Working effectively with the media can get you dozens of *knocks on thousands of consumer's doors* in a very short time, **FREE** of charge, if you are willing to do a little work
2. If you made a career out of telling each person you met individually, for the rest of your life about your Art, you couldn't reach as many people in a full month as you could by getting one press release published in your local newspaper
3. To fully understand the value of sending out press each week, just check out those rate cards I mentioned earlier to see what it would cost to pay for all that free space over the course of one year. Now, can you see the value of forging a good relationship with the media?



**Here's a TIP:** If you read an article in a newspaper and there is no by-line under the title of the story, you are probably reading a press release sent in by an individual, organization or PR firm on behalf of their client. This space could have housed your press release!

**Here's another Tip:** The primary reason for sending out press releases is to get the **show me the money paragraph** in front of as many viewers as possible. The **money paragraph** is the final paragraph in every press release and it starts with ....for more information...Included in that paragraph will be your website, business e-mail address and any other contact information you want to share with the world. The whole goal of the exercise is for people to read your press release, desire more information, head over to your website and ultimately, buy product and/or sign up for your free newsletter, or both, so you can build your e-mail, list all of which feeds and builds your circular marketing model.

## **The Secrets to Successful Marketing in the 21<sup>st</sup> Century**

If YOU believe in your work, I want you to:

1. Own your products creatively and financially
2. Commit to sending out press each week to the daily media outlets on your list and to monthly outlets, each month
3. Get in the habit of posting to your twitter/Facebook/other social media outlets on a daily basis. There are free programs you can access that will allow you to schedule those posts in advance
4. Define the dozens of ways you can sell your work and drive sales to those areas FIRST that make you the greatest profit margin.

If you are thinking that you are somehow not “good enough” if you don’t have a gallery showing your work, here is something that will change your mind. Did you know that:

**The Adventures of Peter Rabbit**, by Beatrix Potter was self-published as was, **A Time to Kill**, by John Grisham, and **The Bridges of Madison County**, **The Joy of Cooking**, even **Robert’s Rules of Order** was self – published.

Also, did you know that among the very famous authors who self-published are; D. H. Lawrence, Deepak Chopra, Upton Sinclair, Carl Sandburg, Mark Twain, Bernard Shaw, Thomas Paine and even Edgar Allen Poe, Benjamin Franklin and Walt Whitman. These were all folks who decided to “own their outcome” as I call it.

This has been going on in the music industry for decades and is now becoming more and more prevalent in the rest of the Arts. The trick to marketing success in the 21st century is to make NO assumptions about anything you used to believe and instead, with a fresh outlook, look at every opportunity and ask... does this make financial and creative sense for me? If the answer is no – find another solution and move forward.

## Think Product Lines

Think of your business in terms of product lines, rather than just one book, one article, one painting, one art piece, because it is always easier to RE-sell to an established, happy customer than it is to break trail looking for new customers for every sale you ever make.

As an artist that means you are looking for customers who will become collectors of your work. In order to develop that pool of repeat buyers for your art, it is your responsibility to make sure that whatever art they have already purchased not only retains its value but increases in value. The more effective you become at promoting your brand, the easier it is for your collectors to enjoy a great return on their investment when they purchase your art.

## Building a Business is Like Painting a Landscape ...Use Many Colors

Successful people don't paint themselves into a box, they are scopey thinkers and every situation is an opportunity waiting to happen. If you look at the graphic I gave you that lays out the concept of circular marketing, you can see how everything you do feeds into that circle in one way or another and the more colored in that circle becomes, the more successful you become. What is really cool about circular marketing is that as you start moving forward, opportunities start to fall out of the sky that you never imagined because you are no longer standing still. Now you are moving, and once that happens, like the cruise ship leaving the dock, things start coming your way and it gets easier and easier. The trick is to commit to doing 3 – 5 FMMS per day and we will talk more about that later.

## Focus Your Efforts in Profit Order

There are many ways to sell your products. Some make you a lot of profit and others make very little profit. What I'm suggesting here is that as you start expanding your marketing efforts, always focus your efforts in profit order. For example, when you are sending out press releases and you are including the "money paragraph" at the end of each release. That is the one that says; for more information or to purchase whatever, visit our website at ... As an author, if you said, "to get your copy of XYZ book, visit your local book store", you just shot yourself in the foot because book store sales will cost you between 70 – 95% of the retail price of each book sold. However, if, instead, you said, "to get your personally autographed copy of XYZ book at no additional cost, visit my website at XYZ.com", from those sales, you will earn about 70 – 80% of the retail price of each book, you have retained the buyer's contact information AND your customer gets a personally autographed copy that they will cherish for years to come. You win, your customer wins and everyone is happy. As in the circular marketing model, ***help others, help you, help them.***

If you are doing an event, that is an ideal place to make sales because there is no one between you and your customer which means you maintain the largest profit margin. However, there are those who would argue, but I had to fly to the event or drive to the event and I have hotel costs and all the rest of my costs. To that I would say, you are not working all three stages of the event properly and as a result, you are leaving money on the table. If you start to work on honing your skills on all three parts of every upcoming event, not only will you benefit your brand and directly benefit financially but you will also be serving your customers much better at the same time.

### **Direct Sales Come First (person-to-person)**

Selling directly to your end consumer is always the most profitable way to go. Below is a short sampling of the ways you can accomplish that goal:

1. Personal appearances,
2. Hand out your business cards everywhere you go,
3. Book signings/art shows held anywhere **outside** of a retail outlet,
4. Join the local country club to connect with potential buyers,
5. Join whatever clubs in your area where your logical buyers would be.

### **Website Second (your website)**

Another wonderful, highly profitable way to sell product is through your own website because again, there is no one between you and your customer. Adding a shopping cart to the back end of a website today is a snap and can be done for very little money. If you have only one product, you don't even need a shopping cart. You can set it all up through PayPal. If you have more than one product, you can buy very inexpensive software and build your own shopping cart in less than an hour and again, hook it up through PayPal so your customers can pay with any major credit card or with their PayPal account.

### **Joint Ventures Third**

Joint Ventures are a great way to sell product, fire-up your circular marketing model, minimize your expenses, build your brand, get a ton of free press, build your mailing list, minimize your expenses and color your marketing circle at the same time.

### **Retail Outlets LAST**

The last place in the world I suggest selling product in the 21<sup>st</sup> century is in retail outlets because too many people have their hands in your pockets and you have no way to track your customer and if you don't know who they are, you can't effectively establish a repeat customer. If you are an artist, this means galleries are your least profitable place

to sell product. That said, as a book publisher, bookstores/retail stores are the worst places to sell books in the 21<sup>st</sup> century, however, we do have all of our books available in every bookstore in the country through the biggest distribution companies in the USA, so we are covering our bases. I understand that many artists don't want to get involved in "selling" their work so they have no choice but to chase galleries who will sell their work and in those cases, galleries are a Godsend for artists unwilling to promote their own work. However, if you are willing to step up your game on the business front, be aware, galleries are one of the least profitable places to sell your work. If you decide to take control of your art business, YOU get to decide where you will focus your marketing efforts and that is where the fun is.

### **Commit to Doing 3 – 5 FMMS Per Day and Watch What Happens!**

This is probably one of the most exciting tips I'm going to share with you today. Marketing in the 21<sup>st</sup> century is like moving a cruise liner from the dock. It takes a lot of energy to get it moving forward and pointed toward open waters but once you get it moving, like the laws of physics suggest, an object in motion tends to stay in motion.

By committing to doing at least 3 – 5 (FMMS) **Forward Moving Marketing Steps** per day, you are fueling the engine of that cruise ship and I promise you, if you stick to that commitment for 30 days, you will find the entire world will change in front of your eyes.

### **So, What are Forward Moving Marketing Steps? Here are Some Examples:**

- Sending out a press release to your media list
- Spending an hour on-line adding to your media list
- Doing a speaking gig where you hand out your business card and invite people to sign-up for your free newsletter so you can build your e-mail list
- Doing a radio show from the comfort of your home via the phone
- Doing a podcast from home
- Working on setting up a joint venture with another organization
- Building your twitter/FB/LI followers
- Researching potential joint venture partners for upcoming events
- Sitting down with Writer's & Artist's Market and scoping out new markets for your work
- Writing and sending out query letters to potential JV partners who will promote you to their audience in exchange for you donating a piece of artwork to their upcoming event

The list is endless and if you will commit to doing 3 – 5 FMMS per day for a month, I promise you, your world will change in amazingly positive ways. Don't get sucked into the trap of thinking locally. The world is your oyster so build a wide and a deep media list and start using it.

## Getting Tens of Thousands of Dollars of Free Ad Space

Traditionally, if someone wanted to get their name out there, they would hire a PR firm. Today, the good ones are charging \$5,000.00 per month with no guarantee of results and in many cases, they require a contract for several months. If you are willing to do a little bit of work, (3 – 5 FMMS per day) you can garner great results at Zero Cost and even make some money in the process as you get better and better at it.

### How to Build Your Credibility (*magazine work*)

Interestingly enough, in the world of event planners, people who book speakers, media and in most of the rest of the professional world, if you are someone who has been published, you are seen as an expert and experts immediately have doors opened to them. So, committing to sharing your knowledge in magazines;

- Helps your audience
- Often puts a fair amount of money in your pocket,
- Builds your perceived credibility
- Builds you press kit
- Builds your website media page
- Drives more traffic to your website which:
- Builds your mailing lists
- Increases your sales on-line
- Increases the turnout at your upcoming events

All of this feeds your circular marketing model and once you get the hang of writing, it is great fun as well! Those articles can be how-to pieces on the technical side of art or they can be interview/profile pieces you do with other artists, or they can be travel pieces that focus on the best places to get inspiration as a painter. The list of opportunities is endless when you open your mind.

### Swapping Out for Ad Space

Here is another great way to get a ton of free ad space; writing magazine articles in exchange for ad space. One of the things most people don't know is that many magazines and e-zines are perpetually in financial trouble so, rather than asking them to pay you for writing an article, what if you offered to swap out for  $\frac{1}{4}$  or  $\frac{1}{2}$  page ad space? You win, they win, your customers win and you are building your clip file and your media page at the same time. The ads you send to them don't have to be overt sales ads, they can be whatever you want them to be in that pre-determined space on the page. They could be a color photo of your newest piece with a short description of what it is and your website address or, if you are focused on selling through a gallery, include an ad for the gallery, showcasing a piece of your work. Or, the ad could be a list of events you will be appearing at in the coming months.

Remember, you don't have to be Ernest Hemmingway to sell/write articles for magazines and e-zines around the globe. You just have to be able to do research and explain how-to topics in a clear, simple manner. In most cases, national organizations are thrilled to provide writers with whatever they need to create informative articles, including high res photos, so long as you credit them in the piece.

If you make certain that on the tag line of everything you send out for publication, you include your website and e-mail address - that is money in the bank, especially if that magazine has a website and your article goes viral.

### **Reciprocal Links**

Every time you do a JV, you should be setting up reciprocal links on your site and their site so you both move up on the search engines – cost to do ZERO. In English, if you aren't into SEO (Search Engine Optimization) what that means is that the search engines (google, firefox, yahoo, etc) rank where a website will appear on their pages based on several criteria. Among those are reciprocal links. This means that when google visits your website, if they find that you have a lot of links to other sites on your pages and others have links back to your site, that can help to get your website to show up higher on the page rankings so that when people go to the search engine and type in some keywords (art, artists, etc), you want your website to be on that first page that pops up. Reciprocal links can help you in that quest.

### **Goodies on our Website**

I set up several goodies on our website with links for you can use that include:

- Vendors That Will Save You a Ton of Money,
- Free PR Sites on the Web,
- Visit: <http://whitehallpublishing.com/workshop.html> for the links and more!

### **How to Build Your Media Lists:**

There are dozens of ways to build your media lists. Here is a link to a website that is filled with contact information for Newspapers and Radio stations around the country. The site is set up by state and by city within each state. It is a great resource. <http://www.usnpl.com/>.

In addition to this helpful site, you can also use Google or Yahoo search engines to locate all the media in a specific city or state. This is especially helpful when you are heading into a specific city for an event. Check out the Goodies Page on our website for several additional sites where you can build huge media lists, free of charge!

Personally, I believe that any piece of Art whether it is a painting, a piece of woodwork or a book will have interest in at least four or more completely different demographics

and within those markets, your goal is to build a media list that is diverse and deep. By deep, I mean regional and national outlets, along with e-zines, blogs, Facebook pages and then add your international listings to that when you are ready to ship product outside of the country.

In this modern age of E-mail, I suggest you check out Mailchimp or one of the many other autoresponder programs available. Most offer a free version if your mailing list is small. You can split your media mailing lists by group. Split your full media list by topic. For example, let's say your artwork focuses on roses; one very obvious grouping will be the gardening market which would include magazines, TV shows, radio shows, associations and clubs. That list alone will be huge, however, if you also understood that retirees who love flowers would be interested in your artwork, you could build a completely separate media list for magazines, TV shows, radio shows, associations and clubs that catered to retirees. Using this simple example, it isn't hard to see how you could build a media list of 200 or more in a very short time.

One of the additional advantages of using Mailchimp or one of the many other autoresponder programs is that you can pre-schedule your e-mail campaigns. If you are busy and never seem to have time to "knock on those doors," these programs can be invaluable. Imagine spending a Saturday writing and pre-scheduling weekly press releases in one of the autoresponder programs to send on its own, every week, for the entire summer. Imagine how that would free up your time.

Now let's talk about artwork for a moment, if you are finishing up a study in roses, whether that's on canvas or with your camera or in ceramics, these pieces will be of interest to any individuals who love roses, as well as media outlets, magazines, blogs and e-zines who focus on gardening and roses in particular. So, when you are building your media list, don't get stuck on your local newspaper and suggest that this is all there is. In fact, there is no reason why you can't sell product to customers thousands of miles away whether it is on canvas, in book form, photography or any other art form for that matter. The only thing holding you back is your ability to get your head out of the box and start thinking globally or at least nationally.

I suggest that you spend at least 30 minutes a week adding to those media lists. Building, maintaining and growing a media list is an ongoing job that is critical to your success.

## **Social Media Secrets**

We live in a social media world today and that is GREAT news for you! Twitter, Facebook, LinkedIn, YouTube among others are free to use and are great ways for you to build and connect with your growing audience of potential buyers on a daily basis. If time is an issue, I suggest checking out hootsuite.com and tweepi.com. Both offer free versions of their software. Hootsuite.com allows you to pre-schedule up to three different social media outlet posts ahead of time. That means, if you tied your twitter, FB and LI accounts, you could write one tweet and post it on all three. It also means that

you could pre-schedule those posts for months in advance, leaving you free to focus on creating art while your automated social media campaigns would be building your brand, driving traffic to your website and helping to introduce people to your work.

The larger your following is on social media, the more “street cred” you have. For example, if the media is looking for an artist to interview in a large publication and they see that you have a gorgeous website, 15,000 followers on twitter, 5000+ followers on LI and FB, the media is most likely to contact you for the interview. Conversely, if they see that you have 12 followers on twitter, 2 followers on LI and FB, I can almost guarantee they will keep looking for another artist to interview. As you build your followers in your social media accounts, you will start to see doors and opportunities opening up for you that never would have been there before.

We try to devote 30 minutes each morning to building our FB/twitter/LI followers. It is sometimes a very creative process and other days, it is like cleaning paint brushes, but just like cleaning paint brushes, it is an important part of being an artist.

If you need help growing your social media followers or need help building your mailing lists, website, shopping cart, newsletters or press releases, visit <http://whitehallpr.com>, we can help you with all of those important pieces of your business.