

# Unleash the Artist Within

*How to develop your talents, enrich yourself and the world, get exposure, attract fans and make money as an artist, writer or performer*

Presented by Bob Baker – PromoteYourCreativity.com

**My two main goals** are to inspire you to ...

1. Question everything you've ever been told about the "rules."
2. Use your brain and creativity more effectively.

About you. About me.

**What do I mean by "Unleash the Artist Within"?** The aim is to help you ...

- Unleash your creative leanings, artistic inclinations and natural talents
- Unleash your potential to create something of beauty or significance
- Unleash your belief in yourself
- Unleash your creative gifts and your artistic contribution to the world
- Unleash your worthiness to receive and be rewarded for your creative contributions.

*"When you are inspired by some great purpose, some extraordinary project, all your thoughts break their bounds: Your mind transcends limitations, your consciousness expands in every direction and you find yourself in a new, great and wonderful world. Dormant forces, faculties and talents become alive, and you discover yourself to be a greater person by far than you ever dreamed yourself to be." –Patanjali*

Full time vs. Part time vs. No time.

**3 benefits of exercising your creativity and developing your talents:**

- For You
- For Others
- For Profit

**First, let's talk about FOR YOU**

- Build a solid foundation. Don't build a "house" on sand.
- Remove your internal obstacles. Before promoting yourself outwardly, look inward.
- Your thoughts, attitudes, beliefs and expectations affect everything you do.
- Obstacle mindset vs. opportunity mindset. You see what your mind is focused on.
- Are your beliefs holding you back? Are you a starving, struggling or tortured artist?

*"People are about as happy as they make up their minds to be." –Abraham Lincoln*

Bob says, *"Creative people are as successful as they make up their minds to be."*

**Take Control of Your Creativity**



(Fill In) \_\_\_\_\_

- You don't need a degree, a contract, an agent or any other preconceived requirement to be worthy of a creative career.
- BE an artist. Tap into an inner sense of knowing.
- You're worthy simply because you've decided to do so.
- Focus on what you WANT, not on what you don't want.

- If you obsess over the economy, competition, lack of money, lack of support ... you'll just get more of those things.

The Wright Brothers didn't make aviation history by focusing on the "staying on the ground" of things. They succeeded by concentrating on what they wanted: getting an airplay up off the ground.

"Success" is not something you go and get; it's something you bring to everything you do.



(Fill In) \_\_\_\_\_

Most people have it backwards. First BE. Then DO. Eventually, you will HAVE.

The second benefit: **Express Your Creativity FOR OTHERS.**



(Fill In) \_\_\_\_\_

- Music, art, literature, etc. deliver a real emotional, physical and spiritual payoff.
- Discover how your creativity enriches other people's lives.
- Many artists forget what it is to be a fan.
- Focusing on benefits is the antidote for the shy self-promoter.
- Don't talk about yourself. Talk about your fans.

### The Artistic Integrity Trap

- If you have something of value, share it.
- Keeping it all to yourself is selfish.
- Make it your mission to the enrich the world with your creativity. Spread it around.

Once you get clear about the benefits you deliver, use that knowledge to reach more people who need and want that benefit.



**FOR PROFIT:** (Fill In) \_\_\_\_\_

- Become a guerrilla. A way of thinking and a way of life.
- Look beyond your perceived limitations.

*"Do what you can, with what you have, right where you are."* -Theodore Roosevelt

- Reevaluate every belief you've ever had about your chosen field.
- Make your own circumstances. Create opportunities. Write your own success story.

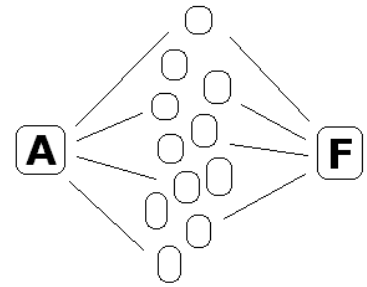
*"People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want and, if they don't find them, make them."* -George Bernhard Shaw

- DIY is the way to go. There's never been a better time to be an independent artist.
- Learning your chosen field hands-on is good for you.



(Fill In) \_\_\_\_\_

- Business mode? When it comes to marketing, get creative.
- Have fun! Use same creativity to market yourself.
- Ideas are free ... and can be powerful.
- Good ideas are all around you.
- Ask the right questions.



### The Artist – Industry – Fan Relationship

➡ (Fill In) \_\_\_\_\_

### The “F” Factor Is All That Matters (for material success)

- Why focus so much on “the middle”?
- Two priorities: create great music, literature, art, performances ... AND focus on attracting fans.
- Become a fan-building machine. Make it a priority.
- It’s not who you know, it’s who knows you that really matters.

### Indie Marketing Principles

- You can’t be all things to all people.
- To connect, you need to focus on a small, clearly defined group of people.

### The VFW Hall Principle

- 1/10th of 1 percent = nearly 300,000 people in the U.S. alone.

➡ (Fill In) \_\_\_\_\_

- Must communicate your identity clearly and quickly. What sets you apart?
- What attitude or social statement do you make? What benefit do you deliver?
- Brand yourself. What is branding? Personal branding.
- Combines three factors: who you are, what you do, the unique way you do it.

### Brand Identity Statement:

*A Brand Identity Statement is a short phrase or motto that quickly sums up the essence of who you are creatively. It’s the response you use when someone asks that age-old question: “So, what do you do?”*

### List some characteristics that describe you and your talent:

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### Write a possible Brand Identity Statement (BIS) here:

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➡ (Fill In) \_\_\_\_\_

- Gender, age, social status. Occupations, hobbies, causes. Fashion, attitudes, etc.
- Observe current fans. Ask questions. Notice patterns.

Describe your ideal fan here:



(Fill In) \_\_\_\_\_

- Favorite radio and TV shows? Favorite magazines and web sites?
- Where do your fans hang out?
- What other artists do they enjoy?
- Do a Google keyword search.



(Fill In) \_\_\_\_\_

- Go directly to your fans. Communicate directly with them and vice versa.
- Niche media outlets. Specialized online forums. Organizations and charities.
- Sell direct. Go around “the middle.”

### A Potpourri of Good Marketing Ideas

- Passive (indirect) marketing vs. active (direct) marketing.
- Don't rely on a PR blitz — do something small every day.
- Be consistent with your message.
- Gather and use testimonials.
- Cross-promote with other creative people.
- Publish a free fan e-zine.
- Use a calendar, have an objective.

### Making Money and Building a Longterm Career

- Create it once, sell it over and over again.
- Sell more music, books, tickets, art, merchandise, etc.
- Make offers, create incentives to buy, stress benefits.
- The “real job” financial cushion.
- Persistence and longevity.
- Have fun — enjoy the journey.

### Special Workshop Offer - Tonight Only

*Unleash the Artist Within: Four Weeks to Transforming Your Creative Talents Into More Recognition, More Profit and More Fun* List price: \$21.97 – Get it now for \$15

*Guerrilla Music Marketing Handbook: 201 Self-Promotion Ideas for Songwriters, Musicians and Bands*  
List price: \$35.00 – Get it now for \$25

*Branding Yourself Online: How to Use the Internet to Become a Celebrity or Expert in Your Field*  
List price: \$29.95 – Get it now for \$20

**Special Combo Package Deal:** Purchase the *Guerrilla* and *Branding* books for \$45 total, get the *Unleash* book FREE!

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