

## Workbook - Prepare your sales material

Welcome to this sales material workbook, which will cover what you need to do to sell your artistic work.

Having great sales material will help you pitch your work to agents, producers, performing arts venues and promoters. It will also make it easier for agents to act on your behalf, for media and bloggers to cover your story and promoters to sell your events. “Fail to plan, and plan to fail” is a common expression which is very relevant in this area. Combine a clear artistic vision and plan for your artistic development and growth with a clear branding and marketing strategy that supports that intention. This, together with clarity around your financial goals will help you build a solid and sustainable arts career for years to come. I mention this because it is all linked. The most common mistake is to separate these areas and focus on them separately.

New GDPR-regulations and what it means for the sales side of your business.

As of 25 May 2018 you are not allowed to contact people and store their data without their consent. When you prepare your marketing activities, make sure you look into what this means for your business. Seek legal advice if things are unclear. You still need to have all of the things I mention below, just see to it that they comply with the new EU-directives to protect your audience/customers and yourself as an artistic business.

On a scale of 0 to 10, rate the following statements.

0 = Not true/Not complete through and 10 = True/Complete.



Mark your level for each of the questions in the box.

I am clear about my brand (if not, go to brand video)

I am clear about my mission (if not, go to brand video)

I am clear about my core values (if not, go to brand video)

I am clear about my target audience/ideal customer (if not, go to brand video)



On a scale of 0 to 10, rate the following statements.

0 = Not true/Not complete through and 10 = True/Complete.

Mark your level for each of the questions in the box.



I have identified what kind of sales material I need

0 1 2 3 4 5 6 7 8 9 10

I have a time plan for the launch of my sales material

0 1 2 3 4 5 6 7 8 9 10

I have identified the team I will need to help me with the creation of sales material

0 1 2 3 4 5 6 7 8 9 10

I have an updated and attractive electronic press kit (EPK)

I have printed sales material with the same look and feel as my online brand

I have an updated and optimised website

I have a set up relevant social media accounts

My brand is consistent throughout all my channels (website, social media, PR, newsletters etc)

I have a CRM contact database to manage my mailing list

I have an updated contact list with journalists and key influencers in my field

I have tools that make it easy to project manage the creation & management of my sales material



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## Before you start

Before you start, be clear about what your brand stands for, including core values and mission statement, so that the sales material reflects that. This includes identifying your ideal audience/customer. If this hasn't been done, do this first, and then come back to your sales material.

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**My brand vision statement is:**

**My core values are:**



**My top five brand key words are:**

**My brand colors and fonts are:**

**My ideal audience/customers are:**



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Then create a time plan for when you need to have your sales material ready.

**This is the time I will allocate for this including due date for it all to be finished:**

Decide if you want to bring onboard a team to help you with this. A team could consist of a web designer, a graphic designer, a virtual assistant but also photographers, video professionals and copywriters. Depending on your budget you may decide to do some things yourself, and there are many great tools online to help you do just that.

**This is the team I will need to create my sales material:**



Your sales material should include the look and feel of your brand as well as an up-to-date and/or a landing page with full info and a payment gateway to make sales.

**This is the look and feel I want for my sales material:**

**This is the payment gateway I have chosen for my website (PayPal, other):**

You also need an electronic press kit (EPK) with all the relevant information. Then, when you have a particular project you want to pitch or a confirmed event coming up, you create a bespoke campaign around that and add details relevant for that occasion (including technical riders, the cost of the production and other important key facts).



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## Electronic presskit (EPK)

An electronic press kit should include all the information journalists, bloggers, influencers, producers and industry key influencers might need to cover your brand story in their respective area. It should be downloadable from your website – if it is too heavy, you can create a press page on your site and on that page add a link to a dropbox or an email they could contact (and then receive the material via links such as WeTransfer.com or YouSendit.com).

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I have an attractive and up-to-date EPK:

YES

NO



## EPK CHECKLIST, tick off when completed:

Photos

Bibliography

Audio

Video

Showreel

Video

Technical rider/stage plot: technical info to help run a smooth event

Press coverage

Testimonials

Reviews

Info about upcoming tours, projects, launches

Info about members in the team (if several, the artists/s, the manager, producer etc)

Fact sheet how you stand out, pricing, what they can purchase and how

High-resolution logos, headshots of people involved

Press release

A one-page summary that can also function as a press release





Photographs should be of high resolution in two sizes - landscape and portrait – to fit into any formats they may be published in. You should ideally have full body and headshots, and also pics that work during all four seasons. Winter for winter, summer for summer etc.

Think about your brand image, and how you wish to be portrayed. It is also important to have several photos to choose from. When you name the photo, write your name in the correct spelling and add the credit of the photographer. That way your info will always be correct, no matter where that photo ends up.

### I have high quality photographs:

YES

NO

Your biography should clearly communicate what's unique about you and what makes you stand out. Include your curriculum but do it in such a way that you mention awards, prestigious schools, venues, people you have worked with and reviews. Review this on a regular basis, to ensure you have included the latest information. Depending on your niche within performing arts, find a copywriter in that field who can help you with this. They can also help you write a "boiler template" that goes with press releases, online diaries etc. This paragraph tells people who you are and what you are about. By using a professional they also know industry buzzwords and what information to highlight to build your professional profile.

### I have an updated biography:

YES

NO

If you do anything musical, do make sure you have mp3 files to include in your sales material. It could be from your CDs, from Spotify or even your own links you have uploaded to your site. This should be of high quality and show you in your best light.

### I have audio files:

YES

NO



Have you performed on stage? Was that recorded on video? If so, great. Use that. The people who will consider commissioning your work will need to see you perform, feel your energy and observe how you present yourself. If you don't have any videos yet, make a plan to record some. You can do it yourself, live stream your shows, create a showcase or event for this sole purpose. If someone else is filming you could ask to receive a copy. Even though they might not allow public promotion of that video for royalty purposes, they could allow you to use it as non-commercial material to show to future employers. If you plan to produce a hall-hire or a venue takes you on, you could ask if they have in-house equipment to record your production. This might come with a fee, especially if they have their own staff to do it for you, but by addressing this from the start you could get it into the contract of your upcoming gig (and avoid misunderstandings later).

**I have videos:**

YES

NO

A show reel is a short video or film footage summary of your previous work, and a great tool to show different sides of what you offer. You should present your best work first in the video, including collaborations with critically acclaimed people in your niche.

**I have a show reel / portfolio showcasing my best work:**

YES

NO

If you have previous press coverage, then add those too (those who are relevant).

**I have press coverage:**

YES

NO



Collect testimonials from people you have worked with and who have seen your work. LinkedIn and Facebook are two great places to receive endorsements, and it will help build your profile. You can then add testimonials to your website and sales material.

**I have testimonials:**

YES

NO

Reviews are really important to build credibility. When you are just starting out I recommend you contact local media to review your shows and products. There are also media outlets who cover your particular niche, so find out who the journalists are and keep them in the loop too. If you have reviews in another language than English, take some time and translate them into English too (or the language of the country you are visiting). If you are a musician and have an upcoming CD-launch on a record label, ask about their promotion material and which journalists they are contacting (and how – is it by mass email or do they pitch them one by one?). To increase your chances of reviews, you can also contact media directly yourself (but speak with your record label, agent and others involved with your promotion before you start promoting so you don't do something that disrupts the sales process)

**I have reviews:**

YES

NO

Include dates, places and a calendar for upcoming activities.

**I have info about upcoming tours, projects, launches:**



Are you more people in an ensemble, production etc? Include info about them all.

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**I have info about members in the team (if several, the artists/s, the manager, producer etc):**

**This is the call to action – why are you unique, what can they buy and what does it cost?**



**I have created a fact sheet how I stand out, pricing, what they can purchase and how:**

YES

NO

For special news and launches

**I have relevant press releases:**

YES

NO

**I have a one-page summary that can also function as a press release:**

YES

NO



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## Printed sales material

Now you have a digital sales kit sorted, which you can send by return email whenever someone asks. Use this information to create an additional promo leaflet/booklet which you can also hand out in person. It's all very much digital today BUT don't underestimate the power of giving people something really special than they can hold on to. It could be a business card, a poster, or even something AR/VR-related if you want to stand out from the crowd. Think about how you could separate yourself from others, and give something that reflects you and is of benefit to the receiver. A business card that gives a discount for your next show? A leaflet with moving images (built in?). A card that's a raffle ticket for your merchandise or a VIP-experience on your next tour – brainstorm ideas and see what would work well for you.

I have printed sales material:

YES

NO



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## Website

There are as many variations of websites as there are people using them. There are however a few tricks that will help you maximise the output of your site. It should have the following sections:

### WEBSITE CHECKLIST, tick off when completed:

About you (and everyone involved if you are more than one)

Your brand story

A sign up form to a mailinglist

A press page

Your EPK (on your press page)

A call to action

Contact details

Sponsor and partner logos, if you have beneficiaries

Reviews and testimonials

Plenty of great photos, audio and video to showcase your best work

### BONUS:

A get-involved-page with donation option A great way to get sponsors and partners is to have a page that's called "get involved" and then share the various ways they can financially support you and the ROI for them by doing so. Today you can find many free plugins which allow them to pay you directly on the site (PayPal for instance).



My website has all key features in place:

YES

NO

### A word of advice.

The design is really important, and it should be aligned with your brand and core mission. What many people don't realise however is that your website could be really slow depending on the site you've chosen, the webhost or the content you've put on the site. Set aside some time to optimise tags, keywords and do tests to see how fast your site runs on search engines. Does it rank well? If not, see what you can do to change that too. This will save you lots of money on your marketing, since your website is the hub for all your information. Mind you, many people find you through social media so it's important to have a strong presence there too. What you do is direct them to your site for more information and a clear call to action to build your list and increase sales. All marketing should be used to build traffic, earn their trust and convert those so called "leads" into buyers.

Use Google analytics (or something similar) to track, measure and analyse your page visitors.





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## Digital marketing for sales optimisation (To be set up prior to launch)

### Kajabi.

If you want to scale up your artistic business using digital tools, you can build your website on platforms such as NewKajabi.com which allows you to create entire sales funnels, online products and landing pages (where people sign up for particular projects and events). They've got all the technology to support you, and many performing artists are taking their business online parallel to live events to generate more income and provide better value for their audiences/customers.

### Patreon.

Another great platform is Patreon.com which is a subscription model platform where you upload your content and people can pay different fees to support you, as part of a membership subscription. You can link to Patreon from your website and/or vice versa. There are many more sites like this to help you with your digital marketing and sales, but I mention these here to give you an idea what's out there so that you can do your own research and see what will work best for you.

### Social Media

I have set up social media platforms and integrated them in my sales strategy:

YES

NO

They are..

Name of site

Number of followers

My goal number of  
followers in 12 months



Choose a few accounts to start with, and do those really well. YouTube is great for performing arts since you reach so many people world-wide and can use your channel to send viewers to your website where they sign up to your mailing list, buy your things etc. You can find How To-YouTube videos which describes how to make the most out of each social media platform. This includes adding # hashtags, linking to your website, best use of keywords etc. Twitter is good for media relations – did you know you can build lists (both public and private) where you can get a daily feed of your top people in your industry for free. Facebook and Instagram are also really strong in the performing arts industry, and you can link the two together for bigger reach. Finally, a word on LinkedIn. Here you'll connect with performing arts influencers, arts managers, sponsors and potential future employers. It's a powerful network, so it's worth looking into.

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## Content.

70% information and interaction with audience/customers. 30% sales or less.  
Post at least once a day, and spread the message across several platforms.

## Create sales material.

It doesn't have to be expensive to create marketing material. You can create posters, flyers, social media posts, headers, banners, profile pics and much more on sites such as:

[www.canva.com](http://www.canva.com)

[www.picmonkey.com](http://www.picmonkey.com)

[www.gimp.org](http://www.gimp.org)

[www.99designs.com](http://www.99designs.com)

[www.fiverr.com](http://www.fiverr.com)

## Social media management.

By using tools like Hootsuite.com, Postplanner.com and MeedEdgar.com you'll be able to schedule posts and manage them all in one place. Some of the tools are free, but there are also paid versions which allow you to do more things. Several also interacts with Canva and other design-places, making it much easier to create something and then just pull it into a platform of your choice. When you plan the release of your sales material, see to it that it syncs with your marketing strategy on and offline to draw attention to your launch.

**I have chosen a social media management tool to schedule my posts. It is:**



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## Newsletter

The power is in the list. Whether audience/customers, journalists or others – when you have people on an email list you are independent and can build a direct link with them.

There are contact database-alternatives out there in several price categories, Mailchimp being free for the first 2000 people, GetResponse, Awaber, Salesforce and Infusionsoft for the big companies with complex systems. You can of course use your normal email, but the benefit of a CRM-system is that you can personalise your emails and keep track of open rates, how long they spent reading the information and also manage subscribers/unsubscribers in a way that complies with GDPR.

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**My contact management-system to manage my contacts and mailinglists is:**



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## Public Relations

Identify journalists and media outlets in your field, and keep on adding and updating that list on a regular basis for your media outreach. Then, once you have your sales material ready you can contact media and share your news. There are PR-tools such as Cision.com, PRNewsWire and MyNewsDesk to help you build relationships with journalists.

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**I have an up-to-date media list of people to contact:**

**I have a branded template for my press releases:**



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## Media monitoring service

Helps you monitor, track and measure your brand online, in newspapers, radio, TV, digital and print media. You can also pull reports, see which journalists picked up on the news and how they treated that information. This in turn helps you tweak your sales material to be even better. You can choose online tools such as Meltwater or Gorkana (in the UK)/something similar which covers print and information behind locked walls (newspapers/websites). Google analytics also offers a simpler version for free (and you can use social media management tools to scoop up what's being said about you in social media, by adding keywords to your search).

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**I have chosen a media monitoring tool to capture my brand reputation.  
My preferred media monitoring tool is:**

## AR, VR, AI and bots

Time to include new technology into your sales material? What would that look like? What could you do to stand out in this field and lead the way forward?

**Three ways I can include new technology in my sales material are:**

## Project management

To help with the creation of your sales material, I recommend you use tools to support that. Basecamp, Asana, Wrike, Trello and Evernote are a few. You can also use Google Docs and Dropbox. This will simplify the process and allow for people to update and co-create information – all whilst keeping it all in one place.



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## Congratulations!

By now you've identified your sales material and how you can use it to raise your visibility and increase your chances for sales.

The best results come when your brand is consistent across all channels, the information is fresh and newsworthy and it's integrated in all your promotional activities. You can distribute press releases, post things online, have info on your website but the magic happens when you syndicate it all and make it work together. Just like an orchestra on stage, with one conductor and many musicians co-creating music, or an ensemble where everyone has their own place on stage but it's the collaboration that creates flow.

The sales side of an artistic business can sometimes feel quite overwhelming. Just ask yourself, what the best next step is, and start with something small and build on that. Rome wasn't built in a day, and neither is a strong artistic brand.

Use this workbook as a checklist and choose what resonates the most with you. Better to do fewer things but in a consistent manner. As your artistic business grows, so does your sales and marketing activities.

You control the information and thus increase your chances of great coverage and more sales as a result. It also saves you time and money to prepare your sales material beforehand, so that you can move fast when an opportunity reveals itself.

Starting today, what one action can you take in the upcoming week to improve your sales material?

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## Resources

### Send heavy files

[www.YouSendit.com](http://www.YouSendit.com)  
[www.weTransfer.com](http://www.weTransfer.com)

### Project management

[www.Basecamp.com](http://www.Basecamp.com)  
[www.Dropbox.com](http://www.Dropbox.com)  
[www.Googledoc.com](http://www.Googledoc.com)  
[www.Asana.com](http://www.Asana.com)  
[www.Wrike.com](http://www.Wrike.com)  
[www.Trello.com](http://www.Trello.com)  
[www.Evernote.com](http://www.Evernote.com)

### Media monitoring tools

[www.Meltwater.com](http://www.Meltwater.com)  
[www.Gorkana.co.uk](http://www.Gorkana.co.uk)  
[www.Google adwords](http://www.Google.adwords)

### VAs/online designers (for creation of EPK, design material)

[www.Fiverr.com](http://www.Fiverr.com)  
[www.99designs.com](http://www.99designs.com)  
[www.Craigslist.com](http://www.Craigslist.com)

### Design

[www.Canva.com](http://www.Canva.com)  
[www.Picmonkey.com](http://www.Picmonkey.com)  
[www.Designista.com](http://www.Designista.com)

