

Communication for art & artists

Personal branding

The brand is one of the most important things in a art business and will have a large impact on artists overall success and direction. Other people will define an artists brand so it is imperative that you develop and manage its perception and reality.

Just like your business has a brand you have a personal brand as well. Your business and personal brand may be separate but they also may be one in the same – it may be very hard for some to separate the two.

Here are some questions that will help you identify what goes into defining your personal brand:

- What makes you different?
- What is the pitch for you? What you have to say and how well you get it said?
- What's the real power of You?
- What's loyalty to You?
- What's the future of You?

The comparison of branding company and branding yourself:

Branding company	Branding yourself
Many restrictions	No restrictions
Objective	Very subjective
Inorganic	Organic



Top aspects for successful brand

Very successful brand stands for something fundamental—an underlying bedrock idea or principle that at every turn supports a company or product. This foundational platform is called positioning, and without it a brand can have no traction.

Successful positioning rejects conformity. At its best, positioning elevates a brand above the fray so that people can't help but take notice. The human brain instinctively looks for things that are different and unexpected. So a brand that stands in stark contrast to its competition will attract people's attention and have a distinct advantage in the marketplace.

To be noticed and interesting, however, a brand's positioning must accomplish three things. It must:

1. Be different;

Does your look match?

You can't attract a loyal following if nobody notices you. So if you are serious about developing a powerful brand, your first order of business is to make sure you stick out from your competition. Sure, there's more to a brand than being different, but if your business blends into the background noise, it's lost from the start.

2. Be focused;



When we have a problem that we can't fix ourselves, we reach out to specialists. Specialists cost a little more than generalists, but people are usually willing to pay a premium for their expertise

3. Be relevant;

Do you make sense?

If you aren't relevant, you aren't in business. A company can be highly differentiated and specialized, but if nobody is interested in its product, the company won't make any money.

Neglect any one of these factors and the platform collapses. Each one plays a critical role in the psychology of branding. Let's see why these factors are important.

4 Keys to a Powerful Position

1. Find your niche. Are your competitors generalists or specialists? Do they stand out in any way? What opportunities exist for your company to create contrast and specialize? What does your company do better than anyone else?
2. Talk to as many customers and prospects as possible to find out if your business focus is viable. Make sure there is demand for your services.
3. Develop a brief, 1- or 2-sentence positioning statement that lays out what you do and what you stand for. Then ask yourself why a customer would care.
4. Think of ways you can create contrast in the marketplace. Can you use messaging, unique services, or design to distinguish your business?

Exercise *Create a personal brand message!*

Define what you stand for

Your personal brand is determined by your values and expertise. It's driven by what you do—and how you do it—not necessarily by what you say. Strong personal brands share three qualities: they are unique, relevant and consistent. Advisors with strong brands do things that are meaningful to clients—in a way that no one else does—on an ongoing basis. This exercise is designed to help you uncover what makes you unique and the only financial advisor your clients will ever want to work with. Based on your answers, you will not only get a sense for those values that you feel are important to you and your clients, but also will discover how you demonstrate those values in your practice. Look at your results. If you are being honest with yourself, you should have a fairly even distribution of ratings.

Step 1: Evaluate your skills and expertise

Below is a list of possible ways to add value to your client relationships. Please rate each of the skills on a 1 to 5 scale, where 1 means you do it poorly and 5 means you do it exceptionally well.

Skills	I am poor in this area	I am not as good as others at doing this	I am no better or worse than others at doing this	I am good at this, but I could be better	I am exceptional in this area
	1	2	3	4	5
Communications					



Clearly explain new concepts, ideas and products					
Effectively communicate portfolio performance					
Stay in touch with clients at their desired level of frequency					
Communicate effectively with all of your team members					
Conduct effective presentations					
Expertise and knowledge					
Investment knowledge and expertise					
Financial planning					
Identify and introduce experts when necessary					
Create customized solutions					
Service delivery					
Anticipate client needs/proactive servicing					
Responsive					
Solve problems					



Follow through with client and team member requests					
Invest in an exceptional support staff					
Leverage technology to enhance the client and team experience					
Relationship building					
Respect client privacy					
Closely listen and understand client needs					
Focus on a client's long-term financial success					
Community involvement					
Develop meaningful alliances with premier centers of influence					

Step 2: Identify where you excel

Look at the areas where you excel—the 5s. These are the skills that truly distinguish you from the rest. List these areas below and give three examples of what you have done recently to demonstrate each skill.

Areas where I excel:

1.
2.
3.

Step 3: Take a closer look at the “almost theres”

Now let's look at the areas where you have rated yourself a 4. You are almost where you need to be in these areas and, with just a little bit of work, you can enhance your brand exponentially.

Select three to five of these areas that are most meaningful to you and list them below, starting with the ones you want to work on first. You will consider these areas for inclusion in the Brand Builder planner.

Areas where I can improve fairly quickly and easily:
1.
2.
3.

Step 4: Determine what you need to understand further

Look at the areas you rated 3. You're doing an average job in these areas, but they may or may not be important or relevant to your clients. The level of importance that your clients attach to each of these areas will determine how much time and effort you should devote to them for your personal development. Make a list of the 3s that you want to review or test with your clients!

Areas I want to test with clients for importance:
1.
2.
3.

Step 5: Identify your personal challenges

Finally, look at the areas where you gave yourself below-average ratings—the 1s and 2s. Deficiencies in any area can detract from your brand, so you need to address these as part of your development plan. List them below!

Areas where I need to make significant improvements:
1.
2.
3.



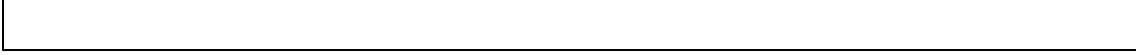
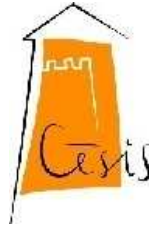
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Local Artists
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Artist's Portfolio

An artist's portfolio is an edited collection of their best artwork intended to showcase an artist's style or method of work. A portfolio is used by artists to show employers how versatile they can be by showing different samples of current work. Typically, the work reflects an artist's best work or a depth in one area of work.

What is portfolio?

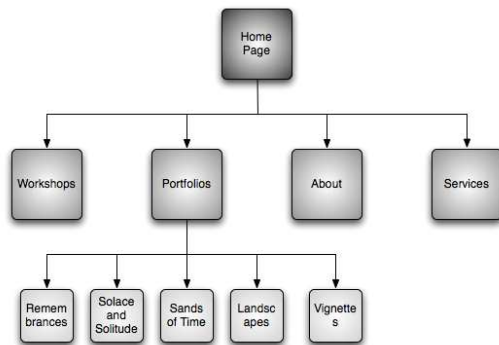
- Story about you;
- Story about your works;
- Story about your ideas, aims;
- Story about your values.

Content of portfolio:

- The best works only;
- Styles/techniques;
- Concepts, ideas;
- Craft skills;
- Works in progress.

First steps to create portfolio:

- Formulating goal;
- What is audience? What are they expecting? What do they need?
- How are you going to reach them?
- What tools you will use?
- Create the list of content, "stock";
- Make a clear structure.



Structure

Content channels for portfolio

Mind mapping with MindNode

mindnode.com

MindNode's focus and flexibility makes it the perfect brainstorming tool. The clutter-free interface lets you concentrate on generating and connecting your ideas, and an infinitely expanding canvas means that no matter how big or complicated your thoughts get, MindNode can keep up. MindNode can even automatically rearrange especially complicated mind maps to make them easier to read.

Creating a new node in MindNode is as easy as dragging the node well (marked by a plus sign) next to the selected node, and moving or reconnecting a node is even easier—just drag and drop the node itself! You can even create a new mind map on the same canvas by creating a new main node with a single tap or click in your document's blank space. And when you're ready to share your ideas, you can export your mind map in several widely used formats, including FreeMind, and PDF.

