



**12 PARTS TO A**  
*Successful*  
**VISUAL ARTIST**  
**PRESS KIT**



Need a marketing foundation?

## You're in the right place...

This quick guide includes the most important pieces you need in 2021 and beyond for a fabulous creator press kit.

Dramatically increase your confidence and decrease the frenzy when reaching out to potential partners, buyers and press.

# Hi Creator,

The BIG focus is to help you grow and one of the pieces you need is a collection of content that highlights you and your awesome talent.

You need a press kit.

Getting a press kit together wasn't your first priority when you started your creative business, I'm betting (maybe you haven't even thought about it all #amiright?).

It makes sense. A press kit can fall to the bottom of your "To Do" list the minute you realize how much time you need to spend on all of your other business tasks.

But a key factor to your success is having your small, creative business fully set up and prepared professionally for customers, the press and fans.

By taking away the need to write every press email, online introduction, and request for collaboration from scratch, we'll be putting you ahead of the game.

This guide cuts through the overload with a clear list of what you need. It works for performers, digital artists, fine artists and more.

In this guide, I lay out the 12 essentials for your Creator Press Kit.

# Mindset on Profit & Loss:

Before you start, you need the right mindset. I've learned so much from being fortunate enough to work with people like Tony Robbins and Dean Graziosi. The one thing they constantly preach is mindset. So, let's start with this:

The more you trade your time for money, the more your success will be limited. But by the nature of your business, you already must spend most of your time creating because that's the one thing you can't automate, your talent.

That means the more you can "set it and forget it" with other things in your business, the better!

Life is less and less about the 9 to 5 and your competitors who've ditched it to run a small business like you are automating and building their businesses online at lightning speed. So we need to get you positioned for the win right now! Here are 3 reasons to set up your creator press kit:

## 1: It Does the Work For You

A pre-made portfolio of media with photos, videos and written info can minimize the time you need to spend away from your craft by up to 10%.

## 2: It Boosts Professionalism

Having a professional looking summary (both online and offline) of the BEST of you and your work not only looks amazing, but it gives you an added sense of calm and confidence when partnering, presenting or sharing your work with potential clients, customers or fans

## 3: It Reduces ReTelling

By having all your content together in one curated kit, you get to tell everything at once: your past, present, purpose, pricing, passion and more are told with one beautiful bundle of content which frees you up to be more conversational in your interactions with people. You can ask more about them, their interests, experiences and desires when you can spend less time retelling all your deets.



## IF THIS IS THE CASE..

**75% of artists in America  
make less than 10K a year.**

*- Artfinder Art Market Report 2017*



## THEN THERE'S LOTS OF ROOM TO PROFIT.

So, with that being said, you can start by completing another piece to your marketing foundation. Let's get your press kit ready to give to anyone who needs it.

NOTE: Most of your press kit will be content you type into a PDF. Some will be digital. Post your press kit on your website where it is easily accessible to everyone. And have printed copies too.

A person with tattoos on their arms is working on a wooden frame in an art studio. They are wearing a dark t-shirt and blue jeans. The studio is filled with various art supplies, including paint cans, brushes, and a hammer. The person is focused on their work, with their hands on the frame.

# THE 12 ESSENTIALS:

## 1. ULTRA SHORT BIO

You'll want to write your press kit bio like a friendly letter style. Boil it down to one or two short sentences. Short is key for a press kit. Be clear and concise. You can refer people to your full bio on your website.

## 2. ARTIST/CREATOR STATEMENT

Your artist or creator statement tells the HOW, WHAT and WHY. For your press kit, it should also be a shortened version. Explain your process, genre, style, inspiration in as few words as possible.

## 3. EXHIBITIONS/SHOWS

Add a list of where you've shown your work or talent. If it is a long list, then pick the 5 most recent or most prominent. Don't worry if you haven't had any exhibitions or shows. Simply leave this section out.

## 4. AWARDS/SCHOOLING/TRAINING

Your schooling, training and awards are an important part of your story. If your list doesn't match the ideal image you wish you had of yourself as an independent creative, no worries. You can list other kinds of accomplishments like collaborations, classes you've taught or taken, partnerships, etc...

## 5. WEBSITE

It's a must to create a beautiful web presence. Be sure you've got a website and that the URL is listed. Some artists are relying on social as their web presence. Not having your own website means you don't have the space to fully express who you are and what you do. It also leaves you completely vulnerable should something happen to any of your social media accounts.

## 6. BIZ CARD

Your press kit wouldn't be complete without this lil staple, the business card. These tiny gems are still a must-have. Make your name, logo, art genre/medium/style and contact info the most prominent part. Keep it simple, clean and easy to read.

## 7. CONTACT INFO

As far as your contact information goes, more is better. Include your email, phone number, business address, website and social media channels. Make it so easy to reach you that they'll swear you're already friends.

## 8. PRESS RELEASE

If you have any current press releases, add them to your press kit. The more the merrier. When people see you being promoted, it builds credibility. Be sure to provide links and keep these up to date.

## 9. PUBLICITY

Here's where you want to pull back the curtain and let everyone see the celebrity you are. Tell where you've been publicized, featured, reviewed, showcased, written about, recommended and so on. If you don't have anything yet, start now building your publicity. If your list is already long, pick the 5 that you think highlight you best.

## 10. COLLABS

Collaborations with businesses, bloggers or other artists and creatives can add a level of credibility to your work. It shows you're involved and open to working as part of a team. It tells people you're willing to give your own time and effort for the good of a group.

## 11. PRICING

If you have pricing that's consistent, then by all means, include it. The same goes for if you have a range. It's important to include it along with defining attributes that affect your pricing. If it is strictly custom pricing, be transparent about what your work typically costs.

## 12. VIDEO AND STREAMING

Video is as important today as images. Using video for online marketing or streaming live on social is a common best practice. If you have a YouTube channel, use IGTV, or anything like those, then include the URLs and/or your usernames. Keep in mind, you get tons of bang for your buck with video, my friend!



# Hold Up...

Don't leave yet.  
There are a few more ideas below. See if they apply!



## **BONUS ESSENTIAL #1**

Keep all your writing in the 1st person. Your press kit should follow the rule: "How would I speak to someone in person?" It's more relatable and can highlight your personality.

## **BONUS ESSENTIAL #2**

Include your logo (even if your logo is your name) on each part of your press kit. Be sure it's placed at the top and visible everywhere. We want to be sure you are getting all the credit.

## **BONUS ESSENTIAL #3**

"Yooo hoooo... where are you?" That's not the feeling you want your visitors to have. So, don't hide. If it takes longer than 60 seconds for someone to find your contact info (especially the press) then you've lost them. Make it a priority to get your contact info on every piece of your press kit.

## **BONUS ESSENTIAL #4**

Since your press kit represents you, then it has to be high quality. Spend the time to be sure it impresses. It doesn't have to break the bank. Just spend a little more for all printed pieces such as your biz card. Use high quality materials when your budget allows. And for digital media, use good design with high resolution video and imagery.

That's it for now.

Be sure to grab the other free resources on [artsrow.com](https://artsrow.com)

# THE ART BUSINESS

Paula Soito's Art Blog

I was born in Weisbaden, Germany on a military base in the 1960's. It was during the height of the Vietnam War and my parents, two young Americans, returned to the U.S. when I was 2 years old. I grew up in rural California as an only child.

Two things for me as a little girl. I wanted to be an artist and I wanted to go to California State University, Chico and get a Bachelor's in Arts.



Contact Paula Soito  
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## EASY 7 STEP GUIDE TO AN EPIC ART BUSINESS Going From Zero to Hero

Life is different than it was yesterday, isn't it? A huge change is technology and running a business, even a tiny one, has changed too. After all, we're the science fiction humans of yesterday. More productive and connected than ever, from our watches to our computers. And our super tech-saviness is growing fast (In fact, I'm pretty sure our Atari playing, 8-track listening selves from the not-so-distant past would be in awe). But all this technology impacts your micro business (made up of probably just you). You compete daily with an amount of content that's hard to fathom. And it's grabbing the attention of your fans and customers. Here's a breakdown of the answer between the lines. In 2013, 5 Ex... Five Ex... So, GEEZO! What part of the answer can you do it and it's not you think. I have 7 ways to ante by creating an epic a added bonus as a vital bo... Let's start with the bonus tip ultra memorable formula. I can with any of your

Paula  
SOITO