

# ARTISTS & CREATIVES:

## Define your personal brand in 3 steps

(hint: it's easier than you think)

In 20-30 minutes, this guide will help you clearly articulate your personal brand and unique story, so that you can beautifully and genuinely connect with your ideal audience, allowing you more time to actually make your work.

Kind Aesthetic is a creative agency that helps artists, creative entrepreneurs and small businesses discover their unique stories and develop beautiful and compelling marketing materials. [See what we can do](#) to help you tell your story clearly, confidently, and genuinely, so that you can reach your professional goals and impress your audience. We also run [DELVE](#), an educational and coaching platform that helps artists and creatives get the business side of their practices in order. Get in touch: [hello@kindaesthetic.com](mailto:hello@kindaesthetic.com)



[kindaesthetic.com](http://kindaesthetic.com) + [delve-art.com](http://delve-art.com)

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## ARTISTS & CREATIVES: Genuinely define your personal brand in 3 steps (hint: it's easier than you think)

If you've downloaded this guide, chances are that you're an artist or creative entrepreneur who might feel one or all of the following:

- inadequate at articulating what you do (your brand) in person, in writing, and online
- overwhelmed with balancing making work, marketing, business and life
- a strong need to make more money from your art or creative work, and get the major opportunities that will propel your career further

All of these worries are valid and common, and we completely understand where you are coming from. It can feel impossible to translate your visual, creative, conceptual, and personal work into words and marketing efforts that mean something real, that make an impact on the people that matter, and that feel right to you; and let's not forget finding the time to cultivate and maintain the marketing of your personal brand amidst all of your other responsibilities. We, too, are visual artists and small business owners, which is why we started Kind Aesthetic: to help you (our talented peers) best communicate what you do so that you can reach your wildest dreams.

As a small business owner—artists and creative entrepreneurs, that's you—you may be unsure of your personal brand. You may be thinking, "Do I even need one? 'Brand' sounds like a word that only corporate companies use." We 100% understand that thought process. We once thought that, too.

But you do have a serious business: your work. And you do indeed have a personal brand; it already exists within you.

### TESTIMONIALS

*"I was in need of more exhibition and networking opportunities, sales and promotion of my work, and was unsure how to sustain my new career path. By working with Andrea on the DELVE Toolkit, I got a clearer understanding and realistic steps for how to achieve my immediate and long-term goals. The best thing about the program is that it was uniquely tailored for me, at this moment in my career, in order to grow professionally in a way that was expansive and feasible."*

—Ryan, artist

*"I've been working as a professional artist for five years. Recently I had a new idea for a small creative business and I knew realizing it would mean taking my work in a new direction. I felt confident about the creative part of my new project but less sure about entering the world of retail commerce and marketing. Sara and Andrea are smart and talented and had experience in branding, web design and photography—the areas I most wanted guidance on. They gave me great assignments and helpful feedback, and supported me as I honed my idea. They offered an effective balance of practical guidance and deeper conceptual analysis that was just what I needed to help shape my business in a way that is authentic and compatible with my practice as an artist. As an artist, I think the biggest challenge is learning how to communicate with the public about what you do, but Sara and Andrea are artists themselves so they have a unique perspective. Kind Aesthetic created a bridge between the studio and the challenge of representing myself to potential supporters of my work."*

—Rachel, artist and creative entrepreneur





## 1. Say your goals out loud (and then write them down).

The first step to feeling clear about who you are professionally and what you do, is to define your goals so that your intentions, marketing efforts and work sync in a productive way. Don't over-think this.

**What are your major goals: one month, one year and 5 years? Write them here:**

**ONE MONTH:**

**ONE YEAR:**

**FIVE YEARS:**

### SOME GOALS THAT PAST CLIENTS HAVE HAD:

*"I want to get into an international residency program."*

*"I want to be in a trade show next fall."*

*"I want to have a solo exhibition."*

*"I want to find more time for my work."*

*"I want to be better at talking about my work."*

**And guess what? They achieved them.**

## 2. Describe who you are and what you do.

Your unique story is a description of who you are, what you do, and why you do it, with a sprinkling of how you got there.

To get your unique story, answer these questions for yourself:

**What kind of artist or creative are you?** (*painter, photographer, writer...*)

**What does your work look like?** (*be incredibly descriptive, concrete, and straightforward*)

**What motivates you to do your work?** (*personal, historical, conceptual influences*)

**What has an ideal client said to you about your work?**

Your unique story is the foundation of your personal brand. It gives you a framework to share and market your work genuinely. It's a tool to help you get the opportunities you want, and it will guide you in translating how you write, speak and visually present your work.



### 3. Nail your pitch, which is the essence of your brand.

The goal of your pitch, a short statement about you and your work, is to sound specific and not generic. The key is no second-guessing yourself. You are indeed unique and amazing.

With your goals in mind from Step 1, take your your answers from Step 2, and edit phrases down to create one powerful statement.

**Here is some space to work it out:**

Your pitch is the guiding point of your personal brand. If it's detailed and specific about you and your work, it will open up doors of conversation that lead to new opportunities by making you memorable. Dare to be unique and descriptive.

\*Remember: This is actually harder than it looks on paper. Practice your pitch on your cat, with a friend, in the mirror, before trying it out in the world. But do get out there and use it right away. You will impress people, for sure!

**Here is a template for your pitch:**

I am a \_\_\_\_\_ who makes \_\_\_\_\_ about \_\_\_\_\_.





## Having a clearly defined, genuine personal brand is reliant on these fundamentals:

- + Having a clear vision of your goals
- + Establishing your unique story in a confident, detailed way
- + Overcoming fear or doubt about the fact that you are indeed unique and amazing

The best part is, your personal brand exists already within you. Once you've established your unique story and practice your pitch, you'll gain confidence in who you are as an artist, a creative entrepreneur, and yes, a brand. From here, you are ready to develop amazing marketing materials and a strategy to disseminate them into the world so you can stop worrying and get back into the studio.

Goals change and your work changes, which means you might need to revisit this guide every few months to make sure everything still adds up. Doing the work in this guide is a huge, wonderful step forward in moving towards your marketing and career goals. But it's a hard thing to work through on your own. If you feel like you need some feedback, or want to make huge leaps forward with the built-in bonus of accountability, then send us an email. We'll set up a free 20 minute consultation!

Kind Aesthetic is a creative agency that helps artists, creative entrepreneurs and small businesses discover their unique stories, develop beautiful and compelling marketing materials, and create a strong foundation for genuine in-person and online marketing. Owned and run by two visual artists, Sara Jones and Andrea Wenglowskyj, we will expertly guide you in telling your story clearly and confidently so that you can reach your professional goals. We don't provide cookie-cutter branding and marketing advice. Our process relies on thoughtful, real conversations about your work and its motivations in order to help you achieve focus so your work can shine— in person, visually, online and in writing.

We also run DELVE, an educational (workshops and online courses) and individual coaching platform for artists and creatives. We help you find clarity, expertly manage your time, and hone the professional skills you need to get the business side of your practice in order. Our services and courses offer built-in accountability and the opportunity to devote quality time to bettering your practice. Our goals are to create community and to inspire taking action on projects that deeply matter.

We started Kind Aesthetic to help you (our talented peers) best communicate what you do so that you can reach your wildest dreams. Get in touch to set up a free 20 minute phone call to talk about your goals: [hello@kindaesthetic.com](mailto:hello@kindaesthetic.com)

