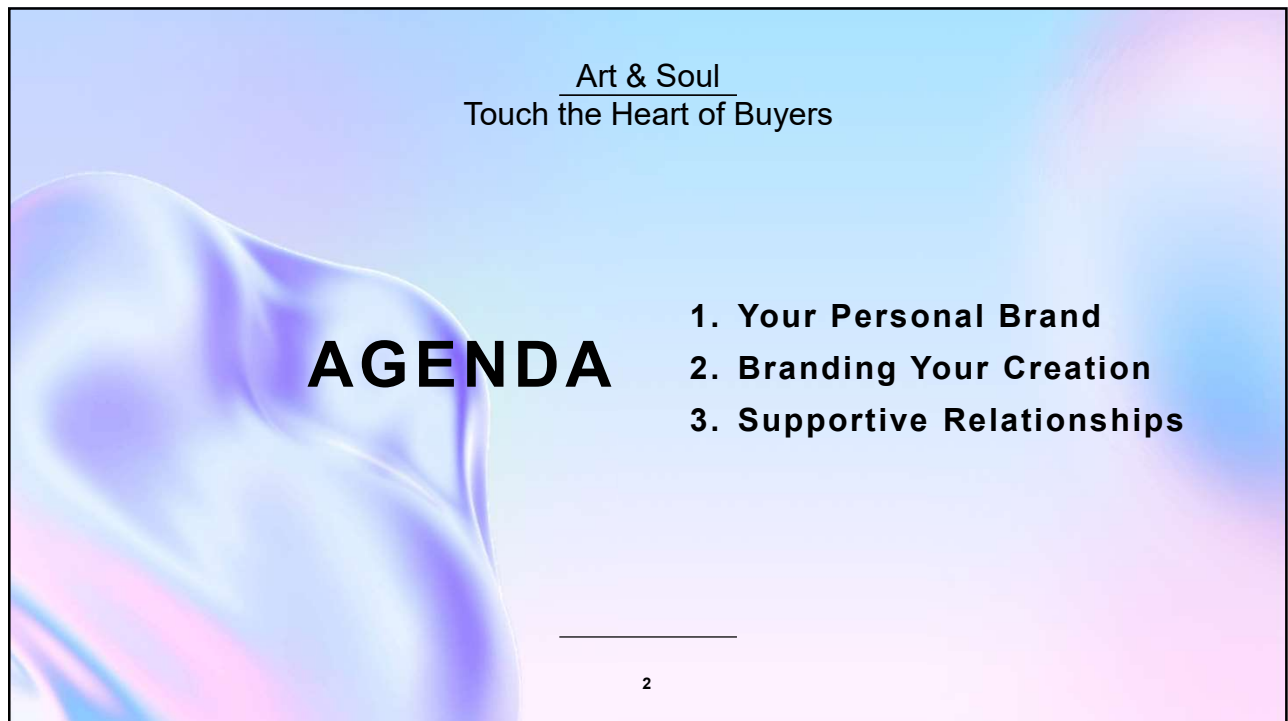




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Art & Soul
Touch the Heart of Buyers

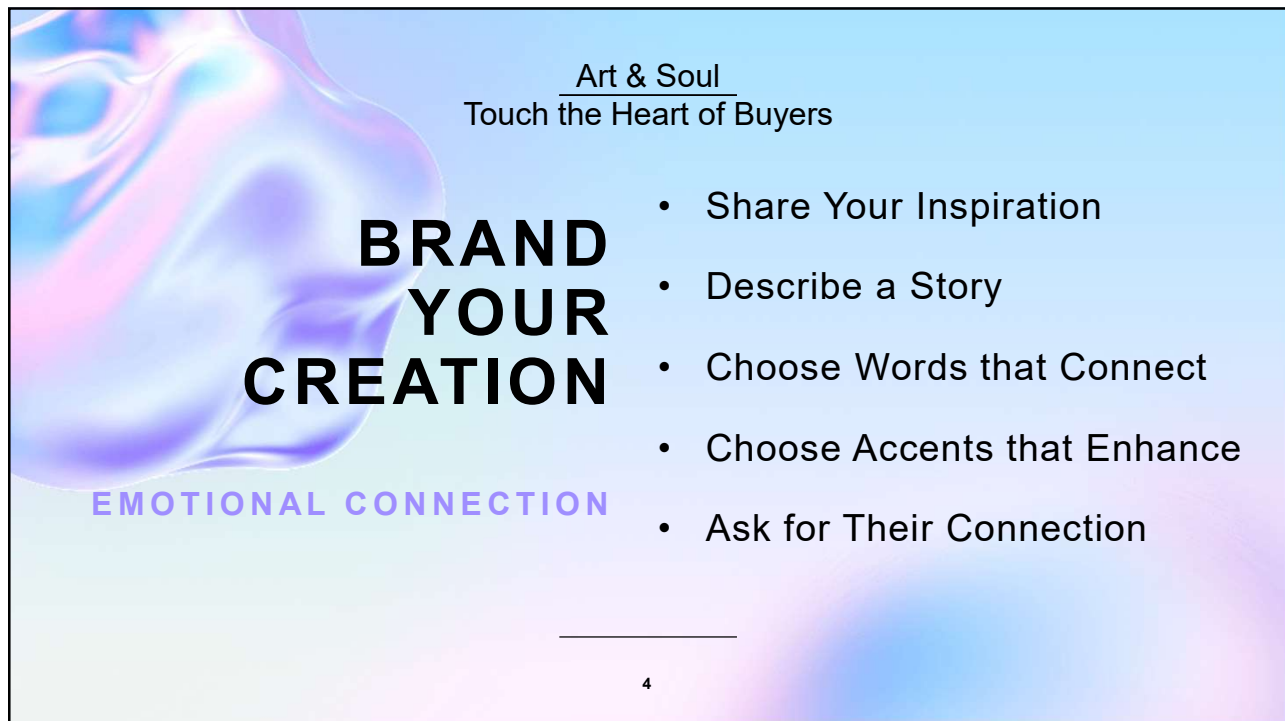
**YOUR
PERSONAL
BRAND**

WHAT MAKE YOU TICK?

- Tell Your Story
- Express Your Passion
- Be Approachable
- Listen & Engage
- Be Confident, Not Pushy

3

3



Art & Soul
Touch the Heart of Buyers

**BRAND
YOUR
CREATION**

EMOTIONAL CONNECTION

- Share Your Inspiration
- Describe a Story
- Choose Words that Connect
- Choose Accents that Enhance
- Ask for Their Connection

4

4

Art & Soul
Touch the Heart of Buyers

**SUPPORTIVE
RELATIONSHIPS**

- Mindset (Yours)
- Fans (Your Customers)
- Partners (Role Play)

PERSONAL CONNECTIONS

5

5

BE APPEALING

- Tell the Story Behind the Art
- Listen & Engage
- Share Your Knowledge... But DON'T OVERWHELM
- Be Approachable and Friendly

*This is the selling process without
being "salesy" or pushy.*

It is a "connection" process.

6

YOUR PATH TO BUYERS

PRACTICE, PRACTICE, PRACTICE – It is your most important asset

- Hi, my name is ...
- And I'm known as the... (two or three words)
- Because I... (<10 words)
- An example of what I achieved is... (<15 words, achieved for clients)
- The key to my success is... (<10 words)
- I grew up... (<20 words)
- What I love most about what I do is... (<15 words)

7

YOUR **STORIES** ARE YOUR HIDDEN APPEAL

- **Always Be prepared** to offer a clear, compelling story if called upon
 - Should support your **WHY**
 - Punctuate with lesson(s) learned
 - Create a compilation of stories
 - Select what fits the circumstance
 - Remember... be **relatable**

“People will forget what you **said**, people will forget what you **did**, but people will never forget how you made them **feel**.”

Maya Angelou

8

Art & Soul

Touch the Heart of Buyers

When buying from an artist/maker, You're buying more than just an object/painting. You're buying hundreds of hours of failures and experimentation. You're buying days, weeks, and months of frustration and moments of pure joy. You are not just buying a thing, you're buying a piece of heart, part of a soul, a moment of someone's life. Most importantly you're buying the artist more time to do something they are passionate about.

9

EXAMPLES

10

**THE PIECE STAND ON ITS OWN
- NO CONNECTION -**

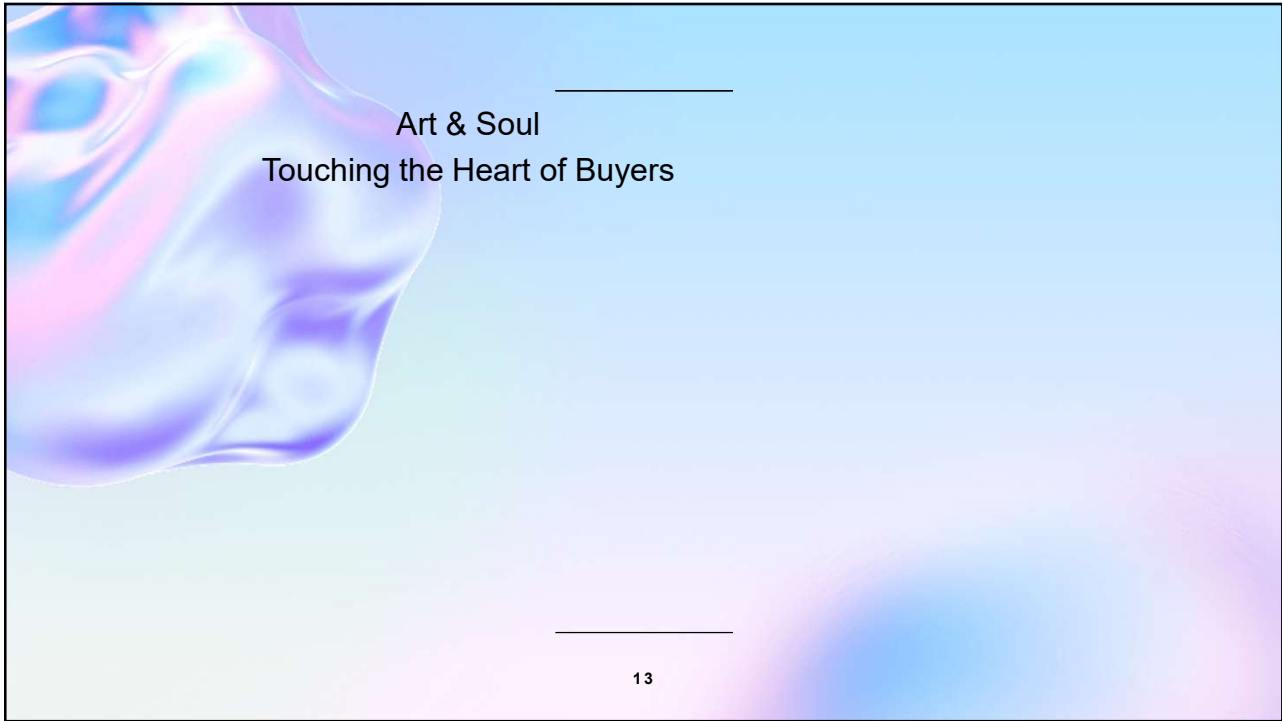


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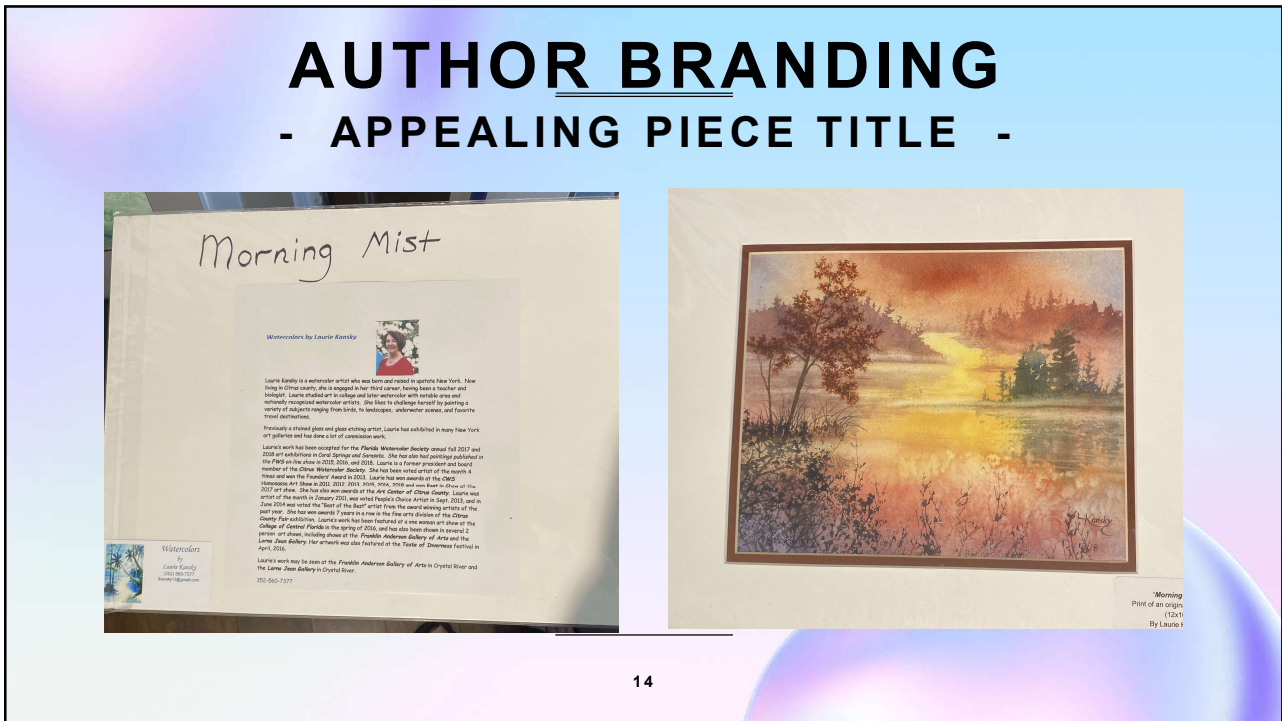
**SMALL TITLE WITH PRICE
- BETTER BUT LIMITED APPEAL -**



12

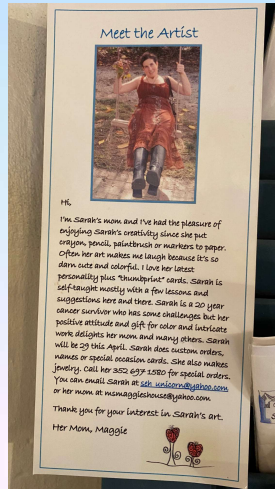


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14

3RD PARTY TESTIMONIAL - ABOUT THE ARTIST -



15

YOUR PERSONAL APPEAL

1. Hi, my name is ...
2. And I'm known as the... (two or three words)
3. Because I... (<10 words)
4. An example of what I achieved is... (<15 words, achieved for clients)
5. The key to my success is... (<10 words)
6. I grew up... (<20 words)
7. What I love most about what I do is... (<15 words)

PRACTICE, PRACTICE, PRACTICE
This is your most important asset

16

YOUR PERSONAL APPEAL

- EXAMPLE -

1.Name and Title:

1. "Hi, my name is [Artist's Full Name],"
2. "And I'm known as the Canvas Conjuror,"

2.Unique Selling Proposition:

1. "Because I infuse each piece with a spirit of adventure,"

3.Achievements:

1. "An example of what I achieved is a commissioned mural celebrated in community art walks,"

4.Success Formula:

1. "The key to my success is authentic expression and relentless passion,"

5.Background Story:

1. "I grew up amid the vibrant chaos of street art and the classical calm of galleries,"

6.Passion for Art:

1. "What I love most about what I do is evoking raw emotion and sparking conversations."

17

17

ARTISTIC PIECE APPEAL

•Visual Identity:

- Develop a signature style or motif .

•Storytelling:

- Share the story behind your artistic piece. Inspiration, process, memory, etc.

•Professional Presence:

- Maintain a professional portfolio and a well-curated online presence.

•Engagement:

- Actively engage with your audience.

•Consistency:

- Keep a consistent brand voice in all communications.

•Feedback:

- Listen to customers and followers to understand what resonates.

18

18

Last Tip!

USE CHATGPT FOR WORDING

For free, at least for now.



19

“HOW TO GET STARTED WITH CHATGPT”

Sign Up:

1. Visit chat.openai.com in your web browser.
2. Sign up for a free OpenAI account.

Use:

1. Click "New Chat" at the top-left corner of the page.
2. Type a question or prompt and press enter.

***I promise: You will be amazed.
It is worth the effort!***

20

