



One of the most common marketing moans is 'I don't know what to tell people'

These worksheets help you to think about what's important for people to know about your work and who your ideal audience is.

Telling people what you do #1

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Telling people what your work stands for can be a really powerful way to share it. But, translating it into your marketing materials can leave you tied up in knots.

Thinking about your values and how to communicate them is a really good start. Especially approaching it in a creative way like this.....

1. Have a look around your room. Think about the work you are making and what it stands for.

2. With that in mind, pick three objects that represent your work.

3. What are your thoughts about each object? Write them down, record them, draw them out - whatever feels natural to you.

4. Go through your reflections and look for words and/or meanings that stand out. This could be a word that comes up again and again, it could be a theme or phrase. Make a list

Telling people what you do #2

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5. If you have a lot of words let's narrow them down,. ideally you want to aim for three main value words because - 3 is the magic number.

Here are some suggestions:

- You can group them (get rid of any that don't fit) and pick the word that best represents them.
 - You can separate them into words that describe what you believe in and words that describe what you do.
-

6. Play around with putting your words into a statement. Feel free to use the one on worksheet #3 to start with.

Telling people what you do #3

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I/we believe in

-

-

and

-

It's deeper purpose is to show you

-

and

-

My / Our best hope is that you feel

-

and

-

The dreaded 'audience'! #1

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Do you know the answer to this question:

"Who is your audience?"

When asked most people answer 'EVERYONE!' which makes for an impossible marketing strategy.

The key is to start somewhere instead of everywhere and this worksheet will help you.

Using this technique will help you get more focused, which is an excellent strategy for when you have limited time and energy for marketing.

And the good news is that, as your audience grows you can apply the same technique to make changes.

1. Have a go at answering the statements on the flow chart #2

2. Use the worksheet #3 to write down all your thoughts.

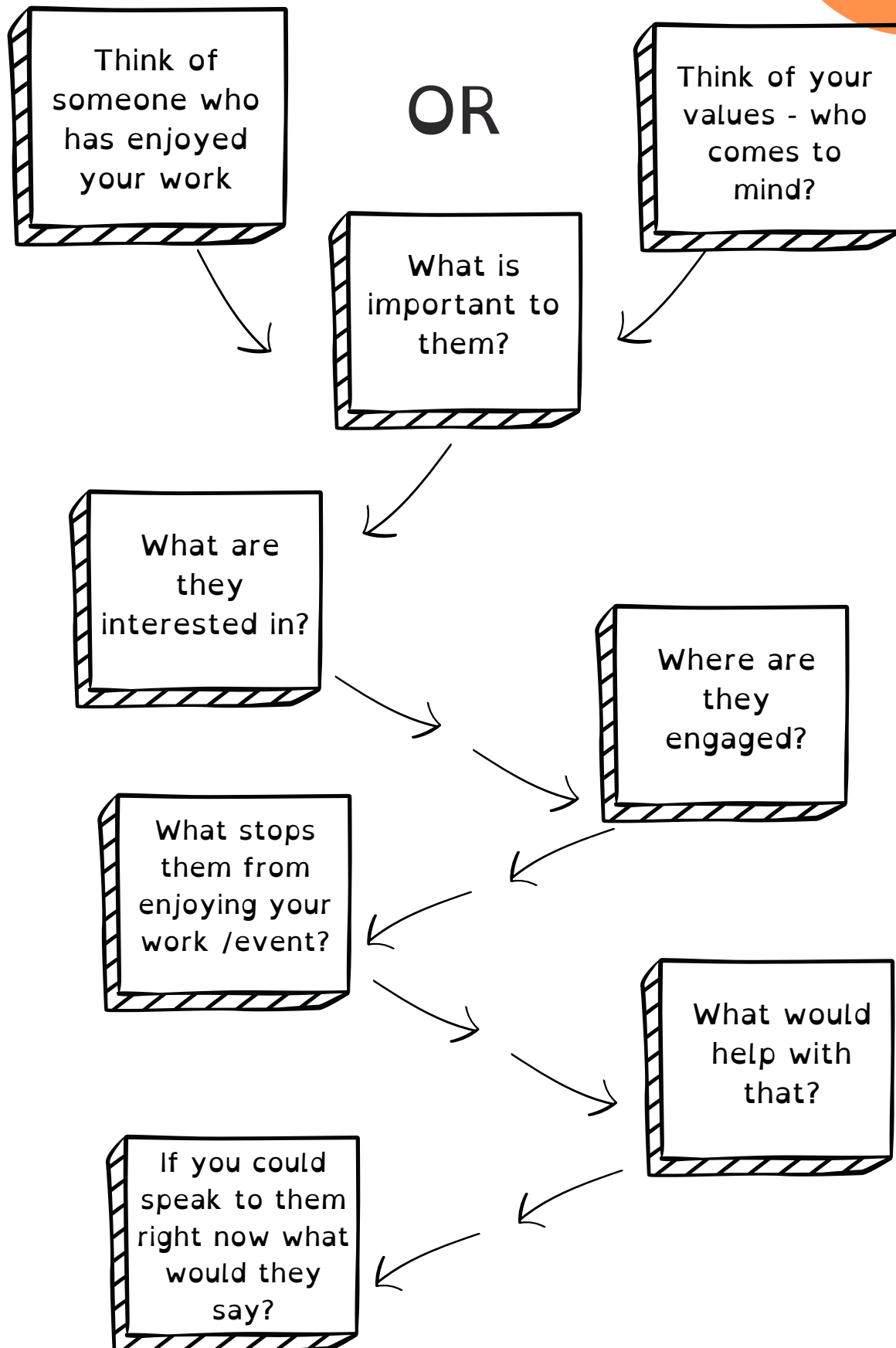
3. Answer the next questions on worksheet #4 to help you narrow down the info and make some choices.

NOTE:

Not reaching someone? You can use this exercise to find out how you could reach a specific group. You might need to do some research or an interview to help fill in your information.



The dreaded 'audience'! #2



The dreaded 'audience'! #3

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What is important to them?

What are they interested in?

Where are they engaged?

The dreaded 'audience'! #3

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What stops them from enjoying your work /event?

What would help with that?

If you could speak to them right now what would they say?

The dreaded 'audience'! #4

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Using your information from worksheet #2 answer these questions

If you were to pick x3 places to meet more people like this where would you go? (Can be actual or digital)

1.

2.

3.

If they were telling someone else about your stuff what x3 things would they think are most important to know.

1.

2.

3.

What x3 things could you do to make it easier for your audience to connect with your work?

1.

2.

3.

Marketing Confident Summary

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This is a place for you to summarise all the work you've completed from the Marketing Confident worksheets.

People should come to our event because

- 1.
- 2.
- 3.

We'll make sure they know these things

- 1.
- 2.
- 3.

They'll be able to find out about it in these places

- 1.
- 2.
- 3.

We'll need to do these things to help us spread the word:

- 1.
- 2.
- 3.

The 'who's who' behind these resources



These worksheets have been created by Lisa Townsend, Change Your Badge.

Lisa has been working with artists and performers on their marketing since 2015. She loves to laugh really loudly, makes the BEST lemon sugar crepes and is an introvert who loves to network with strangers. You can find Lisa freelancing and mentoring for social enterprises at ChangeYourBadge.com, or working as Marketing Lead for intoBodmin.

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intoBodmin

They have been commissioned by intoBodmin

intoBodmin CIC runs an arts centre, The Old Library in north east Cornwall. IntoBodmin has regenerated the space as a performance venue, café, community garden, and co-working space for local residents.

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