

# THE ART OF BUSINESS

ERINISCREATIVE

e. street  
design co. ●

## HOW WOULD YOU DESCRIBE YOURSELF?

I am a \_\_\_\_\_.

Do you create for yourself and/or for others? \_\_\_\_\_

## CHECK ALL THAT YOU CURRENTLY HAVE/USE:

Bio	Curriculum Vitae (CV)	Twitter
Artist's Statement	Headshot	Linked In
Mission Statement	Website/Blog	Snapchat
Vision Statement	Facebook	
Resume	Instagram	

## WRITING YOUR BIO

1. What's your professional name?
2. Where are you from?
3. Where did you receive your education/training in your field?
4. Do you have any professional experience in your field?
5. Write a summary of your artistic/business philosophy.
6. What techniques and/or processes do you utilize?
7. What would you like to accomplish with your work?
8. Have you received any notable awards or do you have any notable achievements?
9. For Artists – describe your general practice including media, themes, techniques and influences.
10. What is the best way to contact you?

## **FOR ARTISTS - WRITING YOUR ARTIST STATEMENT**

1. Why do you make this type of art?
2. Why did you choose your subject matter?
3. What does your work represent?
4. What inspires/informs your work?
5. What techniques did you use to make it?
6. What materials did you use to make it?
7. What does it mean to you?
8. How does your work align with current contemporary work?
9. Does your work fit into a series or a larger body of work?
10. What kinds of questions should your work raise?

## **FOR CREATIVES/MAKERS - WRITING A MISSION STATEMENT**

1. What do you do?
2. Why do you do it?
3. Who do you do it for?
4. What value do you bring?
5. What will the client gain from you?

## **FOR CREATIVES/MAKERS - WRITING A VISION STATEMENT**

1. What is the desired outcome for the service that you provide?
2. What is the desired emotional response to the service that you provide?
3. What does your client/audience gain from the service you provide?

4. Can you quantify your desired outcome? Ex. Every customer will leave with a smile on their face.

5. How do you appeal to the individual as well as the masses?

### **WEBSITE/BLOG/SOCIAL MEDIA**

Website \_\_\_\_\_

Facebook \_\_\_\_\_

Twitter \_\_\_\_\_

Instagram \_\_\_\_\_

Snapchat \_\_\_\_\_

Pinterest \_\_\_\_\_

Linked In \_\_\_\_\_

### **KEYWORDS & HASHTAGS**

Write 3 keywords that someone could use to look you up.

\_\_\_\_\_

Write 3 keywords that you *would like* people to use when looking you up.

\_\_\_\_\_

**Use the hashtag (#) to look up both sets of keywords that you wrote down.**

Of those 6 keywords which hashtags relate most to who you (uniquely) are?

\_\_\_\_\_

Think of a unique hashtag for yourself or your business then look it up. When you find a hashtag that has never been used (meaning you can't find anything) write it down.

\_\_\_\_\_

## BRAND PERSONALITY

Select 5 adjectives that describe you or your business.

Absorbing  
Adorable  
Adventurous  
Appealing  
Artistic  
Athletic  
Attractive  
**Bold**  
Breathtaking  
Bright  
Business-like  
Busy  
Calm  
Capable  
Caring  
Casual  
Charming  
Cheerful  
Chic  
Classic  
Clever  
Collaborative  
Colorful  
Comfortable  
Conservative  
Contemporary  
Convenient  
Cool  
Creative  
Custom  
Cutting Edge  
Daring  
Dashing  
Dazzling  
Delicate  
Delightful  
Detailed  
Dramatic  
Dry  
Dynamic  
**EARTHY**  
Eccentric  
Efficient  
Elegant  
Elevated  
Enchanting  
Endearing

Energetic  
Ethereal  
Excellent  
Exciting  
Exuberant  
Fabulous  
Familiar  
Fancy  
Fantastic  
Fashionable  
Festive  
Fierce  
Flirty  
Formal  
Fresh  
Friendly  
Fun  
Functional  
Futuristic  
*Glamorous*  
Graceful  
Hip  
Historic  
Honorable  
Impressive  
Industrial  
Informal  
Innovative  
Inspiring  
Intense  
Inviting  
Low Maintenance  
Lively  
Lush  
Majestic  
Modern  
Natural  
Nautical  
Nifty  
Noisy  
No-nonsense  
Nostalgic  
Novel  
Old  
One-of-a-kind  
Organic  
Playful

Pleasant  
Powerful  
Predictable  
Professional  
Quaint  
Quirky  
Radiant  
**REBELLIOUS**  
Relaxing  
Reliable  
Retro  
Revolutionary  
Ritzy  
Romantic  
Royal  
Rustic  
Scholarly  
Secure  
Serious  
Silly  
Sleek  
Smart  
Soothing  
**SOPHISTICATED**  
Stable  
Stimulating  
Striking  
Strong  
Stunning  
Stylish  
Swanky  
Tasteful  
Tranquil  
Trustworthy  
Unconventional  
Unique  
Upbeat  
Urban  
Versatile  
Vintage  
Whimsical  
Wild  
Witty  
Wistful  
Youthful