

FREE 1-HOUR ZOOM
WITH BEVERLY TODD

10 DO'S & DON'TS TALKING ABOUT YOUR ART APRIL 1, 11 AM MT



GRAB YOUR SEAT: SantaFeArtistGetaway.com

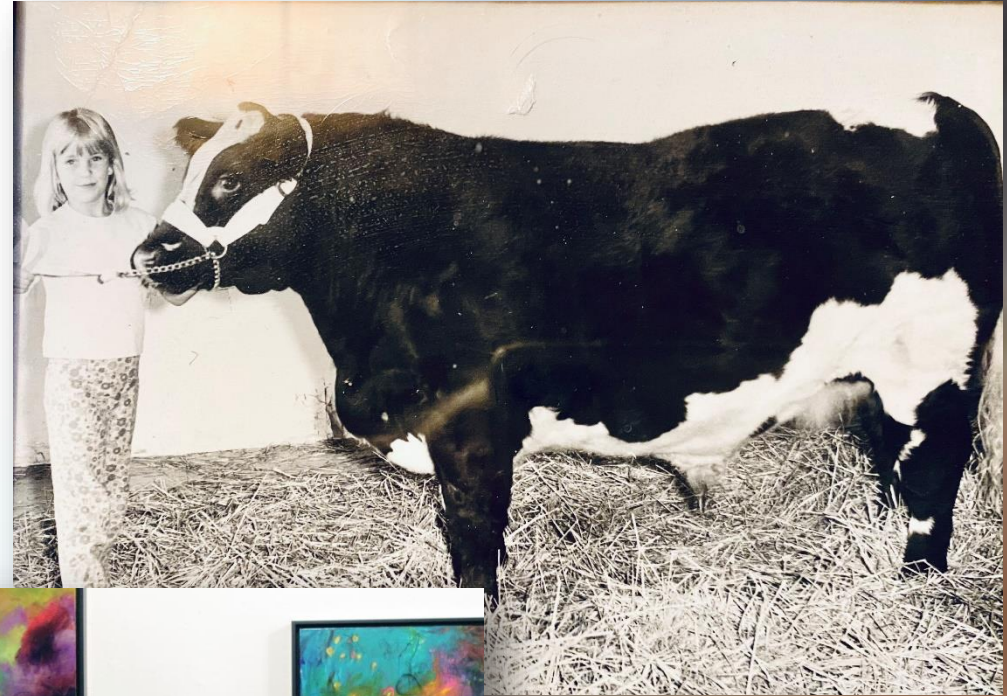


Santa Fe Artist Getaway

How I got here



Q & A with Henry Winkler - 2019



4-H Champion - 1966



Opening Night Art Talk - 2018

Who loves talking about their self?

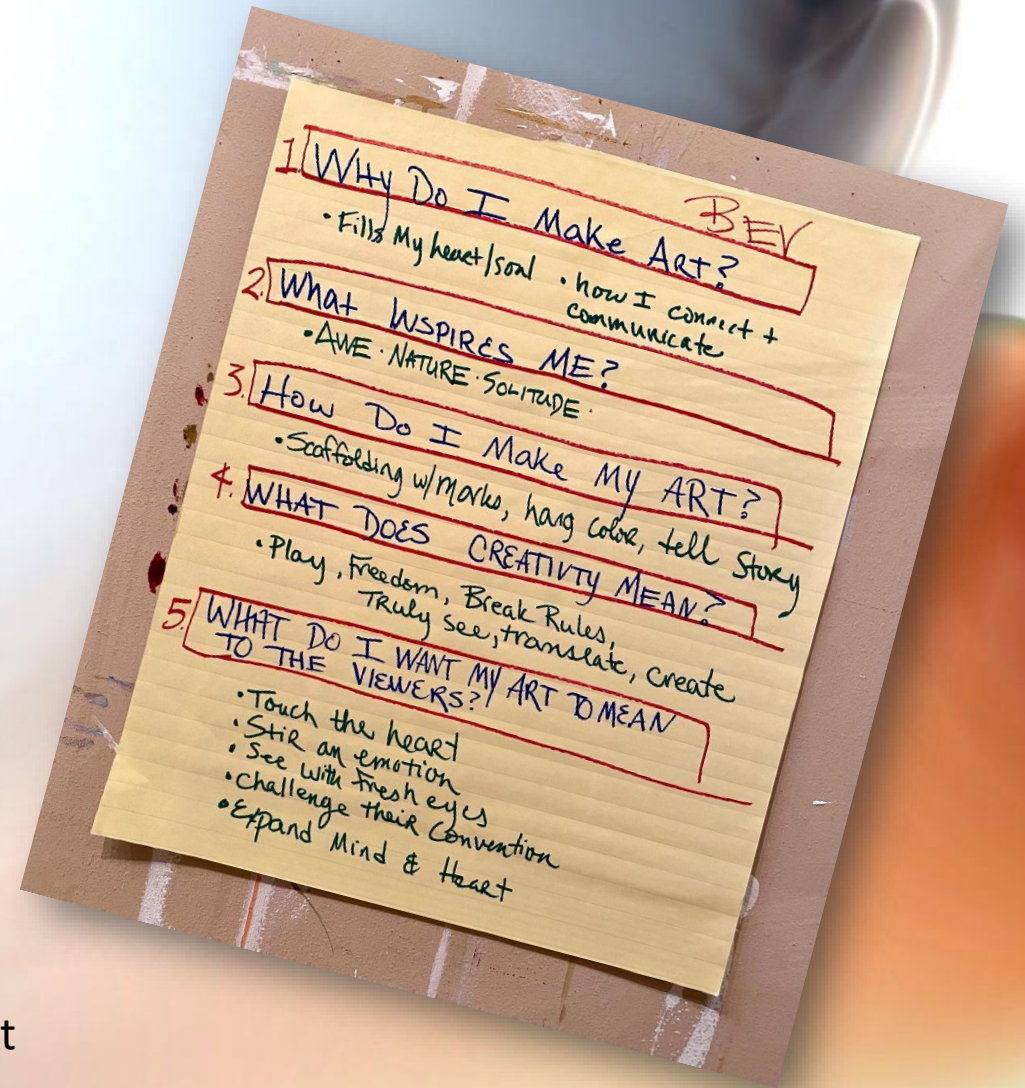


Do #1
Know who
you are
and why
you create



Ask yourself these questions to dive deep

- Why do I make art
- What does my art represent
- What inspires me, how do I channel/use that inspiration
- What does creativity mean to me
- How do I make my art
- What does my art mean to me
- What do I want my art to mean to you.. the viewer
- What do I do to get in the creative flow
- What would surprise people to know about me
- The work I am most proud of is... because...
- Here's what I wish people knew/understood about me/my art



Do #2

Package Your Story

- Who I am
- What I do
- Why I do it
- How I connect/relate to you (the viewer)

Hello, I'm Beverly Todd, an abstract expressionist artist.

I don't take myself, or my art too serious. But play, however is serious.

I grew up playing wild across the prairie on the family farm near Union, Nebraska. Which inspires my art today.

Using things found in nature... like sticks... and tools from the hardware store, I push, scrape and splash paint onto the canvas.

This is playing big. And it means listening less to conventions and more to the voices of exploration that whisper... come down this path and play.



Do #3

Be Bold. Be Bright. Be Brief.



- Social media post – short. Fewer words (don't state obvious, add contest)
- Elevator speech: 1-3 minutes. Start with a curious hook
- Art talks at show openings: 5-10 minutes
- Stay on script



Do #4

Tell Stories

- Stories are memorable, stir emotion, create connections
- Find your story
- Hero's Journey – adventure, challenge, learns lesson, victory/new knowledge, returns home transformed
- Study the best – Ted Talks



**Georgia O'Keeffe said "Hell Yes. Do it."
Ghost Ranch, 2018.**



Do #5

Anticipate Questions

From outside the art world

- How long did it take
- What does it mean
- My kid could do that
- How do you know when a painting is finished
- What does it cost, how do you determine price
- How did you get started/when did you know you wanted to be an artist
- Did you go to school to learn how to draw & paint
- Do you have a favorite piece
- Can you make a living at this/what's your real job
- Do you listen to music when you create, what is it

From inside the art world

- What is your background
- What does your work aim to say
- How do you sell/cultivate a base
- What are your influences
- What art trends do you follow
- What are your plans/goals for the near future & longer



Do #6

Practice



- Write a full script. Or bullet points.
- Read it out loud several times.
- Memorize your opening and closing sentences.
- Chunk the middle into sections like: Who I am, What I do, Why I Paint, My Inspiration.
- Practice in the mirror or with the dog.
- Video & review.
- Cut crutch words: “umms,” “so,” “you know,” “well,” “right?”
- Get feedback from family or friends
- Show up early to the stage and do a test run. Practice with the mic.
- When you speak from the heart about who you are and what you do, you'll always get it right.



Do #7

Build Confidence

- Start with the Power Pose
- Write & Post Affirmations
- Visualize You Talking. Visualize the Audience Standing in Applause

***I am strong, bold and beautiful.
I am an awesome speaker.***

***People are waiting to hear what
I have to say***



Don't #8 State the Obvious

- Go deeper
- Tell the back story
- Use humor
- Be vulnerable



Andrew Wyeth, Christiana's World



Don't #9

Ignore the Dictionary



- Proofread for spelling & grammar
- Have a 2nd set of eyes review for clarity & understanding
- Practice your talk in front of friends
- Write and speak with clarity
- Use short sentences and short paragraphs



Don't #10 Miss Opportunities to Share Your Story

- Post online, little bits here and there
- Show & tell: your art with its backstory
- Studio visit: how you create
- Write a blog for yourself or other e-publication
- Volunteer to speak: programs, events, your kid's school
- Share your story with strangers: dog park, doctor's office, grocery line
- Carry your biz card everywhere
- Update your artist's statement & bio... so it's ready to cut & paste



Homework:

Share Your Why on Video

- Write your elevator speech
- Shoot video horizontal
- Stabilize your camera
- Frame your shot – eye level or slightly higher
- Use natural lighting - window or shade
- Use a good background
- Avoid noise
- Dress for video – solid top
- Remember timing
- Pause. Smile. Start. Talk. End. Pause.
- Trim video at both ends
- Reshoot until you LOVE your talk
- BTW... YOU ARE MARVELOUS!



***Share your video to our group post
on FB at B.Todd.Arts***





Jeff Koons,
Balloon Dog



Mark Bradford, Pickett's Charge



Christo and
Jeanne-Claude,
The Floating Piers



Marina
Abramović,
The Artist is Present



Yayoi Kusama, Pumpkin

Your Brand – Your Visual Voice



ONLINE WORKSHOPS

Branding & Marketing You

with Beverly Todd, April 28-29-30



Santa Fe Artist Getaway

\$290



GETAWAY WORKSHOP

Master Class: Branding & Marketing You

with Beverly Todd, July 29-Aug.1



Santa Fe Artist Getaway

\$650



\$375

ONLINE MENTORING

Expressive You: Grow Your Visual Voice

with Beverly Todd, May 4, 22, 18, 25



Santa Fe Artist Getaway



\$650

CREATIVE ESCAPE

Expressive You: Grow Your Visual Voice

with Beverly Todd, Aug. 26-28, 2021



Santa Fe Artist Getaway



B.Todd.Arts | Santa Fe Artist Getaway

ART + WORKSHOPS + COACHING + RESIDENCY

SantaFeArtistGetaway.com
BToddArts@gmail.com



Santa Fe Artist Getaway

Questions?

unmute your mike, raise your hand



Email coming your way:

- Link to this recorded presentation
- Link to FB to share your homework video “Why I Create”
- Links to Workshops

