



Co-funded by the  
Erasmus+ Programme  
of the European Union

# Business development and entrepreneurship

## module 5

# INSPIRING & ENGAGING OTHERS

Developed by FHB (Germany)

The logo for 'Stardust' features the word 'Stardust' in a large, bold, black font. The letters are filled with a pattern of small, colorful stars in yellow, pink, and blue. Below the word 'Stardust' is the text 'Performing Arts Entrepreneurs' in a smaller, black, sans-serif font. The entire logo is set against a background of light green curved lines and a large, faint, light green star with pink-tinted points.

**Stardust**  
Performing Arts Entrepreneurs



## Aim



The purpose of this module is to encourage performing artists to ask for and rely on the support of their networks to promote their work.



Co-funded by the  
Erasmus+ Programme  
of the European Union

# Watch and discuss



[Why networking is important?](#)



Co-funded by the  
Erasmus+ Programme  
of the European Union

**Stardust**  
Performing Arts Entrepreneurs

# By the end of this module, you should be able to...

## Knowledge

- identify key groups of people that can be mobilised to promote the work of a performing artist.
- find opportunities on a local and national level that can be used to inspire and engage others.

## Skills

- discuss the importance of inspiring, enthusing and getting others onboard.
- assess the benefits to and challenges of trying to inspire and motivate others towards helping the performing artist achieve their business goals.

## Attitudes

- be willing to rely on networks and to mobilise strangers to promote the work of the performing artist.





# Key-concepts

## Trust

The performing arts industries are competitive yet helpful. For your work to be shared among the network, you must trust the people involved that they are there to help you and not bring you down.

But how do we build trust? Feelings of trust tend to be built in small moments such as when we show up for each other, listen when others are upset and when we prioritise our important relationships over other people and things.

## Leadership

If you plan on inspiring people, you should lead by example.

Be a great example of the kind of behaviours you want to see from others. People often do what you do and not what you say.

Be enthusiastic. The saying “enthusiasm is contagious” is common enough to be cliché, but it’s a cliché because it’s true. Small compliments have a way of brightening any day. If you don’t have something positive to say, don’t say anything at all.





## Key-concepts

### Reach for the stars

No one will be inspired by a person who resigns themselves to “reality”.

Be ambitious, aim high, and never surrender if you want to inspire people that they too can accomplish anything they set their mind too.

### Communication

Again, communication is such a factor in this industry. If you cannot communicate properly, then instructions, feedback and engagement could get messy.

It's important that, as we move more into the digital world, your communication skills are as good on a mobile device as they are in person.





# Who can promote my work as an artist?



Co-funded by the  
Erasmus+ Programme  
of the European Union



- Local newspapers
- Arts councils
- Friends and family
- Brands
- Radio stations
- Theatres
- Influencers
- Yourself



Co-funded by the  
Erasmus+ Programme  
of the European Union





**How do I get others  
to promote my work?**



Co-funded by the  
Erasmus+ Programme  
of the European Union

**Stardust**  
Performing Arts Entrepreneurs

# Ways to promote my work

## **Contact**

The first thing you need to do is make contact with these people. Research online or by using the network you have to see if you can get an email, mobile number or address to contact the person. Once that's done, it is on to step two.

## **Profile yourself correctly**

It's important that these influential groups/people know a bit about you and your work. You may not fit into what they offer. For example, there is no point promoting yourself trying with an influencer whose fanbase is focused on makeup when you're to be the next popstar.

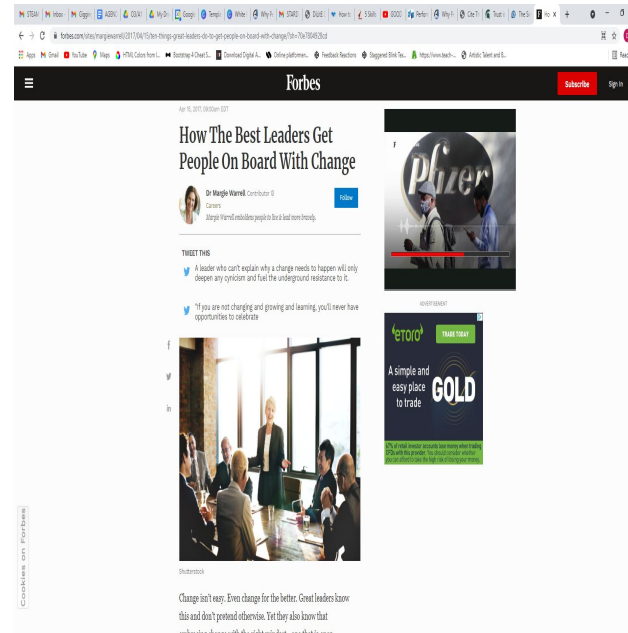
## **Communicate**

It's important that you communicate in a professional manner and both parties understand what's being asked of them. Sometimes promotional work will require you the artist to pay a fee or return a favour. It works both ways so it's important that you agree on the same terms and that these terms are feasible to you the artist.



# Find your target audience

- 1 – Use “one-to-one” dynamic
- 2 – Analyse data
- 3 – Do it with passion
- 4 – Use the right platform
- 5 – Work with influencers



## Strategies to find the right target audience for artists

<https://insights.midem.com/artists-creativity/5-ways-target-audience-for-artists/>



Co-funded by the  
Erasmus+ Programme  
of the European Union

**Stardust**  
Performing Arts Entrepreneurs

# Benefits vs. challenges of trying to inspire others towards helping performing artists to achieve their business goals

## Benefits

Workload is shared, so you do not have to do all the promoting.

Support – You do not think you are in this alone.

More contacts means more opportunities.

## Challenges

Finance – a lot of artists are self-employed so they do not have the money to spend on advertisement.

Patience – everyone wants that overnight success story. However, that does not usually happen.

**Can you think of any others ?**



Co-funded by the  
Erasmus+ Programme  
of the European Union

**Stardust**  
Performing Arts Entrepreneurs

# Benefits of getting others on board

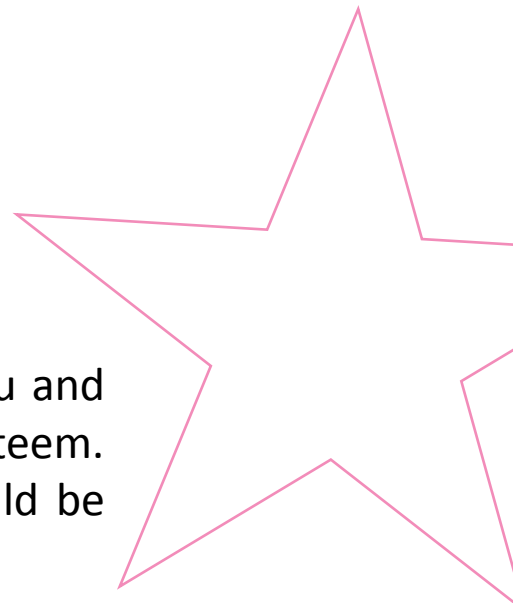
## Teamwork

There is strength in numbers. By getting others on board, it relieves the stress load and can sometimes make the journey to success more enjoyable.

During periods of trying to reach the goal you could face setbacks. Facing setbacks alone can lead to your mental health being affected but with a team by your side they are there to pick you up if you fall.

## Self-esteem

Knowing that people believe in you and your work can boost your self esteem. Inspiring the next generation should be something one feels great pride in.



# Challenges of getting people on board

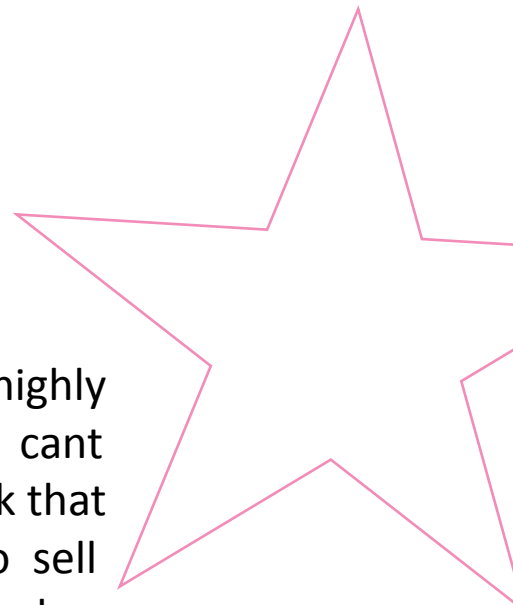
## What's in it for them?

Sometimes, it's very hard to persuade someone to come on board with a project or idea if they don't see themselves benefiting from it. Why would they give up their time and commitment when in return they don't benefit from it?

It's important that before any arrangement is agreed between parties that they understand why both are helping each other.

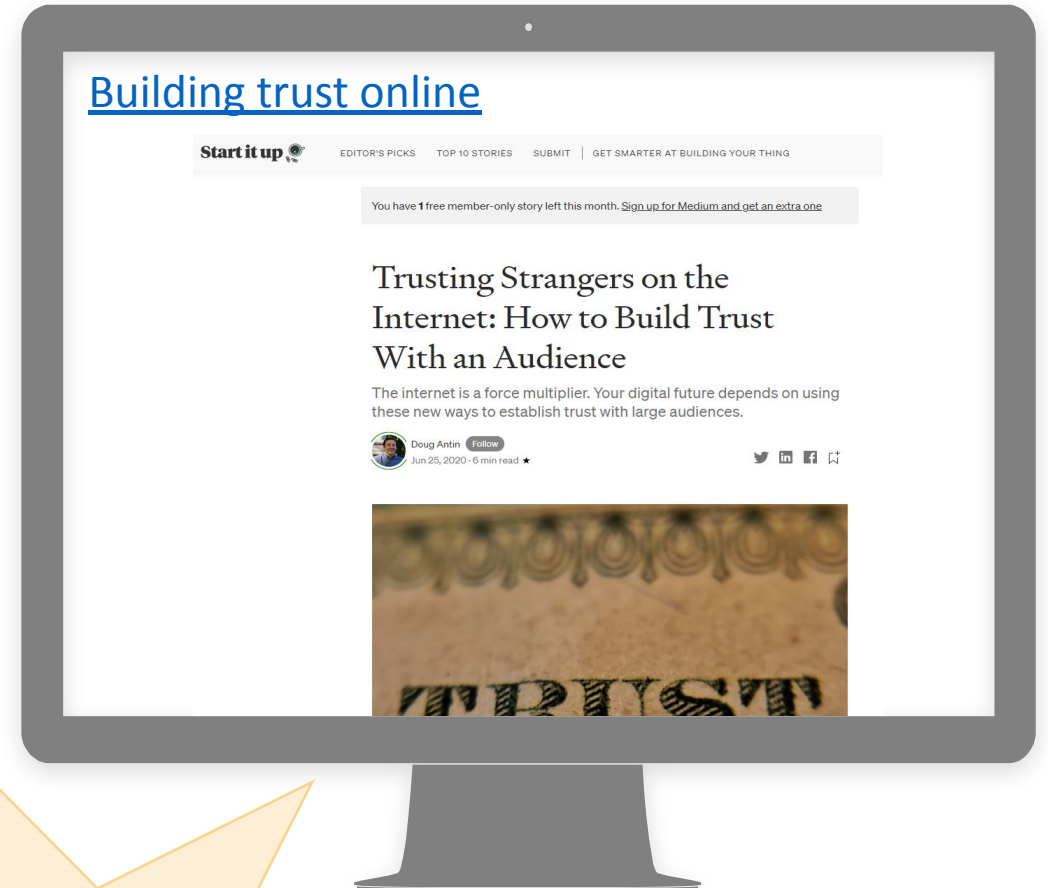
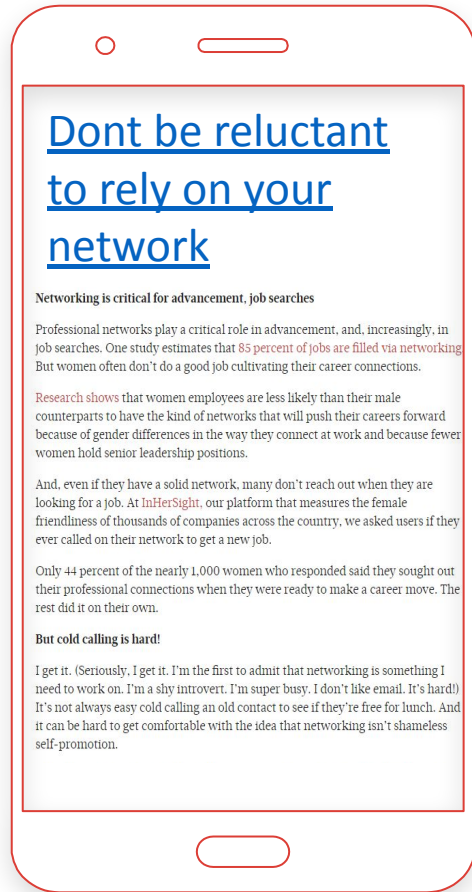
## Competition

The performing arts industry is highly competitive and unfortunately we can't all help each other - it doesn't work that way. You as an artist have got to sell yourself differently to everyone else. Why would someone get behind you when they can just get behind the next person?



# Further reading

## Relying on networks and individuals to promote the work of the performing artists



Co-funded by the  
Erasmus+ Programme  
of the European Union

**Stardust**  
Performing Arts Entrepreneurs



# Action plan

## Promoting your work

### 1 – Gather your profile

Decide on what you're going to promote. Why are you choosing this piece of work? Does promoting this piece of work capture everything you are about as an artist?

### 2 – Identify who could promote it

Identify who you could possibly reach out to. The more the better but keep conscious of finances and time. Why are you reaching out to this person/group? Is their target audience similar to yours?

### 3 – Launch

Communicate directly with whoever you chose from step 2. Discuss what's needed from both parties and when is the best time to promote it. Once it's promoted, keep track and see if you're on target to hit the goals you set out.





# References

- Warrell, D. (2021). **How the best leaders get people on board with change.** Forbes.  
<https://www.forbes.com/sites/margiewarrell/2017/04/15/ten-things-great-leaders-do-to-get-people-on-board-with-change/?sh=70e7804928cd>
- Mead, U. (2021). **Don't be reluctant to rely on your network.** Biz journals.  
<https://www.bizjournals.com/bizwomen/news/out-of-the-office/2018/07/dont-be-reluctant-to-rely-on-your-network.html?page=all>
- Toren, A. (2021). **5 great ways to get people to share your content.** Entrepreneur.  
<https://www.entrepreneur.com/article/299032>
- Antin, D. (2021). **Trusting strangers on the internet: how to build trust with an audience.** Start it up.  
<https://medium.com/swlh/trusting-strangers-on-the-internet-how-to-build-trust-with-an-audience-4be38d49055d>





# Stardust

## Performing Arts Entrepreneurs



Co-funded by the  
Erasmus+ Programme  
of the European Union

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.