



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

**BUSINESS OPPORTUNITIES AND SKILLS DEVELOPMENT
FOR ACTORS**

MODULE IV

SELF-PROMOTION IN PRACTICE

Developed by DAH Theatre (Serbia)

Stardust
Performing Arts Entrepreneurs

Watch and discuss



[Personal branding for creative professionals](#)



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

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

Knowledge

- Knowledge of basic marketing theories
- Knowledge of marketing strategies
- Knowledge in the field of digital marketing
- Knowledge of digital literacy
- Knowledge of PR activities
- Knowledge of planning

Skills

- Eloquence
- Creative writing
- Stress management
- Emotional intelligence
- Interest in social networking
- Making contacts
- Creative positive self-image

Attitudes

- Use of marketing knowledge helps to advance in career
- Writing scenarios about your professional goals is very important
- Use of social networks helps to create the image of the artists
- The confidence of applying self-promotion and getting out of comfort zone to achieve personal and professional growth.



Key-concepts

Key-concept 1

Promotion

- Promotion of any event, PR and self-promotion activities belonging to the field of marketing

Marketing

- Marketing is the process of planning and implementing the concept, price, promotion, and dissemination of ideas, goals, and services to achieve an exchange that satisfies the individual and organization.

Key-concept 2

Marketing

The four Ps of marketing are the key factors that are involved in the marketing of a good or service. They are the product, price, place, and promotion of a good or service. Often referred to as the marketing mix.

The etymological meaning of term marketing means placing product or idea on the market.



Key-concepts

Key-concept 3 Idea

Each party is free to accept or reject the other party's idea.

Each side has its values.

Each party can deliver an idea or product.

Everything you say and do is part of your self-promotion.

Key-concept 4 Art marketing

In today's art marketing, it is necessary for the artist to renew his/her work independently.

Social networks are the basic channels of marketing and promotion.

Using the benefits of digital media, artists can create an image of themselves.





Self-promotion

- Promotion of one's career in public
- Branding the image of yourself
- Using digital media for promotion
- Using various marketing tools
- Authentication
- Good presentation of personal achievements and skills

Self-promotion is attempting to present yourself to others as an accomplished, capable, smart, and skilled person. Self-promotion is a natural tendency - how would we like for others to perceive us? We would like to be seen to have wonderful qualities, such as intelligence and talent.





Self-promotion

What does your profile on social networks look like?



Self-promotion

Creative and polite presentation on Social Media

The bragging can therefore seem fake and superficial. Without seeing the real person behind the bragging, self-promotion often appears egotistical and self-centered on social media platforms.

Digital literacy (managing social media platforms)

Openness for personal growth

Proactive attitude

Copywriting

PR knowledge

Promotion organization

Marketing (promotion) strategies

Benefits



Self-confidence:

Self-confidence and a positive self-image will provide better self-promotion.

Self-confidence means that we are believing in our own abilities.

Overcoming shame in self-promoting.

Yet if you're not comfortable claiming your achievements and promoting yourself, it'll be difficult, if not impossible, to get ahead in your career. That's right, you've got to toot your own horn! And toot it proudly!

New opportunities

Wider audience

Social media earnings

Popularity

Fans





Promote topics only in which you are an expert.

Be as natural (authentic) as possible in your performance.

Self-promotion will help you in your career.

Assertive communication and a humane attitude towards the community.

Self-confidence upgrade.

Benefits



Too much praise will provoke negative impression.

People will recognize you based on your values.

Self-promotion will make you more visible.

Skills of CV writing

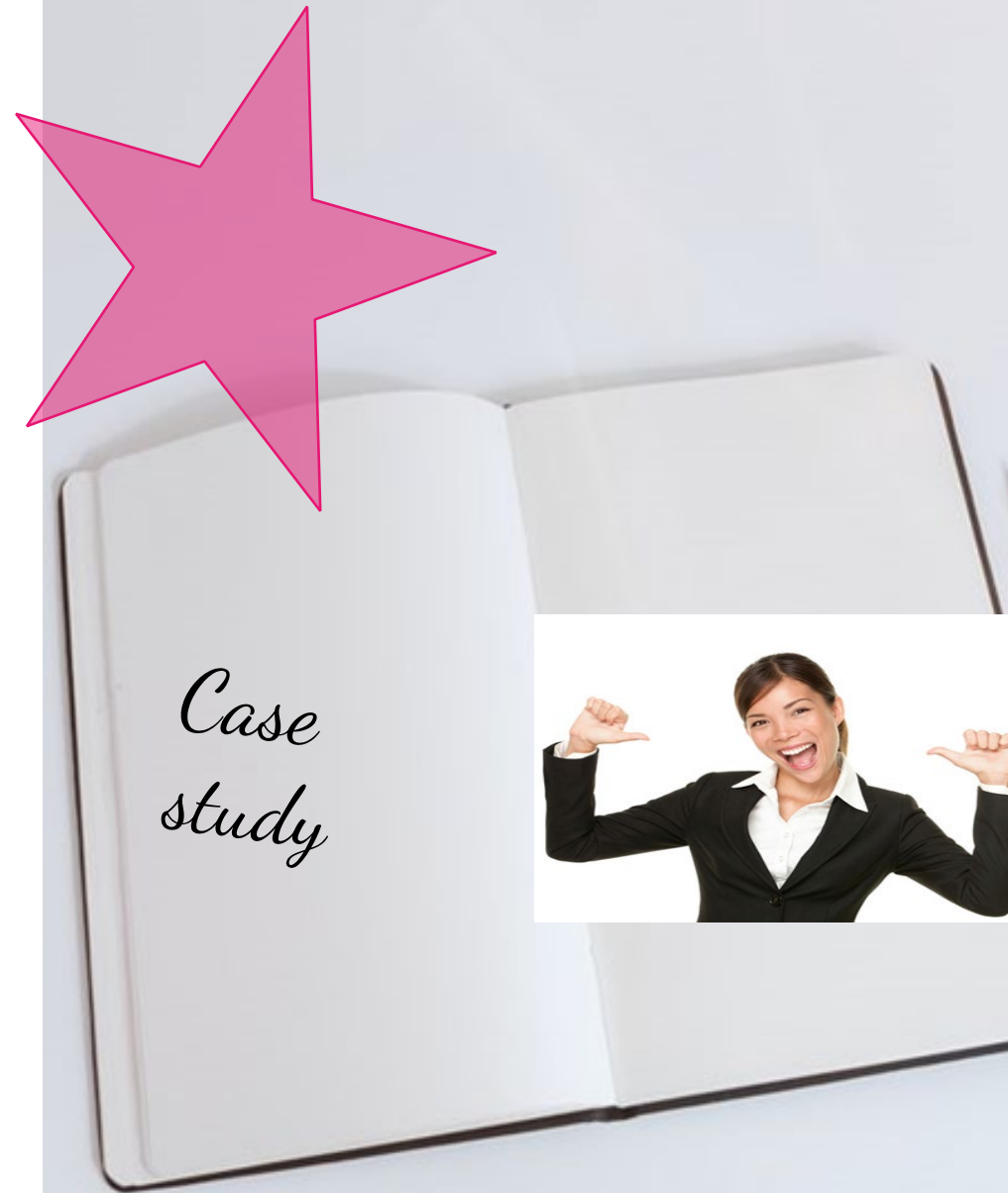


Psychology says: Self-promotion

Self-Promotion Context

Self-promotion exists as part of a general yet extremely pervasive human motivation: to be perceived favorably by others. In the case of self-promotion, people want to be perceived by others as being competent. Not surprisingly, then, people generally only self-promote in public, and around people they want to impress, such as superiors at work. For example, someone completing a self-evaluation at work would be much less likely to self-promote if a supervisor would never read the self-evaluation, or if the self-evaluation was anonymous.

<https://study.com/academy/lesson/self-promotion-in-psychology-definition-examples.html>

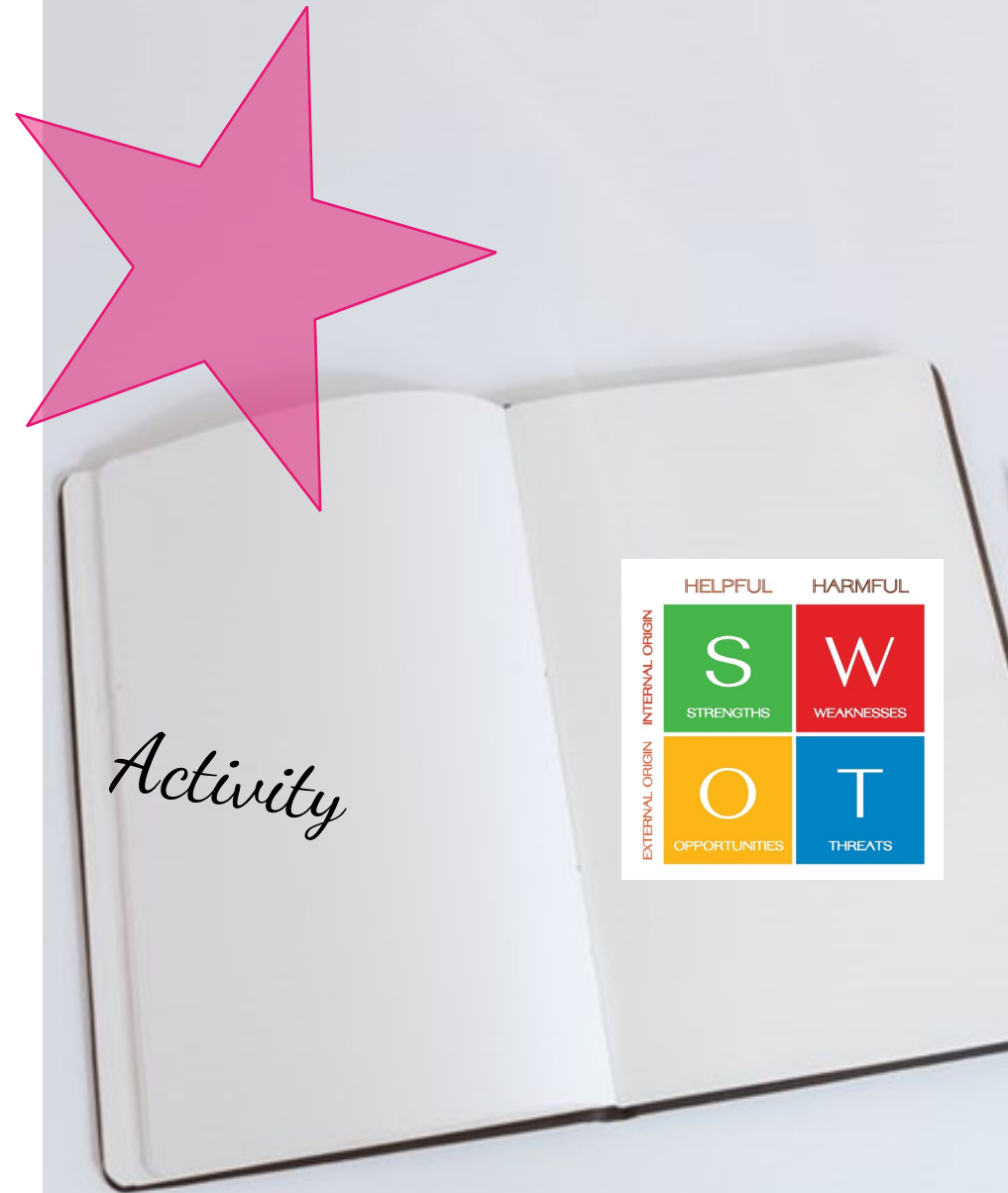


Co-funded by the
Erasmus+ Programme
of the European Union

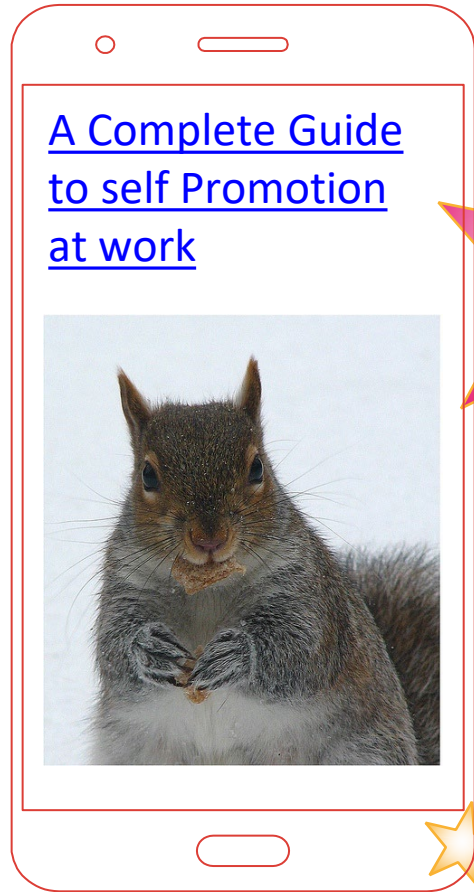
Stardust
Performing Arts Entrepreneurs

Personal SWOT analysis

- Determine your strengths
- Weaknesses
- Threats
- Opportunities
- Make an action plan to overcome weaknesses
- Make a self-promotion plan on social network. Present yourself as realistically as possible
- Post what is important to you: social life, family, career or create your own blog



Further reading



Action plan



Step 1

Decide which work you want to promote.

Decide how you want to present yourself to the public.

Decide who is your audience/target group.

Step 2

Make a set of activities and forms of promotion.

Choose your photos.

Write your own copy.

Sketch a poster of your favorite roles.

Write your CV.

Make a brochure about yourself.

Step 3

Do an evaluation of what has been achieved.

Remember your SWOT analysis.

Do it all over again.



References

Burns W, **Management in the Arts**. Belgrade, Clio

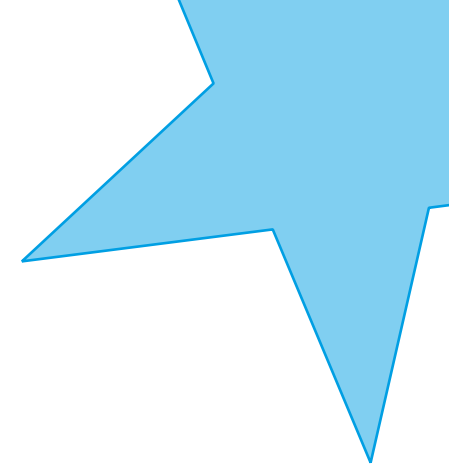
Ellis A, (1996). **A introduction to a reasonable life, USA**.

Kit, D. (1996). **Marketing in the Arts Belgrade, Clio**.

<https://eventacademy.com/news/what-is-event-management/>

https://eventplanning.com/free-mini-course-new/?utm_source=bing&utm_medium=search&utm_campaign=mini

<https://www.mangoapps.com/usecases/information-organization/event-planning-management?adsrc=adwords&kwd=mangoapps>





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.