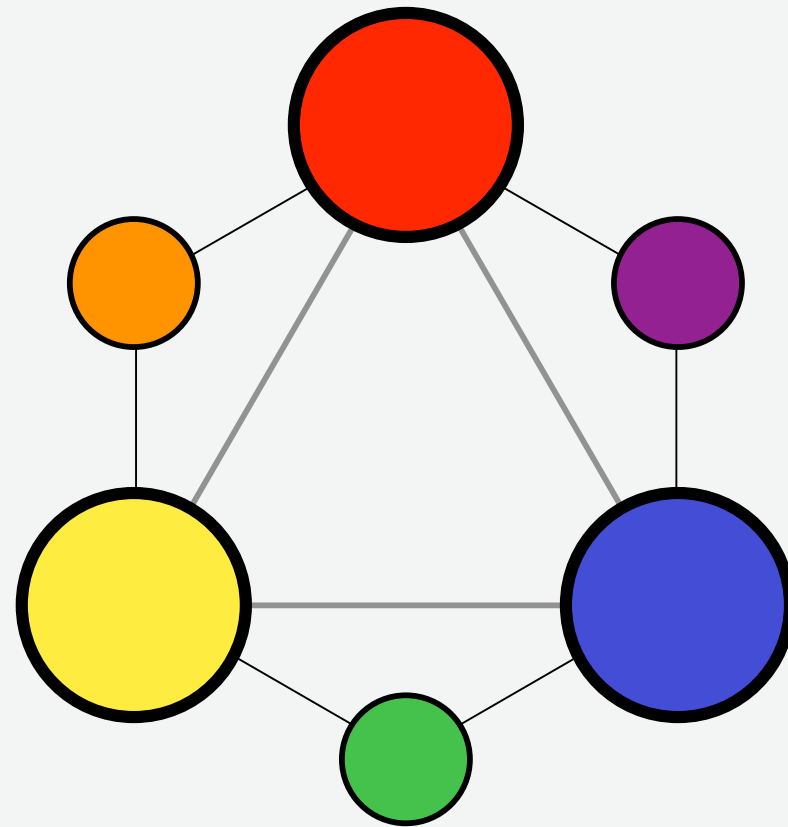


SelfMarketing



Don't believe the fairy tale of the poor bohemian artist who lives happily without thinking about money.

It is no fun to be poor.



A simple question:

How much money (minimum)
in a lifetime does someone need to
survive in our society?



Simple mathematics 1:

Your age now

Your age at
retirement

Earning years

Estimated years
after retirement

Years to finance



Simple mathematics 2:

_____ NOK

Min. budget needed

per month ca.

per year ca.

per live span ca.

min income needed per
working month ca.



Tough but true:

If your talent does not pay for your living,
don't call yourself a professional.

Learn how to survive.



Aim

Make a living of your talent.
Self Marketing is a survival strategy.



Marketing in arts and design

A method to make a living as a professional.

marketing = professional

marketing ~~≠~~ commercial



Marketing History

Marketing methods became introduced in the beginning of the 60th within consumer goods industries and commerce and increasingly applied for investment goods and services as well as on the labour market (*personal marketing*).

The application of *marketing techniques* for immaterial goods or within non commercial organisations (political parties, unions and associations, sports-organisations etc.) is called *social marketing*.

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Marketing

[ˈmɑːrketɪŋ, am. ˈmɑːkɪtɪŋ] *n.*, originally the total of all activities, aiming directly at sales and distribution of goods (*thus equal to commerce*), today an entrepreneurial concept presuming that all activities for an optimal fulfilment of the corporate aims have to be market oriented.

In this way, marketing is the systematic directing of all corporate functions towards the needs of the consumer (consumer orientation).

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Marketing Mix

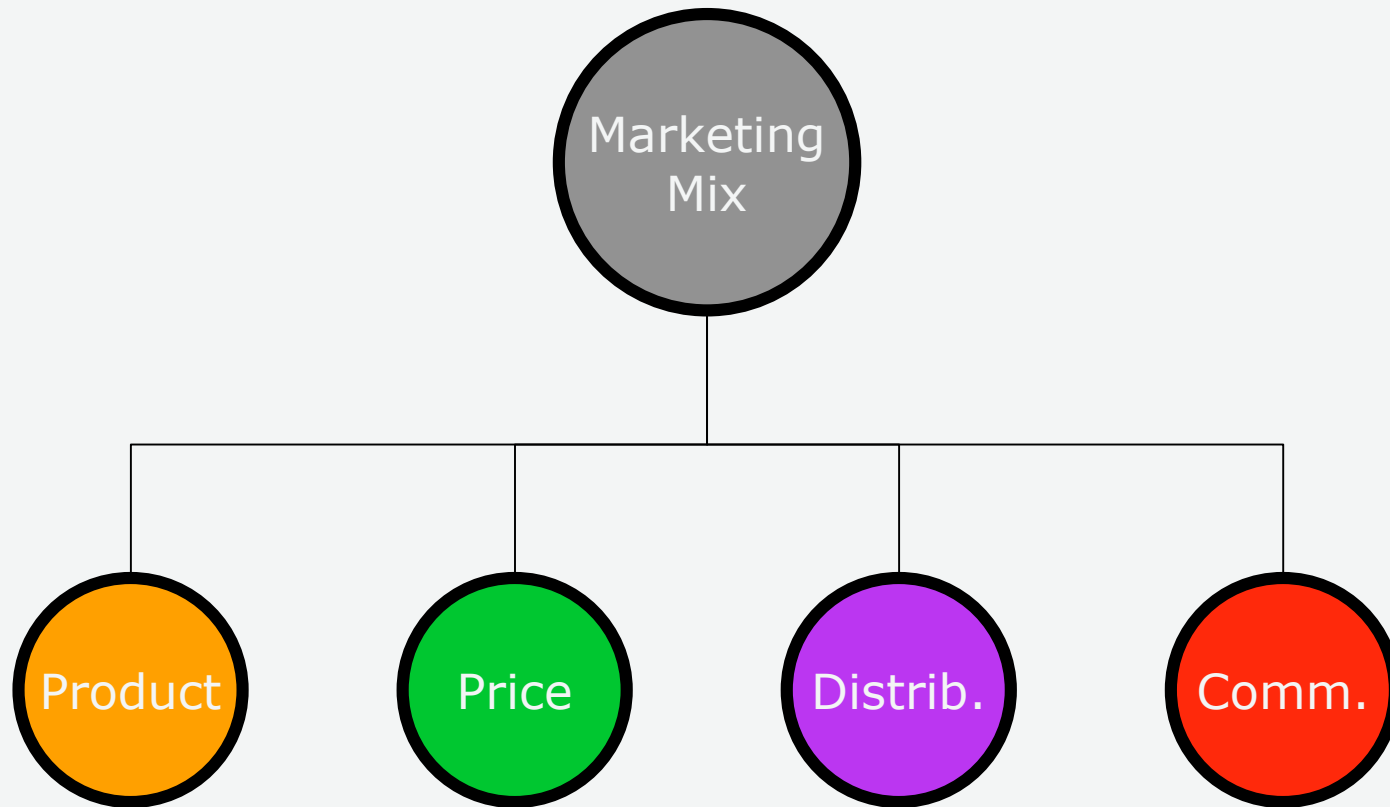
In order to achieve the *marketing aims* a company is using the *marketing tools* to exploit, influence and shape a market such as market research, product- and price policy, communication, sales promotion and distribution.

Their combined and coordinated application is called *marketing mix*. (...).

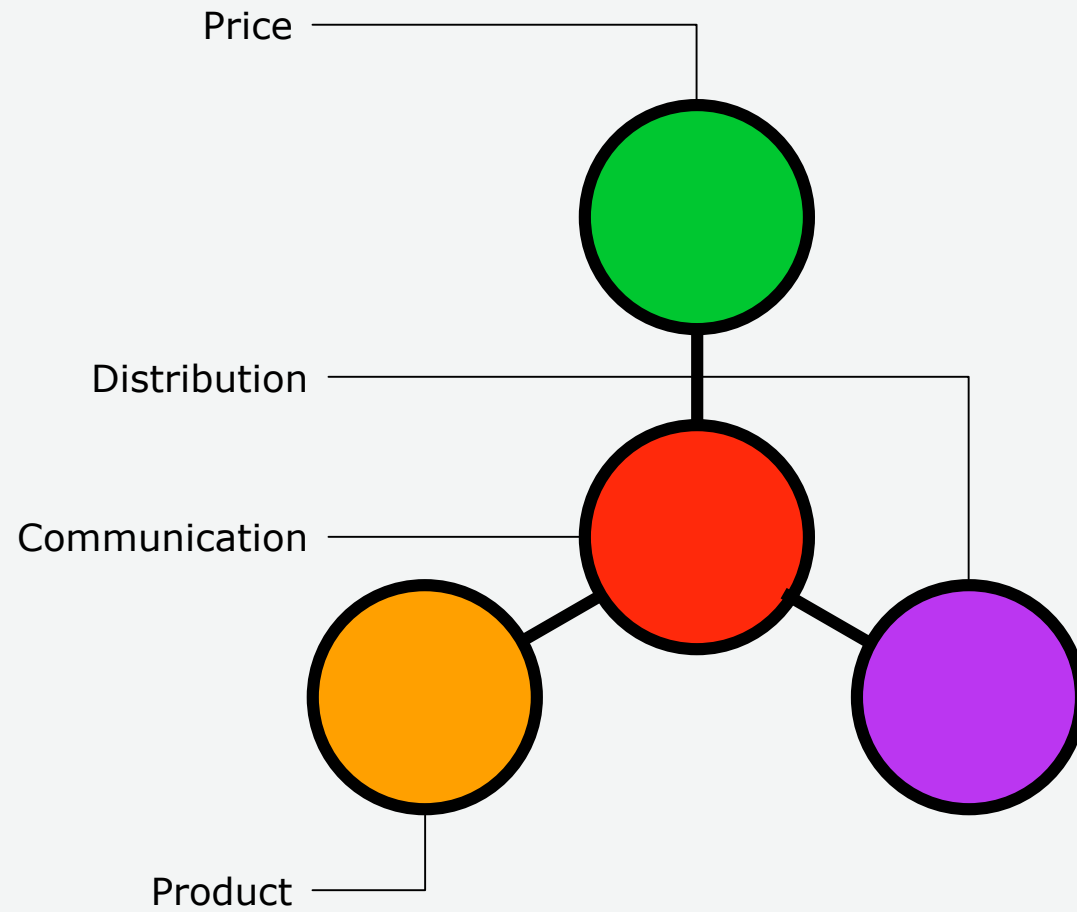
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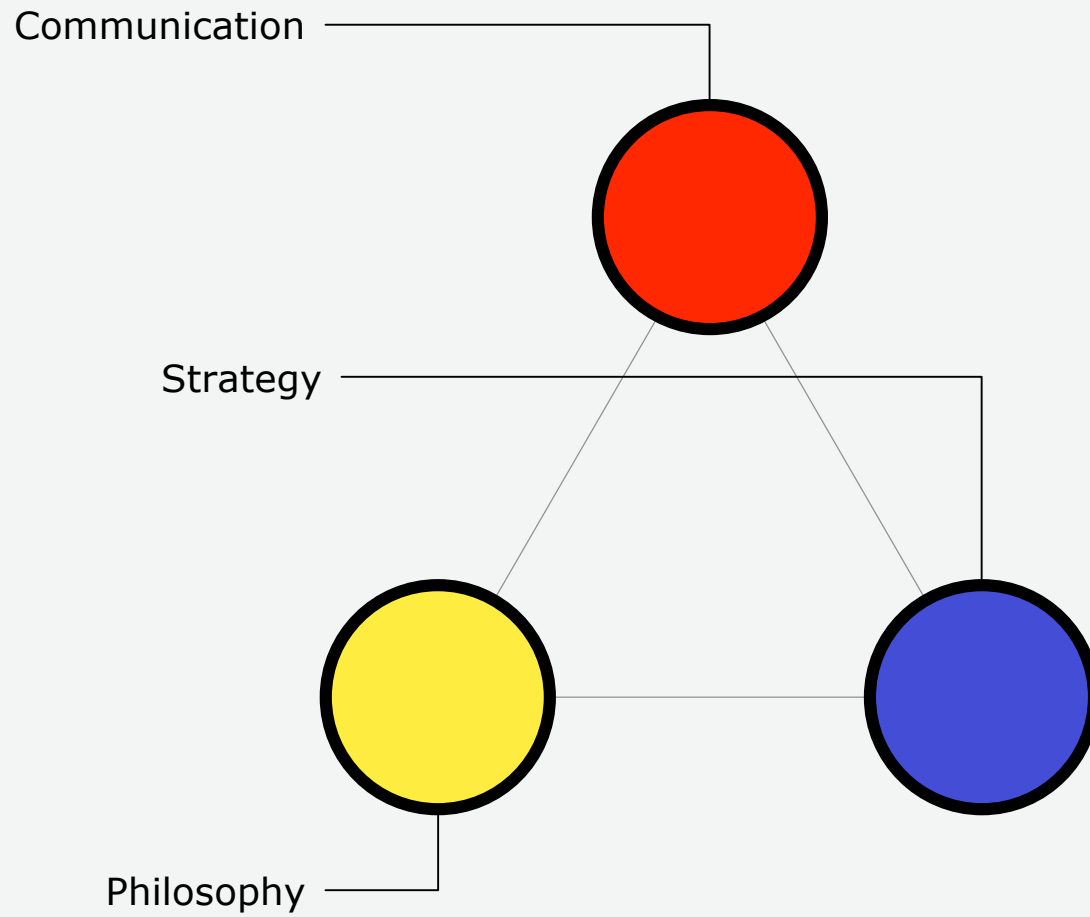
Marketing Mix Theory



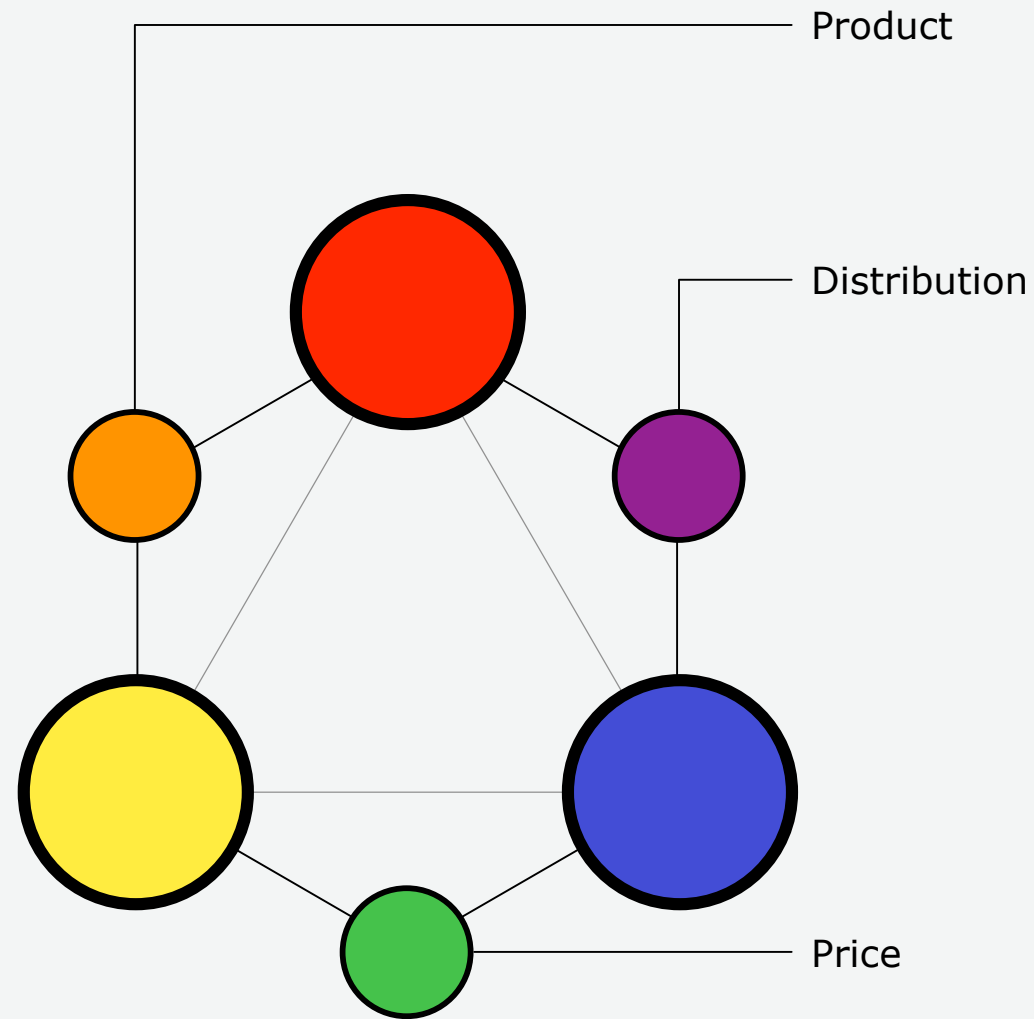
Marketing Mix Reality [best case]



Marketing by intelligence
Primary elements



Marketing by intelligence
Secondary elements



Definition

Marketing is the targeting at the one aim of an enterprise.

Self Marketing is the targeting at the one aim of your career.

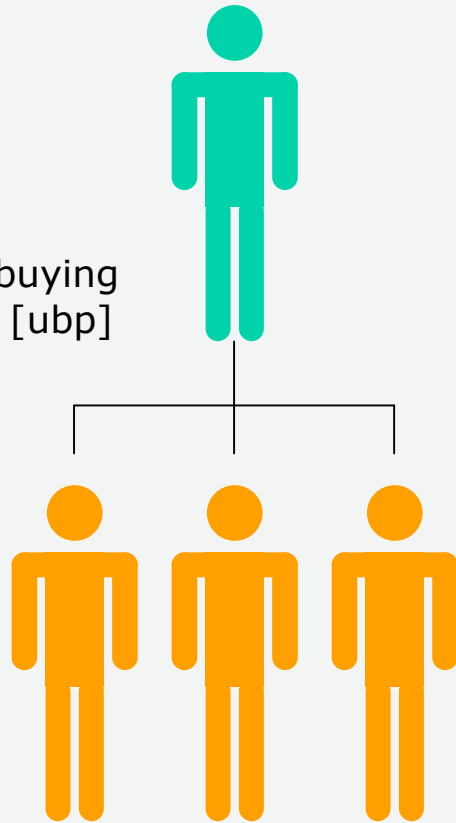


Buyers market

Suppliers market

Buyer

Unique buying position [ubp]



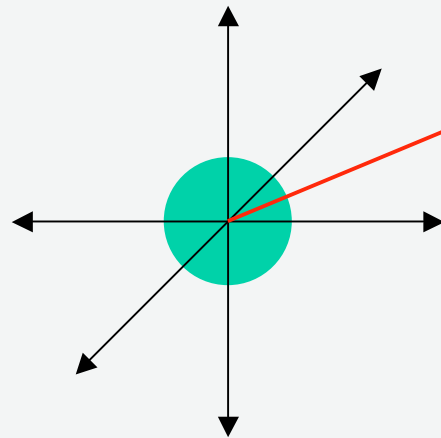
Unique selling position [usp]

Supplier

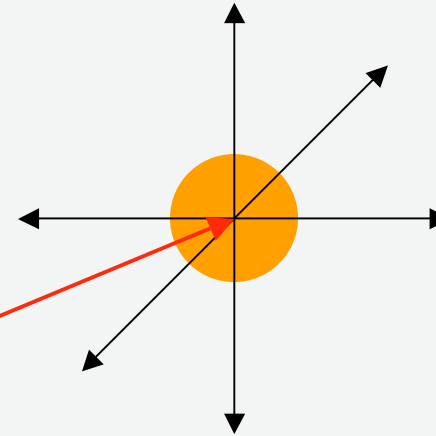


Targeting

1. Define your position

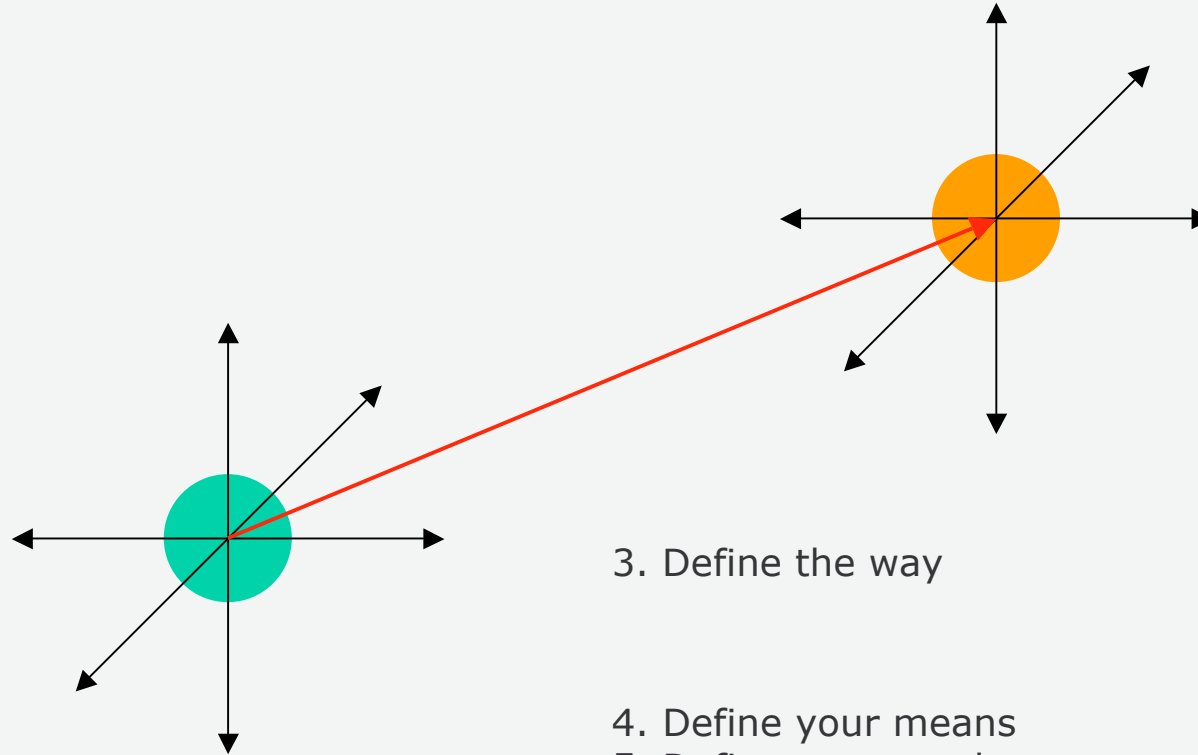


2. Define your aim

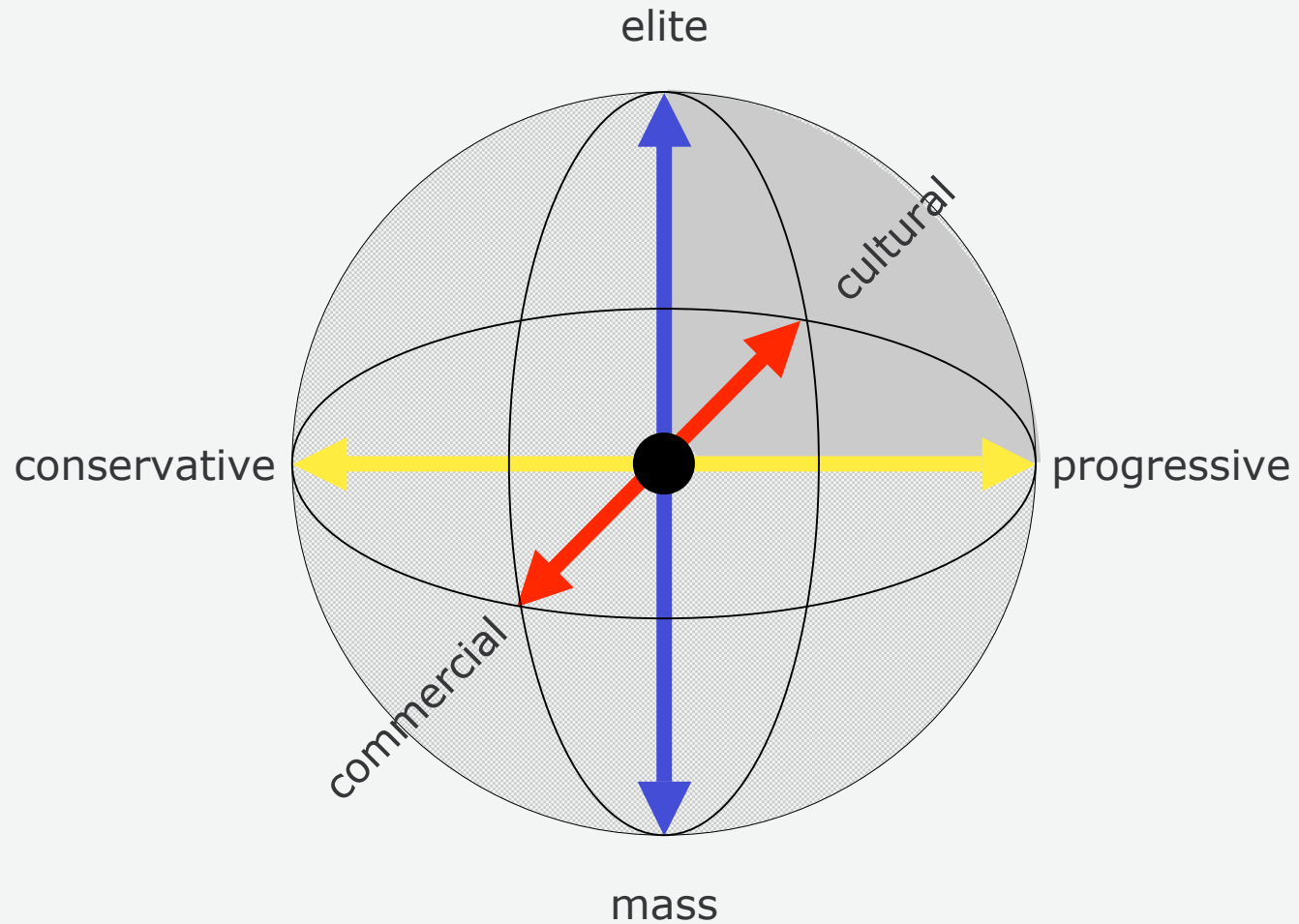


3. Define the way

4. Define your means
5. Define your needs



Positioning



x = Philosophy
y = Strategy
z = Communication



Unique selling position (USP)

What are my strong sides?

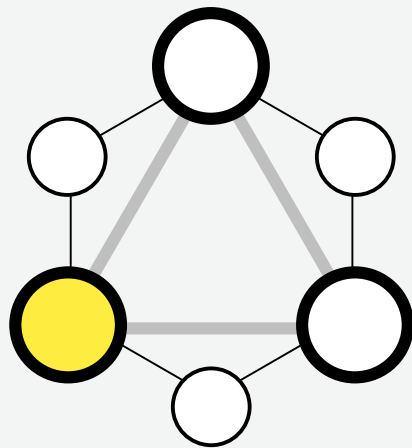
What are my interests?

What are my weak sides?

What is it I am not interested in?

What makes me unique?

What is my philosophy?



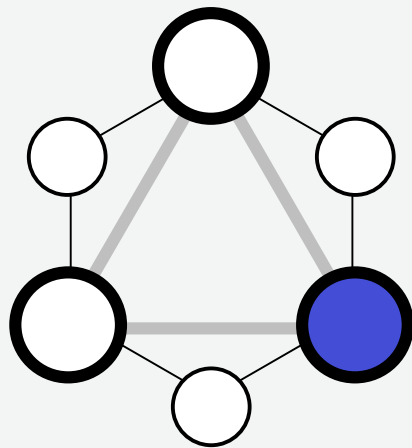
Strategic planning

Who needs

what I am thinking,
what I am doing,
what I am producing?

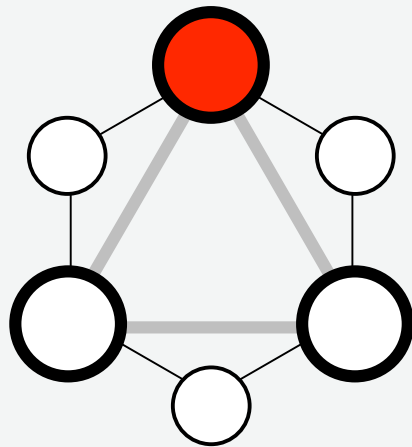
Who are my competitors?

How can I improve my
unique selling position?



Targeting communication

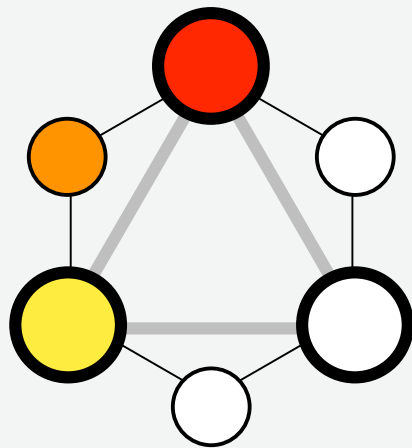
How can I communicate my message to be understood.



Visualised philosophy:
The product

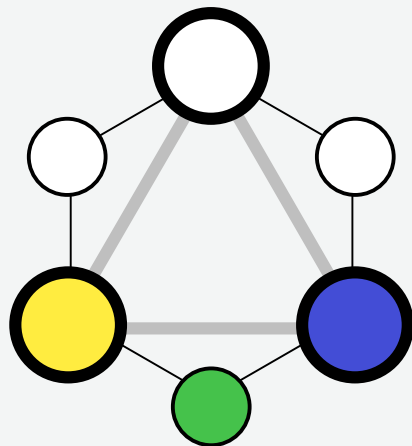
How can I make my ideas a valuable contribution to the society?

How do I offer my service?



Strategically used philosophy:
The price

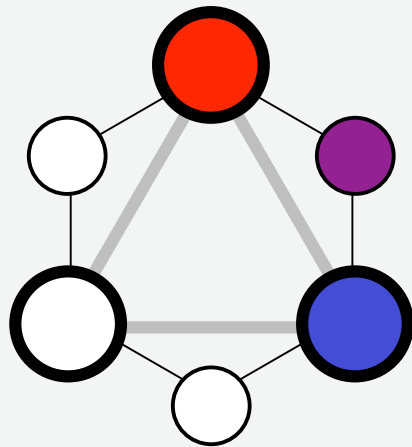
What is the value of my work?
How can I get my work refunded?
What are my rights?
What are my obligations?



Communicated strategy:
The distribution

Where do I find projects?

How do I get in touch with people who
need projects I am interested in doing?



Don't dream your life.
Live your dream.

