

How to Market Yourself



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BURLYCON

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Marketing Yourself as a Burlesque Performer

1. CREATING A BRAND

a. Look and Feel

- i. Consider thinking of your burlesque performance and persona as a product marketed by a multi-national company – Coca Cola perhaps. The Coke company always markets Coke in its traditional red and white can, with the familiar swoosh. You are marketing yourself, selling yourself (quite literally) in the same way. If Coke had a burlesque performer, perhaps she'd be Coca La Cola...

b. Using fonts/colors to evoke personality

- i. This doesn't mean that you have to always appear the same way, but perhaps you have a signature color... use it when selling yourself! Perhaps your personality is soft, feminine and sensual, you'd probably be better represented by a font/color that is the same rather than rocker text:

1oca La Cola versus **COCA LA COLA**

- ii. This will be part of your logo, or can be your logo, which you can use on your business cards, postcards, flyers and your mark on events you may produce. Find something you love!

c. Conceptual Integrity:

- i. Once you've developed a personality, then found a look and feel that matches you... lock it in – get business cards, repeat the same concept in your emails, website and social networking. Remember that how you represent yourself is just as important as where and how you do so.

d.

2. MARKETING

- a. **Physical:** People like to touch. Having something tangible can often sway an individual over choosing your show over another show.

1. There are a multitude of ways you can promote yourself – the first thing that most people think of is business cards, and yes you most definitely must have business cards (and hand them out to everyone you know... and don't know!)
2. **Postcards:** perhaps you use postcards of your favorite photo as 'thank you' cards to producers, sponsors or friends
3. **Posters:** offer a poster of yourself as a raffle donation to a producer – it can also be part of the marketing for a show, and help you be booked.

b. Intangible: marketing works in the physical world and out of it as well, you'll be marketing yourself online as well as in person, so make the most out of the many opportunities available:

i. Social Networking

1. Facebook

- a. Using Facebook to manage event creation and more is the most popular way today to convey information, but it isn't the only options – research what your area might have: Yelp.com, Events on Craigslist, and many more.

2. Twitter

- a. Twitter is currently processing over 250,000,000 tweets per day which provides a lot of users to market to – make your material interesting, not a stream of ads for events and services (who wants to read that?) (Use your Twitter to update FB, too)

3. Blogging

- a. This is a take it-or-leave it option for some, but if you have the time and willingness, it can be highly fruitful to consider blogging, even if the content is lists of shows where you'll be and information on events you have been a part of – it can act as a journal of calendar happenings for later.

4. Website

- a. Everyone should have a website, even if you opt not to purchase your own domain (did you know they can be less than \$5/year?) Having a central location for people to find out information, that's safe from other's posting on your wall or tagging you in unflattering photos... it's priceless.

ii. Email

1. Using your own domain, if possible

- a. Consider buying your own domain, if for no other reason than it makes your emails much more professional. Remember our friend Coca La Cola? Which sounds better:

"Oh, just email me at cokelacolaburlygirl69@yahoo.com"

or

"My email is easy: talktome@cocalacola.com"

2. Event update emails

- a. I recommend do this for several reasons, it gives you an easy chance to market to people, lets you gauge success in social networking outreach and if you're constantly looking at your calendar to set up this email... you're also always on top of what you're doing where and when. I send mine every Sunday morning

with info for the next two weeks (and I have 500+ subscribers)

3. Resources

a. Twitter:

- i. Twaitter - www.twaitter.com – schedules Twitter updates
- ii. Schmap.it – combines Facebook event information and direct Twitter marketing

b. Blogging

- i. Blogger – www.blogger.com – one of the most popular blogging platforms
- ii. Wordpress – www.wordpress.org – easy to setup and easy to use
- iii. SquareSpace – www.squarespace.com – highly versatile, cost-efficient

c. Email

1. Google Groups – groups.google.com - Easy & free and integrates with other Google products, but lacks richness and clarity of other services
2. VerticalResponse – www.verticalresponse.com - Low cost (\$10/mo or \$0.01½ per email), easy WYSIWYG email editor, automatically manages subscribes, unsubscribes and CAN-SPAM compliance
3. MailChimp – www.MailChimp.com - Free, newer option with HTML emails

d. Organization and Resource Management (how do I keep up with all this?!?)

i. If This Then That - IFTTT.com

1. Allows automagic posting and data transfers vis various social networking systems
 - a. For example: everytime a photo is tagged of me on Facebook, it is automagically uploaded to my Flickr account (and in turn appears on my website's Flickr slideshow)
 - b. Everytime I add an event to my Google Calendar, IFTTT tweets information about the event to my followers (and then reminds them of the event the day it happens)

Yours in tassels and glitter,

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