

1. CREATING A BRAND

- a. Look and Feel
 - i. Consider thinking of your burlesque performance and persona as a product marketed by a multinational 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:

Coca 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.

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 500MM 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?)
 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 **cokolacolaburlygirl69@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 Wednesday with info for the next two weeks

RESOURCES

Twitter

HootSuite - schedules Twitter posts in bulk

Blogging/Website

***Weebly.com – free blogging and website platform (inexpensive professional plans)**

SquareSpace – www.squarespace.com – highly versatile, cost-efficient

Blogger – www.blogger.com – one of the most popular blogging platforms

(I don't personally recommend Wordpress or Wix)

Email

*MailChimp – www.MailChimp.com - Free, newer option with HTML emails, easy WYSIWYG email editor, automatically manages subscribes, unsubscribes and CAN-SPAM compliance

VerticalResponse – www.verticalresponse.com - Low cost (\$10/mo or \$0.01½ per email)

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

If This Then That - IFTTT.com

Allows automatic posting and data transfers vis various social networking systems

For example: everytime a photo is tagged of me on Facebook, it is automatically uploaded to my Flickr account (and in turn appears on my website's Flickr slideshow)

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)

1. Sharing Headshots

- a. You'll often need to share headshots and bios with producers and festivals. There are several ways of getting this information in an organized manner to those who need it, that are easy for you to send and execute!
 - i. **Google Docs:** You can create a document with your bio and a high-res photo within and share the link to the document
 - ii. Create a 'bio' page on your website to which you can direct producers so they can download the image that best fits their needs and copy the plain text bio for their use.
 - iii. Other options include Box.com, DropBox and other cloud storage alternates.
 - iv. Use Weebly to create a free website that has your bio, photo download links, and your resume.

2. Saving, Sharing and Editing Music Files

- a. This is slightly more in-depth than this class will allow but here are some basic tips and guidelines:
 - i. Producers can have lots of trouble with M4A and ACC files, as these are often DRM (Digital Rights Management) files, meaning often only the purchaser can open.
 - ii. If you have a file you've bought online and want to convert to MP3, there are three ways to achieve:
 1. Purchase the song via Amazon MP3
 2. Burn to CD then 'rip' or import the CD.
 3. Open in Audacity and resave.
- b. To send music, MP3 format is much preferred as it is compressed and has a lower file size. You can attach MP3 files directly to emails (did you know you can drag files directly from iTunes to your email/webmail?), or upload to Google Docs and share doc links.
- c. Editing is easy in Audacity – a great, free open-source audio editing software
- d. Always edit the track artist and title to include your name and act name, and change the filename to read something like "**Sally Sparkles – Ode to Heinz Act.mp3**"

3. Organizing it ALL:

1. A great overall organization system is the Google suite of tools:
 - a. **Google Drive** allows you to save, share and collaborate on any filetype, including MP3s, photos and so much more!
 - b. **Google Docs** allows you to save, share and collaborate writing documents, spreadsheets as well as share
 - i. Also, Google Forms allows you to solicit feedback or organize results from members of a group!
 - c. **Google Calendar** is great for organizing yourself and sharing your public calendar with the world
 - d. **Google Voice** allows you a private, secure number to give to the public that you can manage!

► I post how-to articles and neat tools here: <http://burlystuff.tumblr.com>

Yours in tassels and glitter,

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