**ARA 396: Professional Practices for Artists and Designers – Fall 2018**

**WORKSHEET/WORKSHOP 2 – ELEVATOR PITCH + ARTIST STATEMENT  
(Professional Clarity/Acuity)**

**NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**+ BIOGRAPHY / Seeds:  
*Who, What, Where, When, How, Why***

**What’s your name?**

**What year were you born?**

**Where are you from?**

**Anything notable about your heritage, family, childhood?**

**Education?**

**Brief about your work (TAGLINE)?**

**What are your notable awards, accolades, points of pride?**

**Notable publications or collections?**

**Where do you currently live/work?**

**+ BIOGRAPHY / Text (~200 Words):**

**Word Count: \_\_\_\_\_\_\_\_\_\_\_\_\_**

**WHO ARE YOUR POTENTIAL AUDIENCES? (From Worksheet 1)**

**+ MISSION or ARTIST STATEMENT / Seeds:  
*An expanded Who, What, Where, When, How, Why***

**What’s the *hook*?**

**What do you make?**

**What’s the medium?**

**Where do you make it?**

**What are you interested in? Why do you make the work?**

**Is there a direct, notable lineage (where are YOU going)?**

**What’s interesting about the work?**

**Where is it going? Where does it belong?**

**Who is it for?**

**Who or what do you want to impact, what change do you want to see?**

**What do you need?**

**+ MISSION STATEMENT / Text (~500 Words):**

**Word Count: \_\_\_\_\_\_\_\_\_\_\_\_\_**

**+ ELEVATOR PITCH / The Setup - ABC:**

***What 3 questions can you ask to ‘fertile the field’ (Find Meaning)***



**+ ELEVATOR PITCH / Seeds:   
*<SEGWAY>*  
Who are you?**

**What do you do and where do you do it?**

**Why do you do it (in a way that connects to who you’re speaking to)?**

**What do you need / what can you offer / what’s the ‘ask’?**

**+ ELEVATOR PITCH / Script (100-150 Words) ~ 1 Minute:**

**Word Count: \_\_\_\_\_\_\_\_\_\_\_\_\_**

**+ ELEVATOR PITCH / PERFORMANCE:**

**// Clarity**

**// Enunciation**

**// Cadence**

**// Mirroring ~ Enthusiasm (movement / non-verbals)**

**// Openness (face, torso, hands)**

**// Story / Example**

**+ TAG LINE / TEXT (25 – 100 Words):  
*Describe yourself and practice in one sentence; what’s the hook, the most important bit, in a way that also contextualizes the WHAT.***