



Mini-Course: 5 Strategies to Monetize Your Artist or Creative Business by Cindy Khoury Ashton

Super jazzed you have downloaded this mini-course!

For each method of monetization discussed in the [video](#), below are exercises to get you started on the path. If you want to go even deeper at any time, we invite you to [book a mentorship call with me](#).

Note: You don't have to do all the following strategies. Focus on the first one + choose one or two that lights you up and go for it.

#1: Negotiate, Negotiate, Negotiate!

It's easier to negotiate in higher pay and more perks when you are positioned as someone who is credible or 'known' in your industry. Why? The first thing anyone does when they are considering booking you is search for you on the web. It is critical for you to up-level your online presence to tell that story, otherwise they won't see your value and treat you with the respect you deserve.

Keys to optimizing your online presence:

- Make sure you are consistent with all your cover photos, profile photos and descriptions across all your social media channels.
- Choose photos that SHOW your brilliance and wow. So, if you have performed on stage for 1000 people, use that picture.
- Create a description that shows how YOU are different and stand out.

Let's get your mindset in the right place:

Whether it is a performing gig, speaking gig, showing your work at a gallery or something else, there are always additional things that you could be negotiating in.



Here are my top 3 things you want to negotiate in your contracts:

1. An extra ticket or 2 for your assistant(s). The more people at the event, the more helpers you will need. The helpers can videotape testimonials, take behind the scenes photos, be at your table getting signups for your newsletter and selling products, socializing with guests, and getting leads. They can also be your bodyguard and run interference if a fan is monopolizing your time or draining/hassling you. After the gig, be sure to repurpose the content your helpers captured on social media to keep the buzz going.
2. Getting interviewed by the press. Free media attention is GOLDEN because it positions you as a prominent person in your field. Ask if any media are coming and request to be interviewed, especially if they aren't paying your full fee – This could be added as part of your compensation during the negotiation phase.
3. If they've got an email list, negotiate in that they will do some dedicated emails for you to promote you and your appearance in advance. Why? Because in addition to extra visibility, readers will already start to feel connected to you. Fans are the ones that help build the buzz as well as the ones that will buy your music, books, art... anything you are selling!

You can also ask to be paid more. It all comes down to understanding the unique value that you bring to the table and knowing how to position it to elevate them in some way. You must make the connection between what you are asking for in compensation and how it amplifies them in some way.

#2: Land Brand Deals (aka sponsorships)

Landing sponsorships is possible whether you're starting out, you have a sizable following or you're very established but don't have a huge following.

Sponsorships can be monetary as well as “in kind” such as Air France giving you flights for your tour.

The first critical key is understanding that **sponsorships are not free money**. You have the responsibility to use your platform to promote that product or service, so they get more visibility and sales. So, if you need €5,000 for your show, you need to add what it will cost to promote your sponsor and deliver on your promises.



The second key is to ensure the sponsors you are targeting have similar values and synergies. For example: Given that a huge part of my story centers around living with lifelong illness and managing it naturally, a junk food sponsor would be a complete mismatch.

To get you started, which products and services would be a good brand alignment with you and your audience? *Hint: think about existing products and services you love.*

#3: Affiliate Marketing

This concept is similar to landing sponsorships but instead of you reaching out to companies to give you X amount of money to promote them as part of your project (whether it's a show you are producing or a new album, for example), you are promoting their product with a trackable link and earning commission on each sale.

And just like landing sponsorships, it all comes down to knowing your audience's values and interests and ensuring that there is a brand alignment with whatever you are promoting.

For example: If your audience tends to be health conscious, you could find an organic, vegan food product to promote or a medicinal tea. Get on social media, use your artistic, creative brilliance and have fun creating. You could also promote those products at events and everywhere you go!

What products can you see yourself promoting?

Again, think about what products you are already using.



#4: Do Collaborations

Collaborations are an amazing way for you to cross-promote with another artists, creatives, speakers or even a brand that is completely outside of your industry.

It automatically increases your visibility and reach. attracting more opportunities, potential clients and fans to you. It may even garner the attention of the media and bigger influencers. Yahoo!

A collab could be as simple as a joint post on social media, which you will want to do 2-4 times a month, to something more extensive such as a concert, conference or art show.

Be willing to create a collaboration that may seem completely out of the box, but you need to make sure that you're doing it from a place of truth as opposed to just trying to get attention.

A great example of an “out of a box” collab was a collaboration between Snoop Dogg and Sting. It seems like a really odd mix, but it absolutely worked, and it was a great way for them to cross promote their brands. And of course they leveraged it into various opportunities, including performing on “The Voice.” <https://www.youtube.com/watch?v=46olP65pyAo>

Who are some potential artists, creatives or otherwise that you would love to collaborate with? And would it be on social media? Somewhere else? Have fun using your imagination!

#5: Network in the Right Rooms

Getting in the right rooms is all about knowing where to network so that you can meet people of influence who could give you connections to potential gigs or hire you. It’s also about putting yourself in a position of leadership to give you visibility and high-level connections.

When seeking out places to show up and shine, there are typical places you can go to such as associations and groups, specific to your industry.



You also want to think outside the box for niches that may seem unusual but have opportunities for you.

For example, back in the day, by attending events in the financial services industry, I got many 4-5 figure bookings to either speak, MC/entertain or sing at various conferences and events. I also generated ongoing 1:1 clients for my [Speak from Your Power® trainings](#).

Another thing you may want to consider, once again, is being in spaces that align with your brand values.

For example, I used to volunteer as a Spokeswoman for the Canadian Centre for Abuse Awareness. It was aligned with a cause that was important to me while putting me in the rooms with multi-millionaires. It led to many high paid opportunities as both a Performer and a Speaker.

Jot down some ideas of places you can network:

Final words...

Thank you for trusting us to guide you on this journey of building sustainable income. You deserve it.

You received the first steps to get you started on this journey. Did you notice a theme here? Building a solid brand and leading with your values are crucial to your long-term success.

**Excited about what's possible & want a personalized strategy to grow your career?
I invite you explore booking a mentorship session with me:**

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With love, sparkles and gratitude,

Love, Cindy