



## ***Audience Development Specialists*** **Introducing your audience...**

To my arts community:

Hello! My name is Shoshana, and I founded Audience Development Specialists back in 2008. My mission is to help a variety of artists and arts organizations build a better audience. By “better audience,” I am meaning an audience that is the right fit for you and your business. You want to find the people who will dig your art and who will want to support you and your art.

How do I help you to find a better audience? I have a 3 step process:

1. I get to know who you are as an artist/arts organization. Through this step, we will define you and your art and make sure that all your marketing is in line with who you are. If you have not defined what makes you special, what separates you from all the other artists/arts organizations, or have not aligned your messages to highlight your niche, I can help you do this. I will be taking you through my 20 questions, branding questionnaire to get all the answers we need. Your marketing messages and material will be evaluated, and plans for improvement are recommended. When this step is over, you will have the basics for your audience development magnet to attract the right audiences!
2. After finding out all about you, I do the research to figure out who your audiences are and where they will come from. It doesn't matter where you are located, I will be able to do the research to find your people. At the end of step two, you will know where to point your magnet to attract the right audiences.
3. Lastly, we use all the information from step one and two to format a plan specific to your audience development needs. One-size does not fit all when it comes to audience development. You, your audience, your capacity issues, and your needs will be taken into consideration. At the end of step three, you will have a plan with a variety of audience relations programs that you can run with to develop your audience and build relationships with your audience members.

During the entire process, I will be educating you about the basics of audience development. I have never left a session without at least one “Good idea,” or “I never thought about it that way.”

I want to help the arts develop better audiences. I have seen too many artists and arts organizations struggling, and it does not have to be this way. In order for me to be able to help, more artists and arts organizations need to take the risk of hiring the consultants of ADS.

The cost of going through the basic process is around the cost of one advertisement and will take anywhere from 5-10 hours depending on your specifics. You will get more for your money if you reallocate a small fraction of your marketing budget toward audience development education. We can go through these steps via:

- Phone/Skype sessions
- Organizational workshops (in person or webmeetings are available)
- Group seminars so you can share the fee with others (slightly less individual attention through this method)

If you want to have a better audience, filled with people that are happy and loyal to you and your art, please consider contacting ADS. We can educate you and provide you with the guidance, designs and plans specific to your audience development goals.

Sincerely,

***Shoshana Fanizza***

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Audience Development Specialists

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