







Frankie

Up-and-comer

“I want to share my work and connect with an engaged, artistically informed community.”

BASICS

-  24 years old
-  Somerville, MA
-  \$ 45k/year
-  Tech savvy, active on social

FRANKIE...

...bartends as he figures out how to pay for life while pursuing, making, and learning art. He literally lives in his studio and if he's not mixing drinks or hanging with friends, he is making (or thinking about making) something. He has exhibited at a few local coffee shops and lounges and sold paintings here and there, but isn't close to supporting himself through his art.

He never went to art school but has an impressive drive to improve. To him, the biggest downside of no art school is the lack of other artists in his orbit. He missed out on that shared experience. He has a strong network of support amongst family and friends, but would like to connect more with creative peers who better understand what the life of an artist entails.

MOTIVATIONS

To make it as an artist Frankie realizes he needs to know more people who are living and working in the local artist community. He also wants to improve by sharing work for critiques with a community that will provide more artistically informed opinions. In short, Frankie is motivated by growth: of both his network and artistic skill.

GOALS

- Primary: To build a network of creative peers
- Secondary: To share ideas and work for critique by other artists
- Tertiary: Seeking advice and knowledge from more experienced artists

PAIN POINTS

Frankie is frustrated that he doesn't know more artists. He is comfortable with the traditional social media platforms and has found some success selling work and promoting himself through Instagram and Facebook. However, connecting with other artists has been a challenge. He has support from a caring group of friends and family, but none of them get it. He knows his growth as an artist will only go so far without more of a connection to the local artist community.

CURRENT HABITS

Uses Instagram and Facebook to promote occasional showings and share thoughts, work, and inspirations. Has received positive responses and support from his non-artist network but hasn't gained any traction in the art world.





Jo


Looking to change it up


I want a balanced work life and to spend more time doing what I love, **making art.**

BASICS

 31 years old

 Boston, MA

 85k/year

 Engaged, open to new ways to reach goals

JO...

...pays the bills as a graphic designer, a field she would enjoy if it she had more creative control over the final output (curse those opinionated clients!). As a side hustle and passion project she makes jewelry. Her time spent making bracelets, earrings and the like is the most fulfilling of her day. However, equipment and material costs are cumbersome and if she wants to keep doing what she loves, she has to bring in more money from her jewelry.

Jo has an Instagram business account but finds the process of promoting herself emotionally draining. The sight of her phone sitting on a table untouched is an irritating reminder that she could be doing more to promote herself digitally, but she just... can't. Work ethic is not an issue and she actually enjoys digital engagement with others, but the brazen pushiness required to promote her work effectively leaves her feeling "gross". If there were a way to promote herself without it feeling so...
PROMOTIONAL she'd be thrilled to give it a try.

MOTIVATIONS

Jo doesn't need to leave her day job completely, just wants to bring in more money through her jewelry so she can justify spending more time on it. To sell more jewelry she knows self-promotion is necessary, she just hates doing it. Always on the lookout for friendship, she would also be excited to connect with more creative-types.

GOALS

- **Primary:** To financially justify spending more time on her jewelry business
- **Secondary:** To promote her work in a way that doesn't feel so "gross"
- **Tertiary:** To connect with others in the local jewelry making community for friendship and to share experiences

PAIN POINTS

Jo yearns to spend more time doing what she loves. Unfortunately, the cost of doing what she loves is a cumbersome obstacle in the form of tools and materials. Adding to the financial challenges is her intense distaste for self-promotion. She has a gift for design but not so much for sales, and if she could promote herself less painfully it would be a huge weight off her shoulders.

CURRENT HABITS

Jo has a dormant Instagram business account that taunts her by its mere existence. Her sales to this point have been from the few flea markets where she has put her wares on display. She's received positive responses and sold some pieces, but the activity is sporadic and developing other revenue streams is vital to her goals.