

WHO LOVES TALKING ABOUT THEMSELVES?

Not many of us! This can make writing your artist biography very daunting. However, it is one of the most important documents you need if you are going to promote or sell your work or product. Luckily we're here to help! Because we, as artists and creators are not always able to always identify our strengths or articulate our successes we have developed some resources and tips to assist you.

Talking to someone and having them ask questions, like in the "GET TO KNOW YOU!" worksheet, will help you to get some things on paper. It's just like having a chat and getting to know someone.

ABOUT YOUR BIO

Your Bio doesn't need to be a long document when you are in the emerging stage of your career, it is about connecting with someone and an opportunity for the gallery or your audience to get to know you, your achievements and where you are heading in your career.

This is your STORY, your journey, so to ensure your bio is engaging to the reader you need to make it a story that is interesting and creative just like you are. The twist is that although it's your story, your Bio needs to be written in "third person", this means that someone else is writing about you, the completed worksheet will help you do this!

Bio's need to be written in easy to understand terms, if the reader cannot understand what you have written because it is in language that is confusing they simply will not resonate with it or you. The same can be said for spelling, sentence structure and grammar, you don't have to be an English teacher to get it right, talk to Outback Arts and find out how we can help you.

Writing your Bio isn't a 1-time thing! It will grow and change as you grow and change, it will also need to be amended to suit your audience so think about who is reading the bio, why they are reading and what to do you want from them?

We see a variety of Artists Bio's every year, funding bodies and galleries can see hundreds or even thousands and in the fast-paced world we live in you need to make sure yours concise and easy to read, long enough for the reader to feel they know you and your practice but short enough that they can do it in a minute or two.

HOW TO WRITE YOUR ARTIST BIO



ACTIVITY: RESEARCH

Google your 3 favourite artists, read their bio's and make notes on these points.

1.

Artist name:

What do you think is done well?

What do you think needs improvement?

Who is the audience they targeting?

How do you respond to what is written?

2.

Artist name:

What do you think is done well?

What do you think needs improvement?

Who is the audience they targeting?

How do you respond to what is written?

3.

Artist name:

What do you think is done well?

What do you think needs improvement?

Who is the audience they targeting?

How do you respond to what is written?

HOW TO WRITE YOUR ARTIST BIO

“GET TO KNOW YOU!” WORKSHEET

What's your name?	
Who's your mob?	
Where are you from?	
What's your story?	
How long have you been an artist?	
What inspires you in life?	
Tell me about the art you produce.	
What art mediums do you work with?	

HOW TO

WRITE YOUR ARTIST BIO



What is your favourite and why?	
What is different about your work?	
What is your philosophy?	
What do you offer that no one else does?	
What inspires your art practice?	
Artistically speaking, what has been your greatest achievement to date?	

HOW TO

WRITE YOUR ARTIST BIO



<p>Where have you exhibited previously?</p>	
<p>Who has previously commissioned your work?</p>	
<p>What awards have you won?</p>	
<p>What are 3 things that you are great at?</p>	
<p>If your work is culturally based, what does this mean to you and why is it important?</p>	

HOW TO

WRITE YOUR ARTIST BIO



<p>What is your ultimate goal?</p>	
<p>What are 3 of your greatest personal attributes?</p>	
<p>What areas of community are you involved in (are you on any committees or Boards)?</p>	
<p>Who has mentored you and what was the focus?</p>	

HOW TO WRITE YOUR ARTIST BIO



YOUR BIO

Thinking about the other bio's you have read, and using your worksheet as inspiration make a start on your Bio using the template we have provided.

Think about:

1. Who is your audience?

2. What 3 things do you want them to know, feel, or experience?

Know –

Feel –

Experience –

3. What is your call to action? (ie: what do you want them to do once they have read it?)

Buy your artworks

Commission a piece of work

Book you for an exhibition

Other

HOW TO WRITE YOUR ARTIST BIO



NOW HAVE A GO!

Introduction
<i>Who you are, where you're from and where you draw your inspiration from</i>
Middle
What kind of mediums do you work with, what is special, or different about the work you produce, where do you want to go with your art practice?
Closing
Where have you exhibited? Who has commissioned your work? What do you hope to achieve in the future?

If you have any questions please contact Outback Arts, we're always here to help!