

Some marketing experts really like the “onliness” exercise. Personally, I don’t think this is a perfect fit for the arts world. But it can be helpful as you hone in on specific message points.

My art offers:

The Only \_\_\_\_\_  
That \_\_\_\_\_  
For \_\_\_\_\_  
In \_\_\_\_\_  
Who Want \_\_\_\_\_  
In an Era Of \_\_\_\_\_

Again, plenty of other branding exercises and guidance online. They tend to be more focused on corporate brands or small businesses -- but some elements are applicable.

Please let me know if you have any questions! Thank you again for the opportunity to work together.