



SABIOLEON

HOW TO CREATE A POWERFULL IMAGE

A SHORTGUIDE TO IMAGINEERING FOR PERFORMERS



CHAPTERS



STEPS



IMAGE



FRANK VAN DEN HEUVEL

Creative director | Artistic coach

Email: Info@sabloleon.com

Sabloleon, Zulderpark 5
5251WB Vijmen Netherlands



M + 31 647 691 139 | T + 31 73511 7135 | W www.sabloleon.com

REFLECTION AND ANALYSIS

DISCOVER YOUR CHANCES AND OPPORTUNITIES

In this chapter you will find the basics to consider when you are looking for new opportunities and chances to create new markets for your act or show

1

DETERMINE YOUR UNIQUE VALUE

Who are you and what makes you special. Do you have a special skill, trait or a special physical appearance? Find the specific things that define you as a person, character or artist. Ask for honest feedback. It might hurt a while, but it will definitely make you grow.

2

FIND OUT HOW OTHERS SEE YOU

What do people think of you. Do they think you could star their show or do they consider you fill? Do they consider you an artist or person with a stronger connection towards a more adult or family audience? What do women, men, kids see you. Are you a superhero or the serious person?

3

IDENTIFY YOUR GOALS

Where do you want to be in 5 years? Where do you want to work? What is your future plan for business and for your own personal life? Does it match?

4

IDENTIFY YOUR MARKET

so, you know where you want to work? Then it is time to find out how many places there are for you to work. Maybe that segment of the industry is not enough to work constantly and its wise to find a second segment to work in. Be a bit flexible. A variety act might be perfectly suitable for corporate gala shows or product presentations aswell.

5

IDENTIFY YOUR COMPETITION

How many people might be able to perform on your level, under what conditions and in your segment? Find out who is working the places where you want to work and why they work there. Find out their pricetag and their extra conditions. You need to come with a sharp offer and a strong act in order to be booked.



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CREATING, INVENTING LEARNING AND SPENDING

ON GETTING READY FOR THE FUTURE

In this chapter you will find the basics to consider when you are looking for opportunities and chances to create new markets for your act or show.

1

IMPROVING SKILL

You are a good artist, but there is always a new goal to achieve. Find the skill you want to master and that is rarely seen in your part of the business. A perfectly executed trick might give you a highlight amongst other performers.

2

IMPROVING APPEARANCE

You are mastering your skill but yet you don't manage to pull it off. Have a look at the setting of your act. Your costume and music need to match the speed and intensity of your act and personality. Tailored and rich should be your new keywords.

3

USE A TRADEMARK

Clowns are masters at using trademarks. Bello Nock is recognisable thanks to his hair in combination with his swaypole. The image of "daredevil clown" originates by the combination of looks, character, and these two trademarks.

4

TRENDWATCHING

What is the current trend in your industry and what are the trends amongst the idols or dreams of your audience? Google, magazines, Facebook and even looking around on the streets are perfect tools to discover what will suit your audience and what might in a couple of years.

5

GETTING YOURSELF A MENTOR OR COACH

Having someone around to guide your career or process of creation will help you. Look for someone that is both good in your skill and in creating something outstanding.



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MARKETING AND PROMOTING YOUR ACT AND IMAGE

GETTING SEEN AND GETTING OUT THERE

It is important to approach people in the right way, I included some steps to consider for you to consider when you want to get out towards agents and bookers

1

MATCHING PROMOTION MATERIAL

The first thing that agents, bookers or shows will ask you for is photo's and a video. Make sure your photo material is of high resolution and maybe even made in a studio where light can be altered to make you look like the professional you actually are. It is worth spending money on and it will pay you back to invest in good material.

2

CREATING A WEBSITE

A website should be easy and contain a few things. A small biography, your high resolution photos and you video or a video teaser and your contact details. If you serve a full evening show it might be practical to mention what you can offer in a form of packages. just a few options and not an endless list.

3

MATCHING YOUR IMAGE WITH YOUR PROMOTION AND MARKETING

Your character tells a story in a certain style. your photos, videos and website should all tell the same story in the same theme and visual style. The dream that you want to give your audience, starts with you!

4

BECOME A SOCIAL NETWORKER

Keep your clients, fans, friends and family up to date by the use of social media. However be very consious about posting political, religious or sexual content. Make sure you have a good and relevant reason if you plan to do so.

5

GO OFFLINE

Visit or invite bookers and agents to come and see your work. Have a phonecall, dinner or send a christmass card to your clients or prospective clients. If you connect on a personal level the chances on getting booked or seen will grow.



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