Creating a Standout ArtistsInspire Profile

Marketing & Profile Best Practices for Teaching Artists

Your Profile is Your Marketing Tool

Your ArtistsInspire profile is often the **first impression** a teacher, principal, or school administrator will have of your work. In many cases, it determines whether they choose to contact you or continue searching.

Think of your profile as more than a biography; it is your professional portfolio and marketing tool. A strong profile clearly communicates:

1. Who you are as an artist
2. What students will experience
3. Why your workshops are engaging
4. How your artistic practice connects to learning
5. What makes your approach unique

Who Uses Your Profile?

Your profile is viewed by:

Teachers and Schools

Educators search for interactive, curriculum-connected workshops that inspire creativity and engage students.

School Administrators

Principals and school staff are looking for professional artists who can provide meaningful arts experiences.

The ArtistsInspire Team

When schools request recommendations, the ArtistsInspire team may suggest artists whose profiles best match the school's interests, grade levels, artistic discipline, and project goals.

A complete and well-written profile increases your visibility.

Start with a Strong Introduction

Your summary should answer three simple questions:

1. Who are you?
2. What do you do?
3. Why should a school choose you?

Keep it concise. Approximately **150–250 words.**

Include:

1. Your artistic discipline(s)
2. Professional experience
3. Teaching experience
4. What makes your workshops unique
5. Your artistic values
6. What students gain from working with you

Avoid

1. Long artist statements
2. Academic language
3. Exhibition histories
4. Lists of awards
5. Writing only about yourself

Instead, explain how your artistic practice creates engaging learning experiences.

Describe the Experience, Not Just the Activity!

Teachers want to know what students will actually do.

Rather than saying:

Students learn painting.

Try:

Students explore color, composition, and storytelling while creating an original acrylic painting inspired by local landscapes. Through guided demonstrations and collaborative discussions, students develop observation skills, creative confidence, and artistic expression.

Good workshop descriptions answer:

1. What will students create?
2. How does the workshop begin?
3. What techniques are introduced?
4. How are students actively involved?
5. What is the final outcome?
6. What skills will students develop?

Highlight Student Learning

ArtistsInspire supports meaningful arts education.

Explain how your workshops help students develop:

- Creativity
- Communication
- Collaboration
- Critical thinking
- Problem solving
- Confidence
- Cultural understanding
- Self-expression

Whenever possible, connect your workshop to classroom learning and cross-curricular competencies.

Reflect the ArtistsInspire Workshop Model

Workshop descriptions should be aligned with the ArtistsInspire program.

Successful workshops are:

- Hands-on and interactive
- Student-centred
- Collaborative
- Adaptable to different classrooms
- Designed to encourage creativity and participation

Where appropriate, indicate that workshops can be delivered over multiple sessions, allowing students to deepen their learning and complete meaningful creative projects.

If you offer a One-Day Event, you may mention it briefly, but your profile should primarily showcase your workshop offerings.

Show Your Flexibility

Schools appreciate artists who can adapt.

Mention if your workshops can be customized for:

- Elementary or secondary students
- Different age groups
- English-language learners
- Diverse learning styles
- Neurodiverse students
- Rural schools
- Small or large class sizes

You may also mention themes such as:

- Identity
- Community
- Environment
- Wellness
- Storytelling
- Cultural heritage
- Social justice
- Collaboration

Use High-Quality Photos and Videos

Images often influence a teacher's decision.

Include photos that show:

- Students actively participating (requires consent)
- Hands-on activities
- Collaborative learning
- Finished student artwork
- Workshop facilitation

Avoid:

- Logos
- Promotional posters
- Selfies
- Low-resolution images
- Dark performance photos where students are not engaged

Videos are encouraged if they demonstrate your facilitation style or workshop atmosphere.

Always ensure you have permission to use photographs or videos that include students or their artwork.

Make Your Profile Easy to Read

Busy educators scan profiles quickly.

Use:

- Short paragraphs
- Bullet points
- Clear headings
- Simple language
- Action verbs

Avoid large blocks of text.

Complete Every Searchable Field

Teachers search using profile filters. Complete every applicable section, including:

- Artistic discipline
- Grade levels
- Languages offered
- Workshop format
- Geographic availability
- Virtual availability (if applicable)
- Experience working with different age groups
- Accessibility accommodations
- Culture in Schools status (if applicable)

Complete profiles appear more frequently in search results.

Keep Your Links Current

Before publishing your profile, verify that:

- Your website works
- Social media links are active
- Videos play correctly
- Portfolio links open properly

If your website has a dedicated workshop page, link directly to that page rather than your homepage.

Maintain a Professional Online Presence

Your website and social media should reinforce your profile.

Consider including:

- Workshop photos
- Student projects
- Artist biography
- Recent exhibitions or performances
- Community engagement

- Teaching philosophy

If possible, create dedicated professional social media accounts separate from personal accounts.

Refresh Your Profile Regularly

Your artistic practice evolves—and your profile should too.

Review your profile at least once each year.

Update:

- Workshop descriptions
- Photos
- Videos
- Biography
- Website links
- New artistic projects
- Teaching experience
- Professional development

An updated profile demonstrates professionalism and helps schools discover your newest offerings.

Top 10 Ways to Strengthen Your Profile

✓ Write for teachers—not other artists.

✓ Focus on what student's experience.

✓ Use action-oriented language.

✓ Include high-quality workshop photos.

✓ Show student engagement.

✓ Connect your workshops to learning outcomes.

✓ Complete every searchable field.

✓ Keep your website and links current.

✓ Review and update your profile annually.

✓ Let your passion and personality shine.

Before You Submit

Use this checklist:

□ Professional headshot

□ Strong artist summary

□ Student-focused workshop descriptions

□ Curriculum and learning outcomes included

□ High-quality workshop photos

□ Workshop video (optional)

□ Working website and social media links

□ Complete profile fields

□ Accessibility information included

□ Profile proofread and updated

Final Tip

Your profile is more than an application. It is your opportunity to tell schools why your artistic practice belongs to their classrooms.

A thoughtful, engaging profile helps educators imagine students learning, creating, and connecting through the arts. The clearer you communicate with that experience, the more likely schools are to choose you.

We encourage you to revisit your profile regularly, celebrate your growth as an artist and educator, and continue sharing meaningful arts experiences with students across Quebec.

We look forward to seeing your creativity inspire classrooms throughout the province.