



Maryland Arts Directory: How to Create an Effective Profile

What is the Maryland Arts Directory?

The [Maryland Arts Directory](#) is a free online platform that showcases the high-caliber, diverse, and relevant work of Maryland's artists and arts organization. Artists, arts organizations, and arts businesses can create a free Arts Directory profile to highlight their work and offerings.

Rostered teaching artists are required to create and maintain their Arts Directory profile in order to maintain their status on the MSAC Teaching Artist Roster.

The [Maryland Arts Directory](#) requires an account to create a profile. This is a separate account from [SmartSimple](#), MSAC's grant application management system.

Why is it important to have an Arts Directory profile?

Your profile entry is an effective marketing opportunity for readers to quickly understand:

- The programs you offer
- The audiences you serve
- The purpose and importance of your work
- How your work is unique and distinctive.

What are the recommended sections for an effective profile?

1. **Quotes and Testimonials:** You may want to start your profile page by either:
A.) A one sentence statement that defines a guiding theme, purpose, or motto of your work.
B.) A testimonial statement from someone who experienced your work and appreciated its value.
2. **Artist Statement:** This section provides you with the opportunity to share the purpose, context or philosophy of your work. The statement should focus on what makes you distinctive. Consider the roots of your work or what your work is designed to accomplish.
3. **About the Artist or Ensemble:** In this section you have an opportunity to briefly articulate your experience, training, background, awards, etc.
4. **Arts Learning Programs:** This section provides you with an opportunity to briefly explain the programs that you offer, their intended audiences, and objectives. Recommend keeping descriptions to 100 words.

5. **Contact/booking information, Materials and Technology needed, Fees:** These sections are designed for you to include specific information about the technical aspects of your programs. Check to make sure all of this information is accurate and up-to-date.

What makes a strong profile?

A strong profile entry is:

- **Goal Oriented:** Keep in mind, the goal for this profile is **ACTION**. You want the reader to select you and your programs. Keep that in mind as you craft your profile.
- **Concise:** Recommend keeping all descriptions of you, your company and your programs brief (2-3 sentences). Readers tend to scan a page so it's important to include only the essential information.
- **Compelling**
 - **Text:** Craft all written language to be highly descriptive and engaging. You may want to ask yourself:
 - How can my language capture the action that happens in my programs and the power of my work?
 - How can I use the present tense in my written descriptions to make them more commanding? For example, changing "Participants will discover..." to "Participants discover..."
 - **Visually:** Strive to make the page visually appealing by including photos that are purposeful, clear and include action.
 - **Profile photo:** Include an updated headshot
 - **Cover or background photo:** Consider an image that shows you in action or interacting with participants
 - **Other images:** Choose images strategically and consider where they are placed on the page so they connect with written descriptions
- **Accurate:** Check all written material to be sure it is accurate. This includes your contact information, program offerings, and booking fees. Update your profile periodically to be sure it is up to date.
 - Check to make sure links work correctly and that they reflect the work described in your profile.
 - Check for typos and grammatical errors.
 - You may want to invite a colleague to review the page and provide feedback before submitting it.