



Craft business resource

Hone your writing skills

Being able to write about your work in a way which inspires and connects is a skill that will help your target audiences gain a better understanding of your work. Here we summarise some of the key recommendations.

Research & plan your writing

- Firstly, what do you need writing for? Website, social media, newsletters, an application? Each requires a slightly different approach.
- Good, structured writing helps with clear communication, so who do you want to connect to? For an exhibition or event, this could be past people who have shown interest in what you do. For press releases, this would be a specific editor or journalist. Start building your lists and decide how you want to connect with them. It's always worth getting personal names where possible. Whatever your approach, taking the time to structure according to who you are writing to will be worth it in the end.
- For statements, look to artists and makers you admire; how do they describe their work, look at the structure they use.
- For editorial, look to written pieces that inspire you, [Crafts magazine](#) is a great place to start.
- For grant applications, consider looking at [The White Pube](#) funding application library, look at the structure and not the content specifically.
- For social media, think about the action you want your audience to take following your post, this can be very short and to the point or could be offering an insight, either way it does not need to be complex.
- Have a deadline, this could be anything from an application for a grant or for a gallery. Remember, if you are doing applications, selectors do look at your website, so always worth factoring in a review of your statement and 'about' pages before submitting your application.
- Finally, consider setting aside a budget to pay for professional support, this could be someone to help you write your grant application or help write a press release or content for your website. If you are going down this route, work on a brief of what you want to achieve, and work with the professional to coax out all the important information needed to have the impact you want to achieve.

Writing for marketing

- Writing backs up your visual impact. Take for example the home page of your website, do you have a statement that inspires visitors to connect? If you need some help, refer to our first talk on [identifying your brand values](#), this will help you shape your mission statement.



- If you often write academically, sometimes it's worth putting that voice aside for a more direct and accessible form of language if you wish to reach a wider audience.
- Ensure the words you use are not too commonly used; try to find the words that avoid flattening the specific details about your work and how you make it. For example, instead of using 'handmade' or 'authentic' try to explain what your hands or tools are actually doing.
 - Bad example: I hand cut my lino prints
 - Good example: Lino cut tools are very sharp, to ensure I have accuracy and control, I use my whole body to guide the strength in my hand through my arm and shoulder.
- With all writing, whether a direct message, a newsletter, a press release or an application; does your writing get straight to the point. Try to be as clear and concise as possible.

Top tips on writing about your business and practice

- Allow yourself time to work on your writing skills, it's always worth asking someone else to read it, this could be a fellow maker, a past tutor or a family member. Sometimes asking someone who knows nothing about what you do can be a great idea, if it makes sense to them, you have it nailed!
- It is helpful to look at how you relate to your making practice, and what's important about your relationship with it. Consider the history, tools and techniques of what and how you make. If you draw from the historical origins of the craft, explain its significance to a place, or the availability of materials and culture of origin. You may disrupt the context of the techniques used or try to remain true to a tradition. In this case, how did the techniques evolve over time and what is it exactly that you do differently or do to remain true to its origin.
- Always having an idea of where you want your business to go will help you identify where you want to place your efforts. For example, if you are trying to apply for an opportunity that does not fit your business goals, you may find yourself struggling even more to write and fit yourself into specific boxes.
- It can be challenging for many to put pen to paper, if this is true for you, start by recording your voice and walk and talk. Most smart phones have a 'Voice Memo' option. Sometimes we have our freshest ideas or clarity of thought when walking. Look at: [Otter.ai](https://www.otter.ai) which can convert your recording into text.
- Writing skills do not come naturally to everyone, but we still need these skills to support all the work we do for our respective businesses. If you struggle with writing, allow yourself time to work on it to try and alleviate any stress it may bring, know when to ask for help and allow time for that help to respond.