

# Expand your brand

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Getting to know more people is great not only for expanding your business but also developing your brand and amplifying its reach.

As an artist, knowing the right people can help you get the opportunities and exposure that you need.

Not only will you be able to increase your customer base but you can also leverage on the resources available to you through your network and expand your brand that way.

Attending events, gatherings, courses and showcases are great ways to build your network.

Sites such as Meetup and LinkedIn allow you to join social groups and get invited to events held at locations near you.

You can also join mutual interest groups that organise events to gather like-minded people together to share their ideas and enthusiasm.

Majidah Hashim, founder of Pufferfish Productions, says that networking opportunities have helped her develop her brand and her performing arts company.

After quitting her corporate career, this English and literature graduate from Universiti Putra Malaysia affirms that getting opinions from people from all walks of life is important in her efforts to launch Malaysia's first inter-production-house improvisational theatre game show.

"People should not be too protective of their ideas and be afraid that people may steal them.

"Take ideas from different people at networking opportunities and you may meet

someone who can provide input to improve your brand further," she says.

Majidah takes pride in the fact that she formed her current team entirely through networking and is continuing to recruit more.

"The interesting thing about networking is that you may meet someone who would not be able to help you but may know someone else who can and they will patch you in with that person," she adds.

Building a database of people whom you have met will come in useful.

Therefore, archive contact details and business cards of people you have met.

You may not need to get in touch with them right away but they may be able to contribute to future ventures.

## Put it together

Branding is a crucial element for artists and their business. Not only does it help put you on the map of things but it provides you with an identity that represents you and is recognised by your clientele.

As people get more connected, it is easy to build your brand upon advances in technology and connect with people all around the globe.

Yet you still need a great sense of responsibility to ensure that your branding exerts a positive influence on your target group and inspires a new generation of artists.

As *Amazon.com* founder Jeff Bezos said, your brand is what other people say about you when you are not in the room.