

NICHE DECLARATION SENTENCE BRAINSTORM GUIDE FOR ILLUSTRATORS

1. Write down at least thirty (30+) words using the sections below as a guide. It's okay if some ideas go in more than one section.

- a) Personal Attributes and Qualities (*Examples: Your Name or Nickname, Hobbies, Interests, Passions, Causes, Unique Personality Characteristics, Background, Race/Heritage/Nationality, Music Tastes, Significant Roles (example: Allergy Mom)*)

Answer:

- b) Types of Desired Illustration Work and Signature Style (*Examples: Movie Concept Art, Advertising Campaigns, Scientific Illustration, Art Licensing, Comic Book, Children's Book Illustration, Pop Surreal, Specific Subject Matter (dogs, monsters, sea life), Favorite Media (Pencils, Oil, Digital, Ink, etc.), Qualities: Whimsical, Creepy, Painterly, Realistic, etc.*) Answer:

- c) Affiliations, Personality Type, Memberships (*Examples: Political Affiliation, Religious Practice, Sexual Orientation/LGBTQIA+ Community, Myers-Briggs type, Organizations (TaeKwon-Do Club, Society of Children's Book Writers and Illustrators (SCBWI), Dog Breeders Group, etc.)*) Answer:

- d) Artistic Influences (*Examples: Classic Horror Films, Jazz Music, Muppets, Calvin & Hobbes, Harlem Renaissance, Post Impressionism, Frida Kahlo, Political Cartoonists, Edward Gorey, etc.*) Answer:

2. Once you have a list of 30+ words, circle or highlight the top five (5) words that best describe your persona and the kind of professional art you want to create.

3. With these words as inspiration, write one (1) sentence that represents you as an illustrator and clarifies your niche. Examples: "A proudly neurodivergent artist-author specializing in character-driven children's books celebrating inclusivity, grit, and kindness."

Your Answer: