

self promotion for the creative person get the word out about who you are and what you do

[#self promotion for creatives](#) [#creative marketing strategies](#) [#promote your art and talent](#) [#personal branding for artists](#) [#get your creative work noticed](#)

Discover essential self-promotion strategies designed specifically for creative individuals. Learn how to effectively market your unique talents, showcase your work, and build a strong personal brand. Get the word out about who you are and what you do to attract opportunities and grow your creative career.

All syllabi are reviewed for clarity, accuracy, and academic integrity.

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Self-Promotion for the Creative Person

Are you a creative person who desperately wants to tell the world about your talents and your art but lacks the time, money, and know-how? Self-Promotion for the Creative Person is full of clever and creative ideas you can use to successfully get the word out about who you are and what you do quickly, easily, and cheaply. Everything you need to know about marketing yourself is included in this book. Self-Promotion for the Creative Person is packed with proven techniques that will work for you whether you are an author, actor, artist, or accordion player who wants fresh, off-beat, and cost-effective ways to build a business or develop a successful and fulfilling career. Full of winning strategies, innovative ideas, and proven sales and marketing techniques, Lee Silber will show you how to go from starving artist to superstar status with smart advice, including: * How to market without money * How to create marketing materials that will sell you even when you're not around * How to build a buzz using word of mouth * How to use the Internet in ways you never thought of to promote yourself * How to get the leaders in your field to endorse and help you Self-promotion is one of the most difficult things a creative person must do. It is also the most critical. Open this book to any page and chances are you will find something that can help you overcome this hurdle and get the attention and recognition you and your talents deserve.

Career Management for the Creative Person

Attention all artists, musicians, filmmakers, designers, actors, and anyone working in creative fields -- even if your chosen profession is not the most traditional one, cultivating and growing a successful, financially rewarding career is still your goal. In Career Management for the Creative Person, Lee Silber provides you with expert advice on overcoming some of the specific challenges faced by right-brainers who want a career that is both satisfying and successful. Freelancers, those thinking about changing careers midstream, and even creative people working in corporate environments need a set of skills

that will turn their passion into a viable career. These skills include: * How to choose the career that best suits your talents * Setting realistic goals using right-brain techniques * How to avoid the pitfalls that ruin a creative career * How to schmooze your way to success * How to create a business plan when you are the business * How to be disciplined when you are your own boss When you find an outlet for your creativity in the form of a career, you'll discover a freedom in your working life that you can live with for the long term. You can follow your passion, build a brilliant career, and have financial security -- if you know which skills to use. Let Lee Silber show you the way.

Selling Yourself without Selling Out

High-performing individuals and groups are often not adequately recognized for their contributions. The antidote to being overlooked or underestimated is self-promotion—the act of generating personal visibility in service of your work and career. In this guidebook, we discuss how you can benefit from self-promotion and maintain your integrity and authenticity. We help you reframe common beliefs that get in the way of effective self-promotion, and we provide numerous strategies and activities that can become part of your repertoire.

Rules for Radicals

"This country's leading hell-raiser" (The Nation) shares his impassioned counsel to young radicals on how to effect constructive social change and know "the difference between being a realistic radical and being a rhetorical one." First published in 1971 and written in the midst of radical political developments whose direction Alinsky was one of the first to question, this volume exhibits his style at its best. Like Thomas Paine before him, Alinsky was able to combine, both in his person and his writing, the intensity of political engagement with an absolute insistence on rational political discourse and adherence to the American democratic tradition.

Careers for Animal Lovers

Enjoy a career working with your best friends--animals! Are you the type to choose a trip to the zoo over a ball game? Were you the family member who always came home with a stray dog? Are your shelves filled with books about animals? If you answered yes to any of these questions, you are an animal lover--now all you need is an occupation that satisfies your compassion for animals. *Careers for Animal Lovers & Other Zoological Types* provides all the information you need to get started on landing the job of your dreams, including inside information on everyday routines of selected jobs, working conditions within the field, and alternate sources to enhance your job search. Use the advice provided here and you'll: Decide which specific profession is best for you Make the right choices the first time around Begin your job search focused and confident Present yourself as a knowledgeable, serious job candidate Animals are people, too! You can work as an: animal attendant * trainer * zoo curator * veterinarian * ornithologist * pet sitter * aquarist * animal transporter

Books in Print Supplement

"Benun guides you through the entire process, providing you with techniques for: conveying personality and professionalism in your Web site with humor, creativity and substance; creating an instantly accessible online portfolio; mounting an effective E-mail campaign to keep in touch with - and stay connected to - your markets; extending your online reach with strategic "linking"; using the Internet to access an unlimited and global market for work; collecting information about potential clients and identifying new ones; and using your online presence to work virtually with clients and colleagues, review work in cyberspace and recruit employees."--Jacket.

Self-Promotion Online: Marketing Your Creative Services . . .

A very handsome, very slick sampler of graphic promotions.

Forthcoming Books

"This is a How To manual at the highest level from a man who has lived the life and has watched and worked intimately with hundreds of others who've done the same. Indispensable reading for anyone in a creative field who is seeking to achieve not just a flash of brilliance but a lifelong career." Steven Pressfield, bestselling author of *The War of Art* "I love my work so much I would do it for free." Many creative people have uttered these words in a moment of enthusiasm—they express the joy of creative

work. But they also hint at some of the pitfalls that lie in wait for creatives . . . In one sense, creative people have no problem with motivation. We fall in love with our creative work and pursue a career that allows us to do what we love every day. Psychological research confirms what we know in our hearts: we are at our most creative when we are driven by intrinsic motivation—working for the sheer joy of it, regardless of rewards. Focusing on extrinsic motivation—such as money, fame, or other rewards—can kill your creativity. If you don't feel excited by the task in front of you, it's impossible to do your best work, no matter what rewards it might bring. You may be determined not to sell out, but selling yourself short can be just as damaging. And when it comes to public recognition, comparisonitis and professional jealousy can consume far too much of your creative energy. Working for love is all well and good, but if you're a creative professional you can't ignore the rewards: you need money to enjoy your life and to fund your projects. You may not need to be famous, but you do need a good reputation within your professional network. And if you're in a fame-driven industry you need a powerful public profile, whether or not you enjoy the limelight. There's a precious balance at play—get it wrong, and you could seriously damage your creativity and even your career. For the past twenty years creative coach Mark McGuinness has helped hundreds of creatives like you to overcome these challenges. In his latest book, *Motivation for Creative People*, Mark helps you rise to these challenges and create a fulfilling and rewarding creative career. All the solutions he shares have been tested with real people in real situations, including ways to:

- * stay creative and in love with your work—even under pressure
- * overcome Resistance to tackling your creative challenges
- * reclaim your creative soul if you wander off your true path
- * stop selling yourself short—and start reaping the rewards of your creativity
- * attract the right kind of audience for your work
- * cultivate an outstanding artistic reputation
- * avoid destroying your creativity through attachment to money, fame, reputation, and other rewards
- * surround yourself with people who support your creative ambitions
- * avoid getting stuck in unhealthy comparisonitis or professional jealousy
- * balance your inspiration, ambition, desires, and influences in the big picture of your creative career

Motivation for Creative People is the perfect guide to figuring out your different motivations and how they affect your creativity and career. The book is packed with practical advice and inspiring stories from Mark's own experience, his transformative work with coaching clients, and famous creators and creations—including Stanley Kubrick, Dante, The Smiths, Shakespeare, kabuki drama, and *Breaking Bad*. If you are serious about succeeding in your creative career—while staying true to your inspiration—read *Motivation for Creative People*

The Art & Business of Creative Self-promotion

Kata Edgar Allan Poe, sebagian besar penulis takut jika proses berkaryanya diketahui orang lain. Sementara itu, Pablo Picasso kerap membuat orang yang berkomunikasi dengannya justru kehilangan energi dan motivasi berkarya. Ya, keduanya memang maestro legendaris, tapi sekarang bukan saatnya lagi berkarya ala mereka. Bukan juga zamannya Mozart sang genius musik. Ini eranya kamu, siapa pun kamu, bisa berkarya! Lalu, apa kuncinya? Tunjukkan saja. Di zaman keterbukaan ini, semua orang punya kesempatan sama untuk jadi hebat. Jangan sembunyikan proses kreatifmu. Undang orang-orang untuk melihatnya. Jangan khawatir kritik, karena itu bahan pelajaran buatmu. Ide yang menurutmu tidak menarik, siapa tahu luar biasa bagi orang lain. Lebih dari itu, karyamu juga bisa menginspirasi orang lain. Jadi, tunggu apa lagi? Tak perlu ragu atau malu. Berbagi karya membuatmu kaya! " ... Semakin banyak kamu memberi, semakin banyak yang kembali kepadamu."-Paul Arden [Mizan, Noura Books, Karya, Hidup, Berkarya, Kerja, Indonesia]

Getting the Word Out

"Benun guides you through the entire process, providing you with techniques for: conveying personality and professionalism in your Web site with humor, creativity and substance; creating an instantly accessible online portfolio; mounting an effective E-mail campaign to keep in touch with - and stay connected to - your markets; extending your online reach with strategic "linking"; using the Internet to access an unlimited and global market for work; collecting information about potential clients and identifying new ones; and using your online presence to work virtually with clients and colleagues, review work in cyberspace and recruit employees."--Jacket.

The Writers Directory

Everything graphic artists and desktop publishers need to know to market and promote their art skills.

Motivation for Creative People

In his New York Times bestseller *Steal Like an Artist*, Austin Kleon showed readers how to unlock their creativity by “stealing” from the community of other movers and shakers. Now, in an even more forward-thinking and necessary book, he shows how to take that critical next step on a creative journey—getting known. *Show Your Work!* is about why generosity trumps genius. It’s about getting findable, about using the network instead of wasting time “networking.” It’s not self-promotion, it’s self-discovery—let others into your process, then let them steal from you. Filled with illustrations, quotes, stories, and examples, *Show Your Work!* offers ten transformative rules for being open, generous, brave, productive. In chapters such as *You Don’t Have to Be a Genius*; *Share Something Small Every Day*; and *Stick Around*, Kleon creates a user’s manual for embracing the communal nature of creativity— what he calls the “ecology of talent.” From broader life lessons about work (you can’t find your voice if you don’t use it) to the etiquette of sharing—and the dangers of oversharing—to the practicalities of Internet life (build a good domain name; give credit when credit is due), it’s an inspiring manifesto for succeeding as any kind of artist or entrepreneur in the digital age.

Show Your Work!

Why aren't suck-ups seen for what they really are? Why do organizations reward the most vocal or most visible even if they aren't the most qualified? These are critically important questions. Beyond bruised egos and a free-floating sense of unfairness lies a larger organizational problem: when the wrong people get noticed and rewarded, organizations suffer. Projects fail, goals are not met, employee morale and motivation disintegrate, and cynicism festers. This book can help you prevent those drastic outcomes by making authentic self-promotion part of your everyday work life.

Self-promotion Online

A practical and friendly guide to taming your chaos written specifically for creative people by the bestselling author of *Banish Clutter Forever*. "Sheila gave me the tools to hunt success, and the infrastructure to handle it when it came." - Stik, world renowned street artist and author Most of the conventional productivity advice you'll find in the business section simply does not work for creative people. Surprisingly, to date there has not been a single book that addresses the unique organizational challenges that artists face. This book sets out to change that, it addresses the myth that truly creative people are messy and that they need mess in order to create. An artist herself, Sheila Chandra applies her professional insights as an organizing expert to the lives of other busy creative people in all disciplines, showing them how good organization can liberate their creative magic. She begins with artists' physical spaces, including arranging their workspaces and offices so that they remain tidy effortlessly. Her career headspace chapters cover: • creative well-being, including artist support systems • career well-being, including networking and collaborations • self-promotion and how to avoid working for free • making social media pay • personal branding, career planning and goals • how to manage copyright issues and legal paperwork • legacy management And all from an artist's point of view. These fool-proof, tried and tested systems are mixed with creativity tips and artist well-being advice that only one artist knows to give another. Written with real affection for the reader, Sheila Chandra takes the creative person by the hand and puts them on the path to success.

The Graphic Artist's Guide to Marketing and Self-promotion

More than just a list of contacts, *Artist & Graphic Designer's Market* offers a step-by-step to launching--and succeeding--in a career in visual arts. This year's edition includes:*New interviews with successful artists and industry insiders, including creativity coach Eric Maisel*Complete contact information for more than 2,500 art markets, including greeting card publishers, magazine and book publishers, galleries, ad agencies, and more*Valuable business tips and practices, as well as actual promotional samples so artists can learn how to effectively sell their workIt's all the information artists need to bring their work to a larger audience.

Show Your Work!

A Handbook for Success as a Creative Pro: * Note - the interior of this book is black and white. "Alex has mastered the methods for effective self-promotion in the creative world." Scott Belsky, Founder Behance, 99u Using our creative skills to make money and make an impact - while staying sane - can be hard as heck... ...If you don't know what you're doing. A lot has been done to help creatives and artists find success, but much of it doesn't apply to people with 'arty' skills. It can be hard to understand, and some of it is downright unhelpful. With over a decade working for himself as an illustrator, writer and

coach, Alex Mathers is intimately familiar with how we can hold ourselves back. The common thread he's discovered in his approach to success is the need to feel alive. Every idea in this book addresses this very human need, distilled into a handy A-Z guide. Though none of us is perfect, the way we think consistently will move us in the right direction. Whether you're an artist, a designer or a writer, working for yourself or with a team, the right mindset is the difference between giving up and thriving. These 26 concepts will help you join the dots, seeing with greater clarity what it takes to be a successful creative. Success is in your hands. - "Alex has provided some of the most valuable and constructive help and advice I've received in my career to date." Sam Octigan, Illustrator, Fine Artist "Once you start to really implement Alex's strategies you WILL see results. I now feel that I have the confidence to really move my business forward and that is all down to Alex's insights and deep knowledge of the modern and fast moving industry that we find ourselves working in." Tom Redfern, Illustrator

The Writer's Guide to Self-promotion and Publicity

How to Succeed in Commercial Real Estate is a comprehensive, practical book for those considering entering the field of commercial real estate, those just beginning in the business, as well as experienced brokers and sales managers who want to evaluate and strengthen their current strategies ? especially those related to listings, negotiations, contracts, and sales. The author provides a straightforward overview of the business of selling commercial property, including coverage of the four main specialty areas ? retail, office, industrial, and investment ? as well as crossovers and emerging specialties. Rather than pumping a ?get rich quick? approach to selling, the author shows brokers that they don?t have to sacrifice integrity and ethics to remain competitive and deal oriented.

The Truth about Sucking Up

Graphic and fine artists looking for new marketing opportunities will find 2,500 buyers of all types of art in this series. Articles illuminate the skills and marketing tactics necessary to be a successful graphic or fine artist.

Organizing Your Creative Career

"Okay, so your budget's ... "challenged." Good thing you're swimming in creativity! But how far can a whole lot of creativity and not much cash take you? Far." "And if you need proof - not to mention a mighty dose of inspiration - here's an inside look at the stand-out promotion work of 39 design studios. You'll see more than 150 low-budget (and no-budget) pieces that made clients stop and take notice, including distinctive identity systems; self-promotions that take an unconventional approach; unforgettable humorous and witty self-promotions; special promotions for holidays and other special occasions; pro bono work that does the designer good, too; and creative collaborations between designers and other professionals - such as photographers, illustrators, copywriters and printers." "You'll learn how each of these designers (from big name creatives to bright new talents) came up with a strong concept and turned it into a powerful, low-cost promotion. Plus you'll find costs and quantities of pieces (and how the budget was kept in line) ... as well as lots of ideas for making your high-ingenuity investments pay off."--BOOK JACKET.Title Summary field provided by Blackwell North America, Inc. All Rights Reserved

Working Woman

Provides sketches, illustrations, and instructions for twenty-six unusual graphic arts projects and offers advice for coming up with creative ideas and handling projects with professionalism and style.

150 Most Profitable Home Businesses for Women

There s much more to being a professional photographer than simply taking great pictures. Today s self-employed photographers must have marketing savvy to spare. This guide from a widely known and respected industry insider provides that--and much more. In Successful Self-Promotion for Photographers, freelance photographers learn what they must do to improve their skills after the pictures have been developed. Featuring sections such as "Focus Your Image," "Sharpen Your Client Focus," "Identify Your Market," and the ever-important "Spot Trends," here are dozens of surefire strategies for selling services, staying on top of the latest market trends, and winning enough high-paying work to survive and thrive in this very competitive business. For any photographer looking to make it big behind the lens, this indispensable reference shows how to get the right exposure every time. * No other book

on the market contains this kind of hands-on, hard-won expertise written by a well-known expert * Combines practical, smart, hard- hitting business information with stunning real-world imagery * For only 29.95 dollars photographers can get the professional advice for which consultants charge upward of 250 dollars per hour * Includes many high-quality images from actual clients Elyse Weissberg was a photo rep based in New York City. She was known in the industry for winning top accounts for her clients, as well as for the boundless energy, intelligence, and enthusiasm she brought to her work. Elyse Weissberg died an untimely death in July 2001.

Artist's and Graphic Designer's Market

This is for you, the artist (to be), who want to strengthen your entrepreneurial side. It's also for the art teachers out there who want to help prepare their students for the world outside school. We believe that many of the key skills and attitudes needed as an entrepreneur are the same ones you already possess as an artist, like creativity, drive and commitment. We also believe that 'networking' and 'promotion' don't have to be dirty words, but can become a natural part of the artistic process. Likewise, 'money' and 'security' are nothing to sneer at, but form the foundation to your practice. Creativity as a Career consists of this field guide and a deck of cards. With this material we aim to lay out for you the key skills, attitudes and knowledge that you will need as an a self-employed artist, AKA a "creative entrepreneur". We realise that being a creative entrepreneur means using your creativity and talent to find your own way, so what you won't find here is supposed solutions or an well-worn path to follow. Rather, this material is meant to inspire and empower you to use your creative talents to channel your inner entrepreneur. To read more about the project and download the cards for free go to www.el-art.org. Good luck on your journey !

Joining the Dots

This book is a much requested primer for new and emerging artists. It discusses how to prepare and introduce your art to an online world, and gives useful and solid advice on everything from finishing, framing and preparing art for shows to specific websites you can utilize for self promotion. Whether you are a painter or enjoy another creative form of artistic expression, this book is for you! Dive into the online world and set up your own website and social media accounts, learn where to look for show, sale and exhibition opportunities online and in your own area. This little guide will help you understand what a Passive Income is, and how to go about getting one, and it will also help you Let Go of many things that may be hindering your path to becoming a successful and selling artist. I'll take you step by step through the process I just went through myself, and will point out exactly what I did and even tell you the mistakes I made along the way so you don't have to make the same ones! This little book will hopefully help you bridge the gap from painting class to working artist, by answering the many questions I have seen arise hundreds of times on artist forums and in classes around subjects such as: pricing your art and where to look for shows, to setting up for online sales and more! I hope every new artist will be able to use this guide; and I believe even a seasoned artist may be able to glean something from these pages as I delve into social media tips and more!

How to Succeed in Commercial Real Estate

Freelance artists looking for new marketing opportunities will find listings of 2,500 buyers of all types of graphic art and in-depth information on each listing. Illustrated.

Piano Technician's Journal

Artist's Market, 1994