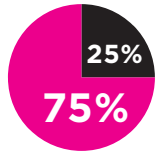


Getting You Found:

SELF-PROMOTION • SOCIAL MEDIA • APPROACHING ART DIRECTORS

SELF-PROMOTION Print or Digital—you have to be useful, or cool—or both—or you're wasting your time & money.



75/25 RULE

Spend 75% of your time making great work and 25% of your time promoting it (social media, promotion, and networking).

GOOD PRINT VENDORS

PRINTERS: Jakprints, Moo, OneInchRound, Zoo, Spreadshirt
FULL SERVICE: InPrnt, Society6, Redbubble

SOCIAL MEDIA You can't cover them all. Be everywhere you can be well.

- MANDATORY**
- Pages are unreliable, Personal Accounts are best
 - Good for conversation, bad for art
 - Great for sketches, process, and updates
- OPTIONAL**
- Nice bonus, others reshare for you
 - Good for process vids
 - Keep resumé updated, ok for staff positions
 - Generally useless

IFTTT.com

Recipes for automating your posts across social media platforms, auto-backups, and other productivity assists (free)

PORTFOLIO SITES + ART COMMUNITIES

Behance, DeviantArt, Artstation, Dribble, etc.

- There's different favorite sites for different communities (concept art, design, comics, etc.)—do some poking around and see what genre has the majority of work. Do you fit in?
- Great for crit groups and feedback from peers
- Different ADs haunt different sites
- These sites also draw attention from individual clients and small businesses needing art

PSYCHOLOGY OF THE INTERNET

People share things that support their identity and make them feel smart, cool, or make them laugh. This is why 80% of the internet is fandoms, cat videos, and snark. People also respond to passion. Make things that YOU love and others will love them too. Be scientific and see what posts get the most support, and figure out why. Repeat.



THE BEST TIME TO POST ANYTHING ONLINE

IS **MONDAYS & TUESDAYS BETWEEN 10AM—12PM**

APPROACHING ART DIRECTORS Do your research, be polite, and be patient.

If ADs are at an industry event, they expect artists to come talk to them, it's part of the job. The same applies for social media. Every AD's preference is different. Some like print promos, some prefer to find artists via social media, but across the board, you can contact every AD by email. So what do you send?



1 → RESEARCH

Make it obvious you've done your homework. Show you are familiar with the company's product, mention something specific about a product or the art style. Pick art to send that you think fits their needs. Don't expect a personal response to an impersonal message.

2 → MAKE IT EASY (ON THEM)

The less steps you're asking an AD to take to see and save your work the better. Attach lo-res jpegs, have an obvious link to your online portfolio, and keep it simple.

3 → DON'T EXPECT AN INSTANT RESPONSE

Even if your email was a complete success, you may not hear about it for a while. An AD will remember your art when the right project comes along. An AD may also pitch you to their approvers for a job many times before you're put on a project. Assume the best, and send updates when you have new work.

EMAILING ADS DOs:

- ATTACH 3-5 LO-RES JPEGS
- INCLUDE A DIRECT LINK TO YOUR WEBSITE
- WRITE A SHORT RELEVANT NOTE
- EMAIL AGAIN WHEN YOU HAVE SIGNIFICANT NEW WORK

DON'Ts:

- ATTACH HI-RES FILES
- EMAIL AGAIN JUST TO SEE IF THE AD GOT YOUR EMAIL
- WRITE A MULTI-PAGE LETTER
- DEMAND TO KNOW WHY YOU HAVEN'T BEEN HIRED YET

