

A GUIDE TO
SELLING
YOURSELF

CONARTIST.

An abstract geometric design on the left side of the cover. It features a light-colored triangular shape pointing right towards the center. From the right edge of this triangle, several thin lines radiate outwards to the right, each ending in a small dark circular dot. The lines and dots are arranged in a way that suggests a fan or a series of paths.

BOOK 2

Professional Practice

A basic guide for students who are
looking of ways to let the world know they
exist and to watch out.

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This publication has been formatted using
extra-large print for easier reading.

The author recommends that further study on the subject matter discussed in
this booklet is required in order to gain a more thorough understanding of the
topic. Furthermore, the copying of any information (authorised or otherwise)
found in this publication is totally allowed without any threat of prosecution
despite that pesky copyright symbol above.
It's only really there for dramatic effect.

**Work
harder and
smarter.**

**Walk, talk
and act
like you
mean
business.**

Create a Website

To promote and sell your work on a global stage you should have an 'online presence' that showcases who you are and what you do.

Use a site like www.squarespace.com to design and host your portfolio. It's relatively cheap and pretty easy to use.

Start by choosing a domain name (www.crazydomains.com.au, or www.onlydomains.com) that is unique to you. Something like 'www.billbailey.com' is far better than "www.billbailey.squarespace.com" and avoid at all costs having an email address that is linked to Hotmail, Yahoo, etc. For example, hello@billbailey.com looks so much more

professional than billbaily1987@hotmail.com.

You should also think about including a downloadable PDF portfolio on your site.

CREATE A BLOG

Linked to your website should be your blog (www.blogspot.com, www.tumblr.com or www.wordpress.com).

The main purpose of your blog is to spread news and updates about your life and your work. The 3 golden rules of blogging are.

1. Offer depth / content. Don't make it all about you. Consider the community / niche you are addressing.

2. Update regularly, daily if possible.
3. Quality over quantity. Don't over-crowd the blog. Make it easy to navigate. Less is more.

JOIN A BLOG

Many illustrators I know have been commissioned for paid work after being discovered on other people's blogs. Look for blogs that have some sort of relevance to you and your work and ask the blogger if you could send them a sample of work to upload or at the very least - ask if they could add a link to your blog or website.

The problem
for some
students is
not that they
aim too high
and fail but
rather that
they aim
too low and
succeed.

**Avoid
mediocrity.**

A tale of two Sparkies

A few years ago my wife and I were looking for an electrician for a quote to have a sensor flood-light installed onto our back verandah. We rang two guys that had advertised in our local paper. The first guy, let's call him Spiro, paced nervously up and down with what can only be described as a dumbfounded, worried expression on his face. I call this expression 'the hostage crisis look'. It's as though he has a crisis on his hands and the weight of the world on his shoulders. He struggled to provide a costing for the job or even a time frame. He looked timid and apprehensive to say the least.

Exit Spiro.

The second guy - let's call him Dave, - was the exact opposite.

He was polite and friendly and exuded confidence and experience without appearing cocky.

He had a real CAN-DO attitude. Dave was efficient and reasonable with his quote and even took the time to offer some very sensible advice on how he could provide a better lighting solution.

Needless to say, Dave gained our trust and won the job hands-down.

Poor Spiro put us off. He may have been just as experienced as Dave but lost the job because he looked scared, apprehensive and vague.

What can Dave teach us?

There is a lot to learn from my little parable about Dave the sparkie.

First and foremost his positive attitude and confident demeanour helped my wife and I to trust that he could do the job well and on time as promised.

You see, Dave looked and sounded confident. Spiro looked nervous and worried.

Dave had a CAN-DO attitude. Nothing seemed to phase him. Spiro kept finding obstacles with the job.

Dave was efficient. Spiro was a train-wreck waiting to happen.

When you find a good tradesperson, you keep them for life.

AND YOU TELL YOUR FRIENDS ABOUT THEM.

GUESS WHAT?
THE SAME IDEOLOGY APPLIES WHEN
LOOKING TO HIRE AN ILLUSTRATOR.

The
greatest
enemy
to the
creative
mind is
APATHY.

CREATE AN ONLINE STORE

Also linked to your website should be your online store (see www.etsy.com). For a few bucks a month and a tiny commission upon sales - you can make a pretty descent income if you follow these three basic rules:

1. Keep your overheads low (to increase profit margin)
2. Produce quality prints based on what you can afford.
3. Make sure the work you post out to your customers is packaged securely and professionally.

SPREAD THE WORD

Once you have your blog and website online - you can use Facebook, Twitter and Pinterest to tell the world that you exist and further promote your work.

AND ONE MORE THING...

Spell check and proof-read everything you type. Spell check every email. Use proper English, punctuation and grammar. Try to sound professional.

Did you hear the one about...?

You don't teach as long as I have without learning a thing or two about human nature.

For example - some people have mastered the art of making excuses for not completing assigned tasks.

It's amazing how many computers blow-up, USBs become lost, files become corrupted, bags get stolen, or any other unfortunate misadventure on the day before a project is due. Truly amazing.

**TOO BAD!
SO SAD!**

It might sound rather harsh but stop blaming everything else for your short-comings and misadventures. Long story - short - stop making excuses. Learn to pre-empt disasters and prevent things going pear-shaped. Have a back-up plan. Have a Plan B and a Plan C just in case.

CONARTIST GUIDES

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