

Exercise Five: Embrace Self-Promotion

Self-promotion is a key part of generating new work—remember, it's a business move, not an ego move. Plus, in today's infinitely connected world, you never know who might stumble across your work. With so many millions of people online, even if you only reach a tiny percentage, you can be significant. This final exercise is all about tapping into your optimism.

1. Promote Your Project

Share the thing you're working on and write about it as if you're telling your best friend. You wouldn't brag or boast to them (bragging isn't the point of self-promotion). Instead, feel confident framing it more like, *"Hey, I worked on this cool thing that I'm proud of, and I want to tell you about it."*

You can share in the class project gallery, on your social channels, or next time you see your friends. Feel free to use the space below to work out your script or description:
