



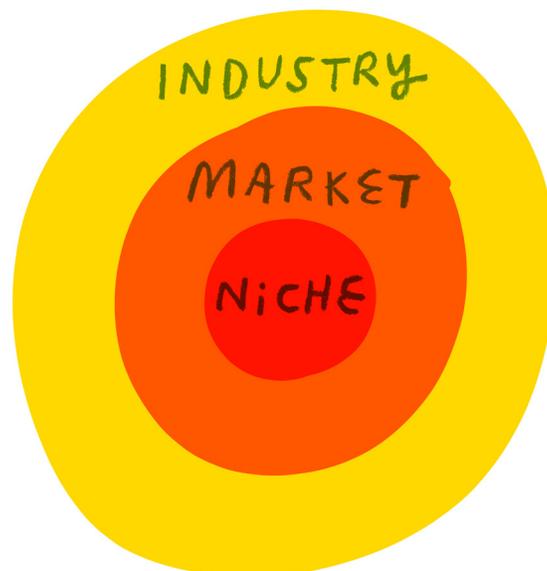
# KNOW YOURSELF

## COMPLETE YOUR CREATIVE IDENTITY BULLSEYE:

**Start with your industry:** your most valuable creative gift. Your gift is the perfect overlap between what you're best at and what people most want from you.

**Choose your market:** the corner of your industry where similar creatives make money doing similar types of jobs (i.e. kids books are a market of the illustration industry).

**Carve out your niche:** What do you bring to the table that's different? This might be a number of things that combine to make you you. While fitting into your market is about knowing the rules, your niche is deciding how you're going to break them in unique, meaningful ways that make you stand out.



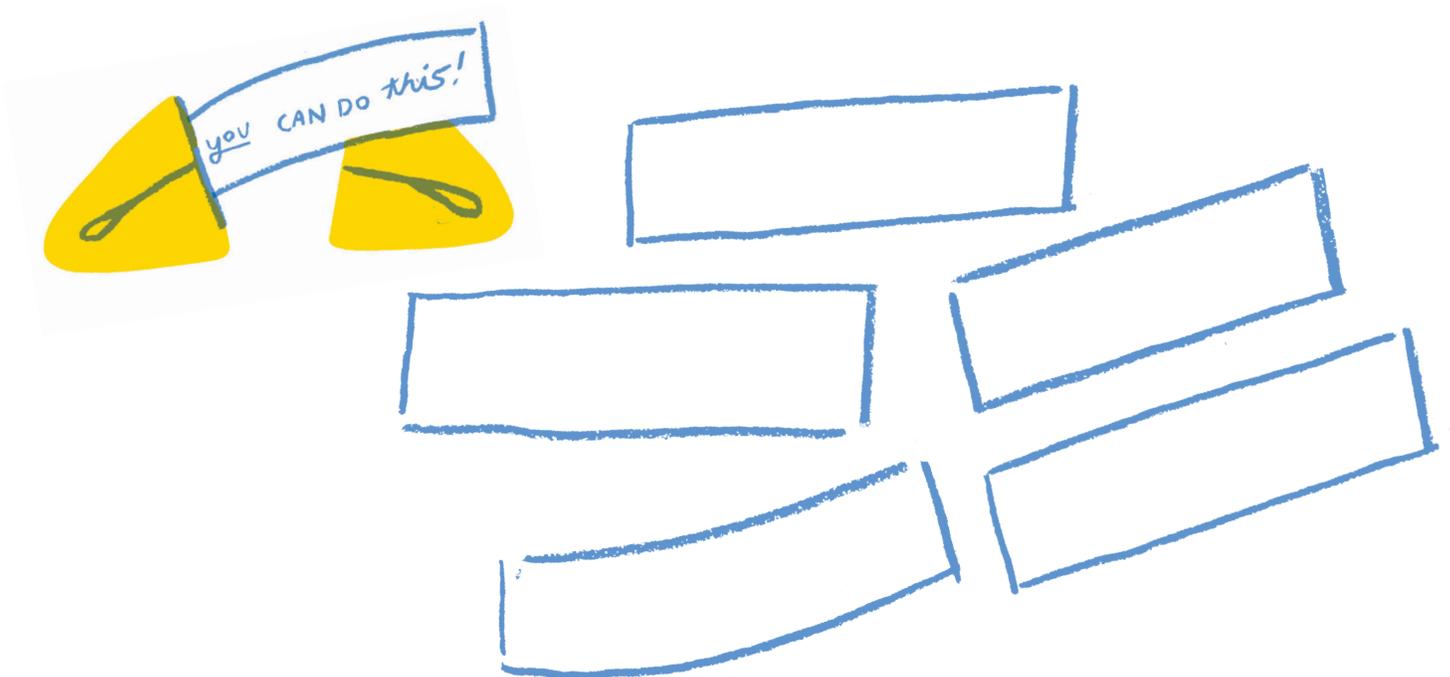
# SET A GOAL

## SET A SPECIFIC, ACHIEVABLE GOAL THAT FITS WITHIN YOUR BULLSEYE:

The idea is to transform all the information you learned in the last step into a precise point on the map. You're much more likely to hit a clear, visible target.

What does this look like? If your industry is acting, your market is film and your niche is heartwarming, slightly goth kids' movies, your goal might be starring in a Tim Burton film.

The shorter your goal, the better! Write something that can fit inside a fortune cookie.



# MIRROR **YOUR GOAL**

## PICK A PERSONAL PROJECT THAT REFLECTS YOUR GOAL:

**Strategy means starting with an end in mind.** The most surefire way to build a personal project that leads to your goal is to start with your goal and work backwards.

Your project needs to directly mirror your goal. For example, if your goal is to do book design, your project needs to have book design at it's center.

Remember, this should be a real project that you put out into the world! The further you push this self-initiated project, the more you prove you're perfect for your dream opportunities.



# BUILD **YOUR** PROJECT

## OUTLINE YOUR PROJECT BELOW, CONSIDERING THE FOLLOWING:

- **The problem, or big picture:** What's the value of your work? What problem does it solve? Why should someone hire you to do this?
- **The scope, or fine details:** What does your project entail? How will you get it done? Remember to mirror your goal (i.e. if your dream is to make records, make some!).
- **The deliverables, or logistics:** What's your deadline for completion? Where will your project live?
- **For best results, remember to bake in Andy's layers of strategy as you go:** The project brief we introduced in the class (can be as simple as illustrated headings ("PROBLEM" "SCOPE" etc) followed by the strategic tip and a space for students to write.

### **PROBLEM:**

Be generous. When your work is generous, it will spread organically and prove its value. How can you pack your project with as much delight, meaning, laughter, giveaways and human connection as possible?

### **SCOPE:**

Connect and collaborate. Tap into the power of influencer marketing! How can you add a layer of collaboration or connection with mentors, peers or proteges in your market?

### **DELIVERABLES:**

Location, location, location. To have the best chance of being seen, tap into a market that's not already oversaturated. What's a new avenue for the work you're doing? Look for an up-and-coming area where attention's cheap.

# MARKET **YOUR PROJECT**

**LIST OUT 10 POSSIBLE OPPORTUNITIES IN YOUR NICHE, FROM MOST VISIBLE (#10) TO LEAST VISIBLE (#1):**

This could be publishers, record labels, clients or publications that could feature your work. You don't have to stop at 10 either; keep going if it's helpful!

The key to breaking in is to concentrate on marketing your project to the bottom of the list, and then work your way towards the top. #1 is your secret weak point of entry, aka your big break!

← VISIBILITY  
CREDIBILITY →

10. \_\_\_\_\_
9. \_\_\_\_\_
8. \_\_\_\_\_
7. \_\_\_\_\_
6. \_\_\_\_\_
5. \_\_\_\_\_
4. \_\_\_\_\_
3. \_\_\_\_\_
2. \_\_\_\_\_
1. \_\_\_\_\_

← YOUR WEAK POINT OF ENTRY

# PRESS ON OR PIVOT

## OUTLINE YOUR PROJECT BELOW, CONSIDERING THE FOLLOWING:

**CONGRATS!** You've completed your first strategic side project! Now what?

- If interesting things are happening, you're jazzed about the work, and you're getting the financial returns you want, just keep going. *Press on!*

- If things didn't turn out how you planned, it's time to look back at the process and try to pinpoint where things went wrong so you can pivot and try again.

