



# DESIGNED TO SELL

THE UNCONVENTIONAL GUIDE TO CREATIVE FREEDOM

Sneak Preview



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# Your Journey Begins

## THE DREAM

**It's a dream shared by artists, designers, and makers everywhere: true creative freedom.**

Creative freedom has the potential to completely transform your life, allowing you to express your own creative vision without compromise. With this freedom, you can make art that people want to hang on their walls, wear on their bodies, and share with their friends. You can surround yourself with other creative people, forming a network of artistic collaborators and co-conspirators. Best of all, creative freedom allows you to structure your

life around your art, making your creative practice an integral part of every day.

Unfortunately, this dream often feels just out of reach. There are many things that can hold us back from fully pursuing our creative passions: time, money, fears, insecurities. The list goes on.

But beyond all of these challenges lie infinite possibilities. What if you could spend every day being creative—



**We know the dream of creative freedom is possible  
because we're living it. And you can live it, too.**

in whatever way you want to be? And what if you were able to share that creativity with the world? Imagine what you could accomplish!

- ▶ You could use your design skills to create your own apparel line, building a following of dedicated fans that love your work and obsessively collect everything you make.
- ▶ You could circle the globe with your photographer and writer friends, combining your passion for food and travel into a high-end lifestyle magazine.
- ▶ You could pass your knowledge on to others, teaching hundreds of thousands of people how to paint, receiving daily emails thanking you for changing your students' lives.
- ▶ You could collaborate with a partner to create a work of art that jumpstarts your illustration careers, enabling you to share your creativity with people all over the world.

Now, imagine what would happen if you had complete creative freedom—*and* made money as a result. You're not just making your art. You're making a living, too. How would that change your life?

For many creative entrepreneurs, this isn't a dream. It's reality. The examples above are true stories of artists who have designed their own creative freedom. They have intentionally crafted a thriving business around their creativity, allowing them to pursue their ideal version of the artist's life.

That last example? That's *our* story. We spend every day making art—and we've been making a living doing it for the past four years. We know the feeling of using our creativity to pay the bills, the excitement of seeing an idea come to life exactly how we had envisioned it, and the feeling of accomplishment that comes when thousands of people share, like, and buy our work. We know the satisfaction that comes when you spend every day following your passion. It's been a truly life changing experience.

We know the dream of creative freedom is possible because we're living it. And you can live it, too.

## MEET JEN AND OMAR

**We're Jen Adrion and Omar Noory, the illustration duo behind *These Are Things*. Over the past four years, we've built a creative business that has taken us further than we ever thought possible.**

We met in art school, where we spent four years sitting in the back of classrooms drawing stupid pictures and laughing uncontrollably. It was the start of a perfect partnership.

By the time we graduated with design degrees in 2008, we were excited to jump into our careers. Yet after only a year of working in the industry, we were already feeling burnt out. Instead of feeling excited about our jobs as designers, we dreaded Monday mornings and longed for the opportunity to be truly creative. We were confused! It was strange to be feeling this way only a year into our "real" jobs.

The conversations about what to do next started slowly—on road trips and at dinner—but became more frequent as time went on. We admired the workflow of fine artists. They owned their creativity, making whatever they wanted to make, according to their own desires and visions. What if we found a way to put our personal creative process and artistic integrity first? What would we be able to accomplish without the limitations of the commercial art industry? It sounded great, but we weren't sure how to get there. We knew there had to be a way.



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# HERE'S A PREVIEW OF WHAT YOU'LL LEARN:

- **In Part 1: Your Big Idea**, you'll develop your own unique creative product that is specifically designed to sell. We'll walk you through the process of discovering an idea that is unique to your interests and strengths, creating a design that showcases the best of your abilities, and setting up an effective and scalable method of production. We'll also cover how to effectively price your work. Even if you already have an idea, this section will help you tighten your concept and provide new insights into your creative process.
- **In Part 2: Creativity And Cash**, you'll learn all about the *business* side of your creative business. We realize that most creatives aren't that big into business theory, so we've boiled it down to the essentials. From determining your initial budget to raising the money you need to get started, we'll help you build a solid financial and legal foundation for your new creative enterprise.
- **In Part 3: Open For Business**, you'll launch your own online shop—and make your first sale! We'll review four of the web's most popular e-commerce platforms and help you select the best one for you and your business. Then, we'll discuss the importance of supporting content, revealing the secrets behind stunning product photography and helping you craft your own unique maker's story. Finally, we'll prepare to share your art with the world as you officially open your brand new shop.
- **In Part 4: Spread The Word**, you'll discover how to promote your creative business without spending a dime. You'll learn proven strategies for sharing your work online—and why artists have a unique advantage when it comes to the world of social media. We'll also unlock the magic of analytics and learn how this data can reveal important insights about your business.
- **In Part 5: The Road Ahead**, you'll look towards the future as we explore the wide variety of next steps you can take with your business. We'll discuss how and when to grow your product line. We'll explore the benefits of expanding into new sales channels, both online and offline. And once your business really takes off, you'll learn how you can give back to your community—and when it might be time to go full time.
- When you finish this guide, you'll have all the tools and knowledge you need to design your own version of creative freedom. All you need to add is your own creativity, passion, and determination.

**Ready to live the dream?  
Let's get started!**