



DESIGNED TO SELL

THE UNCONVENTIONAL GUIDE TO CREATIVE FREEDOM

Sneak Preview



Table of Contents

Your Journey Begins..... 1

The Dream	1	What Is Creative Freedom?	8
Meet Jen and Omar	3	Elements Of Success	11
Meet Everyone Else	6	What You'll Learn	12

Part 1: Your Big Idea 14

Ideas	15	Gather Feedback	42
What If I Already Have An Idea?	15	Your Completed Design	43
Your Passions	16	Starting Over	43
Your Skills	19	Production	44
Your Needs	23	To DIY Or Not To DIY	44
Your Connections	28	Made By Hand	45
Your Experiences	31	Helping Hands	46
Putting It All Together	35	Manufacturers	47
How To Stand Out	37	Scalability	48
Design	38	Quality Control	49
Make A Plan	38	Pricing	50
Set A Schedule	39	What's In A Price?	50
Gather Inspiration	40	The Intuitive Pricing Strategy	51
Inspiration Overload	41	Don't Sell Yourself Short	54
Attention To Detail	41	Tiered Pricing	54
Create A Prototype	42	Changing Prices	55

Table of Contents (con't)

Part 2: Creativity And Cash..... 56

The Spectrum of Creative Enterprise	57	Unconventional Fundraising	61
ForThe Love Of Art	57	Your Personal Finances	62
The Side Hustle	58	Making It Official	63
Creative Freedom	58	Name	64
Your Initial Investment	58	Bank Accounts	66
Startup Budget	59	Bookkeeping	67
Your Savings	60	Taxes	68
Credit & Loans	60	Legal Structure	69
Crowdfunding	61	Get Professional Help	70

Part 3: Open For Business 72

E-Commerce Platforms	72	Video	86
Etsy	73	FAQ & Policies	91
Big Cartel	74	Contact	92
Shopify	75	Preparing For Launch	93
Society 6	76	Proofreading & Usability Testing	93
Which One Is Right For You?	77	Packaging & Shipping	94
Supporting Content	78	Special Delivery	95
About You: The Maker's Story	78	The Order Lifecycle	96
Photography	80	Customer Service	97
Item Descriptions	85	Your First Sale	98

Table of Contents (con't)

Part 4: Spread The Word 99

Blog Features	100	Twitter	109
A Symbiotic Relationship	101	Instagram	110
Beyond Paid Advertising	102	Pinterest	111
Do Your Research	103	LinkedIn	111
Craft Your Pitch	103	Mailing List	112
Prioritize	104	Your Own Blog	113
Your Feature	105	Five Tips for Social Media Success	114
Getting Featured Again	105	Analytics	115
Social Media	106	What You Can Learn	116
What To Share	106	Making Smart Decisions	116
Facebook	108		

Part 5: The Road Ahead 118

Expanding Your Line	119	Selling on Multiple Platforms	127
Craft Fairs & Arts Festivals	121	Giving Back	127
Wholesale	123	Hiring Help	128
Consignment	124	Going Full Time	129
Trade Shows	125	Creative Freedom Is Yours	132

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!**