

## **Branding & knowing yourself**

Branding is your packaging; to create a brand you need to make decisions about how you want to be seen. Your creative identity starts with you. Take time to notice your natural tastes and habits:

- What you wear
- Where you go
- What you enjoy in your free time
- Music, spaces, and environments you are drawn to

*You are your first audience/customer. The people who connect with your work will often share similar tastes or values. When you understand yourself, your brand becomes more authentic and consistent.*

## **Making money from your artwork**

*Your creativity can be both expressive and sustainable.*

- Your time has value
- Be mindful of where you spend your energy
- Use tools to support your process, not replace your creative voice

*Finding ways to do things efficiently is helpful, but your creative identity should always remain at the centre of your work.*

## **Getting work & being seen**

To find opportunities, you need visibility. Consider showing your work through:

- Social media and online platforms
- Shops or markets
- Exhibitions and stalls
- Networking
- Demonstrations or talks

*Do this as often as you can, Showing up regularly, builds trust and it matters more than being perfect.*

## **Creating briefs**

Take time to be clear at the beginning, it will save time and confusion later.

- Be specific about what you want
- Avoid assumptions – double check what others understand
- Use clear descriptions and visual examples where possible

Remember: simple words can mean different things to different people eg. “green” can mean many shades and tones.



## **Collaboration**

Strong collaboration is built on:

- Clear communication
- Mutual respect
- Compromise

Before starting, agree on:

- *Roles and responsibilities*
- *Ownership of ideas*
- *Time commitments, payment and terms*

*It is always easier to have these conversations before confusion, resentment or frustration kick in.*

## **Pricing Your Work**

There is no single correct way to price your work. You can:

- Trust your instinct
- Research the market
- Calculate time, materials, and equipment

*You can combine these approaches to find a price that feels right. Sustainable pricing allows you to continue creating long-term. You need to know how long it takes you to plan/create/install to be able to price so take time to learn this about yourself.*

## **Sending a quote**

When preparing a quote:

- Base it on your pricing method
- Add around 10% for unexpected costs
- Include the date
- Set an expiry date – prices on materials may change over time.
- Write clearly what you will do, if you need to state what you won't do include this eg. 'costs of installation are not included'.

## **Reward can be more than money**

Not all rewards are cash based. Value can also come from:

- Experience
- Raises your profile
- Makes you feel good/valued/builds your self esteem
- Building relationships/forming contacts

*Your definition of reward can be flexible, as long as its respectful of your skills and knowledge. Equally if it doesn't feel good/respectful, it is ok to say no.*

