

WHAT IT TAKES: Building (And Maintaining) A Creative Career

The workshop lays out the steps to become a creative entrepreneur, from starting out to working professional. Presentations last two hours to two days.

We cover pricing and negotiating, contracts and invoices, copyright, insurance, and releases. Then there's marketing: social media, blogs, websites, and how to find and reach clients. We'll talk about technical issues like color management and digital workflow, all designed to speed your work, keep it safe, and keep you sane.

Soft skills, business knowledge, and technical skills are what creative entrepreneurs need to be successful. Every specialty has its own requirements, and we'll break them down to four main types: commercial, editorial, retail, and fine art.

One of the important things we talk about is figuring how clients think: if you don't know what they need, you can't give them what they want.

Everyone who attends gets 17 pages of resources, including links to free and paid software, useful blogs and websites, continuing learning, and business books and publications. They also receive sample contracts and spreadsheets for taxes, and a copy of the presentation.

MARKETING

Promotional materials such as portfolios, email newsletters, postcards, booklets, and leave-behinds. Letterheads, business cards, and logos. Cover letters. Developing a resume or CV. What goes into a marketing plan.

WEBSITES

Design, production, hosting, best-practices, SEO, and registering domain names. Easier now than ever. Different types of hosting and software.

SOCIAL MEDIA

Blogging and social media marketing. How to use social media to get noticed by potential clients, as a learning tool, and why it's useful to be part of a community.

FINANCIAL and LEGAL

Estimates and proposals, contracts, and invoicing; negotiating and pricing; model and property releases; copyright and the value of registering your work; taxes, accounting, and spreadsheets; insurance; intellectual property law; why to register as a DBA (Doing Business As), and business plans.

FINDING WORK

Finding clients and employers, assisting, why continuing to learn is critical to success, industry cultures, and gallery and commercial representation.

DIGITAL WORKFLOW

Your files: backups for your data and computers. Metadata and how it protects you legally and speeds your work. Color management - not that bad! Basic computer and hard drive health.

AFFILIATED TRADES

Curators, stylists, producers, digital techs, assistants, photo editors, art buyers, reps and consultants, graphic design, illustration, and video.

ART SCHOOL

Academic culture and training, how undergraduate and graduate degrees can support and affect a career, including an academic career.

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WHAT IT TAKES is based on a 16-week class I originated, *Professional Practices for Photographers*, at Pasadena City College.

More about myself and my workshops is on my blog: barryschwartznotbarryschwartz.com

More about my photography is on my website:
barryschwartzphotography.com