

# FYE

## Self-Promotion by Carole Guevin

*Portfolio websites for designers and developers can be a compelling way to switch jobs and find new clients. These tips were gathered from the thousands of sites that I have reviewed since inception.*

*They will show you the essential ingredients you need and why your online portfolio is all you've got, how to promote yourself as an individual brand from a communication point of view and kick your butt into gear to build a strong presence that brings in the money... uh... the results.*



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In this fear-based society, people are afraid to ask. What are your aspirations? What is your vision? But not to ask those questions is foolish and irresponsible. I get hired to be the provocateur, to ask the questions that others are afraid to ask.

## Sim Van der Ryn

*Architect, teacher, author & activist*

***Dwell Magazine***

*November 2007*



# FYF

## Stardom or reputation?



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## Stardom or reputation?

### Reputation is all

- Establish your credibility
- No witness program
- What you DO is WHO you are
- There is valor in values. Have plenty
- There are consequences of how and why, you do what you do

### Cancel inertia

- Movement will get you somewhere.. eventually

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## Stardom or reputation?

### The brand is YOU

- Be authentic = own your distinctiveness
- Don't lie nor exaggerate
- Don't build your success on others
- Don't copycat the past
- Find your voice aka signature

### Get going

- Pursue an idea till the end. Failing is ok

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Being creative is not a job



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## Being creative is not a job

### 100% best = Excellence

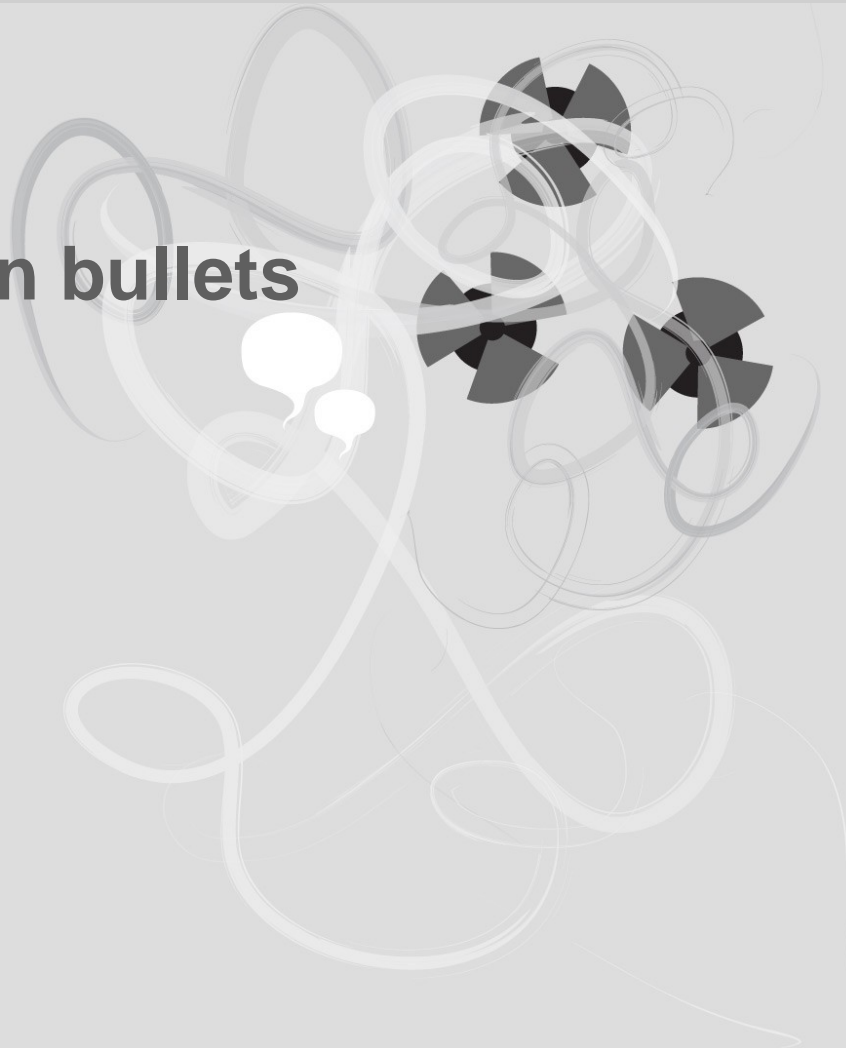
- Aiming for perfection leads to procrastination
- Being the best you can be today is NO indication of what you will be tomorrow. Be known for that

### Talent for hire

- You own your talent – nobody else!
- Protect, nurture and defend it

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## Dodging the hidden bullets





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## Dodging the hidden bullets

### Ideas are enough

- Not anymore. DA limited by ignorance will design according to his/her limitations
- Acute awareness of advances leads to anticipating solutions
- Hello? Ever heard of the “converging media” reality
- Have technical skills + ideas = message

### *Whatever works*

- Mediocrity has NEVER paved the way to success

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## Dodging the hidden bullets

### It's impossible

- Usually a statement issued by an art director who owns no computer, never surfs the Internet or sends email when assessing a project because he/she is completely out of touch with the possibilities out there
- An open client will help you realize the vision
- He will grant both space and trust on top of (some) budget

### They will find me

- Wishing well thinking. You REALLY have to work hard

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The 6 seconds and less pitch



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## The 6 seconds and less pitch

### No kiddin'

- Makes or breaks you
- Respect the time of your audience

### On being direct

- 65% are looking for information to make a business decision

### Research till you hurt

- Know WHO you talk to. Period

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## Billing your assets



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## Billing your assets

### And we sell?

- Time. Non-renewable. It's our one and most precious asset
- Intangible = high risk for clients. Be fair first, to YOU

### Where's the box?

- Talent + experience + (technical) expertise
- No matter how tempting, never under-sell yourself

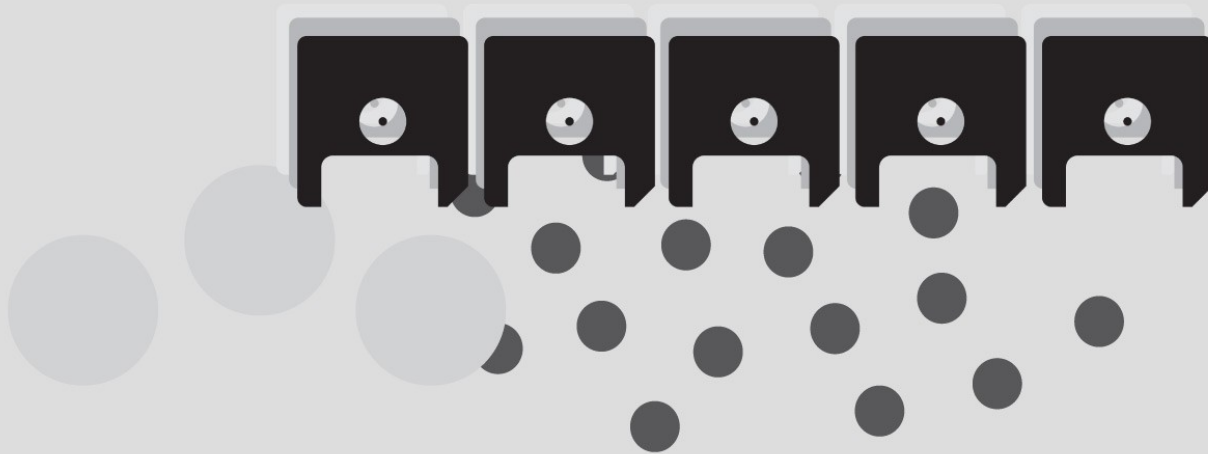
### Toll booth

- Everything is negociable but NEVER free

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## What's in and out of a strong portfolio



## What's in and out of a strong portfolio

### Only your Mother reads it all

- So forget about showing your *when-I-was-3 years old-doodles*, pre-pro designs, any *half-baked* attempts and all experiments that you know, bottom line, are not really *that* good
- Honest – just keep the crap out

### Edit – edit – edit

- Too painful? Incapable of objectivity? Ask for help
- Less is best. At any given time anyway – you won't want to show less than your BEST



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## What's in and out of a strong portfolio

### What works then?

- Show ONLY what you absolutely want to REDO
- Hideous *paying-the-bills-only-projects* can safely be left out

### Experiment – experiment - experiment

- Expand your scope. Maintain on-going personal projects and/or collaborations with people you can learn from

### Show and tell

- Pride (only) in DELIVERY

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Making it on the (world) map



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## Making it on the (world) map

### Newbies welcomed

- We are ALL so, at one time or another. Accept your ignorance
- Dare to ask – to the point of annoyance if need be
- Learn right not poorly. Allow yourself time to ramp up the skills, experience and a strong portfolio
- Faking it, is suicidal – and somebody will see right through it
- Vow to continue no matter what - even if overwhelmed by the never ending pile of things to learn, skills to acquire, etc
- Drop the BUTs, don't skip this step, and find a good mentor

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## Making it on the (world) map

### Let it be known

- Knock on all possible doors to receive visibility for your work such as portals and editorial desks
- NO is part of the process
- When you receive coverage, tell your potential clients NOW

### The World is in your backyard

- Contextualise your offer = think locally + dare to act globally
- Keep an eye on the competition and in perspective that the pie BEING the world, there's room enough for everyone

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In case of doubt, jump



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## In case of doubt, jump

### The value of insecurity

- Normal to doubt. We make things that are invisible, visible. Our role is to reinvent and reinterpret. We are not cloning engineers!

### Raging fears

- Of failure, incompetency, rejection, and all the related nasties are.. our ego check point. Keeps us sane and.. human

### Jump.. now!

- All great discoveries happened after exhausting all available solutions.

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## Thank you!

Wanna catch up? Seeking visibility?  
**editor2@netdiver.net**

What's new in design? Cross-  
discipline portfolios directories?  
Flashware? Industry events?  
Inspiration?

visit: <http://netdiver.net/>

