



# **creatives working with businesses**

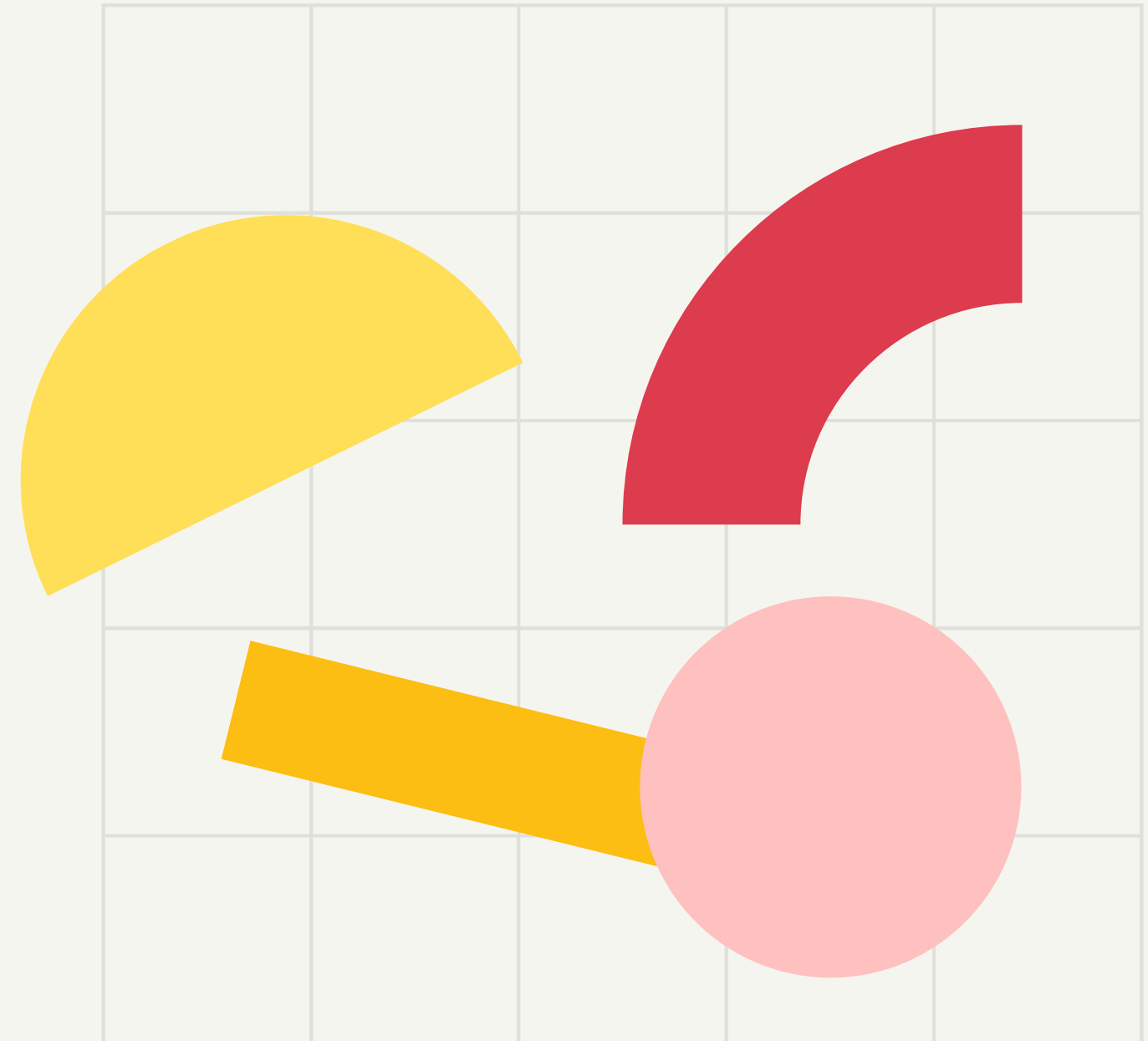


Plan Make Do

# Welcome!

## Today's Session

- Artist x Brands
- Preparing your work
- Your approach
- The follow up



# THOMAS HEDGER x OFFBLAK TEA



TRACY EMIN x  
LONGCHAMP



STARTING OUT

PLAN MAKE DO

# VENETIA BERRY x DESMOND & DEMPSEY



# the benefits

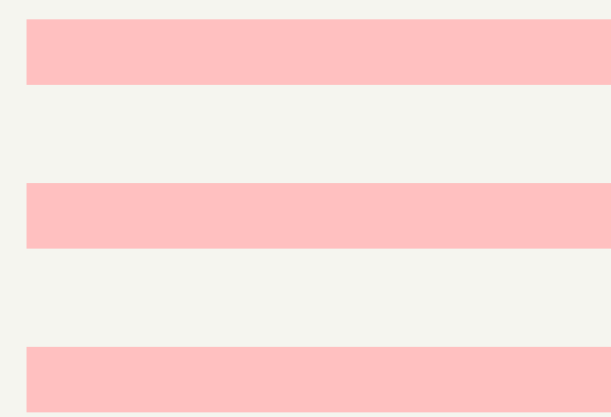
raising awareness and networking

great PR

creating something new together

STARTING OUT

PLAN MAKE DO



# is your house in order?

Website

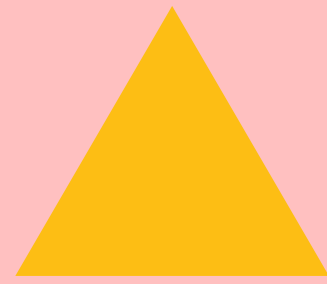
Social Media

Portfolio

Your mission - **why** do you do what you do?

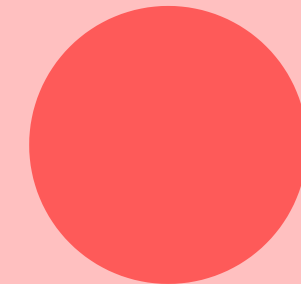


# aligning your aims



## **artist**

your mission  
your community  
your practice



## **business**

their mission  
their target audience  
their brand



# think like a business

why should they work with you?

**THE BOTTOM LINE**

**BRAND AWARENESS**

**BRAND EVOLUTION**

**SOCIAL / ENVIRONMENTAL CAUSE**



**your  
house in  
order -  
contd.**

## **Help them visualise the work**

Showcase your portfolio of work in situ. If you haven't worked with a brand yet, but want to showcase what you can do, create a mockup.



# your house in order - contd.

## Help them visualise the work

If you haven't worked with a brand yet, but want to showcase what you can do, create a mockup.

## What impact does your work have?

Does the community space look better, do you have great reviews and testimonials? Has your work generated footfall or a great online presence? Does your work provide a new way of thinking/being?

**"we had twice the footfall we usually have in the first day!"**





# your house in order - contd.

## **Help them visualise the work**

If you haven't worked with a brand yet, but want to showcase what you can do, create a mockup.

## **What impact does your work have?**

Does the community look better, do you have great reviews and testimonials? Has your work generated footfall or a great online presence? Does your work provide a new way of thinking/being?

## **How can you help them achieve their goals?**

Are they working on a social cause project, do they need to refresh the brand, do they need inspiration for their collections?

# the approach

ok i'm ready....let's get stalking

# who do you want to work with?

**CHOOSE 3-5 BRANDS OR ORGANISATIONS**

**RESEARCH THEM FULLY:**

**MISSION/PROJECTS/TEAMS/UPDATES**

# other options

Marketing agencies

PR agencies

Design agencies

Publishers

Arts organisations



# making the approach

## **Start a conversation - don't ask for work**

Get curious, ask to find out more about a project and get a name to continue the conversation.

## **Doing the ground work - sending one email isn't enough**

You have to be consistent but not pushy. The aim is to find out how the company operates, not what they can give you.

## **Start small and build up to the bigger work**

Some companies want to test the water first, don't assume you'll get the big project immediately, you can work up to that.



# stay curious

You don't need to prove yourself, most companies will know you are just starting out so you don't know everything yet.

Don't be afraid to ask what everything means.

# watch your language

how can we collaborate  
how can we work together on this  
is there something I can help with  
how can we go about getting this created together

SUPPORT SERVICES | COLLABORATION | SOLVING PROBLEMS



# extra bits to help win them over



## **Showcase your experience front and centre**

Have you worked with brands before? Show this. Have you got testimonials from other clients? Show this. They need to trust you if you haven't been referred to them by someone they already know.

## **Stay ahead of the curve**

Is there a common cause you can both work on together? Is there a national awareness campaign you can work on together? Are they working on a new collection you can support them with?

## **Do your own PR**

If you have a good profile and it's getting attention, this will be attractive to them. They will want an association with this.

## FINAL TIP

**working for 'exposure' is  
NOT a thing**

Unless you want to work for company to build your portfolio and you can cover your survival budget do not work for FREE

# FREEBIE

## CLIENT CRIB SHEET

When you get that all important commission, here's how to manage the process with a handy download to print off too!



**CLIENT CRIB SHEET**  
*for when the tough gets going*

**WHEN AGREEING YOUR FEE FOR ANY PROJECT DO THESE TWO THINGS:**

1. Ask them what their budget is first.
2. Then know your daily rate and apply this to a project fee.

- Always have a contract. **ALWAYS.**
- Make sure your contract is agreed and signed before you begin any work.
- Agree on how long the project will take and how many revisions are included, and put this in the contract.
- Keep clients in the loop at regular intervals, consider adding this to your calendar
- Don't overwhelm them. Take the initiative and make decisions: if you come up with 10 possible designs, only show them the three best. This is part of what they're paying you for!
- Remind them if they are nearing the end of the time allocated or revisions agreed.
- If they go over the agreed number of revisions or time, **charge them more**, normally at an hourly rate. If the extra work is more than half as much as the original, charge a set fee as before.
- Don't tell the client you're really busy with other work. Make sure you make them feel like they are a priority - nurture that relationship, it's what will keep them coming back for more.
- If you're struggling to communicate, **pick up the phone**. It helps so much.
- Don't take it personally - if your client is stressed it's likely to be because of the project, not your work on it.
- Always thank them after the project is completed and ask to be considered for future work. You want to build a relationship with them, **it's not just transactional.**
- After the third or fourth commission, ask for a testimonial to leverage work with new clients.
- Stay in touch! Let them know what you're up to and that they can rely on you with their snazzy new projects.

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# the follow up

don't just walk away once the project is over

## Thank them

Send them any images you took or shared on social media.

Thank them for the project and aim to look to work together again

## Ask for impact info

How did the project go?  
How were sales or footfall?  
What did the buyers/customers say?  
Can you get a testimonial?

## Give them free PR

Write up the project on your website and share on your social media or other networks or in press and media. They will remember you for this and other companies will read/see this

# Stay in touch

NEXT TALKS COMING UP

plus

Free Resources

Sign up to newsletter for offers and more

Connect on the 'gram

[planmakedo.com](http://planmakedo.com)