


**GUIDE
BOOK**



FOR

**CREATIVE
GIRLS**



*for
Creative
Girls.*

FOUNDER'S NOTE

In a constantly evolving world and market, one factor remains true - the need for creativity. Creativity is in the combination of seemingly unlikely things, possibilities for a new outcome. It's in the art we create, the way we write the perspectives, opinions, news in us and around us. It's in the way we execute our routines. It's in the businesses we bring to life, the economies we give power to by whipping our talents to focus.

Creativity is in the sparkle, the shimmering waters of ripple effects, in the mundane, in the way we fight for things, the way we use activism & artivism to take responsibility of power.

This is why this simple guide that we have created works for you, whether you've been in the creative trenches for a long time, or you are a beginner. The Creative Girl's Guide 101 is a reminder of why you chose this path and helps speak truth to the core & foundation of your creative work.

GUIDE TO LANDING YOUR FIRST CREATIVE JOB

It's never too late to start and while most people are always looking for the right moment to get into the creative industry, it's important to state that there is no right time. However, if you want to put the waiting period into good use then it's advisable to start preparing ahead by doing adequate research, writing your resume, improving your skills, creating a rate card, joining a community, networking, etc. these play a huge role in landing your first creative job.

Each step will be listed independently and accordingly.

The first step to landing your first job in the creative industry is by *research*. It's necessary to gather needed statistics, observe the job market of the field, come up with strategies, study loopholes, and create solutions. Whether you're a freelancer, entrepreneur, or employee, the main purpose behind whatever work you do is to solve a problem. That is where you get your market from.

The second step is to *know a skill*, i.e. learn a skill or improve your skills, you can never be too qualified. The point is to be outstanding enough for clients or employers to trust a newbie with whatever service you are offering. Skills can be viewed as a long-term self-investment and you have to constantly obtain new knowledge to be valuable in your field.

Examples of such skills are graphic design, web design, videography, animation, event planning, event promotion, floral design, writing, online marketing, photography, social media management, interior design, computer programming, etc.

If any of these skills are of interest to you then make time to learn them. There are several sources and resources available offline and online that can help you learn these new skills. Online sources include Udemy, Coursera, Skillshare, YouTube, etc.

The third step involves building a portfolio for yourself. Before you land a job, you have to be able to show employers that they can trust your service. This is attainable through volunteering, job pitches, starting a blog, trying to get referrals, etc. Examples of sites that can help you with these are WordPress, Behance, Medium, LinkedIn, etc.

The fourth step includes constructing your resume/cv; this is a very delicate and precise task. A precaution to take before proceeding to write your resume is to study sample CVs (these are accessible online) or better still meet up with career professionals that can coach you or assist with your resume to make sure it is written incredibly. However, if you decide to write your CV yourself(which is perfectly fine), check tutorials online or study sample resumes, be mindful of grammar and try not to leave out important details that show how qualified you are.

The fifth step is to join a creative community, this will help you create professional relationships and also connect you to a network of people in your field or the creative field. Creating networks is necessary because that can be your ticket to landing your first job, collaborations, even making a name for yourself.

The sixth step is to create a rate card, a rate card enables you to list the number of services you provide along with the prices. This will enable clients to decide which service is within their budget or what service they can demand from you.

The seventh step is to get a paying client, this can be an easy or difficult task- unless of course, you haven't followed any of the listed steps. This step can be quite tedious, especially since as creative most are vulnerable to being paid with exposure or favors, which quite frankly is ridiculous. Creatives deserve to be paid their worth, our work is just as compulsory as "professional careers".



However, there are three ways to secure your first paying client, this is through; in-person networking, referrals, and cold emailing.

In-Person Networking: think of this as stepping out of your comfort zone because it involves a lot of socializing and if you're a social butterfly, kudos! To be able to network is a skill on its own, you have to teach yourself how to meet people, engage and connect with them. After all, people are the foundation of business.

When networking with people, it's important to lead an indirect survey- this can be achieved by asking questions. It is also crucial to introduce yourself as a professional, have your business cards ready, talk to more people and also follow up.

Referrals: while having a professional network is important, let's not downplay how necessary it is to make use of existing networks such as your friends, family, acquaintances, etc. Whenever you put out new work, inform them, send them your portfolio, and ask them if they're looking for anyone with your skillset. This can lead to your first paying job, if not a group of clients.

Cold Emails: this can be considered a pitch. It's the process of emailing our portfolio to several potential clients or employers. If your portfolio is good then it would capture their attention. Samples of cold emails are available online.

The final step is the kickstart of your creative career. Yes! You are finally your boss, however, always make sure to be on your toes and remember that being creative is like a blend of every career including sales and marketing. So you're in for a ride!

Affirmations for the creating creative...

As a creative person, it's important to believe in yourself, even though it can seem a bit difficult- it's something you have to do.

Every creative needs assurance to be motivated and it reminds us that the work we are doing is valid. Sometimes it can be hard to outsource affirmations from people, those moments are why it's most crucial to find confidence in yourself and your abilities by fueling your soul, mind, and body with positivity.

Affirmations work a great deal if you speak the words with intention, it will eventually help you start or convince you to go on with your work. It also helps alleviate negative self-talk and creative blocks.

Here are a few affirmations you can say to yourself while working or before you begin your day:

- I have good ideas in abundance
- My art is meaningful and beautiful
- Creativity flows through me
- I am a limitless source of passion and creativity
- My art will inspire others
- I am effortlessly creative and innovative in what I do
- I am endowed with talent, creativity, and innovative ideas.
- My art is unique
- My energy source is limitless
- My art is important
- I am valid and so is my art
- Creativity is abundant within me

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- Inspiration comes to me easily and naturally
 - I am exactly where I need to be on my creative journey
 - I can easily step into my creative flow
 - My art is incapable of mediocrity
 - I am confident in my ability to improve my skills
 - My art is meaningful
 - I am worthy of being an artist
 - I seek progress over perfection, community over competition
 - I acknowledge my personal growth and only compare myself to who I was yesterday
 - I am glad to share my talent and skills with the world.

Exercise

Start a journal and write down daily affirmations and manifestations to guide you through your day.

Twelve Ways To Support Your Favorite Creatives

Just know that creatives depend on your support for their work to reach a wider audience, they need you to appraise and share their work. Being a creative person is quite tough, it is highly competitive (although there is room for all to shine), but it's not enough to just look at their work and say "this is cool!" or "I love this" then scroll past it without engaging or telling someone else about them. It doesn't help them progress and that can be disappointing to them, it can put them in a creative block, make them stagnant, and also lack income. We love creatives and we admire them, and we think you do too. So here are ten ways you can show support to your favorite creatives:

- Talk about them to people
- Follow them on social media
- Share opportunities with them
- Click their links
- Leave them reviews or a comment
- Cheer for them
- Show up for them
- Purchase their merchandise
- Create forums for them to speak
- Engage with their content i.e drop comments, like and share
- Pay them with money and not experience



A GUIDE ON CHANNELING YOUR PASSION INTO ART

Creativity takes courage

There are two questions to ask yourself when creating. The first is *why are you creating?* That is what is the inspiration behind what you are creating, or what you wish to create- does it address a problem or call attention to an issue. What pushes you to create and why do you think your work is important?

The second question is *whom are you creating for?* Does your work speak to a particular crowd, what message are you trying to pass across and what are you trying to communicate to others?

While you can have passion for a particular craft, it is not enough if time and performance aren't invested into it. Making time for your art is a step towards pursuing your creative career, after all, you have to believe in yourself and invest in yourself before others can do likewise.

When channeling your passion into art, the key goal is to identify your area of interest which can be tricky. That's why it's important to know that having passion for something doesn't necessarily mean you're good at it, you can be passionate about a lot of things but not good at them. That's why being experimental as a creative person is important, allow yourself to try different things then build on the activity or craft that clicks the most, something that wouldn't come off as a task to you. It's also important to connect with your inner child, for instance, if as a child you loved comics and enjoyed drawing your favorite characters, you can decide to go into illustration or animation. At the end of the day discovering what you have passion for doesn't mean you're already good at it, it's how well you can become great at it through practice and perseverance.

Another important factor is establishing boundaries, when discovering passion avoid getting obsessed with the idea or thought of creating, as obsession brings about unhealthy results. That's why creative breaks are essential to balance the relationship between work life, social life, and mental health. Taking breaks helps rejuvenate your mind and resets your creative energy which helps the creative process. At the end of the day, real passion fits in with your lifestyle, not the other way round.

The three keys to success as an artist are:

Skill + Passion + Dedication

A lot of us have hobbies that we enjoy doing more often than normal, while hobbies can be different from passion, it's not dishonest to say they are slightly alike. Hobbies can include weaving, painting, writing, pottery, singing, dancing, teaching, acting, reading, etc. These can all be transformed into art forms, there are several stories on the internet about people who ditch their 9-5s to follow their passion.

It should be noted that passion might not pay instantly, which is why it's necessary to be a skilled artist or creative to back up whatever talent you have.

When you transform your passion into an art form, it's the birth of a new idea and also a way to jolt a feeling in people who perceive the work done.

When pursuing your passion, try not to isolate yourself. *No man is an island*, being creative comes with a lot of setbacks and anxiety so it's essential to have a community and support system that will help you grow. Being part of a creative community helps you to learn instead of being limited, it challenges you and enables you to explore and enjoy the process.

So how do you turn your passion into art? How do you channel your creativity into art, an energy source? It all starts from within you, a personal decision to create. Here are a few tips to get you started:

1. Discover your passion
2. Embrace your passion
3. Do your research
4. Go to workshops that operate in your creative field
5. Plan out what you wish to do or achieve
6. Join a creative community
7. Be true to yourself
8. Don't be afraid to start



How to overcome creative blocks.

First thing first, creative blocks are natural. There is nothing wrong with you- no, you aren't a fraud. You just need a break/distraction, something/an activity to fuel your creative juices again. As a creative person, it's important to indulge in activities outside of work, this can include sports participation, engaging with family, vacationing, planning activities with friends, yoga, reading, etc. whatever it is, just make sure you have an escape that will gladly welcome you into its warm hands when you're experiencing a block.

A common problem that most creatives face is getting out of it. Some might even think of it as imposters syndrome, which is very unlikely- although imposters syndrome is something almost every creative person faces, it is a whole other issue on its own (however, imposters syndrome can be a major cause of creative blocks).

For starters, when most people are asked how they overcome creative blocks, they answer differently because blocks vary, it can be long-term or short-term. Most people are likely to agree that meditation, yoga, sports, television, recreational games, etc are great solutions for them. However, there are several approaches to regaining your creative energy, these will be grouped into two, i.e, the practical approach and the theoretical.

The Theoretical Approach

- Put your ideas on paper: it can feel as if you don't know what you plan to do, so the first step to breaking down your idea is writing it down, it's the first step to actualizing your work.
- Always have a sketchbook: it's 2021, even your phone or tab is a sketchbook, don't dismiss that idea that just popped up. You can never know. Inspiration arrives anywhere at any time so always be armed and ready to seize it.
- Take notes: being creative means you are always learning. For your work to get better you have to open your mind to new knowledge.
- Expand your mind: be imaginative, engage with your subconscious. It's exciting to think of things that have never been done before
- Go against the flow: don't be afraid to switch up your style, experiment with new techniques, and recreate as much as you want. It's your process.
- Create a to-do list: this helps you to arrange and manage your day. It enables you to do different easy tasks from the more difficult ones which help with your productivity. Even though you might not start with the main work, you can at least get something done.



The Practical Approach

- Create a routine
- Step away from your work
- Change of environment
- Go on a walk
- Affirmations

