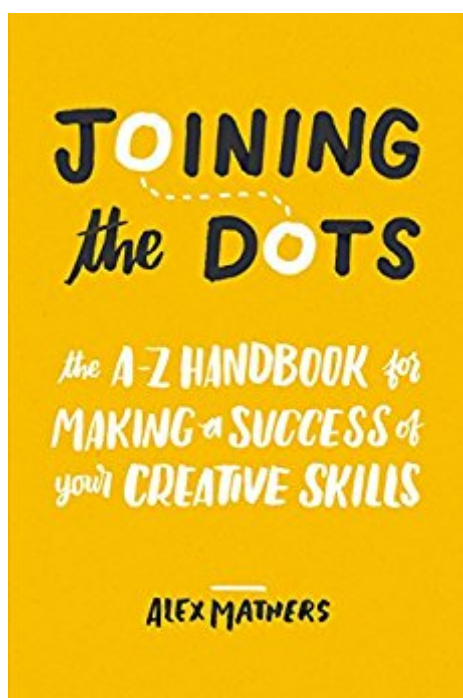


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# Joining The Dots: The A-Z Handbook For Making A Success Of Your Creative Skills



## Synopsis

A Handbook for Success as a Creative Pro: "Alex has mastered the methods for effective self-promotion in the creative world." ~ Scott Belsky, Founder Behance, 99u Using our creative skills to make money and make an impact - while staying sane - can be hard as heck... If you don't know what you're doing. A lot has been done to help creatives and artists find success, but much of it doesn't apply to people with "arty" skills. It can be hard to understand, and some of it is downright unhelpful. With over a decade working for himself as an illustrator, writer and coach, Alex Mathers is intimately familiar with how we can hold ourselves back. The common thread he's discovered in his approach to success is the need to feel alive. Every idea in this book addresses this very human need, distilled into a handy A-Z guide. Though none of us is perfect, the way we think consistently will move us in the right direction. Whether you're an artist, a designer or a writer, working for yourself or with a team, the right mindset is the difference between giving up and thriving. These 26 concepts will help you join the dots, seeing with greater clarity what it takes to be a successful creative. Success is in your hands. "Alex has provided some of the most valuable and constructive help and advice I've received in my career to date." ~ Sam Octigan, Illustrator, Fine Artist "Once you start to really implement Alex's strategies you WILL see results. I now feel that I have the confidence to really move my business forward and that is all down to Alex's insights and deep knowledge of the modern and fast moving industry that we find ourselves working in." ~ Tom Redfern, Illustrator

## Book Information

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## Customer Reviews

Alex is a legend. I read all his articles and I have most of his books... my only downfall is struggling to implement his brilliant advice into my life and business...that's not because it's hard, his advice is nothing less than brilliant, it's me. Not laziness, just forgetfulness, really busy life and I forget to come back to re-read his advice. I only bought this book this morning but I know Alex's work and he's experienced the things that us freelancers can learn from and put into action. I'm taking a step today to re-read all Alex's books and articles of his and I know things will change for me and because of the down to earth way that Alex writes, I know I will enjoy every moment. I didn't even have to think twice before buying this new book, and neither should you! Thank you Alex, keep up the awesome work!

Alex Mathers has been one of my favourite authors and illustrators since 2009, when I signed up to his Red Lemon Club mailing list. After reading *Joining The Dots* I'm reminded again why I keep reading every book and article Alex shares; It's his unique, no-bullshit approach to topics like income, growth and self promotion that keeps me inspired and motivated. In the very first chapter he appropriately quotes: "Good marketers see consumers as complete human beings with all the dimensions real people have." Alex writes in a relatable way that makes no excuses for being creative and honest. In this book he covers a wider variety of issues, including the importance of winning, how to differentiate yourself as a creative and why your work must be remarkable. Each chapter is also accompanied by incredibly funny illustrations by Claire Powell that gives all the more reason to recommend this book.

Creative Director here, and I just jumped into reading it, but right off, the chapter on 'Audience' rings very true, regarding having a focus, a niche. This has been told to me many times and I have resisted thinking I was limiting my options but as Alex notes in the book, (and my 'marketing mentor' Ilise Benun has also been teaching me) no, actually a focus will result in more business and a better level of satisfaction. Only \$.99 for this book? Better get it now before he raises the price!

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It's easy to forget that being an artist - if you want to make your living that way - is also a business. One of my takeaways from this book is that it helps you get your head around that concept and leads you to successful ways to achieve what you want. There are lots of things that an artist goes through and this book will help lead you through them.

Just got this book on my Kindle and have read the first few chapters. The chapter about defining your audience is eye-opening. Written in a clear, friendly way, simple and to the subject. Real powerful and motivating stuff. Love it and can't wait to read it all!

Just finished reading this new book by Alex. As usually it's a very inspiring and motivational reading regardless of your working experience(both for beginners and experienced individuals) . What I find most valuable that Alex doesn't avoid "not so beautiful" topics like money, which are in fact extremely important in creative business. Such books are always great to have on your phone when you're lack motivation and want to lift the spirit! Thanks, Alex!

A good read. I would recommend it.

This book is fresh and easy reading, asÃfÂ- much as it is amazingly true! And it worth be read by anyone who wants success, not only people working on creative fields. The author shares valuable and useful experiences.

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