

Project Promotion Drive By Outline

1. Introduction
 - a. Matt, Sean (why us?)
 - b. No hard and fast rules. Something work well for you? Interrupt us.
 - c. There's no one-size-fits-all approach to promotion
 - d. A lot of this is common sense, but it serves as a reminder of what you can do.
2. Why Promote Yourself, What's the End Game?
 - a. Maximizing opportunities
 - i. Making opportunities come to you.
 - ii. Having cachet gives you a competitive advantage.
 - iii. Establishing reputation
3. Passive Promotion - Your Brand
 - a. Project documentation
 - i. Sean's approach: (TMI follows) Technical description and simple ideas as to why the project exists. For example, Choscillator and Rainbow Machine have been picked up, and the short sentences used that describe the motivation have been included in both.
 - ii. Project-by-project consideration: some projects should be presented technically, some projects should be presented conceptually
 - b. Online portfolio
 - i. Sean: For me, it takes time to rehash the ideas before they are ready to be presented on the portfolio.
 - ii. Useful to refer to your projects in correspondence to have quick conversations over ideas, e.g., when applying for grants, proposals, etc.
 - iii. Permanence. Do not change URLs.
 - iv. itp.nyu.edu - not a good idea, IMHO. [matt]
 - c. "frictionless" way to contact you
 - i. Phone number - if afraid of weirdos, use Google Voice
 - ii. don't do: "matt [at] matrichardson [dot] com" (even that is FRICTION) besides, spam filters are pretty good now. Use a mailto:link and your actual address as the text
 - iii. Make it SUPER EASY to find on your site.
 - d. SEO
 - i. a whole separate Drive By could be done on SEO (and we'd love to see that) but a lot of the basics are important.
 - ii. use text (and lots of it) to describe things
 - iii. Make sure your site is the undisputed home for your project
 1. i.e. don't let Instructables steal your thunder
 2. Make assets on other sites point back to your main site
 - a. code on Github
 - b. videos on YouTube/Vimeo
 - c. photos on Flickr
 - iv. Tools

1. Drupal
 2. wordpress
 3. indexhibit
 4. cargo collective
4. Active Promotion - Building and Reaching Out to Your Network
- a. No network? Start with blogs.
 - i. Quickly finding the right contact. Those contact forms & tips@whatever.com addresses **do** work.
 - b. Bloggers have a job to do. Make it easy for them.
 - i. Excellent project documentation
 1. plenty of high resolution photos
 2. an embeddable video (Vimeo or YouTube only)
 - ii. Have a “hook” - most important
 1. What’s remarkable about your project?
 2. **Think like a headline writer**
 3. Finding a hook in a project: Closed Captioning [Matt]
 4. Documentation is the product [Sean]
 - a. L Train Network
 - b. DLECTRICITY
 5. If you don’t have a hook, you’ll have to tie your project to something people want to talk about.
 - a. Drawing robot. There are many drawing robots, so then why not have them draw celebrities in rehab. Then there’s something to talk about.
 - i. Is there a drawing robot blog? What distinguishes your robot from everyone else’s? Is MAKE going to be interested in a plain drawing robot? Is an art magazine going to be interested in a plain drawing robot?
 - b. **Think like Taco Bell.**
 - i. **There’s nothing new about their Tacos, but they’re in the news because they tied themselves to something that people were talking about.**
 - c. Don’t say much in the pitch email. Too much will drive them away.
 - d. Know the outlets you’re pitching
 - i. what they cover and what they don’t
 - ii. who covers what
 - e. Laymen’s description. Not everyone understands our language.
 - f. Follow journalists on twitter - they are often seeking sources there
 - g. Follow through - critical.
 - i. Send a personal thank you email to anyone that covers your project. Let them know that you have more out there and more on the way.
 - h. When networking, have images of your projects on your phone to talk about them!

5. TNO is at Central Bar on 9th Street between 3rd and 4th Aves.

Appendix:

ITP-friendly Media Outlets:

Wired

Make

Engadget

Gizmodo

The Verge

Hack A Day

Business Insider

Discovery Canada's Daily Planet

Discovery.com

Creative Applications

DesignBoom

PSFK

BBC News

BetaBeat

BoingBoing

Laughing Squid

NOTCOT

New York Magazine

Fast Company

Daily What

TechCrunch

Hacker News

Reddit

The Awl

Gawker

Creator's Project

BuzzFeed

Huffington Post

NYTimes Bits Blog

Village Voice

Business Week

Mashable

Core77

Slashdot