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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 artsy 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

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