



promote = thyself

SUCCESSFUL SELF-PROMOTION FOR DESIGNERS

From your friends at



Troy, New York USA



promote=thyself

SUCCESSFUL SELF-PROMOTION FOR DESIGNERS

Upstate



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New York



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Today's Twitter hashtag is: #promotethyself



What is Self-Promotion, you ask?

An active effort to grab the attention of a target and persuade them to do something specific, or simply be aware of your existence.



1.

Define your Business Objectives & Philosophy

Why are you doing what you're doing? What do you want out of it?

These are not meaningless, lofty concepts. They are guideposts for every decision you'll make.



THE IMPORTANCE OF THE
UNEQUAL SPACING OF CAPITALS OF IRREGULAR
SHAPE IS OFTEN UNDER-
RATED. FAULT IS SOME-
TIMES FOUND WITH
CAPITALS AWKWARDLY
FITTED WHEN THE COM-
POSITOR IS AT FAULT.
HE DOES NOT SEE THAT
IT IS HIS DUTY TO RE-
TIFY SPACING THE GAPS
PRODUCED BY COM-
BINATIONS OF TYPE.
HE DOES ALL HE CAN IN
THE DESIGN AND FITTING
BUT HE CANNOT MATER-
IALLY ALTER THE SHAPE
OF AN IRREGULAR
CHARACTER





TURNER'S

Brewed
Ginger Beer
AND
Lemonade

IN
PINT
BOTTLES

CHISWICK



Griffin Brewery

HANWELL & DISTRICT
YEAR BOOK 1939-40

Contains
Information
of Local Services,
Festivals and Traditions,
Local Businesses,
Local Information

THE OF ANNUAL
FESTIVAL PARK, HANWELL &
(See General Pages)

KLEEN





2.

Develop your Brand

Find and define your reason for being, why you matter,
why you're unique.

Develop your visual brand.

Develop your attitude, your voice.

Don't fake it.



3.

Define Your Audience

Who do you want to do business with?

What categories of business and where?

Which specific businesses/titles/job functions?

Gather names, coordinates and build a database:

News publications and websites, Corporate websites, Hoovers.com

Linkedin, Trade organization membership directories

Keep friends/acquaintances on your target list. Referrals are powerful.



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Id29 · Troy, NY United States

Overview

Company Description

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id29 is a brand and communications design studio located on the second and third floors of an 1892 former collar factory right on the Hudson River in Troy, NY. Since opening its doors in 2003, id29 has collaborated with clients to build powerful brands, campaigns and marketing strategies. Learn more about id29 and its work for Pitney Bowes MapInfo, Scholastic Inc., Litespeed,... [more](#)

Specialties

Brand and Identity Design, Print Design, Typography, Rich Media, Marketing, Strategy

Current Employees (5 total, 5 in your network)**Elizabeth Solarek**

Account Executive

**Michael Fallone**

Principal + Creative Director

**Doug Bartow**YOU
Principal + Design Director**Bryan Kahrs**

Senior Designer

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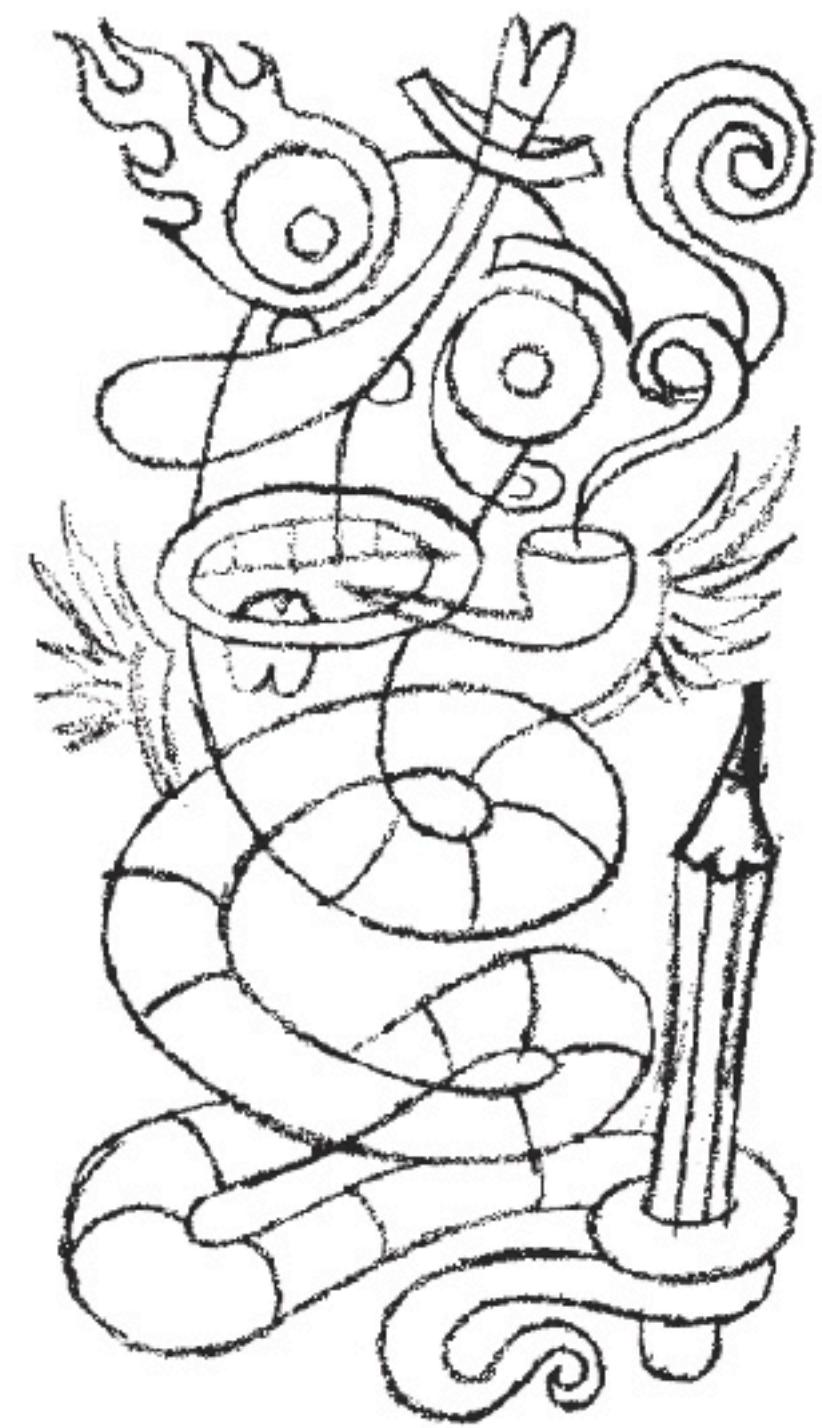
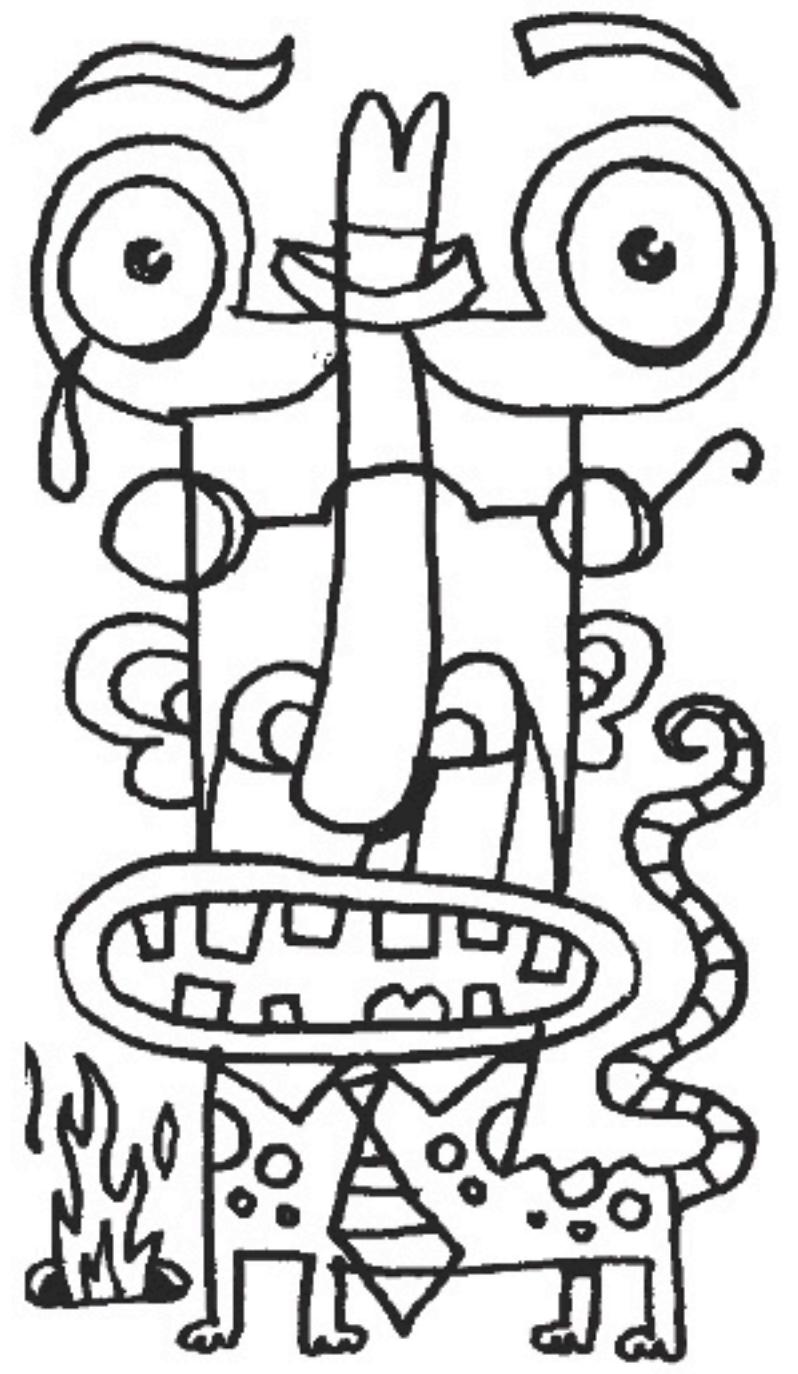
Self-Promotion/Marketing Plan

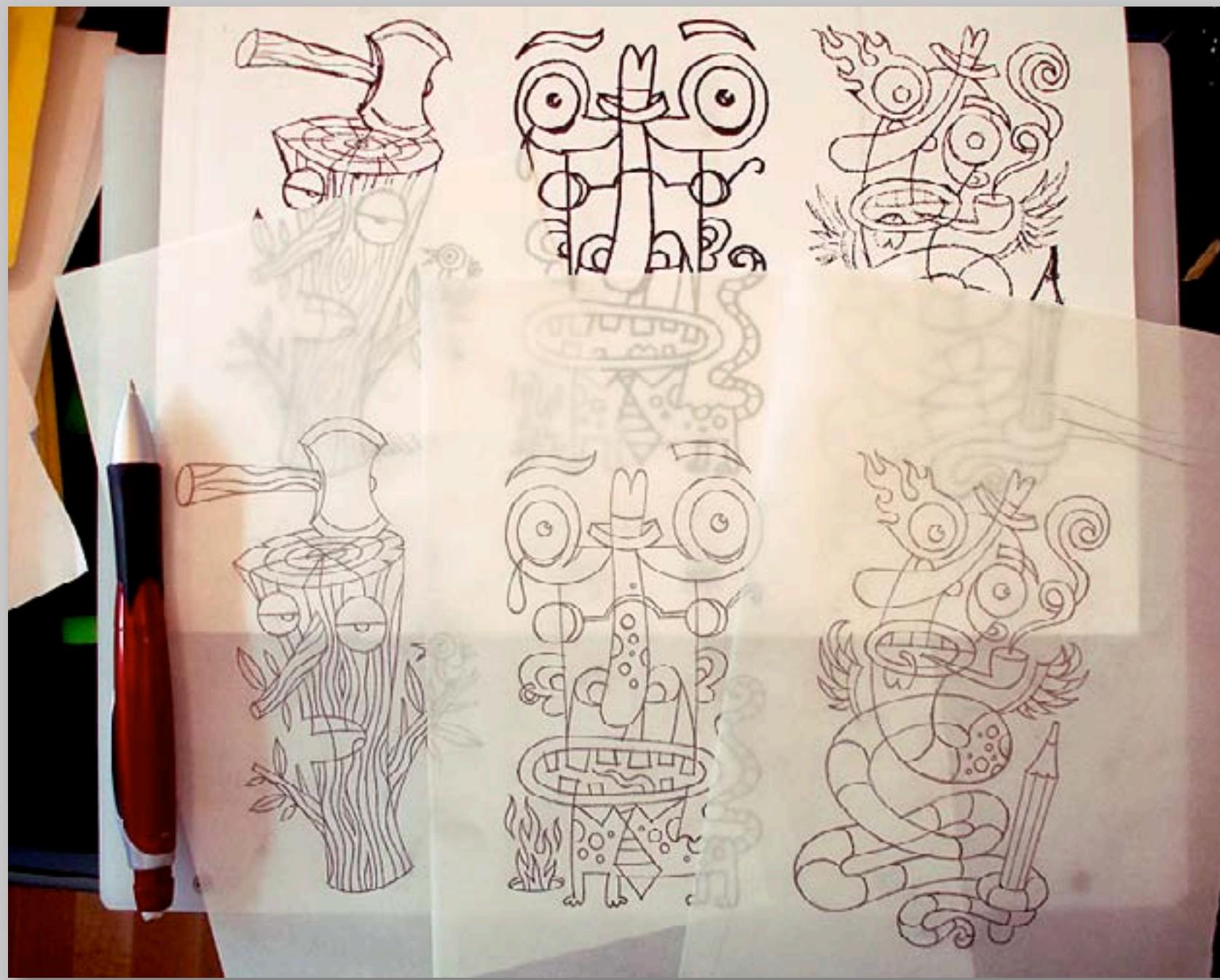
Define how self-promotion can support your business objectives.

Define success.

Set a reasonable budget.

Develop a tactical, actionable plan for a specific time period.







5.

Go Design

Use the pieces you need to develop as an excuse to more clearly define your brand.

Clearly articulate your call to action: what, precisely do you want to happen as a result of this communication? If you're not clear, your targets won't be either. Clarity is paramount.

Develop the components of the marketing plan/campaign.

Release the hounds & follow-up, follow-up, follow-up.

Ask for, secure and prepare for the meeting.



6.

Sweat the Details

Poor production is simply unacceptable.

If you need it, make it (or find someone who can).

Don't overwhelm with material, you're selling creativity.

Mailing? Make a prototype and get the postmaster's blessing.

Don't overlook the packaging—it's the first thing that's seen.







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7.1

Supporting Elements :: Your Website

Consider the role that your site will play in your self-promotional efforts.

Promotional/micro-site vs. your primary site?

Make sure the book work you show on your site is well-rendered.
Quality trumps quantity every time.

A well-designed campaign integrated online = credibility.

3.2

Supporting Elements :: Social Media

Don't rely on social media for the heavy lifting. Rather, use it to tease your campaign and/or drive traffic to your site.

Consider a splash landing page or site refresh to marry your self-promotional campaign to your site's aesthetic/messaging.

Your portfolio shows the breadth of your work to date, make it readily accessible to anyone willing to click-thru.

Be curatorial—don't be a spammer.

7.3

Supporting Elements :: Social Media

Be opportunistic. Become an expert and share your knowledge.

Play nicely with others—meeting other creatives via social networking can lead to diverse global opportunities.

Separate your personal accounts from your business and stay consistent with your online profiles from site to site.

Follow the industry blogs and participate in the discussions.



8.

Follow up

Don't stare at your phone. It probably won't ring. You have to follow up.

Consider making yourself available in a target city for a day.

9.

Post Mortem

Were you successful?

Was your investment worth it?

What changes should you make for the next effort?

10.1

Keep in Mind

Be disciplined.

Have fun. This can be some of the most fulfilling work you'll ever do.

Observe trends—mainly so you can avoid them.

Don't compromise. Don't give work away for free. #nospec

Use sustainable practices and FSC-certified paper whenever possible.

Keep samples on hand for subsequent efforts and all the awards shows you'll win.

10.2

Keep in Mind

Waiting until you **really need** new work = fail. Trust us.

Strive for top-of-mind awareness. Your targets may not be ready to hire you the minute your self-promotional effort hits their desk.

Take the time to make it happen, even when you're already working like a dog.

Think long-term and be relentless. Self-promotion is a marathon, not a sprint.







How to Dress for Success

The best clients rarely wear clothes. At times, however, it is inadvisable to run around buck naked. A few situations that may call for clothing include, but are not limited to:

- Career day presentations at your child's elementary school.
- Ice skating in Rockefeller Plaza® during February.
- Commuting to/from work on the Metro.
- High Tea with The Queen.
- Weekly status meetings with the Pope or local clergy.
- Misconduct meetings with Human Resources.
- Memorial Day in Provincetown if you're a "breeder."

Start by trimming semi-naked Ima Client carefully out of the page using a #11-bladed X-acto® knife. Be sure to wear proper eye protection.



If you find yourself in need of clothing, it is best to stick with simple and classic styles such as:



Billy the Bondage Man

Bucky the Clown

Biff the Spandex Boy

How to Act as Cool as Your Friends at the Agency.

You need to be ready for the day that your good friends at the agency accept you into their realm and invite you to dinner and drinks with their cool and happening posse after work. If you've thoroughly read the chapter entitled "How to Dress for Success" then you already know the emphasis you need to place on your personal appearance, but your work doesn't stop there. Your actions and conversation need to be equally up to par or your agency friends are likely to paint a big 'L' on your forehead and label you an outcast. This will send your career into an irreversible downward spiral, so it's best to keep these tips in mind:

Cool Ways to Stand



stand with weight on right foot.



Look
@ figure 1
in mirror.



stand like Crockett or Tunica

Cool Ways to Sit



semi-slosh in chair, right hand on side of chin – The Quasi-Thinker™



sit cross-legged in a painful yoga pose – The Integrated Lotus™ It's probably best not to wear a short skirt when attempting this, or The Hipster Hop™



sit straight upright in chair, arms on armrests, hands on lap – The Listener™



sit on a Hippity-Hop™
they are totally underrated
– The Hipster Hop™

Why Do Creative People Drink So Much?

Good clients truly understand the psyche of creative people. For better or worse, alcohol is often an integral part of a creative's personality. In our search for the truth on this matter, we've found three prevailing reasons that are contributing to diseased livers in creative agencies around the world.

Reason #1

Creative agency's people have to drink large amounts of hard liquor, lagers and ales because every client is not a good client. There are plenty of downright rotten, mean, dumb, nasty, ingrates that parade as clients. They routinely spew foulness from their mouths in the form of inane requests and comments like these:

- Can you make our logo twice as big?
- Do you really think you'll be able to read that 4pt type in our brochure? I was thinking something like 15pt?
- Why don't you just use Photoshop® to change the puppy to a college student?
- Don't you think we should at least have our name in that radio spot?
- We make and sell expensive cars, why are there only exotic meats in this TV spot?
- Did you even look at our graphic standards manual?
- Can't we just use stock photography?

In addition to these types of comments, many so-called clients also routinely take their anger out on creative people because it's convenient to do so. Brutal and terrible beatings, as well as psychological torture, are commonly inflicted upon peace-loving creative agency workers. Most of these incidents go unreported because the creatives would hate to see anything bad happen to their client counterparts. It is also not unheard of for good-agency-principals-gone-bad to secretly allow such beatings to happen because "beatings are good for client morale."



Reason #2

Creative people consistently push themselves to the limit, sitting at their desks for minutes at a time and thinking very hard. This overexertion often results in fatigue and dehydration. Studies have shown that alcoholic beverages contain water and therefore aid in the rehydration process. Creative people believe these studies.

Reason #3

Creatives are on a never-ending hunt for adventure. Responsible consumption of vast quantities of alcohol turns even the most mundane situations into mind-bending adventures that can fuel the creative process. How else would subservient chickens, British geckos, local car dealer TV spots and intelligent cavemen capture the hearts and minds of millions, and get immortalized in the world of advertising?



This is the Colophon

BY ID29. THAT'S MEANT TO BE COOL.

DESIGN, ILLUSTRATION, COPYWRITING & MISC. TOMFOOLERY:

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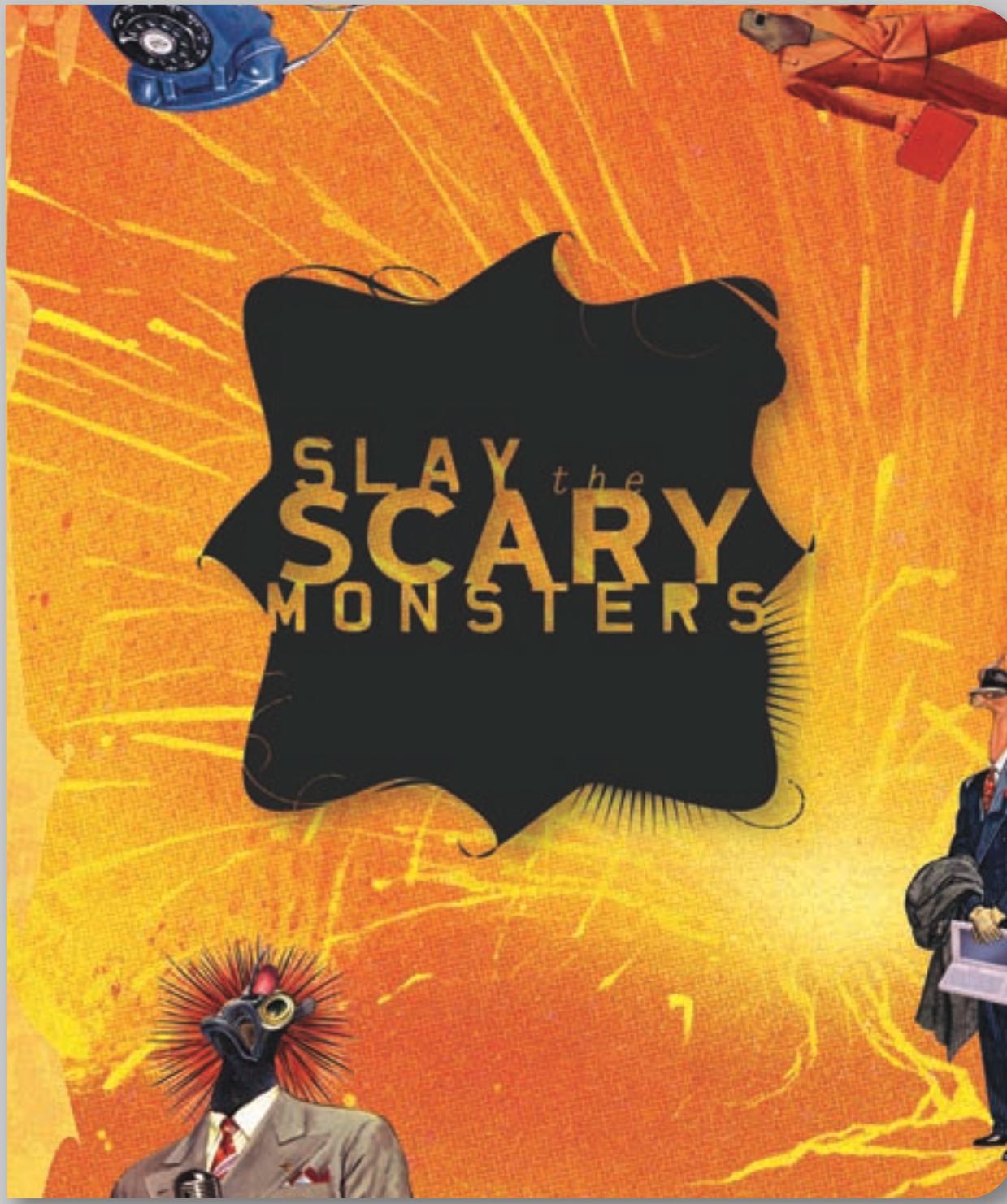
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PEEL HERE

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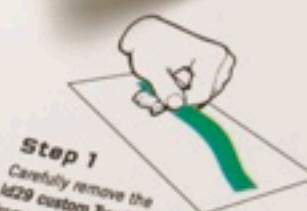
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Step 1

Carefully remove the
id29 custom Tyvek® wrist band
from card. Do not remove at high
altitudes or too close to the equator
as wrist band warping may result.



Step 2

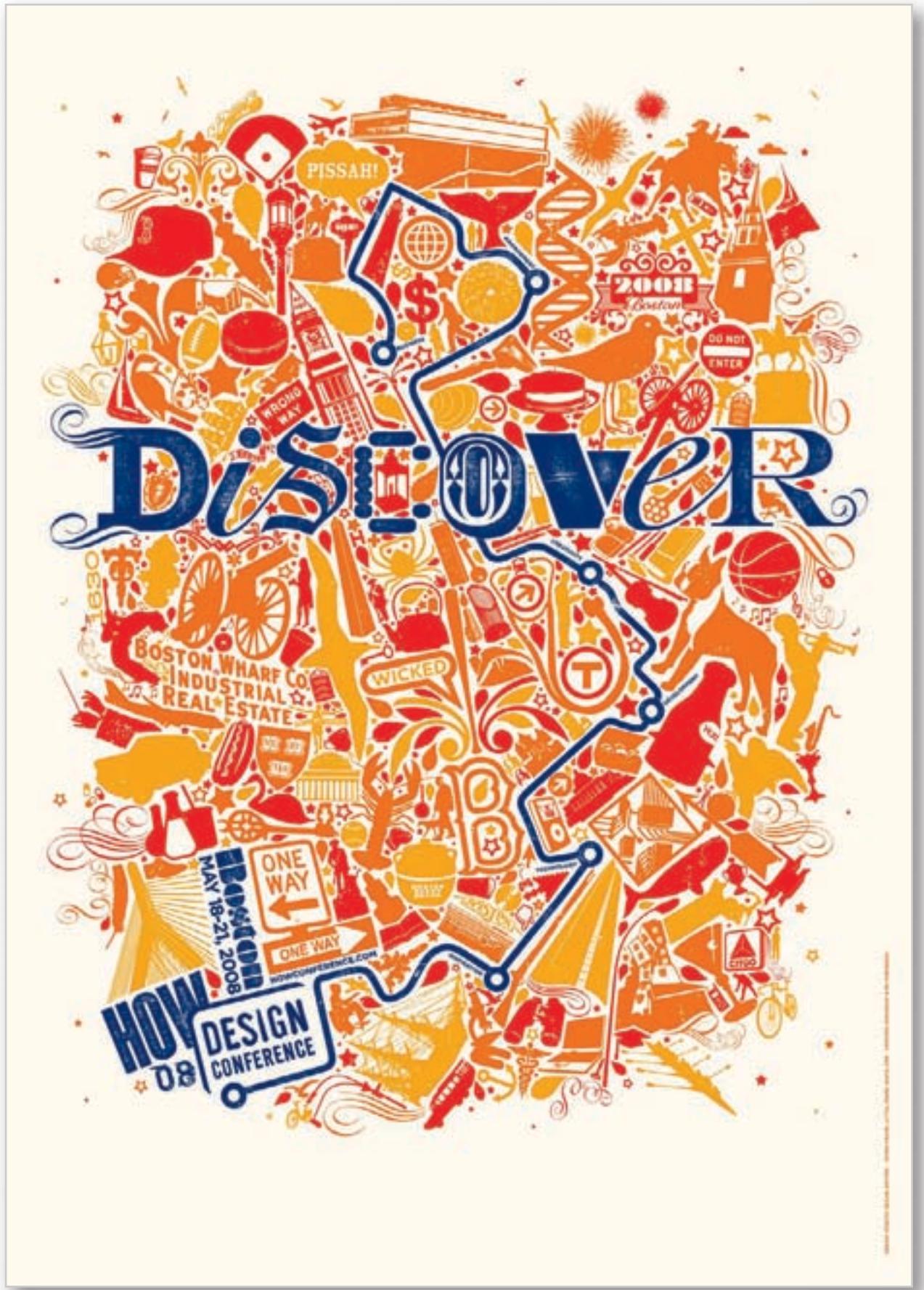
Wrap the id29 custom Tyvek®
wrist band around your wrist
and stick ends together. Avoid
any possible interference
with body hair or lint.



Step 3

Congratulations. Your id29
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now offers endless access
to beverages and merriment.
Cheers, Paddy!



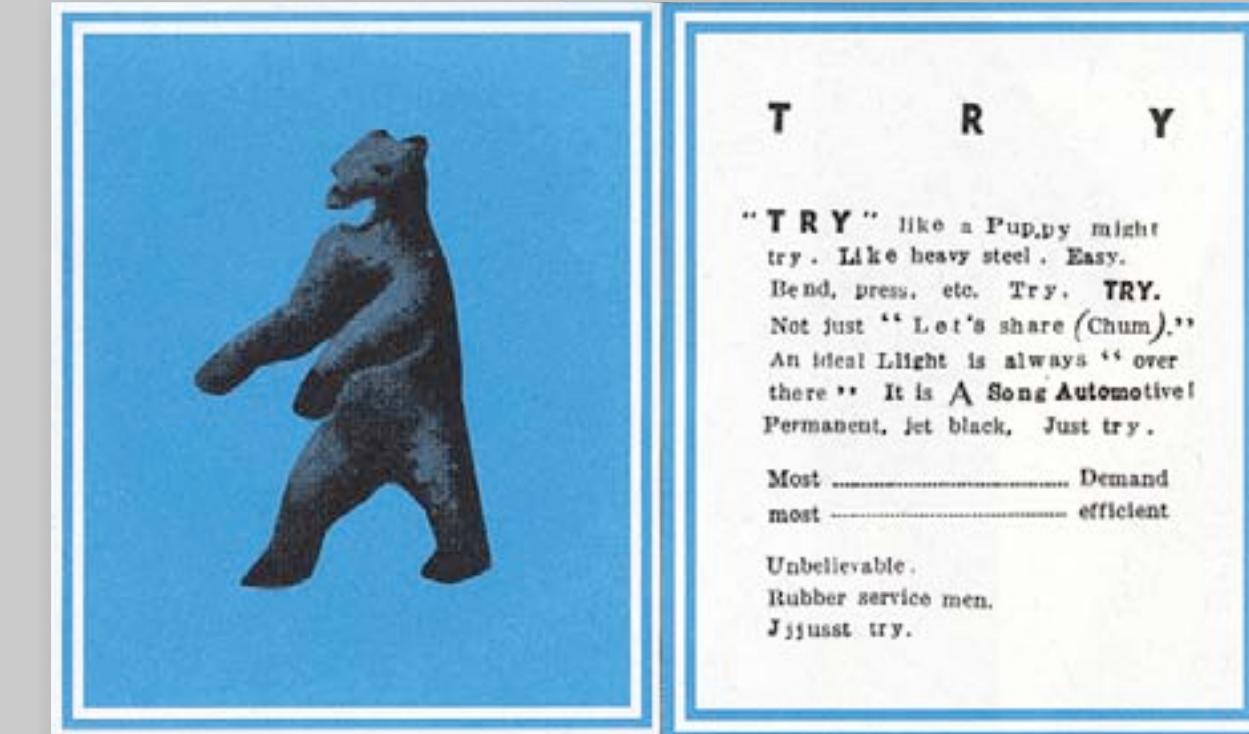
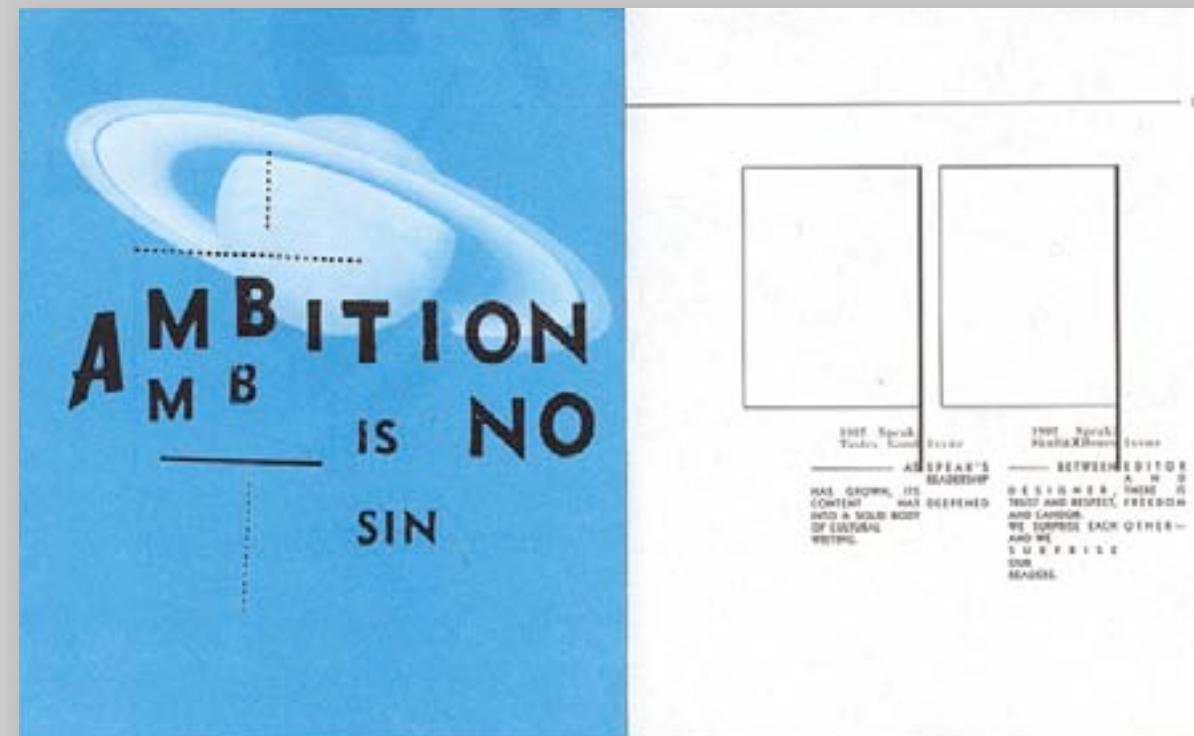


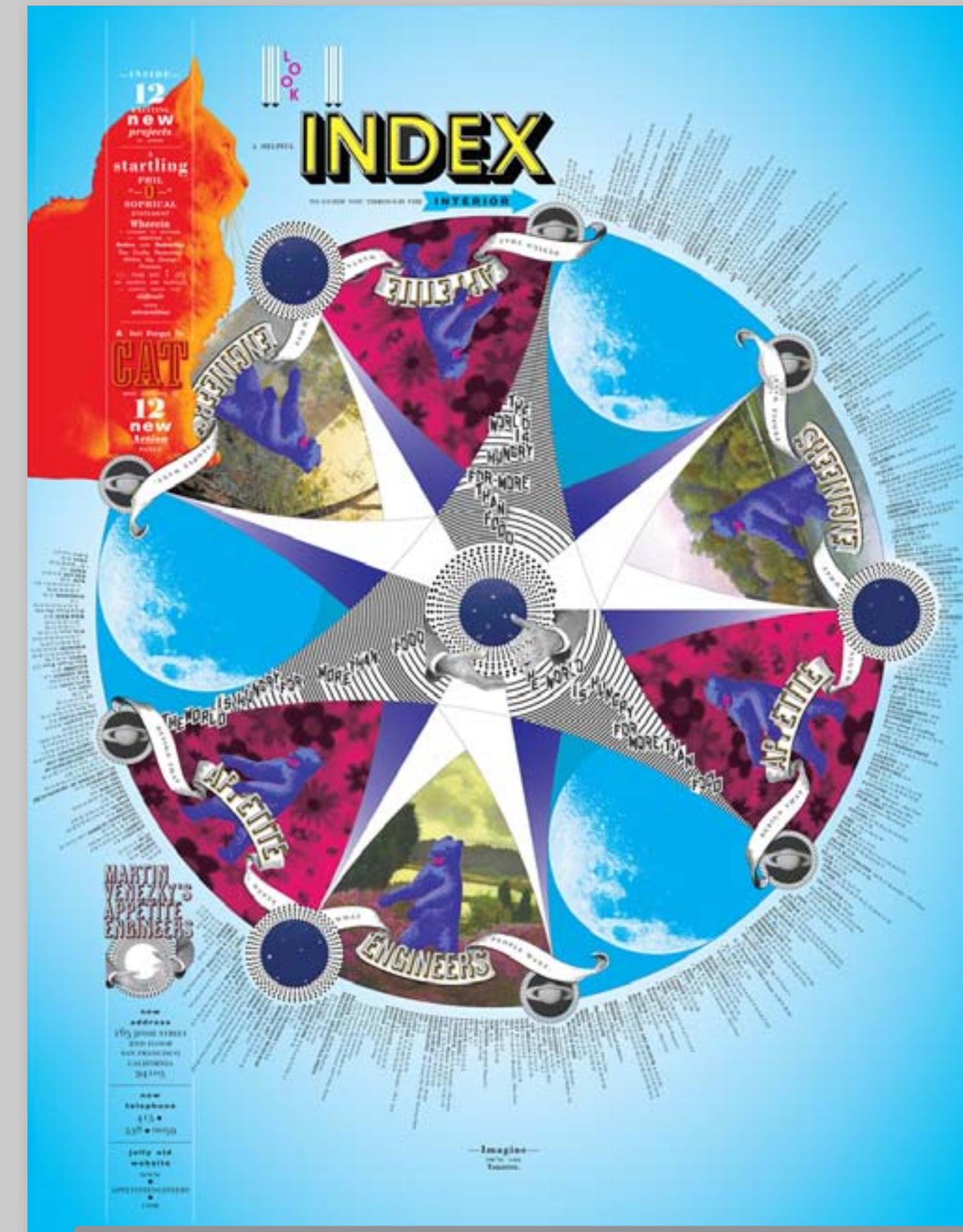
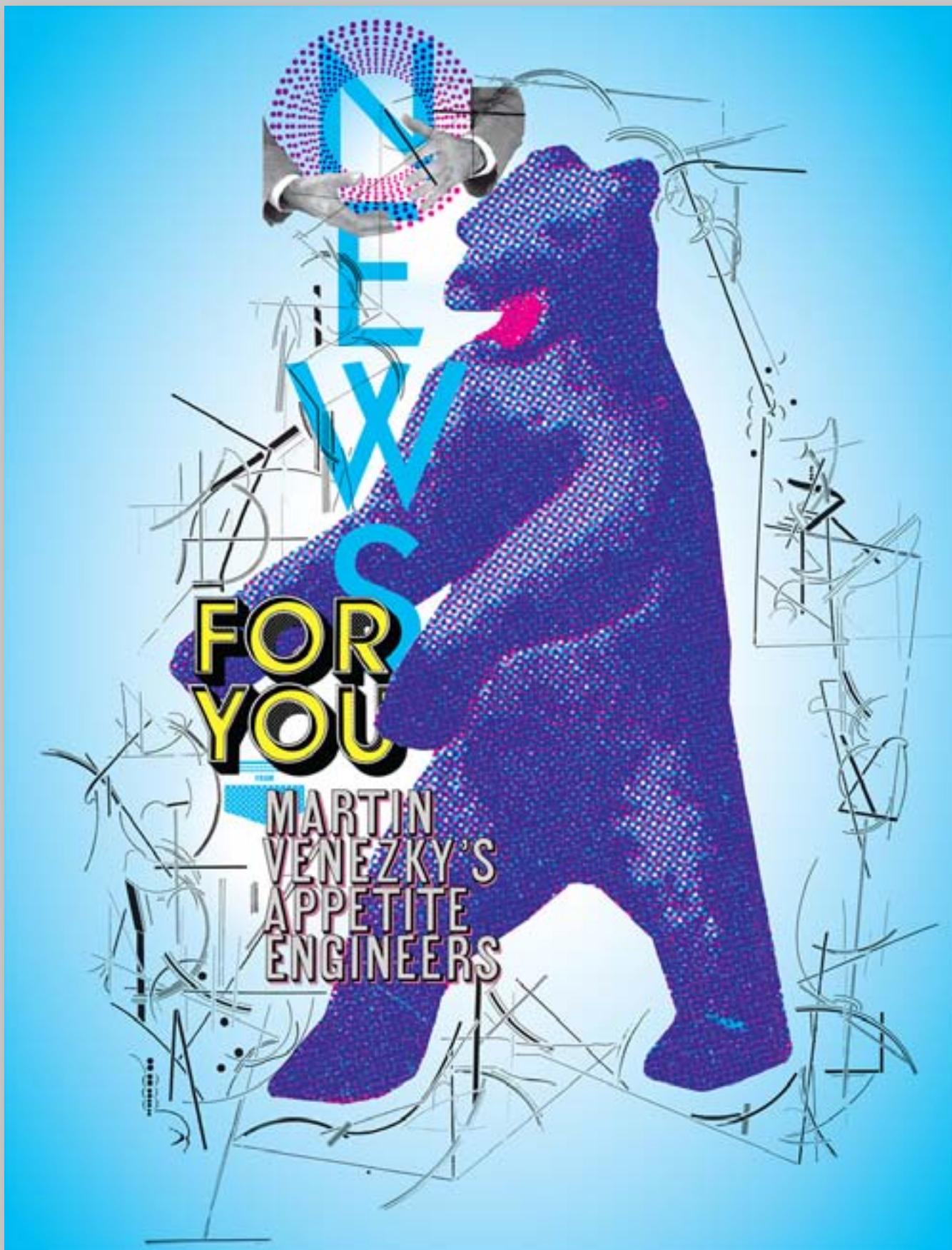


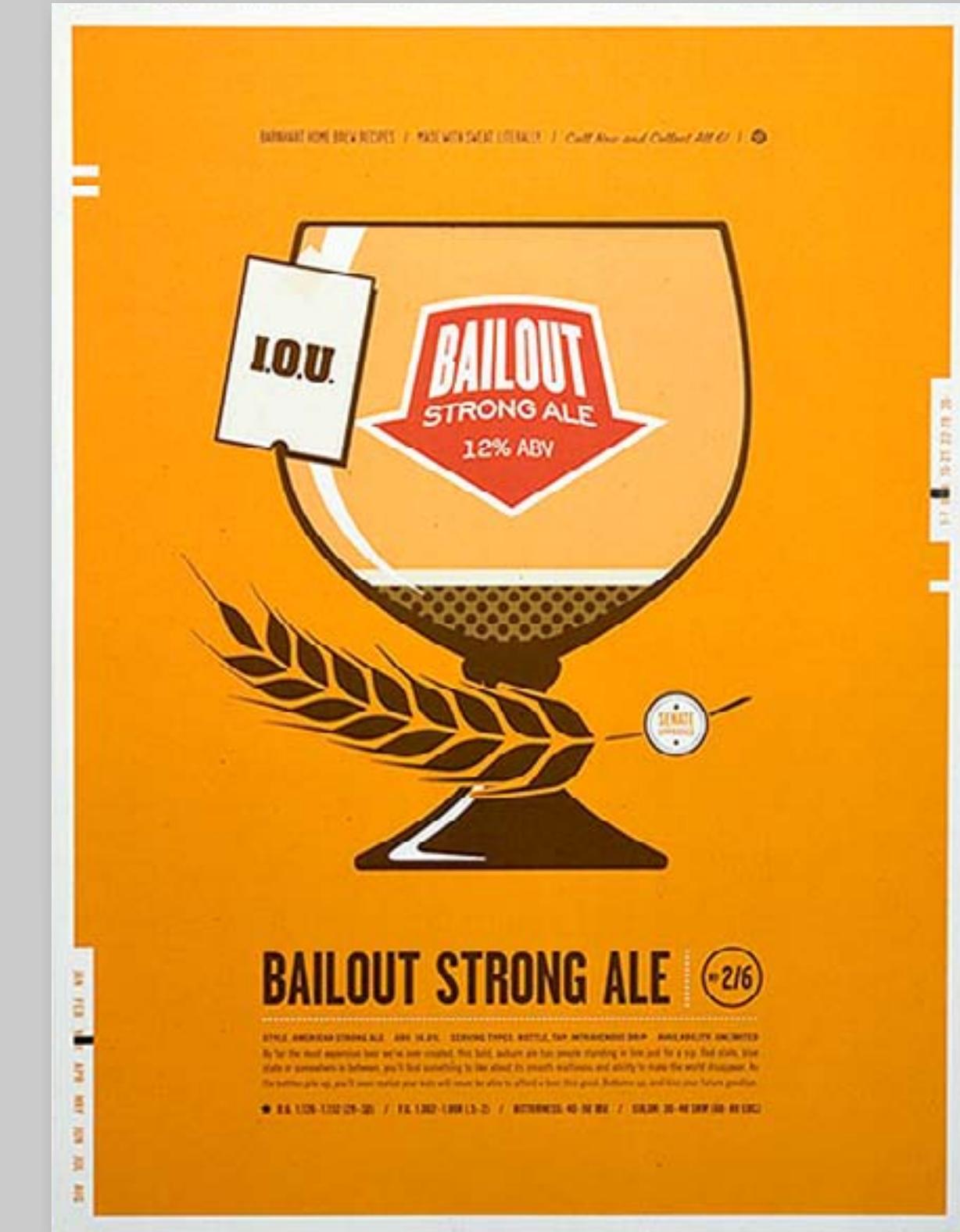
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WE PUT COFFEE SALT IN OUR ICE CREAM FLOATS
AND WE'RE PRONE TO SPLIT A
PITCHER AT LUNCH ON FRIDAYS,
AND SOMETIMES ON TUESDAYS & THURSDAYS
ON FRIDAY... AND THE OCCASIONAL MONDAY IN WEDNESDAY TOO.

IT'S EASY TO FIND A BARNHARTIAN AT
HAPPY HOUR
BUT JUST IN CASE WE'RE STUCK IN THE OFFICE,
THERE'S PROBABLY A SIX-PACK OF
BELGIAN WHEAT IN THE FRIDGE



SO IN HONOR OF BEER - BELIEVED LIBATION,
WE'VE ATTEMPTED TO COMPILE OUR FAVORITE

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WE'RE PRETTY SURE YOURS ARE BETTER, SO
SEND US YOUR BEER!
AND WE'LL TELL YOUR STORY



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BARNHART is a group of nationally distributed custom breweries who strive to building relationships and creating unique products... and we have a few things to share with you guys.

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EX-WIFE INDIA PALE ALE

**INGREDIENTS FOR 5 GALLONS 5.0%
EXTRACT: 100% MELTON MALT**
Water, Yeast, Hops, Melton Malt, and a touch of hops.
This is a classic India Pale Ale with a citrusy, piney, and slightly bitter flavor profile.
It's a great beer for those who like a bit of complexity in their beers.

INSTRUCTIONS

Boil water for approximately 15 minutes. Add hops and yeast to the boil. After 15 minutes, add the malt. Boil for another 15 minutes. Add hops again. After another 15 minutes, add yeast again. This process repeats until all the hops and yeast are added. Once the final boil is complete, add the yeast again. Let the beer sit for 24 hours before bottling.



BAILIOR STRONG ALE

**INGREDIENTS FOR 5 GALLONS 6.0%
EXTRACT: 100% MELTON MALT**
Water, Yeast, Hops, Melton Malt, and a touch of hops.
This is a classic Strong Ale with a complex flavor profile.
It's a great beer for those who like a bit of complexity in their beers.

INSTRUCTIONS

Boil water for approximately 15 minutes. Add hops and yeast to the boil. After 15 minutes, add the malt. Boil for another 15 minutes. Add hops again. After another 15 minutes, add yeast again. This process repeats until all the hops and yeast are added. Once the final boil is complete, add the yeast again. Let the beer sit for 24 hours before bottling.



PINK SLIP PILS

**INGREDIENTS FOR 5 GALLONS 4.0%
EXTRACT: 100% MELTON MALT**
Water, Yeast, Hops, Melton Malt, and a touch of hops.
This is a classic Pilsner with a clean, crisp flavor profile.
It's a great beer for those who like a bit of complexity in their beers.

INSTRUCTIONS

Boil water for approximately 15 minutes. Add hops and yeast to the boil. After 15 minutes, add the malt. Boil for another 15 minutes. Add hops again. After another 15 minutes, add yeast again. This process repeats until all the hops and yeast are added. Once the final boil is complete, add the yeast again. Let the beer sit for 24 hours before bottling.



OIL SLICK STOUT

**INGREDIENTS FOR 5 GALLONS 5.0%
EXTRACT: 100% MELTON MALT**
Water, Yeast, Hops, Melton Malt, and a touch of hops.
This is a classic Stout with a rich, dark flavor profile.
It's a great beer for those who like a bit of complexity in their beers.

INSTRUCTIONS

Boil water for approximately 15 minutes. Add hops and yeast to the boil. After 15 minutes, add the malt. Boil for another 15 minutes. Add hops again. After another 15 minutes, add yeast again. This process repeats until all the hops and yeast are added. Once the final boil is complete, add the yeast again. Let the beer sit for 24 hours before bottling.



TREEHUGGER WILD ALE

**INGREDIENTS FOR 5 GALLONS 5.0%
EXTRACT: 100% MELTON MALT**
Water, Yeast, Hops, Melton Malt, and a touch of hops.
This is a classic Wild Ale with a unique flavor profile.
It's a great beer for those who like a bit of complexity in their beers.

INSTRUCTIONS

Boil water for approximately 15 minutes. Add hops and yeast to the boil. After 15 minutes, add the malt. Boil for another 15 minutes. Add hops again. After another 15 minutes, add yeast again. This process repeats until all the hops and yeast are added. Once the final boil is complete, add the yeast again. Let the beer sit for 24 hours before bottling.



METRO BLONDE ALE

**INGREDIENTS FOR 5 GALLONS 4.0%
EXTRACT: 100% MELTON MALT**
Water, Yeast, Hops, Melton Malt, and a touch of hops.
This is a classic Blonde Ale with a light, refreshing flavor profile.
It's a great beer for those who like a bit of complexity in their beers.

INSTRUCTIONS

Boil water for approximately 15 minutes. Add hops and yeast to the boil. After 15 minutes, add the malt. Boil for another 15 minutes. Add hops again. After another 15 minutes, add yeast again. This process repeats until all the hops and yeast are added. Once the final boil is complete, add the yeast again. Let the beer sit for 24 hours before bottling.



Finally, a brew for the tree-hugger in you! **TREEHUGGER** is a hoppier-tasting, well-balanced beer that is nothing if not a starkly different choice. Snuggled in an enormous pile of Cascade hops, a patchouli oil and incense makes this anyone who loves trees, get this, tart ale is tolerable at first, but can headaches after repeated exposure.

★ 0.6. 1.850-1.870 (0.5-0.6)

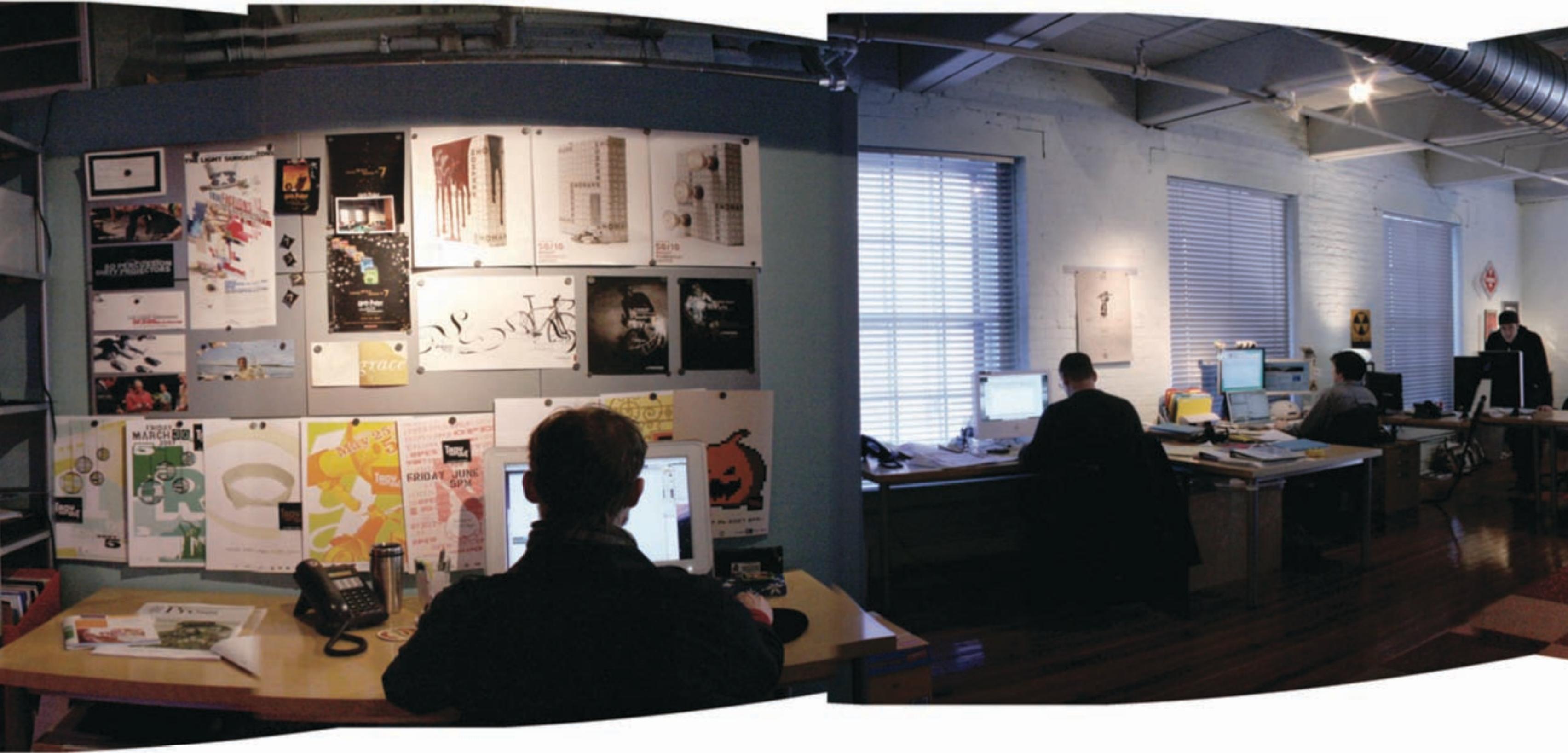


11.

We will now take your Questions

Don't be shy.









Thanks

.....

Please stay in touch:

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