

ILLUSTRATION 101 PRESS KIT

What is ILLUSTRATION 101?

ILLUSTRATION 101 is a sales & marketing guide for freelance illustrators but would also be of interest to freelance journalists, photographers, designers and other creative freelancers.

Why do illustrators need to be taught how to market their work? Surely talent is enough?

Sadly, talent isn't enough and if you want to survive in the cut-throat world that is illustration in the twenty-first century it's essential that you know to present your work (and yourself) to clients.

Isn't this selling out?

Not at all, if you want to be an illustrator it means that you want to sell your artistic skills and you need to know how to do that. No-one sends their sales force into the field untrained, not even the most unscrupulous double glazing firm, and it's essential that vulnerable one-man-bands like illustrators take their work to the market place with as many sales aids as they can muster.

But why buy a book, surely all this has been covered at art school?

Sadly not. Whereas most American students have spent their final year executing commissioned work for real clients in the community it's highly unlikely that a British art student has ever met a client during his college years, let alone been taught how to present his work to one or negotiate a fee.

So why this book?

Because it's great. It's street-smart and informative, fun to read and, to our knowledge, it's the only one of its kind in the UK. Plus, it has its origin in a very popular seminar which was attended by young artists all over the North West of England in the late 1990s. The first edition, originally published in 1999, has sold over a thousand copies and this new edition has added all-new information on art reps, stock libraries, illustration websites and email newsletters, as well as clarifying and/or expanding the sections that raised discussion or queries in the first version.

And who is Max Scratchmann?

Max Scratchmann has been a freelance illustrator since 1984. He is the recipient of several awards for illustration as well as the Royal Mail "Pick of the Packs" for excellence in direct mail marketing. In addition to his illustration work he has been a keynote speaker & led seminars.