

# WORKING YOUR INVESTMENT 101

## 1. Utilize all tools available to you, including the [Getting Started Guide](#).

We know how annoying a “how-to” can be, but trust us, this one is worth the read. It’s a quick and easy read that will help you avoid costly mistakes and get a return on your investment. Accidents like putting up a custom gallery instead of one that is fully searchable are bad for business and limit your potential opportunities.



Also, your portfolio is a good example of “less is not more.” While you don’t have to max out images per gallery, you want to show that art director how skilled you are for any given specialty, so show more than 5 images. Got Motion? Put it up. Include your bio and client list to let creatives know who it is they’re going to hire. Review those stats, too. They provide valuable feedback about what is working and what isn’t. Learning how to create an online portfolio with compelling imagery helps your work stand out.

## 2. Know your audience (and yourself).

Whose attention are you trying to grab? Are you a sports photographer who can capture the intensity of an Olympic athlete, or a graphic designer who knows how to make an annual report sing? Know who you want to work for and create a portfolio of images that speaks to that audience. Play up your strengths. Let the work prove that it’s a no brainer to hire YOU! Even more importantly, know who YOU are! The galleries you publish are a statement that defines your work and should show off what you do best.

## 3. Present professionally.

You know how it used to be; you’d walk into an agency and open your shiny portfolio with all of your images professionally laid out, your eye-catching work up front and a progression throughout that told your story. The same care and attention to detail should be taken with your Workbook Portfolio. It should be the best presentation of your finest work. Anything you’re not proud of, get rid of it. Don’t lose their attention because of image scan lines, inconsistency in image presentation, or undersized images. Lose the funky thumbnails, and make sure the flow of your imagery is great from start to finish. Also, don’t forget about the first image the buyer sees! It is the attention-grabber; the image that will get them to click, so choose your hero images carefully – and update them often – and the more heroes, the better.

## 4. Speaking of Hero Images...

Please add a title and caption to any hero image you choose. This is for search engine optimization and helps make your imagery more relevant for search engines. See what information you should include [here](#).

## 4. Focus your work.

Look at your image. What is its focal point? What does it convey? Let the answer to those questions dictate the gallery in which an image resides. If it's an image of an apple, it goes in "food", not "landscapes." If the image is a portrait of a bigwig celebrity, "portrait" would be a good fit. Never dwell on usage when deciding how to populate galleries since, theoretically, any image could be used for any purpose. So instead, think how a creative buyer will search. If they're looking for someone who does sports photography, for example, they'll search sports or active, not lifestyle or humor.



## 5. **Keep it fresh.**

Our mantra? Update, update, update! Show creatives something new at least once a month. Every time you update your portfolio, you appear higher up in a 'date modified' sort. This drives more traffic to your portfolio! Simply shuffling images won't get it done. *Adding* new content and updating your images will. We aren't saying you have to reinvent the wheel, but a handful of fresh images can't hurt. Think of it this way: you walk by a retail location, like Banana Republic, and you see the same window display day after day, week after week, month after month. What do you think the likelihood is that you're going to go in that store? 'Nuf said.

## 6. **Upload your motion!**

Are you creating motion content? Workbook allows you to upload motion and be searched exclusively in this category. This also shows another dimension to your work, providing another marketing opportunity, *and* it gets you found in yet another search!

## 7. **Find the people who want you.**

Reach out to the right people. Looking for someone who creates breath-taking campaigns for Nike? Show *that* person what you do. Use Yodelist, our partner database, list-building, and emailer service, to find and connect with the people you want to collaborate with the most. Make use of targeted marketing and get the right kind of attention.



## 8. **Get personal.**

Think showing your personal work isn't important? Think again! Everyone loves to see what you do when you're not working. It shows another side of you and it's simply a fun, revealing, and eye-catching experience. Put it up as a custom gallery and show people your passion projects.

## 9. **Socialize with us.**

Yada, yada, blah, blah, connect, tweet, share. We've all heard it a thousand times, but it's true. The more you share, follow, tweet, and interact online, the more you get your work out there. A friend tells a friend, who tells a friend, and so it goes. To get people talking about you and remembering your work, social media is one of the tools in the bucket and well worth utilizing. It's not only about sharing what you do, either. It is about participating in conversations out there, on Instagram, someone's Facebook page, on LinkedIn. It's about being an influencer – and staying top of mind. We'd love



the opportunity to share your work out there in the wild as well! To contribute to Workbook's blog and social channels, send submissions any time to [submissions@workbook.com](mailto:submissions@workbook.com)!

## 10. Go Mobile.

Utilize our app to promote what you do when you're on the go. It's a wonderfully convenient tool to help you show off your work while at that lunch meeting or when bumping into someone you worked with in the past. Don't let an opportunity to show your stuff slip by. Find the app at [www.itunes.com](http://www.itunes.com).

## 11. Stand in the shoes of the creative.

Lastly, after everything is done and your content is live, stand in the shoes of the creative looking at your work. Search the site like they would: by name, by keyword, by location, etc. How does everything look? Nice flow? Proper galleries? Found in relevant searches? Do they know how to contact you? Social media links included in your listing? Change anything that doesn't work and change it now!



## 12. Need more help?

We're here for you. We're really good at getting back to you, so email or call and we'll do our very best to tackle your issue. We've helped artists like you for 40 years and counting!

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