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Promo 3.0: Why Creatives are Failing at Promoting their Art, and How to Attract Buyers and Fans in a Modern World.

Alex Mathers

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Promo 3.0: Why Creatives are Failing at Promoting their Art, and How to Attract Buyers and Fans in a Modern World. Alex Mathers
“A simple and easy to follow starting point for creatives trying to stand out in a noisy world.”

Bernadette Jiwa, Author of Bestseller ‘Make Your Idea Matter’, and Winner of Best Australian Business Blog 2012

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"Alex has mastered the methods for effective self-promotion in the creative world."

Scott Belsky, CEO and Founder of Behance, 99U

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“I thought it was a very solid primer for those just kicking off in this arena. Thanks for sharing it with me.”

Michael Bungay Stanier, Author of ‘Do More Great Work’ and acclaimed keynote speaker

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From Google illustrator, author and editor behind the popular 'Red Lemon Club', an online resource for creative professionals, Alex Mathers has written 'Promo 3.0' with the express aim of shifting the attitude people have towards self promotion in the modern age.

The way in which we generate exposure to our work is shifting, dramatically.

Attracting buyers to our work as creatives and business people feels like an uphill battle. Most of the time, this is because we are doing things the way it was many years ago, and actually pushing prospects and people away.

'Promo 3.0' describes what we are doing wrong, what has changed, and exactly what to do to win this game the new way. You can bring buyers to you and your work in a way that respects others, builds friendships and just feels right.

In this simple-to-follow book you will learn the why, who, what, when and how? of promoting your creations the effective way. Areas touched on include:

- What we are doing wrong and how things have changed
- The importance of having goals and a purpose
- The often overlooked importance of understanding your buyers
- How your product and service is part of your marketing strategy

- How to time your connection-building approach
- Closer look at exactly how to go about bringing people to your creations.

Who is the book for?

'Promo 3.0' has been written for anyone in the creative professions from illustrators to sculptors, who have something to bring to the world.

The book is also hugely valuable to small businesses and entrepreneurs in any industry, and anyone with something worth sharing.

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“Another great Red Lemon Club guide from Alex. Full of solid advice to help take the guess work out of promoting one’s work, this guide is sure to inspire and motivate creatives of all disciplines to promo success.”

Jonathan Woodward, illustrator and founder of the Zero to Illo Live UK Illustration Conference

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Matthew White:

The reason why? Because this Promo 3.0: Why Creatives are Failing at Promoting their Art, and How to Attract Buyers and Fans in a Modern World. is an unordinary book that the inside of the reserve waiting for you to snap this but latter it will zap you with the secret it inside. Reading this book alongside it was fantastic author who all write the book in such amazing way makes the content interior easier to understand, entertaining approach but still convey the meaning thoroughly. So , it is good for you because of not hesitating having this nowadays or you going to regret it. This amazing book will give you a lot of rewards than the other book include such as help improving your proficiency and your critical thinking technique. So , still want to postpone having that book? If I ended up you I will go to the reserve store hurriedly.

Keith Vanwagoner:

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