

The AOI's Complete Guide to Freelance Illustration





Session 1- Find Your Marketing Edge Thursday 28th September 5pm – 6.30pm GMT

Delivered by Nicola Mullen at Brand Warrior.



- Helping you get clear on your brand benefits and your unique personality.
- Guidance on building your brand pyramid as a tool to use and apply in your illustration business going forward.
- Creating your own individual blue-print to achieve consistency in your promotion as an illustrator.

With 20 years experience working with arts and culture brands, [Nicola](#) helps creatives, such as artists, illustrators and designers, to find their distinctive warrior spirit, so they can stand out in crowded markets.



Session 2 – Licencing & Negotiation

Thursday 5th October 5pm – 6.30pm GMT

Delivered by Sarah Morris, AOI Membership Manager

- Licensing 101, including how to write an illustration licence.
- How to negotiate fees and licence terms with confidence.
- The most effective tone of voice for negotiations, with examples of useful phrases



Sarah is a former illustration Agent, AOI Membership Manager and ethical advisor with a wealth of commercial knowledge and passion for illustration and supporting the industry.



Session 3 – Licencing & Negotiation

Thursday 12th October 5pm – 6.30pm GMT

Delivered by Sarah Cartwright, personal impact coach & trainer



- How to say no and maintain self-worth.
- How to ask for what you want with confidence.
- How to have conversations about money without awkwardness.

Sarah is a qualified Executive Coach, Trainer & Speaker, having worked with clients such as Microsoft, Selfridges, Coca Cola Barclays, BBC, and The FA. Sarah has a strong track record in working with people to develop their skills and confidence so as to raise their impact and influence.



Session 4 – Finance & Accounting

Thursday 19th October 5pm – 6.30pm GMT

Delivered by Erin Walls, Ward Williams Accountants

- Freelance accounts – keeping records, budgeting, business overheads and calculating your sales income.
- Reviewing your tax payments, what to claim and what not to claim, and tax deadlines.
- National Insurance and Pension.
- Pros and Cons of registering your business as a limited company.



Erin is an ACA working with businesses and individuals in the creatives sectors. Providing accountancy, tax, and business advice; she assists her clients with enhancing performance and growth.



Session 5 – Contracts, Copyright & Infringements. Thursday 26th October 5pm – 6.30pm GMT

Delivered by Derek Brazell, AOI Publications & Membership Manager

- What copyright is and why it's so important to illustrators.
- Contracts between you and your clients - what they mean, what they can do for you and which are the important points to understand.
- Copyright infringements and how to deal with them.



Derek Brazell, is a former illustrator, the AOI Publications & Membership Manager, ethical advisor and co-author of *Becoming A Successful Illustrator*.



Session 6 – Is representation right for you? Thursday 2nd November 5pm – 6.30pm GMT

In Conversation with Raj Dhunna & Willa Gebbie



- The pros and cons of representation.
- How to approach illustration agencies.
- What to expect from an illustration agency.
- Practical advice for unrepresented illustrators.

[Raj Dhunna](#) is an Illustrator based in West London, represented by [B&A](#). Raj focuses on mark-making, digital and print-making techniques having produced work for clients such as Netflix, BBC, Adidas, Nike, Umbro, The Guardian and Empire.

[Willa Gebbie](#) is a Scottish watercolour illustrator based in London, without agency representation. Willa has created artwork for global brands including; Chanel, Cartier, Kate Spade and L'Occitane.

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