



Comics Workshop Info sheet

CRAFT Learn to tell great story.
Study your heroes,
write what you know.

Draw! Alot. Consistently.

Get involved with the comics community; they can inspire
AND critique you.

Done is better than perfect

- Get it done and move on to the next one.
- Don't be over precious with your work and learn to enjoy the process.
- Leave your ego at the door.

Quantity over quality:

The way to improvement is by doing alot, not redoing or slaving over one thing.

The need for speed (this is my top gun reference)

If you can't do a page a day your not working fast enough to support yourself.

Make your goals attainable

Start small 1-4 panel comic. When your'e comfortable with that, move to 1 page them 5 page etc.

Don't start off thinking you're going to create the great American novel.

Learn to problem solve.

Each panel of a comic is a problem to solve. Study your favorites, see how they solve problems. Example, how does your favorite artist draw water? Bricks? Cars? What tools and references can you use to improve your work.

Decide sooner rather than later what your drawing tools will be. The more comfortable you are with them the better. PENCIL? LEAD HOLDER? STYLUS? BRUSH? QUILL? FELT-TIP? PHOTOSHOP?

Keep a sketch book and use it learn with; not to show off. Solve problems, improve as an artist, document and explore ideas. thumbnail, draw from life. But remember doing this is only part of being a comic creator. You still have to actually create comics!



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PUBLISHING

SELF-PUBLISH (if your'e starting out this may be your only option)

Be creative with printing to keep costs down

Ask friends who work at print shops

Pool your money 9get friends involved.

Kickstarter (actually a way to make a profit)

Don't buy more comics than you can sell in a year (err on the side of caution) better to run out than to be stuck with hundreds of copies.

CON: You do EVERYTHING and it's time-consuming.

PRO: You don't have to give up a percentage of the profits.

CON: Selling can be hard

SMALL PRESS

Before submitting:

Be objective about your work. If you can't sell it, how is someone else supposed to sell it?

Don't expect to make a lot of money

Pros

They can get your book to reviewers,

They can promote your book online,

They can get your book to limited distribution

You can probably negotiate a higher percentage for yourself.

Standard is 8-12% NET Profit. I've given as much as 50% and as little as 12%

You now have someone working in your interest, leaving More time to work on your stuff

Cons

limited resources

Can't afford the best printing

you still need to work tirelessly to sell and promote your work.

LARGE PRESS

The big time!

This can be financially sustaining.

If you work hard and fast this can be a means to supporting yourself financially.

Don't expect to get rich. You need a major hit to make big money.

That means selling at least 2500.

Robert Kirkman is an example of how high you can fly, but he's an exception, not a rule



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MARKETING SALES

Making money in comics is about making 10 dimes to make a dollar.

Explore all avenues

- Shows
- personal distribution (selling to stores)
- Selling online sites: Etsy, Amazon
- Small Distributors: BBB, Shenton4Sales Diamond,
- Comixology,
- Public Distributors: lightning source, Ingram Spark,
- Personal website,
- Bulletinboards on CBR.com

PROMOTION NETWORKING:

Work consistently it's about staying in the public's collective face.

Work to create word of mouth!

Get your books in stores

Selling to local stores, friends and family.

There is no substitute for face to face interaction.

Get involved with the comics community-

- local meetups ex. drink & Draw or
 - local comic stores and discover events.
 - local comics shows, expos & conventions
 - podcasts
- check social media for other event

Hang out with other artists.

It's good to hang out with people who actually care about comics. You act to support each other; inspire and critique

Promote on social media blog, Instagram, FB, Twitter

Kickstarter: a wonderful way to promote

Shows and conventions

Awards. Ignatz, Eisners, Dinkies. Etc.

Submit to anthologies, magazines, art pubs, local papers, everything.

Reviews.

Learn to speak publicly (Toastmasters, standup comedy, improvisation)

In addition to selling to stores, you can also participate in workshops and panels, do podcasts or signings, etc.