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BAB V

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5.1. Conclusion

Having a personal brand is very crucial for illustrator. Maybe it doesn't show at first, but in the long run all the efforts will be paid off. Personal brand will make you appear more professional to your client. It also adds value to your work thus increasing the chance of returning clients.

Personal brand is not something that you can build overnight. It requires time, patience, and energy. Three principles you must follow in building your brand are be distinctive, be consistent, and be relevant. Find something unique and own it, do this thing over and over again in a long run, and don't turn your head on current trends, try to combine your thing with those trends to stay relevant in public's eyes. This might take months but securing your position in your audiences' minds is very important in order to compete with tons of other illustrators in your field.

Keep in mind that a good brand should come from your own self, don't try to be something you're not or else you might disappoint your audiences. If you build a 'fake' personal brand, it will be hard to maintain and in the worst case, you might lose your audiences' trust. To quote Artupida, "... It's not about covering up your weaknesses, but how you communicate your positive values to your audiences."

Understand that art style is not the only thing that defines an illustrator. Art style is only a tool for you to enhance your brand. You can use everything to define your personal brand, for example, Ross Tran always include his dog Milo in his drawing process, and that image are burned into his audiences' minds that Milo becomes a big part of Ross Tran's image.

The writer hopes that this book will show some new perspective to beginner illustrators in pursuing their hobbies and might turn it into a career. This guidebook, being a solution that the writer chose to solve the problem, which is the rising of competitors in illustration industry, will be considered effective if the reader gains around 250 followers in one month after following the tips provided by this book.

5.2. Suggestion and Input

The Sprout still has some weaknesses and after reviewing and looking back on the content of this book, the writer would like to put in some suggestions for anyone who wants to develop this project even further :

1. Personal branding is a very deep subject. The informations provided in this book are only the tip of it and more focused on how to build a personal brand instead of developing an already existing one. Do further research about how to develop their personal brand even more.

2. Give more detailed information on how to conquer social media. In today's digital age, most illustrators post their works on the internet, so they need to know the tips on posting their works to gain and engage with their followers more.

3. Lower the target of the book to early teen. Unlike years ago, a lot of people has started doing digital art since a very young age like 10-13 years old because of the advantages of internet and more accessible tools like cheap digital drawing pads or mobile application for digital art.

4. Use references that are more relatable and useful to the guidebook. Find references that also uses narrative storytelling to create a more fair comparisons.

5. Do research on career and how to make money. As stated, an illustrator doesn't really have a sense of job security since most of their works are commission based unless they work in a company. Give information on how to calculate their price and where and how to market their works and the possibility of selling their artworks globally.

6. Still related to #5, provide tips on how to do a good packaging when they sell their works. How to wrap their stuffs so it doesn't break or fold on the delivering process, and how this could improve their customer delight.