

# LAUNCH YOURSELF

## USEFUL TIPS FOR CREATIVE CAREERS

PEANUT  
BUTTER  
PURPOSE

Contact: Kristy Martino | [hello@peanutbutterpurpose.com](mailto:hello@peanutbutterpurpose.com)

1 day workshop for creative graduates to help them launch and sustain their careers

**Time requirement:** 3 hours, with 15 minute break

**Materials required:** Projector and screen if in-person

**Marketing:** Promotional flyer and/or landing page with registration capability provided

*Topic Buckets:*

<b>Marketing (1 hour)</b>	<b>Time + Money (1 hour)</b>	<b>Stamina (30 minutes)</b>
SELF-PROMOTION OUT/INBOUND SOCIAL MEDIA	ACCOUNTING CONTRACTS PRICING + VALUE	ADVOCACY COMMUNITY MENTAL HEALTH

*Objective:*

Help students gain confidence in the possibility of a sustainable creative career, educate them on potential issues they may face and skill sets they will need to grow.

This is a high level workshop covering lots of ground. Students will be armed with resources and a broad knowledge base for launching, promoting, and managing their career.

*Participant takeaways:*

- Google doc full of free resources and tools
- 3 Steps to a Bio That Sticks Out guide + workbook

*About your instructor:*

**Kristy Martino**

Storyteller, Strategist, Advocate

With nearly two decades of experience as a cross-creative, Kristy helps people develop their own stories, market their work, and empower themselves at points of professional transition.

As the business owner of an award winning design studio, she's worked with Fortune 500 companies, nonprofits, and startups to build and launch living, breathing brands communicating to global audiences. As a professional advocate, she's trained hundreds across the United States to share their stories—taking them from the page to the stage of the Moth Radio Hour and the offices of Capitol Hill in Washington, D.C.

*About Peanut Butter Purpose:*

Creative Coaching for Nonconformists

**Peanut Butter Purpose** provides strategic coaching for creatives looking to launch or sustain profitable and purposeful freelance businesses and artistic practices. Coaching is delivered one-on-one and through a selection of resources, workshops and bootcamps, all the while building a community for those who want to create a life with integrity and independence.