

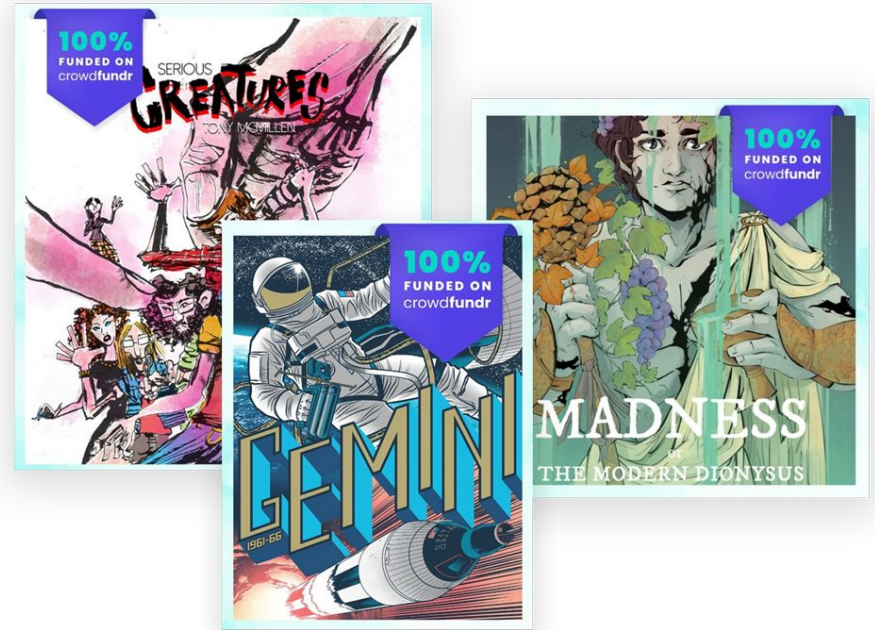
**Going from 0 to 100,000 fans.  
Tips on Self Promotion with  
Jiji Knight ✦**

**Helping you be your loudest self!**



# Creator-friendly crowdfunding platform

- **Yup, free!**
- **Powerful functionality**
- **People and planet first**
- **Get started right away**
- **Any size campaigns**



[crowdfundr.com](https://crowdfundr.com)

Exclusive  
webinars

Networking  
Events

Forums +  
toolkits

## CREATOR HUB by CROWDFUNDR

- Welcome, start here!
- ← Crowdfunder Home

### COMMUNITY

- Activity Feed
- Forums
- Groups
- Members
- Live Events

### ACADEMY

- Toolkits
- Exclusives and AMAs
- Live Training

### CONTACT US

- Feature Requests
- Bug Reports
- Support

Collaboration Crowdfunding Promotion Production Fulfillment

Search Sign in Sign up

### creative projects

Friday, Aug 12, 2022 11:00 AM  
Timezone:  
America/Vancouver

Chris posted an update in the group Comics  
5 weeks ago

Howdy, all! My Will Eisner postcard set, with NEW quotes by Neil Gaiman, Diana Schutz, Mike Allred, and others, launches on July 1st! Here's a sneak peek: [https://fnd.us/e21i38?ref=ab\\_2ALfB4\\_sh\\_5BJf84](https://fnd.us/e21i38?ref=ab_2ALfB4_sh_5BJf84)

### Will Eisner: A Life in Postcards



Celebrate the life and work of pioneering comic book creator, graphic novelist, and creator Will Eisner in this limited postcard set. Made in conjunction with the Will Eisner Estate.

Agent\_Smith, deena and 1 other like this · 7 Comments

View previous comments

**David** 4 weeks ago  
Chris, this looks so great! I'm excited for your launch tomorrow. Do you want to put estimated shipping on all of the items? You have it on only one of them. Best of luck with the campaign and let me know how I can help!

**Chris** 4 weeks ago  
Thanks, David! It was a little tricky for me, but I think I got it figured out. I hope to launch around high noon tomorrow, if not sooner! 😊

**Chris** 4 weeks ago  
AND Will Eisner Postcards JUST launched. I have to admit, I'm used to getting more than one pledge after two hours of launch. Please feel free to share with your backers, and I can do the same for you!

**blackeyebooks** 4 weeks ago  
Away from KS, your own promotion is 1000% necessary, especially with Crowdfunder being so new. I'm confident the platform will attract more attention, but beat the bushes, use your mailing list, social media, etc. to make some noise!

### Recent Discussions

- Retry failed payment** by blackeyebooks
- Questember Plans!** by JenVaughn
- The Unexplored Hoard** by Kage
- Shipping Info on Digital Rewards & Updating Payment Info** by markostack
- Digital Fulfillment Options** by PossibleWorldsGames
- Crowdfunder stickers for your campaign** by David
- So, you've launched your campaign. Now what?** by deena
- Editing/Creating rewards issue/bug** by Simon

Join the community: [crowdfunder.com/creatorhub](https://crowdfunder.com/creatorhub)

# DON'T MISS THE UPCOMING SESSIONS!

CREATOR HUB  
by crowdfunder

**AUGUST 12**



**AUGUST 24**



**How Crowdfunder transforms the way  
you fund your creative projects  
with Daman Arora and Gus**

**Best practices for artists to avoid  
burnout and stay creative. Self-  
Care with Robyn Warren**





# Hello!



## I am Jiji Knight

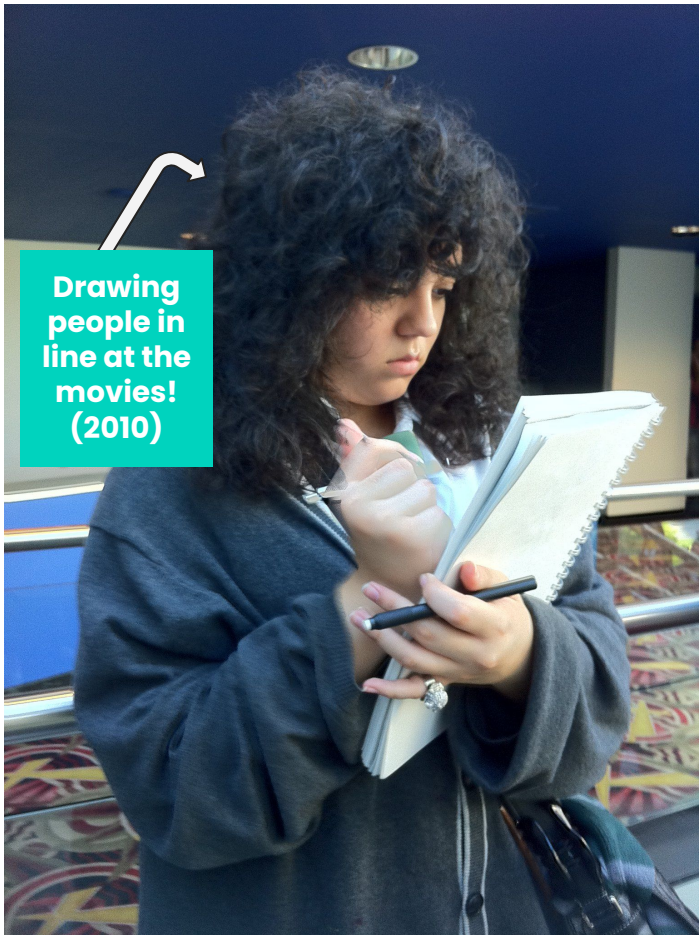
- ✦ Mexican-American, west coast based
- ✦ Professional Pinup Artist
- ✦ Known for my body positive babes and soft macabre vibes!

“ *Escoge una persona que  
te mire como si quizás  
fueras magia*

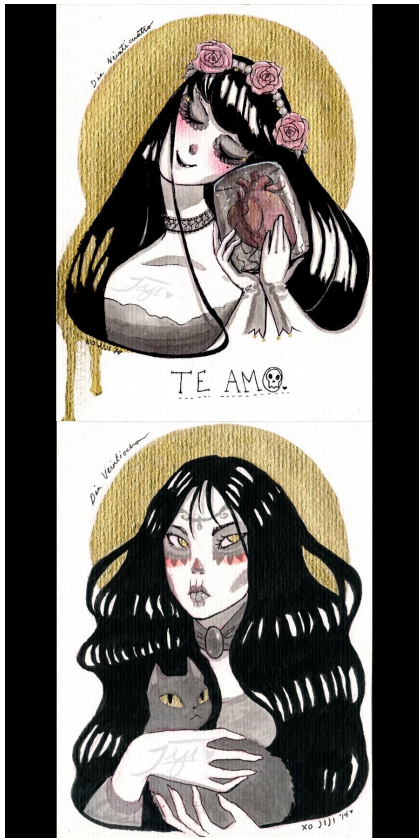
– Frida Kahlo

*Choose a person who looks at you as if you were magic*

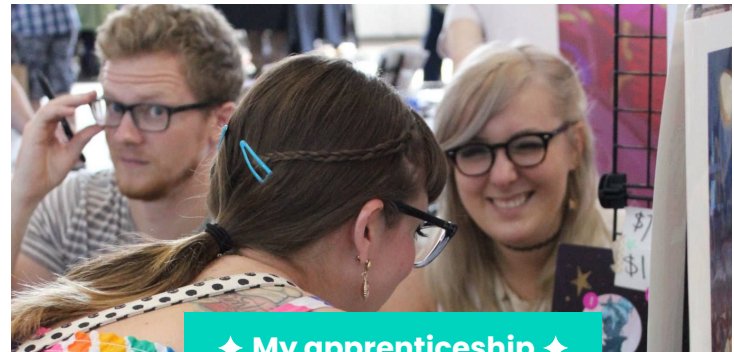




Drawing people in line at the movies! (2010)



Some of my first INKTOBER work



◆ My apprenticeship ◆



Art Of The  
Week: Week  
Of 06/01/2016



Jubilee by Jiji Knight

Art Of The  
Week: Week  
Of 03/29/2017



America Chavez by Jiji Knight



Art Of The  
Week: Week  
Of 04/27/2016

Spider-Gwen by Jiji Knight

MAKE  
WHAT  
YOU  
LOVE





# MAKE WHAT YOU LOVE



Art Of The Week:  
Week Of 07/05/2017

By Jiji Knight



Art of the Week:  
Week Of 05/02/18



*October, 2014*



*April, 2015*

Growth does **NOT** happen overnight



June, 2017



March, 2020

Finding my own voice and building my following took 3 years



# Creating a brand that speaks for you

Creating a body of work that shows who you are at a glance is no easy task but you'll find it becomes easy the more you create. You'll start to find what themes you revolve your work around and learn to curate your portfolio to be only absolute finest work you have to offer.





# Life is a shared experience

Make work you see yourself in because chances are others will see themselves as well.





MAKE WORK  
YOU SEE  
YOURSELF IN



{perfectly perfect} *Jij*

# How I built my brand

## Tips for growing your audience

### Participate in Hashtags

Portfolio day, Mermay, Sketchuary, or even monthly challenges other artists put out there!

There are daily hashtags you can use too like:  
#MondayMerms,  
#WitchWednesday,  
#FanartFriday

### Be clear on what works for you

These hashtag challenges are to find an audience interested in similar things you might be.

Do some research into what works for you! Or better yet, start hashtags for your community online. Sometimes it pay to be the trendsetter!

### Making art that speaks to you

Find ways to make the work that you love to do be relevant. Don't force it, and it doesn't have to be always of course, but it helps put more eyes on you!



## Making art that speaks to you (cont'd)

An example of doing what you love relevantly that comes to mind for me was in MerMay of 2016, I set the intention of drawing Queen Amidala as a mermaid specifically for May the 4th.

Being an avid MerMay participant, and lover of mermaids, I cross pollinated my interests with the Star Wars fandom.

**There is nothing more powerful than passion fueled work made with well thought intentions.**



Jiji ECCC 629  
@jjidraws

✨ An Amidala Mermaid for [#MayThe4thBeWithYou](#) & [#MerMay!](#) ✨  
Happy [#StarWarsDay](#) y'all!

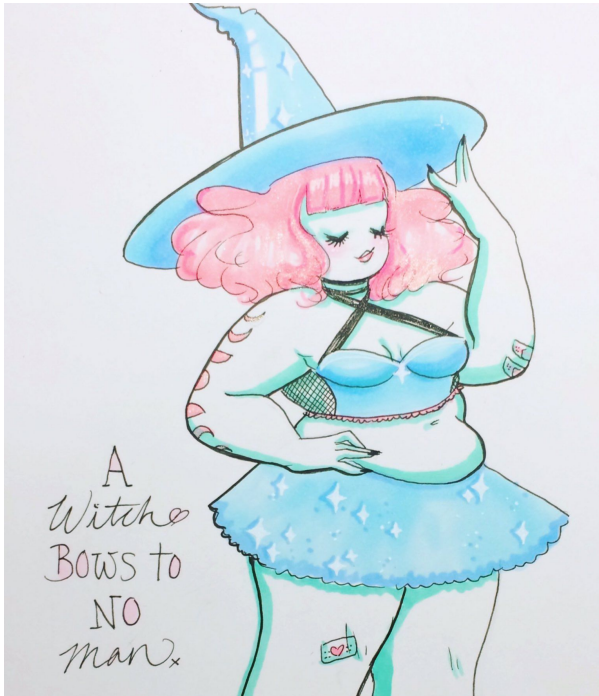


11:05 AM · May 4, 2016 · Twitter Web Client



# How I built my brand

## Tips for growing your audience -cont'd



Make definitive  
statements in  
your work

Say yes! to  
opportunities you  
might not feel  
ready for

# Word of mouth and **posting**



**Go out and put yourself out there! No matter how scary it seems.**

Do small markets, one day events, and conventions even if all you're selling is prints and stickers! The point is to go out there and let the world know you exist.

**Post.  
*Everywhere.***

No matter how big or small or dead the platform might be.

May it be Facebook, Instagram, Tumblr, Artfol, TikTok, Twitter, Tumblr — *everywhere*. Even PINTEREST!

**Watermark  
your work**

It WILL get around. Give people a way to get back to YOU for more of your work!!! How big or small you watermark is up to you but make sure its legible and easy to find on your work. :D

**COLLABORATE with  
your community**

Cross-pollinate followings with friends by doing cool projects together. :))

It could be a piece you work on together, making a matching set of prints or making a sticker set together, making a tiktok together – the point is to create and share with both of your audiences!



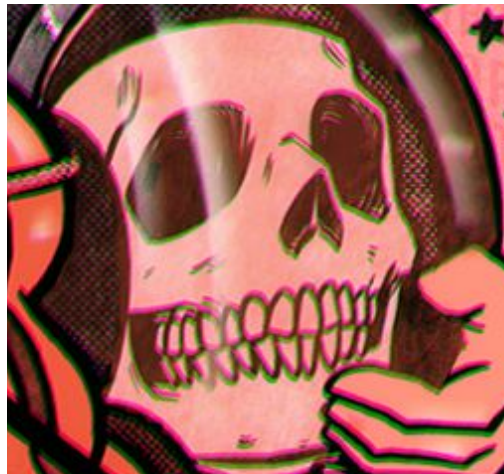
# Be loud and shameless!

- **Reshare the same work** and figure out new ways to reshare the same piece over and over again.
- Don't let hours and hours of work fall to the wayside because you posted it once and it didn't feel successful.
- Social media moves fast and your following is not on all at the same time!

**Silence never works.**

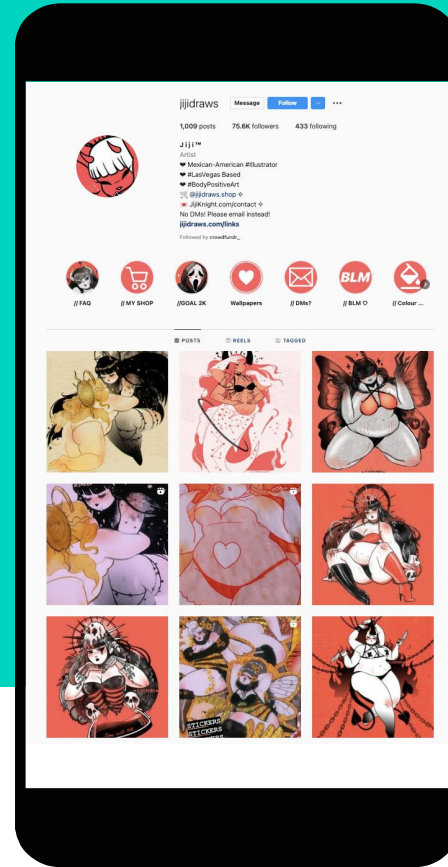


# What else doesn't work?





# Growing your brand on multiple platforms



Questions?

THANK YOU



◆ Find me at [JijiKnight.com](http://JijiKnight.com) ◆



JJI KNIGHT  
♥@JJIDRAWS♥

