



J'net Smith
MARKETING & LICENSING

2009



Speaker's Portfolio for Jeanette Smith

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Whether doing industry-related speaking engagements, teaching licensing basics to students, coaching creators in starting their own business, or helping established groups, individual artists and businesses achieve the next level of exposure and success, attendees consistently enjoy their learning experiences with Jeanette's unique and illustrative coaching style. She always spikes presentations with real life examples from the business trenches and with relevant, often humorous, anecdotes. Audiences are impressed with her integrity, depth of knowledge, extensive industry contacts and unique ability to motivate attendees to action!

J'net is the only person teaching and coaching in the Art Licensing arena, with her level of credentials. If you are interested in finding out more about J'net and her "industry revealing" courses, having J'net speak at your event, or holding a class or workshop to your company, group or association, just call or email us. And if you aren't sure exactly what you need, don't worry—we will enjoy helping you figure out what's best for your audience and create something dynamic.

Topics include:

- Licensing Basics
- Licensing Essentials for Artists, Illustrators, Graphic Designers and Cartoonists
- Building New Revenue Streams Through Licensing
- Art Licensing & Brand Building
- Professional Creator's Licensing Series (Beginning, Intermediate & Advanced)
- Marketing - Building Distribution through Licensing
- Character Licensing
- Character Development (with Tom Wilson, Ziggy Cartoonist)
- Doing Dilbert™ - From Doodles to Domination, Marketing of a Global Icon
- Marketing Creative Concepts and Products
- Marketing for Small Businesses
- Cartooning Into The Marketplace (with Tom Wilson, Ziggy Cartoonist)
- Character Brands (with Tom Wilson, Ziggy Cartoonist)
- Brand Leveraging
- Effective Marketing on a Tight Budget...and more...

Engagement can include:

- Keynote—or other major speech (Live, 45 min. to 1.5 hours)
- Classes—instruction + Q/A (Live or Online, provided in 45 min - 1.5 hour sessions)
- Seminars—instruction, interactive exercises + Q/A (Live or Online, provided in 2 - 6 hour session, depending on need and topic)
- Professional Creators' Workshops—detailed instruction, plus evaluation, personal consultation and problem solving tied to each attendees' specific goals in front of group (Live or Online, 4 two-hour session or a full 8-hour day)

Classes and workshops have been appreciated by:

- Licensing Industry Merchandising Association (LIMA)
- Surtex Design Show
- Marketing Communications Executives International (MCEI)
- American Marketing Association (AMA)
- National Graphic Artists Guild
- Self Employment for Artists (SEA) Conferences
- Arts Now "BizArts" Community College Programs
- School of Visual Concepts
- Art Institute of Seattle
- International Academy of Design and Technology
- The Learning Annex
- Discover U
- University of Oregon, MBA Program and Journalism

Testimonials

"Jeanette steered the Dilbert licensing program from almost nothing to an international phenomenon." - Scott Adams, Dilbert™ Creator

"What can I say...I've net you stimulate thinking and the thought process, encourage one to go forward to the next level with energy and enthusiasm."-**Liane Wilcher, Set Designer/ Illustrator (Australia)**

"I really enjoyed and understood your class ... it was so clearly laid out and your knowledge and good humor were an added plus. Thank you so much."-**Jennifer Carrasco, Muralist (USA)**

"I wanted to thank you for the great presentation. I hope you know how amazingly helpful you are. You clear away the confusion and zero in on what is important in such a practical way...I am encouraged to keep going."-**Colleen Olson, Professional Artist/Gallery Owner (USA)**

"I'm so happy to have found you. Thanks for all of your help. Lovely to work with super efficient professionals like you!"-**Astrid Mueller Owner Potato Mamma Design (Switzerland)**

"I took a 'Licensing Basics' evening class taught by Jeanette Smith, the lady who worked on making Dilbert what it is today. It was really fun, made me feel great about our company and lit a fire under me...Plus, there were a lot of things that I didn't know, so I was furiously jotting notes."-**Kaja Foglio, from blog on studiofoglio.com (USA)**

"First, I must say how FABULOUS your course has been! Thank you for all of the terrific information. THANKS again for sharing your wisdom with the world!"-**Megan Halsey, Artist & Designer (USA)**

Select course descriptions:

PROFESSIONAL CREATORS' LICENSING SERIES (4-hour Class or 8-hour Workshop)

Do you want to get your share of the \$190+ billion dollar licensing industry and take your artistic creations from local popularity to worldwide recognition, while creating a profitable business model, protecting your rights and preserving your artistic control?

Artists, illustrators, cartoonists and graphic designers—this is the ESSENTIAL class that shares the "real deal" from business powerhouse Jeanette Smith. This intensive course will take you from "novice to know-how" with industry specifics and mistake-preventing instructions, including:

- Introduction to Licensing – a fun and comprehensive guide to how licensing works
- Retail marketplace - what you need to know about retailers BEFORE you start
- Success defined – how to realistically evaluate your potential
- In the beginning - what and how long it really take to get started and make money
- Protect yourself – how to preserve your legal and artistic control
- Money talks – contracts, royalties, advances, guarantees and more
- Marketing 101 – how to develop a marketing and licensing plan
- Marketing presentations - how to get the most for your dollars and efforts
- Agents - how to find one, what to expect and how to get the most from them
- Manufacturers - finding them, negotiating with them and how to live with them
- Now what? – industry pitfalls, running your business and staying motivated
- Workbook provided, as well as Licensing Resource Guide.

CREATING CONTINUOUS CASH FLOW FROM YOUR ART— Introduction to the Licensing Industry (1-hour)

Creating income from your artwork, illustrations, designs and characters is BIG BUSINESS! If you are not yet familiar with this mega industry, that has a constant need for new and talented artists every day, then this is your opportunity! This informative and action-packed presentation is be just the inspirational juice you need to seriously consider this practical and sustainable business model. With examples from the trenches, Jeanette will take the mystery out of this veiled industry and show you exactly how artists create multiple income streams from one piece of art and collections.

CHARACTER MARKETING & LICENSING (2 hour)

How is licensing a character different from licensing art? What can I do to get exposure for a character I've created? Many illustrators, artists, graphic designers, painters, and cartoonists have taken my courses on art licensing, but the question remains ... "What do I do with my characters?" In this class, we will explore character licensing, from the very beginning, with:

- character development
- creating exposure
- knowing when you are ready to license
- what product categories are the best fit for characters and
- what opportunities should you look for and pass up.

If you find yourself creating more characters than designs, this is the right class for you. Your characters make sense to you...now let J'net help them make sense to a broader audience with the industry knowledge and strategic thinking necessary to take them to the next level.

For more topics and course descriptions visit www.jnetsmith.com/schedule.cfm

Speaker's Background

**Jeanette Smith,
President, J'net Smith Inc. Marketing – Licensing - Publishing
Partner/Sr. Vice President, Character Matters, LLC**

President Character Matters, LLC, where she brings her strategic marketing expertise to character development and branding projects for such renowned clients as Father Flanagan's Girls and Boys Town, America's largest privately funded organization for severely at-risk children. She also lends her talents to the Animaticus Foundation, a non-profit organization dedicated to preserving, teaching and evolving the art form of 2D animation in a digital world, as one of its original board members.

Jeanette's early career success in advertising led her to New York City where she launched new divisions for Official Airline Guides, Macmillan Publishing, and Paramount Communications / VIACOM. This took her to more than 25 countries, while negotiating hundreds of worldwide publishing, product licensing, and television production and distribution deals.

At United Media, Jeanette brought the potential of then unknown Dilbert to icon status through more than 750 inventive products, publishing, the Internet, advertising sponsorships, and television, exceeding projections and creating more than \$200 million a year in retail sales in nearly 40 countries. In 1997, the Dilbert property was nominated for the Licensing Industry Merchandisers Association Brand of the Year Award.

Jeanette is originally from Salem, Oregon and is an honors graduate of the University of Oregon Journalism School. Today she lives with her family in the Seattle area.

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