

# Speaker's Portfolio

## Jeanette Smith

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### Invite J'net to Speak

Whether industry-related speaking engagements, teaching licensing basics to students, coaching creators in starting their own business, or helping established artists achieve the next level of exposure and success, audiences' enjoy their learning experiences with Jeanette's unique interactive style. She always spikes presentations with real life examples from the business trenches, and relevant anecdotes.

If you are interested in having J'net speak at your event, or having her teach one of her classes or workshops to your company or group, just call or email. And if you aren't sure what you are looking for, don't worry—we will enjoy helping you figure out what's best for your audience and create something dynamic for you.

### Topics include:

- Licensing Essentials
- Licensing for Artists, Illustrators, Graphic Designers and Cartoonists
- Art Licensing & Brand Building
- Professional Creator's Licensing Series
- Marketing - Building Distribution through Licensing
- Doing Dilbert™ - Marketing of a Global Icon
- Marketing Creative Concepts
- Marketing for Small Businesses
- Character Development (with Tom Wilson, Ziggy Cartoonist)
- Character Brands (with Tom Wilson, Ziggy Cartoonist)
- And more...

## Engagement can include:

- Keynote—or other speech
- Classes—instruction + Q/A, provided in short and/or several short sessions
- Seminars—instruction, interactive exercises + Q/A, usually provided in longer single and/or multiple sessions
- Professional Creators' Workshops—detailed instruction, plus personal attention, consultation and problem solving, tied to your specific project, goals and questions

## Classes and workshops have been appreciated by:

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

## Testimonials

“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**

“Excellent Presentation; Excellent Presenter. Very thorough and well thought out.” - **Shirley Thom, Artist, Radio Industry Executive and Author of *Life is a Sales Job***

“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**

“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**

“I was so impressed with you and with your class...I can't fully communicate how your knowledge and your sincerity have inspired me. Thank you.” - **Linda Raysbrook, Art Student**

“I really enjoyed the courses I took from you...Both were hugely helpful and encouraging.” - **Karen Burns, Illustrator and Author of *WORKING GIRL: 59 Ways to Love Your Job***

## Select course descriptions:

### **ART INCOME THROUGH LICENSING—The Essentials (3-4 hours)**

***Do you want to get your share of the \$180 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, who created the multi-million dollar Dilbert phenomenon. This intensive course will take you from “novice to know-how” with industry specifics and mistake-preventing instructions. Jeanette’s dynamic class includes information on—evaluating your potential, presenting your art, royalties, advances, agents, manufacturers, retailers, contracts, tradeshow, AND MORE! Workbook outlines the complete course, as well as proving an invaluable Licensing Resource Guide.

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

***Creating income from your art, illustrations, designs and characters is BIG BUSINESS!***

It’s the Licensing Business, which in 2006 netted more than \$180 Billion dollars in retail sales. If you are not yet familiar with this mega industry, that has a constant need for new talented artists every day, then this is your opportunity! Learn from industry-insider Jeanette Smith, former Vice President United Media and the business powerhouse behind the multi-million dollar DILBERT™ phenomenon.

This informative and action-packed presentation will be just the inspirational juice you need to seriously consider this practical and sustainable business model. With stories from the trenches and experience from creating more than \$200 million dollars in annual retail sales, Jeanette will take the mystery out of this veiled industry and show you how thousands of artists create multiple income streams from one piece of art and collections.

### **PROFESSIONAL CREATORS’ ART LICENSING WORKSHOP (6 hrs.)**

- Introduction to Licensing – a fun and comprehensive guide to how licensing really 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 rights and artistic control
- Money talks – contracts, royalties, advances, guarantees and more
- Marketing 101 - how to develop a marketing strategy and licensing plan
- Branding – creating “you” as the brand and how to build national recognition
- 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

## Speaker's Background

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

Jeanette Smith has more than 20 years experience in the licensing industry, including building the Dilbert™ brand from its infancy to a global corporate icon. Today she enjoys speaking frequently, as well as coaching and consulting for companies and artists nationwide.

Jeanette is also a business partner with Tom Wilson, Internationally syndicated Ziggy cartoonist and 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, 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.