



# brickly Artist's Guide

Steps for a Successful Start



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## About this Guide

This guide is designed to help talented brick artists to build and grow audiences for their work. This first version touches on just the basics, but will quickly expand to address new brickly features, social media, copywriting, photography, and more. We want to help brick artists get the attention (and more) that they deserve.

# Part 1: the Title

## TITLE

Be descriptive. Imaginative and clever titles are good, but only if they effectively convey meaningful information to the audience. Don't assume people know what you are talking about. Use your title to help them see why your work is awesome!

### GOOD EXAMPLE

**Gungodar: An articulated dragon**

### BAD EXAMPLE

Gungodar

# Part 2: the Description



## DESCRIPTION

Congratulations! Somebody is reading your description. **Reward them for their attention.**

Find out where you and your audience's needs and interests overlap and speak to that.

Talk about your inspiration for the piece. Explain how you made it.

Include a direct, introductory sentence or two before you really dig in.

### **Does your piece tell a story?**

If so, take care to connect your audience to it. Don't assume they know what you're talking about. Take the time to make sure your audience not only understands, but also cares.





## DESCRIPTION, CONTINUED

Remember that your audience doesn't necessarily know how hard you work.

Explain what you do and how you do it. Educate and excite them. Bring them along for the ride. Show them why this work matters. Create new followers and fans, both of your work and of the entire medium.

**TIP:** Give a sense of how many pieces you used.

**TIP:** Give a sense of how long it took to build.

**TIP:** Explain what or who inspired you to build.

# Part 3: Tags



## TAGS

Be sure to add tags to the bottom of your description. Tags help with search and can get your work featured in the trending section of the brickly Explore page. Tags can relate to your final product, stylistic flourishes, as well as to the techniques used to create it.

**TIP:** Use at least three tags.

**TIP:** Explore tags used by others, but don't be afraid to invent your own.

**EXAMPLES:** #fantasy #minimalism #microscale #action #swordplay #funny

# Part 4: Photos



## PHOTOS

Photos are everything. They're the first thing people see and they have to be spectacular. It's essential to upload multiple photographs. Capture your work from every angle. Get close.

Engage your audience with access beyond even what an in-person viewer might get.

**Order matters!** Your first photo should be chosen to make the viewer want more. It's not a question of which picture you like best, nor is it necessarily the one that fully captures the scope of your work. Your job is to capture their attention. If you get them excited, they'll look through all of your photos, and read your description, and follow you and wait excitedly for your next post.

**TIP:** Capture the details. Capture the bits you're most proud of.

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**That's it for now.  
Keep an eye out for updates.**