

A decorative, ornate scrollwork border in a golden-brown color, featuring intricate floral and scroll patterns. It frames a central rectangular area containing the text.

THE PATH OF AWESOMENESS SERIES

HOW TO SHARE
THE JOY
OR
GETTING OTHERS ENTHUSED
ABOUT WHAT YOU DO

A decorative scroll or ribbon graphic, rendered in a golden-brown color, with a three-dimensional effect. It is curved and appears to be unrolling, with the author's name written on its surface.

E.E. Dumas

The “Path of Awesomeness” Manifesto

I believe everyone has the potential to be more awesome. There is no upper limit to awesomeness, and so there is no reason we should stop striving to be more awesome.

The “Path of Awesomeness” series has been written to show you the many different ways you can take steps toward boosting your ever-expanding awesomeness.

I hope you find the series helpful as you discover and develop the awesome person you are and will be.

Sincerely Enthused,
Your Friendly Author



Making Things is Awesome:

The goal of this zine is not to help you sell zines or the things you make, but to help you get others enthusiastic about what you do.

They might want to trade with you, they might want to be your friend, or they might just want to buy what you make. Either way, you'll have translated the passion you have for what you do to someone else, and that's an awesome thing indeed.

I've thoroughly been inspired by other peoples' passions and enthusiasm, so I can only hope that by spreading that fervor around we'll all get more excited about what we do.

A Little Pep Talk:

It's super fun to make things! You get to take your favorite raw material, be it paper, words, wool, felt, or whathaveyou, and make it into something that never existed before. And you get to have so much fun doing it!

It's exciting making things, and if you're like me you want other people to see this cool thing you made. That's great!

When you're talking to strangers or friends about what you do, remember how it felt when you were making it, and why you made it. Think of how awesome it will be when your excitement gets them excited too. Why, you might just inspire them to go out and make things too!

Put Yourself in Their Shoes:

You've gone to different tables and seen all sorts of people look at you expectantly. You've felt the pressure to buy something and that's made you feel uneasy.

I think it can be different. I like when tablers have talked to me cheerfully and made me feel comfortable. It was a great relief, as it can be stressful being in a zine symposium or craft fair.

Note what you like in a zine/craft tabling person, and act like they do. Give back to the community in ways that you'd want the community to give to you. Be a shining and successful example of a great zinester/crafter, and you'll inspire others to do the same.

Things That Worked:

Here's some things I've tried that seem to work.

- Saying why I made the zine.
- Asking the reader how their day was, striking up a conversation and getting to know them.
- Feeling confident about what I made.
- Being enthusiastic, yet lighthearted about my zines.
- Having a variety of products on my table.
- Asking questions that my zines address.
- If they are already savvy, or don't need my zine, proffering the idea that it would make a great gift for someone they know!
- Dressing sharply seemed to work.

- Asking them about their work, if they make zines, or what their interests are.
- If they're hesitant to buy, offer a trade, let them know I just value them as a reader.
- Talking to them about my neighbors comics and zines, fostering a sense of community.
- Having a spread open, so some people don't even have to pick up a copy if they're shy.
- Proper presentation, something to hold the zines up and make them easy to grab.
- Taking a break! Getting some water and food and fresh air did wonders for my cheer abilities.

What Didn't Work for Me:

Let's all learn from each other's discoveries!

- Sitting quietly and nodding to customers in hopes they'll read my zine.
- Saying an exactly worded spiel over and over again to each visitor.
- Reading a book and hoping they'll strike up conversation first.
- Not being at my table.
- Having something in my mouth.
- Being overtly enthusiastic at the start, seeming fake in my friendliness.
- Pointing out what was wrong with my zine.

More Fun = More Confidence!

I've found that if I focus on having a good time, be it at a zine symposium or craft fair, it's much easier for me to relax and feel confident about what I do.

Any moments I spend worrying about selling things just make me feel nervous and shaky. These don't contribute to a feeling of confidence.

If you're the type to worry about something, give yourself a day, or even hour, to test what it feels like to not worry. Just say "this is an experiment" and "I'll reserve my judgement till the end."

Try focusing on having fun, see where it leads you. If you don't like it, you can always go back to being grumpy!

Acknowledgments and Thanks

I'd like to thank my good friend BT Livermore for giving me the enthusiasm to self-publish. His personal freedom and keen business sense are invaluable and inspirational.

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Finally I'd like to thank my sweetie Holly B. for being so supportive of all my varied endeavors. It means a lot to feel so free and loved in what I do. Thank you.

Have You Enjoyed This?

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- Is Your Job Keeping You From Your Art?
- How to Not Fear Your Computer
- Unemployment for Fun and Profit

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for reading!

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