



# THE **DIY** COLLECTIVE **PACK**

**Your Guide to Building a Creative Career**



**WORKBOOK 1 - JULY 2025**

**CURATED BY** The **DIY**  
Collective

# INTRODUCTION

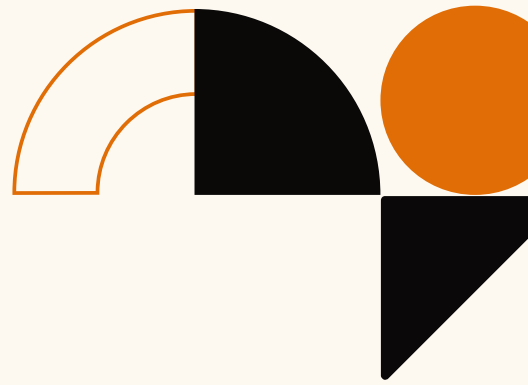


The creative industry worldwide is rapidly expanding, with talented creatives emerging across diverse fields, and it's safe to say you're one of them. It's no surprise that we creatives, you included, are incredibly gifted. But beyond our talent lies a powerful need: ***to be seen, respected, and paid like the professionals we are.***

However, as a creative, if your professional side isn't as strong as your skills and talent, it becomes more challenging. This workbook will provide actionable tools to help you bridge that gap. Whether you're struggling with personal branding, unsure how to communicate your value, or need guidance on professional documents, this toolkit is your go-to resource.

## Inside you'll find:

- Mindset shifts to treat your creativity as a career
- Strategies to position and pitch yourself effectively
- Resume, portfolio, and cover letter templates
- Bonus resources to help you stay consistent and confident



# MINDSET & FOUNDATION

## **01** *Know Who You Are*

Having multiple skill sets may not be the problem, but not knowing how to identify, own, and communicate them might be.

Our skill sets as separate entities may not push the tide in your favor, but think of combining the ones that work collectively or can fit perfectly under a wider skill set.

Having skills like **photography, graphic design, and branding**, for example, can be positioned under a broader role like **Visual Storyteller**. That way, you don't look scattered; you look resourceful.

When you understand your strengths, you can craft a clear identity that others understand. You are more than just a designer, writer, or photographer. Ask yourself:

***You are a storyteller, a builder, a translator of emotions and ideas.***

***What values guide your work?***

***What themes or messages are consistent in your projects?***

***What kind of projects or opportunities light you up?***

*P.S. Having a skill that fits under a broader identity doesn't mean you're ready for the job. Take classes or get mentorship, it'll go a long way.*



## Creative Identity Map

CATEGORY	RESPONSE
Primary Role	Visual Storyteller
Core Skills	Photography, Graphic Design, Branding
Top Values	Translating complex ideas into visual form, attention to detail, and conceptual thinking
Passion Projects	Documenting everyday culture, creating visual campaigns for social change
Dream Projects	Album Covers, documentaries, lifestyle brands

*Use this table to define your own creative identity.  
Come back to it whenever you feel unsure about your direction or offerings.*



# MINDSET & FOUNDATION

## ➤ 02 *Talent ≠ Value*

Clients don't just pay for skills; they pay for solutions. You may be great at your craft, but unless you can show how it solves a specific problem or delivers impact, it'll be hard to monetize it sustainably.

People should see ***how your creativity makes a difference.***

Translate your ***talent into value.*** The creative field may seem saturated, or your chances may feel slim compared to other creatives in your field.

So, **CREATE VALUE**, and realistically, if you're in the tiniest hole on Earth, people will find you because of the value you offer.

### Reflection questions:

- *What problems do I solve?*
- *What unique approach do I bring to my field?*
- *What part of my work do people compliment me for the most?*

## ➤ 03 *Treat It Like a Business*

Treating your talents and skills like a hobby limits your growth. Art is passion, but professionalism turns it into a career.

That means showing up, delivering on time, communicating properly, documenting your processes, sending invoices, and respecting contracts, project timelines, or even NDAs. Creatives who treat their work like a business get treated like professionals by clients, collaborators, and fellow creatives.



# PERSONAL BRANDING

Your personal brand is not just a logo, color palette, or Instagram feed. It's the consistent story you tell about who you are, what you do, how you do it, and why it matters. People should get a sense of your style, values, and strengths within minutes of seeing your work, online presence, media kit, or portfolio.

## Your Brand Should Answer These Questions:



**Who are you and what do you do?**



**What do you want to be known for?**



**Who do you help and how?**



**What makes your creative voice unique?**



## Personal Branding Examples:

- One-liner Bio
- Social Media Bios
- Portfolio About Section
- Elevator Pitch
- Documenting your creative journey

### Branding prompt:

In one sentence, describe what you do, who you do it for, and the result you help them achieve.

**Example:** "I'm a brand designer who helps small businesses create impactful visuals so they can attract their dream clients," or "I'm a content writer who writes impactful think pieces that spark conversation and connect with culture."

## THE “WE’VE ALL BEEN THERE” CREATIVE CHECKLIST

- ☐ Felt imposter syndrome, but still delivered
- ☐ Sent your rates and immediately panicked
- ☐ Had a dry spell and questioned your life choices
- ☐ Accepted a job too cheap and regretted it halfway
- ☐ Finished a project and thought, “I sabi die!”
- ☐ Compared yourself to another creative on Instagram
- ☐ Got praise for something you didn’t rate highly
- ☐ Forgot to eat because you were deep in flow
- ☐ Locked in more than 50 times this year
- ☐ Wondered if a 9-5 might be better
- ☐ Bought food after getting paid for a job
- ☐ Bounced back after experiencing burnout or disappointment
- ☐ Procrastinated completing a project and almost didn’t meet up with deadline
- ☐ Said “Yes” to a client with red flags and paid the price
- ☐ Created magic from last-minute pressure
- ☐ Didn’t post your workout out of fear it wasn’t perfect
- ☐ Overworked yourself for a passion project
- ☐ Designed, shot, edited, and wrote copy all in one day
- ☐ Buried an idea because it wasn’t going as planned
- ☐ Currently feeling burnt out
- ☐ Collaborated with a fellow creative
- ☐ Felt like quitting... but didn’t
- ☐ Pulled an all-nighter twice in a week
- ☐ Gained confidence after finally charging your worth
- ☐ Realized you're actually that creative. Own it.

*This checklist isn’t just for laughs; it’s proof you’re not alone. Every creative has their version of this list. Keep going. You’re doing better than you think.*

# PROFESSIONAL TOOLS

Whether you're applying for a job, pitching to a client, or sending a cold email, how you present yourself matters. Having the necessary skill set but no documentation of the projects you've worked on or people you've worked with will put you at a disadvantage, even if you're better than other candidates.

When applying for a role or pitching to a client, you have to put your best foot forward, trying to win over their attention through clarity and proof.

## Resume Template Checklist:

- ☐ Clear header with your name and contact info
- ☐ An embedded link to your LinkedIn Profile or Portfolio
- ☐ One-line personal summary
- ☐ Relevant experience (most recent first)
- ☐ Achievements and impact (not just duties)
- ☐ Skills, certifications, and tools



## Portfolio Tips:

- Curate, don't dump, show your best work
- Add context: What was the project goal? Your role?
- Include testimonials or feedback
- Make it accessible (link or PDF)
- Include your email, social media links, or phone number in case they'd like to continue the conversation





**Cold Email Tips:**

- Introduce yourself by stating what you do
- Explain how your skill set can improve their project or work
- Attach your portfolio and Resume
- Personalize the email to show you've done your research
- End with a clear call to action (e.g., let's jump on a call, I'd love to collaborate, etc.)

# FREE RESOURCES

We're sure you see a thousand "recommended" resume templates every month, and you're definitely very confused about which is the best to use. To ease that stress, we'll attach a few Resume templates that are considered good options. Feel free to pick whichever fits you best or use them all.

Portfolios aren't easy to create, nor are there templates that fit all creative niches. Essentially, each portfolio should be curated based on your niche and in the best ways that show your work experience and projects you've worked on.

If you're a photographer, a portfolio that showcases your best shots, events you've covered, and the story behind those images will speak volumes. If you're a writer, your portfolio that showcases your best articles and social media content should be included with links embedded.

Based on your niche, your portfolio should feel like an album, visually entertaining, telling a story that connects every project you've worked on.

We'll also create a template for portfolios on Canva that you may edit to fit your niche and showcase your works and projects better.



## Free Resources



[The DIY Collective Creative Portfolio Template](#)



[The DIY Collective Creative Portfolio Template](#)

## Resume & CV Templates

[RESUME TEMPLATE 1](#)

[RESUME TEMPLATE 2](#)

[CV TEMPLATE 1](#)

[CV TEMPLATE 2](#)

**P.S.: A Resume is different from a CV.**

A CV (Curriculum Vitae) provides a comprehensive overview of your entire work and academic history. It's typically used for academic, research, or professional roles that require full context.

A Resume, on the other hand, is tailored to the specific role you're applying for. It highlights only the most relevant experience, skills, and accomplishments related to that position and is usually 1–2 pages long.

*The links to the templates are embedded directly in the text. Simply click to open and create a copy, then input your own details.*

*For Portfolio Templates, a usage guide is included on the last slide to walk you through customization and best practices. Take your time to make it yours — style, tone, and layout included.*

# The **DIY** Collective



## Final Words

Being a creative professional isn't just about what you create; it's about how you carry yourself, how you show up, and how you communicate your worth. This workbook is your launchpad. Use it, fill it, return to it, and share it with others.

Remember, your talent is powerful. But your strategy? That's what makes it unstoppable.

Also, we included 3 Easter eggs in this workbook. The first three people to send us these codes via DM on Instagram each get a gift. Happy hunting.