

***THERE IS NO  
TEXTBOOK FOR LIFE  
THINGS THEY DIDN'T TELL YOU IN SCHOOL***

*OR*

*PEOPLE APPARENTLY LIKE HEARING ME  
BE SUPER “HONEST” ABOUT THINGS SO  
BUCKLE UP KIDS, IT’S GOING TO BE A  
BUMPY RIDE*

***AKA, THIS MIGHT GET  
KINDA RANTY***

***SO...HI GUYS***

***THANKS FOR HAVING ME***

***A LITTLE ABOUT ME***

***FREELANCE ISN'T GLAMOROUS***

***AT THE VERY LEAST,  
SHOWER EVERY DAY.***



***NO ONE KNOWS WHAT THEY ARE  
DOING. WE ARE ALL JUST WINGING  
IT AND PRETENDING.***

***SOMETIMES CLIENTS ARE  
AMAZING!***

***AND SOMETIMES  
CLIENTS JUST SUCK***

***SOCIAL MEDIA IS BOTH  
A BLESSING***

***AND A CURSE***

***SOCIAL MEDIA BREAKS  
ARE VERY NECESSARY***

***YOU ONLY SEE THE BEST PARTS  
OF EVERYONE'S LIVES***

***AKA YOU ONLY SEE WHAT I  
LET YOU SEE***



***THE COMPARISON MONSTER  
IS REAL***

***AND HE'S KIND OF A DICK***

DON'T  
Let THE  
Comparison  
MONSTERS



GET Ya a Down

***BUT AT LEAST HE IS CUTE.  
RIGHT?***

***ANYONE CAN ART***

***TALENT ALONE CAN ONLY TAKE  
YOU SO FAR. PASSION IS KEY.***

***I DID NOT KNOW MY MOM  
COULD DRAW AND THEN SHE  
SENT ME THIS***





***SHE CLAIMED THEY WERE  
JUST DOODLES***

***I FREAKING WENT TO SCHOOL TO LEARN  
HOW TO DRAW LIKE THAT AND I STILL  
CAN'T AND SHE'S JUST "DOODLING" .....  
I'M NOT BITTER.***

***POINT IS, ANYONE CAN ART  
YOU JUST HAVE TO PICK  
UP A TOOL AND START DOING IT***

***IT WILL TAKE TIME,  
AS WITH ANYTHING***

***AND YOU MUST BE PATIENT  
AND ENJOY THE RIDE***

***BURNOUT IS REAL***

***IT IS IMPORTANT TO STEP  
AWAY AND GET OUTSIDE***

***OR AT LEAST AWAY FROM  
YOUR DESK***





***I WALK THIS VERY GOOD BOY ALMOST EVERY NIGHT***

***THINK CAREFULLY ABOUT  
YOUR NOM DE PLUME***

**PANCZYSZYN**

***CHECK THAT YOUR WEB  
ADDRESS IS AVAILABLE  
AND THINK CAREFULLY  
ABOUT HOW IT LOOKS  
WHEN READ***

***SOME NON-DESIGNER  
EXAMPLES***

***EXPERTS EXCHANGE***

***EXPERTEXCHANGE.COM***

***POWER GEN ITALIA***

***POWERGENITALIA.COM***

***IP ANYWHERE***

***IPANYWHERE.COM***

***ONLY POST THE WORK THAT  
YOU WANT TO DO***

***ATTEND AIGA EVENTS  
AND VARIOUS CONFERENCES***



***MAKE FRIENDS  
NOT CONNECTIONS***

***STOP TRYING TO MAKE  
NETWORK***

***HAPPEN, IT'S NOT  
GOING TO HAPPEN***

***I WANT ALL MY FRIENDS  
TO KNOW MY FRIENDS***

***FYI: WE CAN TELL WHEN  
YOU GENUINELY WANT TO  
TALK TO US AND WHEN YOU  
JUST WANT TO USE US***

***YOU'RE NOT AS SLY AS  
YOU THINK***

***CHECK YOUR EGO  
AT THE DOOR.***

***DON'T BE AFRAID  
TO ASK QUESTIONS***

***HAVE A PASSION OUTSIDE  
OF YOUR WORK***



***FIGURE SKATING  
SKETCHING  
SPLATOON  
REDDIT***

***VARY YOUR INSPIRATION***

***LOOK TO THOSE OUTSIDE YOUR  
INDUSTRY FOR INSPIRATION***

***OPEN A DARN BOOK***

***CREATE A SIDE PROJECT***

***EXPERIMENT AND TRY  
NEW THINGS***

***LEARN A NEW SKILL  
AND SHARE THE JOURNEY***

***INKTOBER IS COMING UP  
AND THIS IS THE PERFECT  
TIME TO TRY THIS***



***ASK FOR WHAT YOU WANT***

***TELL THE UNIVERSE YOUR PLANS***

***MAKE A VISION BOARD***

***AND ABOVE ALL***

***BE A GOOD PERSON***

***THANK YOU.***

Shauna Lynn  
HAND LETTERING + ILLUSTRATION  
WWW.SHAUNALYNN.COM  
WORKWITHME@SHAUNALYNN.COM  
@SHAUNAPARMESAN