

# Explain Your Work

One page that shows all of your work at once, without apologizing for any of it.

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## The headline

One sentence. Fill in the blanks, then rewrite it until it sounds like you.

I make \_\_\_\_\_ where \_\_\_\_\_ meets \_\_\_\_\_.

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## The fields I work in

One row per field: what you do there, and one thing you've made.

| Field | What I do there | One thing I've made |
|-------|-----------------|---------------------|
|       |                 |                     |
|       |                 |                     |
|       |                 |                     |
|       |                 |                     |

## The thread

What connects them? One or two sentences. This is the line people remember.

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## What I'm looking for

Work, collaborators, a cohort, a conversation. Be specific.

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## Where to find me

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## How to fill it in

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- Write the headline last. It's easier once everything else is on the page.
- List your fields in the order you want them read, not the order you learned them.
- "One thing I've made" can be small. Small and real beats big and vague.
- Leave out the apologies. "I dabble in" and "I'm sort of a" don't belong here.

## The same person, three ways

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These are made-up examples. They show how much the headline changes the read.

Scattered: "I do a bit of everything. Some design, some writing, I bake, and I'm learning to code."

One lane: "I'm a designer." True, and it leaves out most of the work.

The thread: "I make things people can hold and read: book covers, zines, and bread for the neighborhood."

## A last check

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- ☐ Could a stranger say what you do after reading only the headline?
- ☐ Is every field on the page, including the one you're shy about?
- ☐ Is there one real thing you've made for each field?
- ☐ Did you cut every apology?