



**An Essential Guide for Filmmakers, Musicians, Writers,
Artists, and Other Creative Types**

Thanks for your interest in *Fans, Friends & Followers*. The e-book version was offered as a free download during South by Southwest 2010 in March, but now it is once again on sale. See <http://www.scottkirsner.com/fff/where.html> for info on purchasing a copy.

There is still lots of free material available to you, however: audio, video, and a 35-page excerpt from the book, at <http://www.scottkirsner.com/fff>. There's also a wiki that contains a big chunk of the book, focusing on useful tools for artists, at <http://powertools.wikispaces.com>.

Fans, Friends & Followers explores the strategies for cultivating an online fan base that can support your creative career, enabling you to do the work you want to do and make a living at it. Based on dozens of interviews with the artists pioneering new approaches to production, marketing, promotion, collaboration, and distribution, it presents strategies that work – in a straightforward, jargon-free way.

The book features explanations of the tools, techniques, and new business models that work best, along with 30 artist interviews. Featured artists include YouTube star Michael Buckley (“What the Buck”); the animators behind JibJab, Homestar Runner, and Red vs. Blue; video artist Ze Frank (“The Show”); comedian Eugene Mirman; singer-songwriters Jill Sobule and Jonathan Coulton; Damian Kulash of OK Go; filmmakers Robert Greenwald (*Iraq for Sale*) and Curt Ellis (*King Corn*); writers Brunonia Barry (*The Lace Reader*) and Lisa Genova (*Still Alice*); and artists Natasha Wescoat, and Dave Kellett.

***Fans, Friends & Followers*, by Scott Kirsner
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