



# Fans, Friends And Followers: Building An Audience And A Creative Career In The Digital Age

*Scott Kirsner*

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**Fans, Friends And Followers: Building An Audience And A Creative Career In The Digital Age** Scott Kirsner

An essential guide for filmmakers, musicians, writers, artists, and other creative types. "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. Featured artists include YouTube star Michael Buckley; the animators behind JibJab, Homestar Runner, and Red vs. Blue; video artist Ze Frank ("theshow"); comedian Eugene Mirman; singer-songwriters Jill Sobule and Jonathan Coulton; OK Go frontman Damian Kulash; filmmakers M dot Strange ("We Are the Strange") and Curt Ellis ("King Corn"); writers Brunonia Barry ("The Lace Reader") and Lisa Genova ("Still Alice"); and artists Tracy White, Natasha Wescoat, and Dave Kellett.

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