

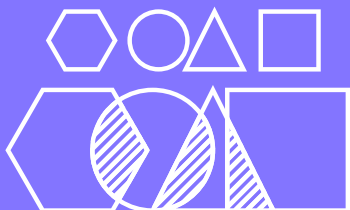
# Creative

## Diversity #1

Tips and Resources for

Female Creatives

Great British Creativity



**DM**  
Data & Marketing  
Association **A**



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To help women in the creative industries build their profiles and businesses, the DMA interviewed freelance journalist, copywriter, and author **Nicci Talbot**, who over lockdown reached new heights with her business to do just that.

Here's our advice alongside hers, from free career support to newsletters on working life and online learning opportunities.



## Going Digital

A lot of journalists have transitioned from having a column in the newspaper to having an online platform, Nicci said. [Substack](#) has given power back to the people, giving them a chance to build a community and earn good money. Not only does the platform profile successful writers, she explained, but it puts out fellowships and builds up those who might not have a following or paid subscriptions turned on.

## Newsletters and the Women Who Write Them

- [Anna Codrea-Rado](#) is a journalist, podcaster, and campaigner. Her work has appeared in the *New York Times*, *the Guardian*, and *BBC*. She writes about business, culture, and technology, with a focus on working life. Her weekly newsletter, [The Professional Freelancer](#), offers candid advice for thousands of readers on how to make freelancing a viable career choice.
- Writer and editor [Sian Meades-Williams](#) is best known for her weekly media email, [Freelance Writing Jobs](#), and her former newsletter, [Domestic Sluttery](#), which won a **PPA** Award for Best Email Communication at the Scottish Magazine Awards. In November 2020, she launched [Tigers Are Better Looking](#) alongside writer Laura Brown. The newsletter covers lifestyle, books, food, and culture.
- [Lauren Razavi](#) is a future of work and global mobility expert, who began her career as a technology journalist and foreign reporter. She's won numerous awards, including **UEA's** Innovation and Impact Award in 2019. Her weekly newsletter, [Counterflows](#), features articles, books, podcasts, and documentaries about the global structures holding us back from meaningful change.
- After reading that the **ONS** found "the number of women in self-employment rose by 31,000 in the last quarter of 2018," lifestyle journalist [Jenny Stallard](#) launched her wellbeing platform. [Freelance Feels](#) has been featured in various publications including *the Telegraph* and *Marie Claire*. Her [monthly mail out](#) shares experiences and advice on mental health challenges for those who're self-employed.
- Of course, there's the freelance journalist, copywriter, and author who helped craft this guide: [Nicci Talbot](#). Her weekly newsletter, [The Shift](#), is a combination of commentary and interviews, covering the future of work, virtual communities, creativity, and global living.



## What to Read

## Expanding Your Creative Career

- The best books on copywriting, by women:

*A Big Life (in Advertising)* by Mary Wells Lawrence

*Auto Da Fay* by Fay Weldon

*Macy's, Gimbels and Me* by Bernice Fitz-Gibbon

*Ad Women* by Juliann Sivulka

- Why stand out when you were born to fit in? Many brands default to being passionate, friendly, and honest, resulting in not having a distinctive personality. Copywriter Vikki Ross and Designer Paul Mellor have created *The Bland Book* – a completely mundane example of what *not* to do.
- Check out Vikki Ross' [feature](#) on leading female copywriters of the past – also in a [Twitter thread](#) for International Women's Day 2020.
- *The Writers' & Artists' Yearbook* is an essential resource on how to get published. It guides authors and illustrators across all genres and markets, containing over 4,500 industry contacts updated for each edition.

## Challenging Ageism

- Co-founded by editor and journalist Marina Gask and strategic business consultant Faye Watts, [Audrey](#) is an online magazine that shares stories of women who've reinvented themselves during midlife.
- [The Advantages of Age](#) is a lifestyle website that provides a platform for older people who just can't relate to our society's mainstream media narrative.



## How much should you get paid as a freelancer?

- Find rates for copywriters, [here](#).
- For journalists and other media professionals, [here](#).
- For additional insights such as project lengths, check out **YunoJuno's** [UK Freelancer Rates Report](#).
- Tip from Nicci: don't ever work for free.

## Complimentary career support for those struggling to live on low or no pay

**Young Women's Trust** helps women aged 18-30 find work that's right for them, no matter their race, ethnicity, religion, socio-economic background, disability, neurodiversity, gender identity, or sexual orientation.

Get help with your CV, job applications, talk to an employment coach, and more.

See further information, [here](#).

## Coronavirus Guidance

- [Citizens Advice](#) is a network of charities across England and Wales that provides free, impartial, and confidential guidance online, over the phone, and in person.

Find everything from laws your employer should be following to make sure you're safe at work to benefits you can claim if your job has been affected.

You can also check out the [DMA's Coronavirus Advice and Help page](#).



## Not-to-Miss

## Events

### DMA Events

Our online webinars and workshops:

- Support our campaigns, such as [Great British Creativity](#) and [Customer Engagement](#).
- Focus on our initiatives, including [Neurodiversity](#).
- Can be independent, tailored to more specific needs of our community at the time, like helping businesses thrive throughout the pandemic.

Gain insights from industry experts, listen to lively panel discussions, and network virtually with like-minded professionals. See what's coming up, [here](#).

### CopyCon

Each year, **ProCopywriters** presents a conference featuring talks from writers, creatives, strategists, managers, and professional trainers. Subjects range from copywriting techniques to persuasion psychology and client management. Learn more about 2021's digital festival, [here](#).

## Online Learning

## Opportunities

### Marketing

Part of the DMA, the IDM offers a range of [courses](#) and [qualifications](#) that sharpen your marketing skills through our distinct platforms:

- Our [Virtual Classroom](#) is face-to-face, peer-to-peer learning – in the digital world. Delivered via Zoom, it aims to replicate a real classroom through an interactive, collaborative environment and practical hands-on exercises.
- [IDM Online Learning](#) is a digital, multimedia learning experience, giving professionals the opportunity to study anywhere, anytime, using an always-on and always-open portal.

### Journalism

- [The Freelance Journalism Assembly](#) is a free-of-charge programme designed to connect and empower freelance journalists in the UK and Europe, helping them acquire skills and build connections through online training sessions, one-on-one mentorship activities, networking opportunities, and a major event to be held in 2021.
- Tip from Nicci: join the Slack group, [the Society of Freelance Journalists](#), for more opportunities.

## Awards in Media

### DMA Awards

The DMA Awards are a true celebration of the bold and the brilliant: campaigns that flash with genius and sparkle with razor-sharp, strategic thinking. There are [35 categories](#) in total, split across five tracks: Industry Sectors, Channels, Campaigns, Data, and Craft. Each category is led by an accomplished [chair](#) and is arduously judged based on the three key criteria: strategy, creativity, and results.

See [this year's winners](#) and catch-up on our 2020 Awards events, [here](#).

### The Gerety Awards

Named after Frances Gerety, the copywriter who in 1948 coined the slogan, "A diamond is forever," the Gerety Awards mark the first time that a jury has been brought together to select the best in advertising through the female lens.

Instead of categories, any type of media can be submitted to the 10 possible CUTs (like a diamond). Judging sessions are held around the world, and [2019's Grand prix winner](#), Viva La Vulva, is from the UK.

Check out 2020's winners, [here](#) – quite a few from the UK made the cut.

### The PPA Awards

**The Professional Publishers Association** Awards are the most coveted awards in the magazine industry, open to work originally published in and for the UK market, rewarding excellence and fresh thinking across [22 categories](#).

This year, **Immediate Media** won four awards, including Campaign and Podcast of the Year; **Cosmopolitan's** historic front cover featuring TV star Jonathan Van Ness took home Front Cover of the Year, voted for by the public.



Collaboration

Over

Competition

There's the perception that people who're copywriters are introverts, Nicci said. Sometimes you need your own space to produce things, she explained, but you also very much need ideas and input from others. Here are the organisations Nicci has joined to collaborate:

### For Creatives

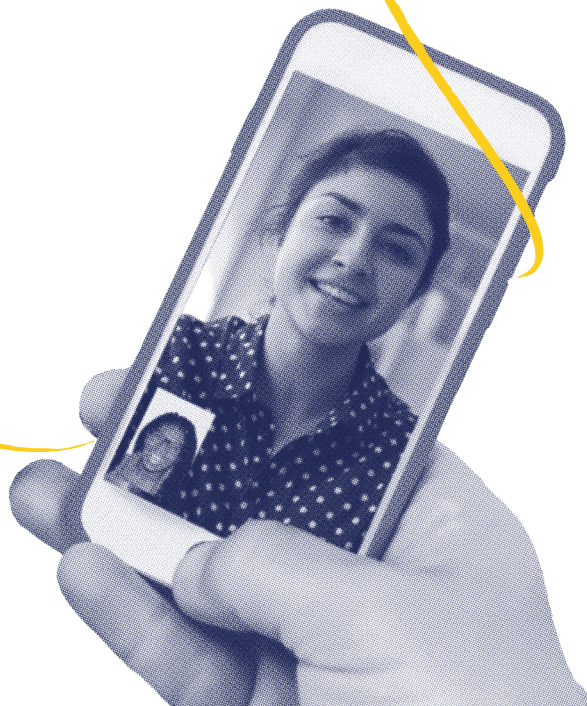
- [Hoxby](#) is an award-winning workforce of more than 1,000 hand-picked freelancers who work remotely in over 40 countries. For every brief, the futureproofing consultancy forms a team of the best-suited creatives, strategists, and tech-heads. Before joining the big Slack community and being able to pitch, associates need to pass a rigorous test.
- The [RSA](#) focusses on supporting innovation in three areas: creative learning and development, public services and communities, and economy, enterprise, and manufacturing. Their [fellowship](#) consists of a global community of 30,000 problem solvers. Fellow benefits include access to original articles from some of the world's greatest thinkers in the award-winning [RSA Journal](#).
- From copywriters to art editors, the [National Union of Journalists](#) represents a broad range of media professionals and students. Founded in 1907, it's one of the largest journalists' unions in the world, having more than 30,000 members. Member benefits include training, events, and help negotiating pay rates.
- A business club for women in London and LA, [AllBright](#) is made up of spaces to work and meet in artfully designed interiors; a career-focussed content platform; online and in-club member events; and a digital membership, which includes access to over 150 Academy courses; advice from industry leaders; and bespoke matching with other members.
- [Creative Women's Co.](#) is a series of intimate gatherings of 10-12 for female entrepreneurs, helping them connect personally and professionally. The community hosts monthly events (think brunch mini workshops and cocktail conversations), as well as annual events such as speed mentoring and panel discussions. Though they're based in Chicago and LA, you're in luck – many of their events are now virtual. Plus, Nicci says there's a lot to discover from the U.S.' transparent marketing culture.
- Tip from Nicci: we can all learn from different industries and apply this to our own businesses.



## For Copywriters

- [ProCopywriters](#) is the UK's largest membership organisation for commercial writers. The 800+ community aims to promote professional standards in the copywriting industry, helping members showcase and develop their skills, raise their profiles, and find high-quality clients.
- [The Copywriter Underground](#) is a US-based private group of ambitious copywriters and experts, who're serious about taking their business to the next level. New members are only accepted twice a year and benefit from online training; exclusive events, including workshops and retreats around the world; downloadable templates, documents, and contracts; and a print monthly newsletter.
- Tip from Nicci: people don't tend to network between events, which is a real shame. Reach out to creatives you've met and keep that connection going.

Nicci encourages women to move past competition and see the future as collaborative. Though the pandemic poses many challenges, personally and professionally, it has also given us an opportunity to redefine our mindsets.



**About the Great**

**British Creativity**

**Campaign**

This campaign shines a light on one of UK business' most valuable resources.

Through keeping our community up to speed on the finest, fiercest examples of copywriting, design, and art direction in the marketing industry, we aim to raise awareness of creativity's often overlooked importance in brand-customer relationships.

Our on-going campaign research helps us to better understand how consumers view creativity in relation to their interactions with brands; our virtual events, both for professionals and young talent, offer expert-led insights on creativity in business; and our content, from editorials to podcasts, inspires creatives to push the boundaries of their craft and gives them the tools and resources to do so.

Led by an advisory board formed of industry leaders, we ensure that our themes and objectives remain relevant to the industry they represent.

Join us in the fight for creative work and talent to be recognised, respected, and celebrated; join us in the fight for the power of the word and beyond.

Find out more at [dma.org.uk/greatbritishcreativity](https://dma.org.uk/greatbritishcreativity).

**About**

**the DMA**

The Data & Marketing Association (DMA) is the driving force of intelligent marketing.

Guided by our customer-first principles enshrined in the DMA Code, we champion a rich fusion of technology, diverse talent, creativity, research, and insight to set standards for the UK's data and marketing community to meet in order to thrive.

We deliver this mission through a fully integrated classroom-to-boardroom approach that supports you, your team, and your business at every stage of your development.

Through DMA Talent, we create pathways for the next generation of marketers; our world-class training institute, the Institute of Data & Marketing, delivers learning to corporations and individuals; and through the DMA, we deliver advocacy, legal, and compliance support, as well as research, insight, and a packed events calendar.

With more than 1,000 corporate members, we are Europe's largest community of data-driven marketers.

[www.dma.org.uk](http://www.dma.org.uk)

## Copyright

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