

# THE ANIMATOR

**SPECIALIZE SPECIALIZE SPECIALIZE - the better the niche, the clearer the offering, the faster you move. the faster you grow!**

**Find a niche, build a clear offering around what you do with case studies, testimonials and use strictly paid marketing to build your boutique offering.**

**Unpack your IP and capture it. This industry is on the brink of booming like never before. With CPUs exponentially growing in speed, eyes being massaged by screens every couple of minutes and an industry dependant on smooth user experiences, It's your time to shine. Learn, get faster at delivering simple, effective, replicable animations and be at the front of the pack when the need is greater than ever.**

**Develop masterclasses for students, old school animators or the slow and steady within your field. Note your journey, your struggles and the pains of growth and rework them as advertisement material to help accelerate your clients/students.**

**Learn the language of code and design a side hustle that takes website animations to the next level. Everyone wants them, the industry just needs to diversify and grow outside of game and movie design.**

**Teach. There's not a lot of time for university when most specific-to-niche material can be found around the net at a competitive price. Most of the top animators I know never studied.**

**If you have a personality. YOU KNOW WHO YOU ARE. Let it accompany your brand as you deliver your skill in a clear, humorous or invigorating way.**

**Take a good hard look at graphic designers. Although now saturated, they were once so specialised a nice logo with lime green sparkles made every tom dick and jane only dream of having a logo designed by a professional. Now every second house in every main city has a graphic designer tucked away with adobe and helvetica fonts painting their macbook screens.**

**^^ I paint this picture because it'll be your industry soon. Get out the front or be left behind faster than you can say "think different".**