

what's next?

SEPTEMBER 2018 | BLOG NO. 7
PLAYTEST PATREON



JAMESLUKEBURKECREATIVE

What's coming next

FOR JLBCREATIVE?

This is a Blog Post I'm going to put out there, but you HAVE to take this with a grain of salt! Haha

Some of these are plans in the works, some of these are already underway and others are pipe dreams. I just thought you might want to sneak a peek at the Crystal ball...

First up we have Inktober 2K18 and Whimsyween!

I think we know this is coming, I mean, my last blog post was ABOUT this haha! But I have finalized the story for the children's book and I am SO SO SO excited to crack into it. I'm actually filming the day of this post release (well, I plan on filming, fingers crossed I am up to date with Etsy shipping). *edit* I am not, haha, so filming might have to start tomorrow!

I have to get the tutorial to draw "Daisy" together and on YouTube ASAP so the project can be digested a few days before Inktober starts. I haven't actually stated publicly what my Inktober 2K18 plans are so we've all been keeping this secret together haha.

I am hoping to get Inktober finished well before the middle of October so I can focus on formatting the book at the end of October. I am secretly planning on going back home in November for about 12 days so I need to be ahead of everything so that I can fully enjoy my break/reset.

Still unsure if the collaborative children's book will be JUST the book of everyone's illustrations or if I have a second version with all of my Inktober pieces as well. I am thinking I will probably have both versions produced, but real talk, only if I'm really happy with the majority of my pieces.



MY HIDDEN INKTOBER CONCEPTS



Whimsyween will happen at the same time but those videos will literally just be playtime videos which, although time consuming, are the easiest to film, edit and upload. I am equally as excited to do this and the Halloween Sketchflix series! I'm planning on Sketchflixing The Addams Family Values, Hocus Pocus, Edward Scissorhands and Frankenweenie. Someone had mentioned that The Nightmare Before Christmas could also be a Christmas Sketchflix option, so I will save that for then. Although I am so tempted to do it anyway! hahaha

I've been playing a little bit in my Passport journal so I don't overdo Halloween before it starts, but believe me, when that first Whimsyween video comes out all the journals will be flying around the studio!



SEPTEMBER

Bianca Sophia Happy Mailers

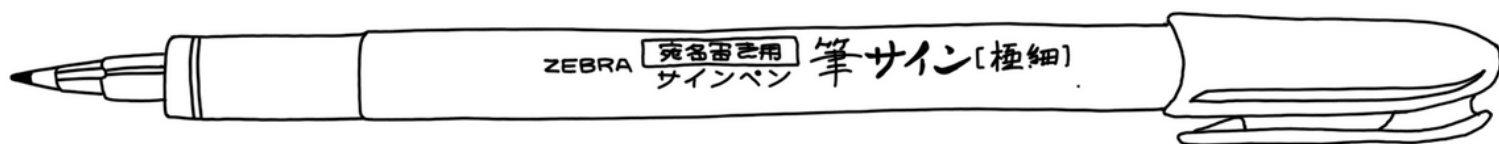


As all of that starts I will be shipping out the September Happy Mailers. I have enough extra boxes from July and August so you might receive a small box or the medium box, but all the contents will be the same. I have the new SKETCHFLIX FRAGMENTS colored die cuts that I'm super obsessed with.

I was so unsure if I was going to clean up the images or not but I am now certain that the original scans were the best option. I love that they retained the charm of the original.

Unfortunately we had a casualty in the making of this product... my Sketchflick Sketchbook. It's so MASSIVE that I couldn't fit it in the scanner so I had to tear the pages out and scan them individually. I think it was worth it, but now I am so confused about how to store these pages!

I also have my favourite Zebra brush pen going in the box. You'll remember that from my first blog post of JLB FAVORITES. Super excited for you all to have a play with that :)



I have a small print with UV spot treatment still being produced! It's one of my quote images and a little message for you on the back. I haven't seen them yet (I got them done locally... ask me how that was harder than having them shipped from overseas! Haha, the struggle to "support local"!). Here's a proof for you to enjoy ;)



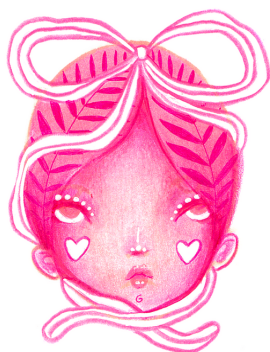
I have two new washi tapes to be released as well! One of them is semi-halloween-eque-ish, but it's not seasonal, I just wanted to play with it haha. Another is from one of my original lineups BACK BACK BACK in the old days of jlbCREATIVE handmade journal tapes.



2 new washi designs - each Happy Mailer Patron will receive one roll



And the last piece of the puzzle, other than the Thank You slip, is this Limited Edition PLAYTEST PATREON enamel pin! I was suuuuper nervous about this one. I have looked into enamel pins in the past but could never figure out all the file specifications. Even this time I was very skeptical as to whether it would arrive looking like what I sent off! haha. But I LOVE it! It's black and white enamel with a high polish copper that looks rose gold. It's a hard enamel pin, which has a smooth surface and is a little more expensive to make, but I think the results were well worth it. What do you think? Thinking about doing a few more enamel pins but I have no idea what I would make next? Perhaps this little chica?



It seems odd to just bring out a random pin for no reason, I don't know - what would you make?

So, the Happy Mailers will go out as soon as all the parts are assembled. Just waiting on the small prints and washi so let's see what happens HAHA. I'm sure it's a relief to know that there won't be meltdown posts flooding your Patreon feed next week!

I actually have another project I'm working on that I'm not allowed to say anything about because I am a small part of a much larger project. I'm pretty sure I'm allowed to talk about it in November, but you will for sure know as soon as I can say :)

I have another secret I've mentioned but I didn't reveal. I wanted to do a MASSIVELY ULTRA reveal but I don't see that happening with the schedule I have coming up. I also had a small think to myself about it and rationalized that all the promo photos I wanted to do could still be fun posts to have in the future as it evolves...

MERCH MERCH MERCH MERCH MERCH! Amazon Merch, specifically.

I've been secretly producing designs for T-Shirts, Pullovers and Hoodies and ordering them. I've been getting ready for it to be cold enough in SoCal to wear the hoodies all the time. I even ordered some of the womens options for our girl Stella to model for the big reveal! So, never mind, we will definitely get to some unnecessarily EXTRA shoots done for future marketing materials.

I am slowly turning my WHOLE world jlbCREATIVE. Ever since I got myself some work polos screen printed I've wanted more. Bizarrely, other people wanted some too. My mum, specifically. One random afternoon watching Shane Dawson YouTube videos he mentioned his Amazon Merch and I got curious. I went through the application and was shocked to get approved, I think it took about a week to find out?

Anyways, the best part is - all I do is upload my designs! I pick the product (there aren't tons of apparel options but I don't need a 3-piece suit) and Amazon takes care of the rest! As you order, Amazon will create your order and send it to you straight from there. This is fantastic because it means I don't have any inventory or distribution responsibilities. I earn royalties on the products sold, so Amazon covers its overhead, I get a royalty and you get fabulous merch! Honestly I wish my whole operation ran like this HAHAHAHA! There are a bunch of size and color options too :)

Below is an affiliate link to buy my NEW MERCH! :) No pressure at all, and with Amazon fulfilling orders there's no FOMO either! Here is also a photo of me trying my best to model the merch.

jlbCREATIVE MERCH: <https://amzn.to/2IjED3>

This week on America's Next Top Model, CATEGORY IS



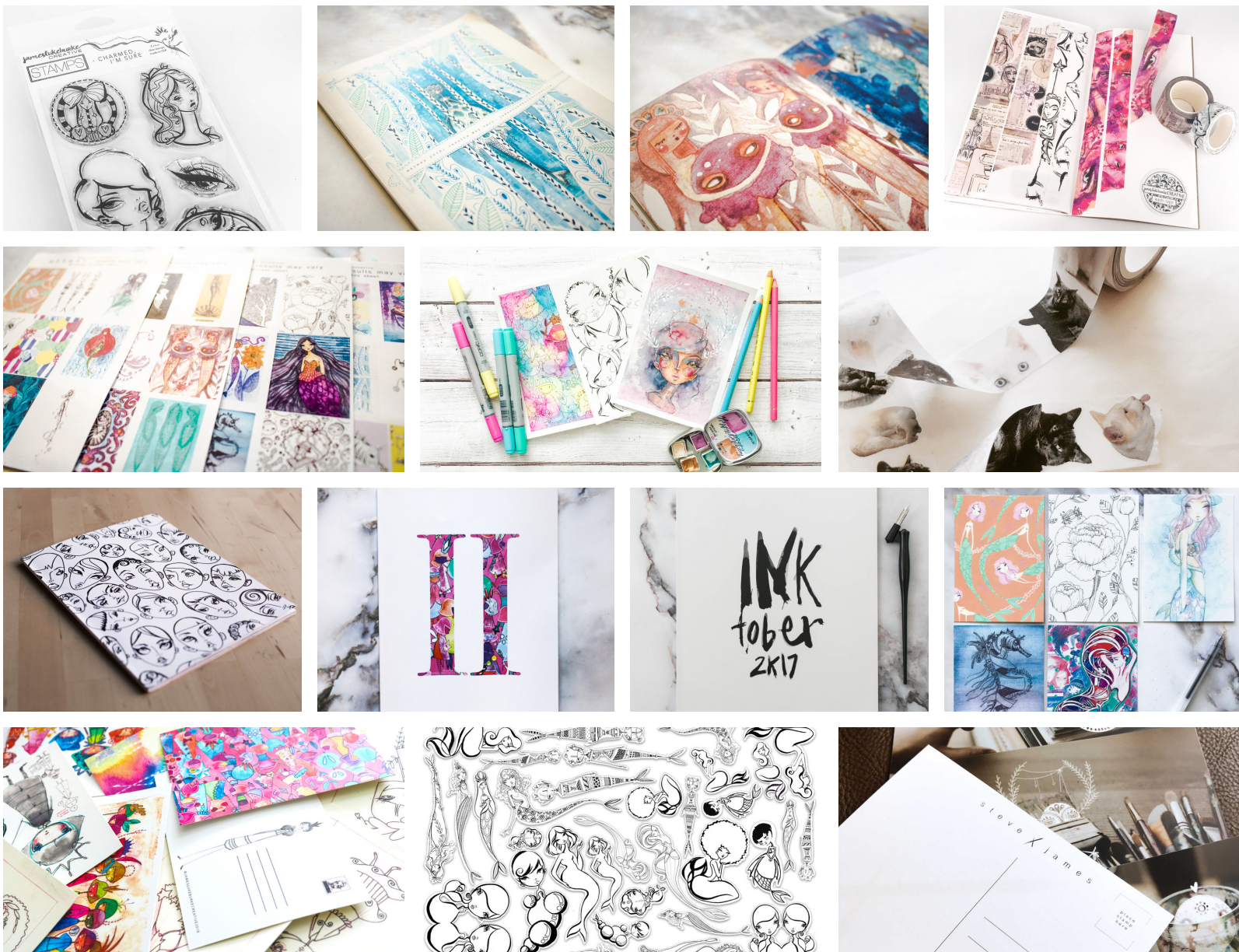
So, that's been hard to hide. I'm actually relieved that's off my shoulders :D

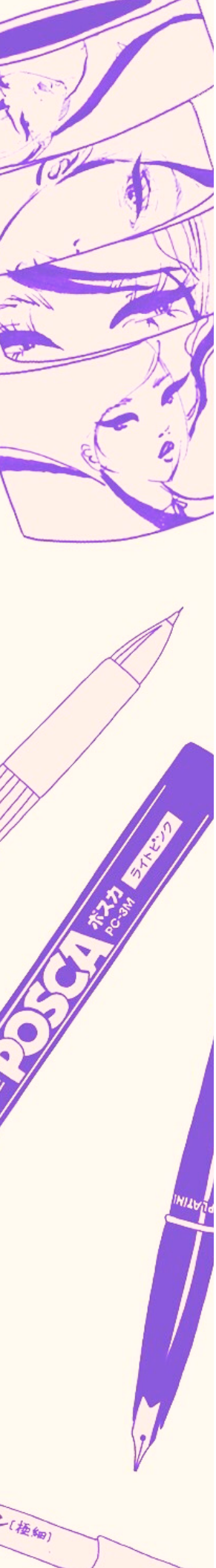
That wraps up the immediate offerings – let's look into the future.

Christmas!

I have left everything way too late to create a seasonal offering. I had an idea I had thrown out to a few Creators about an Exclusive Creator Christmas Box. It was wishful thinking to believe I could factor spearheading that project to completion into my timeline. It's something I would like to re-visit in the near future but no specific plans as yet.

I think I am going to leave my product offerings as is for now. With the addition of all these new products throughout the summer I have amassed quite the inventory of stock and feel like I need to discontinue some items. I have started letting a few items sell out with no plans to immediately re-stock. Things we're saying a short, or forever, goodbye to are:





Not all of these items have sold out, but as they do they won't re-appear for a long time, if ever again.

This is not because I don't love them! I have enjoyed all of these products shipping into the Creative wilds, but as I invest in new product offerings my intention is not to oversaturate my store with dated items. I see the life cycle of most items being one or two restocks as the demand exponentially decreases after this cycle.

I'm excited to keep expanding the lines I have and bring fresher options to the store :)

So, what have we covered? I'm exhausted. hahaha

Leading up to Christmas I am slowing down a touch and getting back to my standard Etsy, YouTube, Instagram and Facebook schedule. That used to seem so exhausting but after this Summer it now seems like my break :) #perspective HAHAA

I'd love to do a Christmas advent series of some sort on YouTube. Probably not 24 videos leading up to Christmas, but definitely get myself in the Spirit of the Season I love most. Also really wanting to do a local meet-up of some sort. Literally no thought has gone into that yet, but I want to have a look at an opportunity to hang out informally and just chat about life + journals over coffee. I don't know how many BURKEMATES are local to Southern California, but I'm hoping we can wrangle a few of us together in a safe space (meaning: definitely NOT near an art supply store where we will enable each other into bankruptcy).

Looking toward the New Year, 2019 is all about launching my **Online Courses!**

Patreon has given me invaluable insight into the style of courses I would like to offer and the varying nature of video formats that might be exciting and engaging for a learning environment. I'm hoping for a blend of super informative but very personable and exciting. Still no thoughts on themes but I know the lesson formats will more look at Creative exercises and APPLYING a theme to them. E.g. The overriding narrative of the course might be a classic fairytale. As we look at collage, we collage together a scene from the story. When we practice illustrating, we develop characters from the story. A look at lettering might involve some of your favourite quotes from the tale - stuff like that. I would love for people to take the courses elements and see applications beyond the course itself - you could probably do the whole course and apply it to another story as it's happening! Haha. Maybe that's not a good idea? In any case, the whole endeavor needs more time and attention.

Tax season will also approach, so expect me to disappear for a couple weeks next year... HA!



I would also like to add to my Merch collection as we move through different projects together, gathering Creative quotes from our community and clothing us all in fabulousness. I don't have any good quotes for a Whimsyween shirt... any thoughts?

I would also like to embark on **PLAYTEST TWO** [name TBD].

Knowing all I know now about the platform and the experience I would more than likely pre-film at least 1/2 the content and have all Happy Mailer items manufactured before I even pressed "LAUNCH". If the mailer tier comes back I will offer an international Happy Mail Tier as well. This tier would be about \$10 more than the U.S Happy Mail tier to cover the higher international shipping costs. I wouldn't anticipate the experience lasting longer than 3 months and there are a few changes I would make regarding the amount of content on offer. Possibly more, possibly less, it will more than likely depend on how long I take to prepare beforehand. I still can't quite work out what would be the best way to blend the financial structures I already have in place and the content offerings on Patreon.

I'm also looking to do more in-person workshops next year and develop that. I want to expand upon my whimsical illustration class and change out the making a zine class for another one. The I also want to get more of my friends that don't art journal to get involved and have crafty play dates with them. It's been on my heart ever since the Daven"PARTY" video I created last year, so I think it's time to actually start inviting. My mum created my sister a Daven"PARTY" for her 21st birthday this year and I was devastated I couldn't be there for that.

As far as BIGGER goals? I don't even know.

Most of you know this whole journey has just developed before our eyes. I watch for the doors that open and walk right through them to see what's on the other side. I am going to be a little more discerning with the amount of projects I take on at any given time. I think the summer has given me a great idea of what my current capabilities are so I think I'll be better about that.

I'm going to continue on with my Sketchplanner next year and have been talking with the new project manager of Sketchplanner 2019. *edit* The Kickstarter has actually just opened for it and I'll pop a link for you down below. There are some changes to it and I haven't had a good play with it yet but I think, even though I'm resistant to change, I will love it. The one thing I'm nervous about is the rings being larger and getting in the way. Also, the smaller size leaves me less space to catch all my loose bits and pieces, BUT, because it's a binder I can always add extra pages for more... junk... hahaha. I don't know. They said they would send me one to play with so I will get into it as soon as I can and put a review up on YouTube when it's all ready :)

SKETCHPLANNER 2019 KICKSTARTER LINK:

<https://www.kickstarter.com/projects/sketchplanner/sketchplanner-2019>

I also want to go to CHA next year. I had planned on going this year but I dipped out for personal reasons. I don't regret not going, I know my heart wasn't in a place where I could properly deal with the challenges I was facing. I would love to go and vlog the whole adventure. One of my manufacturers is also based in Arizona so I'd love to go and pop in there to visit as well :)

That's literally everything on my radar. It feels kind of good to get it written down. Having it all summarized in one place makes me feel a little more aware of it all.

Like I said at the start though - take it with a grain of salt HAHA! Everything is subject to change, which is the beauty and curse of running your own business.

I hope to share this journey with all of you. I can't wait to see where we all end up down the road and reminisce about these earlier days. When I look back to this time last year I could never have predicted we'd be here right now, so all plans aside, I will just stay open to God's plan.

- J

