

# Episode 11

## Worksheet for Motion Hatch Podcast w/TJ Kearney



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We've all wanted something more out of our work at one time or another, but how many of us actually take it upon ourselves to create what we're looking for? TJ Kearney did just that with the help of four friends when they founded Oddfellows and purposely changed their lives and constructed the careers they wanted.

TJ Kearney was a founding member of Oddfellows Studio and is now the Executive Producer at Instrument. This worksheet is going to take a closer look at working on projects and the people you collaborate with, online communities and social media, and giving back.

### **Links:**

Oddfellows: <http://oddfellows.tv/>

Instrument: <http://www.instrument.com/>

Follow TJ Kearney on Twitter: [https://twitter.com/TJ\\_\\_Kearney](https://twitter.com/TJ__Kearney)

Follow TJ Kearney on Instagram: <https://www.instagram.com/tjkearney/>



## **Projects & People**

In the podcast, TJ mentions the importance of how you choose your projects when working as a studio and how sometimes just making pretty work isn't enough.

*How do you choose your projects?*

*Write down 3 ways you could determine whether a project is right for you?  
(Ex: Length of project. Does it align with your values? Does it fit your budget requirements?)*



TJ talks about how we can connect with studios we want to work with.

*So let's think big. Who would you love to work with?*

*What are possible ways to begin a professional relationship to enable this?*



## **Community & Social Media**

Which leads us to the next part of the podcast. TJ talks about the importance of "leveraging the online community" and "giving back."

*Describe your online community?*

*Which ways do you give back and do you ever have expectations when you do?*



*Can you think of different ways of connecting than you have been using so far?*

*What might happen if you connect in a different way?*

*Do you use social media and how?*

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Two things TJ recommends are doing short animations for Instagram and posting consistently. He mentions that one post can get lost in the crowd and also that a contact you are trying to establish may not be on social media when you post.

*How often do you post to social media?*

Let's take TJ's advice and post some shorts to Instagram.

*How many can you commit to this month?*

*What are some ideas for your social media posts? How can you make them unique and stand out?*



Lastly TJ mentions he loves seeing work in progress to get a feel for how someone works.

*What do you think when you see work in progress? How can you post more "work-in-progress" posts on your feed?*

Looking at the questions you've answered in this worksheet, map a plan of action for the month.

*Answer how you are going to think bigger this next month in terms of both projects and people you want to connect with.*

*Come up some ideas for social media. When are you going to post and what and most importantly why?*

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*Also look at different avenues of making connections and where online you might go for that.*

*Lastly, how are you going to give back to the community? What can you offer to strengthen the community and open up conversations that you might not have had otherwise?*

Full show notes and resources for this episode can be found [here](#).

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Motion Hatch is a bi-weekly programme hosted by Hayley Akins, discussing the business side of animation and motion design. Hear from a wide range of voices within the industry and get quality motion design advice and insight.

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