

As well as being editorially driven, Little Black Book is all about getting you, your staff and your work the fame it deserves. The beautiful thing about LBB is that we allow you to be master of your own destiny.

Our news is a split of member generated and editorially generated content and we have some great tools to make this REALLY simple for you. EVERYTHING goes through our content team before it goes live.

Here are a few ideas to get you started – reach out to us if you'd like more information!

My creative hero

This piece is about the person who has most influenced or inspired you creatively. This can be someone from any creative field – advertising, art, music, game design, sculpture... If you've got images of you enjoying this person's work or with this person that you are willing to share, we'd love to include them!



My biggest lesson

This is the re-telling of an incident or piece of advice that has stayed with you and influenced how you approach your career. It's likely that this happened early on in your career but we're always learning and it could be more recent! Old dogs and new tricks.

Producing your way out of a problem

Creative problem solving' is very much a buzzword right now... but isn't that what producers have always done? We want to know about a production that pushed your problem solving to the limit – for a piece of work that you're really proud of.

Creating your own content

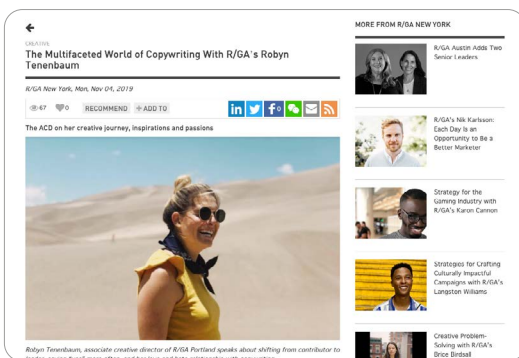


The work that made me

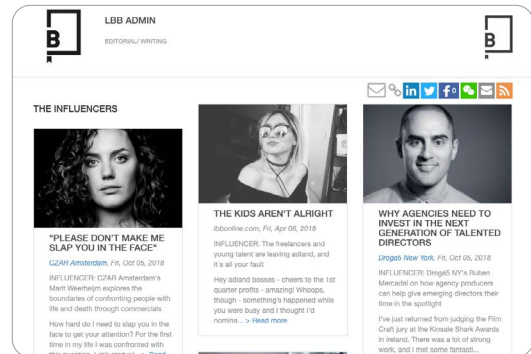
We're in this business because we love the work, right? No creative talent emerges in a vacuum so we want to give people a platform to share the projects that forged their career and celebrate the work by others that drives and inspires them.

New hire profile piece

A Q&A to boost the profile of a new creative/director/team member.



Influencers



This is your opportunity to get the industry talking. Whether it's a new development that's getting you really excited or an industry-wide tendency that you find deeply frustrating, if you've got a strong opinion about an aspect of advertising we want to hear from you. LBB Influencers is designed to be broad and flexible to accommodate the diversity of voices within the community, from ponderous and thoughtful to firebrand polemics. Take a look at what our members are writing about [here](#).

A couple of templates for those that don't have the resource or who need a few tips.

Not everyone has the resources to justify a full-time PR person or agency. But that doesn't mean you can't reap the benefits of being a Little Black Book member. If you have a piece of creative work to share or someone new joining the company, check out our [press release/creative template](#) or our [new hire template](#).