

// How Hence Can Help You



Photo Boone Speed

You could call Hence a software platform, but as you might have guessed, the term doesn't come close to encompassing what we plan to do for the creative industry.

Yes, there's the one of a kind Hence **Roster** we're building that's putting the key players of the creative industry—everyone from creatives to athletes to business strategists and clients—in one place so we can not only collaborate, but actively secure new work.

The Roster, by its broad nature, will in the near term become the best place for creative industry professionals to market themselves, not to the public, like social media, or to your mom and people who already know you, like your website, but to industry partners looking to hire the freelancers and fractional consultants that are driving the 1099 economy. The Roster is your network—turned up to eleven.

Just don't call The Roster a directory. It transcends a directory's narrow categories that present photographers or illustrators or filmmakers in silos while ignoring the larger ecosystem it takes to actually get work done.

As vibrant and as diverse as it will be, though, The Roster is only step one. Once the key players are aggregated, that's when the deals start flowing. Sounds like hype. It's not. The future of the creative industry is fractional. And right now, marketing departments are being downsized to prepare for that reality. That's when the true power of Hence kicks in. Instead of relying on legacy agencies, which hide their creatives behind veils, in the future as we see it, clients, brands, and, yes, agencies too, will access Hence members directly to assemble teams and commission meaningful and authentic work.

As you read this, we too are assembling teams of experts and business strategists behind the scenes to facilitate that deal flow to Hence members—and only to Hence members. Case studies are now in the works that will utilize the The Roster—and the soon to be launched consultancy arm Expert Services—to take projects from ideation to distribution. We will report on those projects along the way to show Hence members how deal flow happens in this new professional ecosystem.

So if Hence isn't solely a software company and it isn't just another directory or social media platform, then what is it? The word "ecosystem" is informative. As the creative business evolves, so too does the environment in which that work gets done. Hence is part of that evolution. We are building a new Creative Business Ecosystem. It's here that the creative work of the future will get done.

All of which is to say: For the health of your business, watch this space. In the coming weeks, The Roster will open to professionals keen to build profiles and showcase portfolios amongst their peers, role models, world-class talent, and more importantly, the producers, brands, agencies, and clients looking to hire real people to get real work done.

Be sure to open each issue of *Aspects* in the coming weeks and months to stay apprised as we open membership and drop new platform features. And if you believe in what we're doing, forward this email to your friends in the creative business. —*Marc Peruzzi*

// Athletes are Influencers



Photo Illustration Dave Cox | Images Shutterstock

OUTDOOR ATHLETES CAN LEARN A LOT FROM THE INFLUENCER GENERATION

From the story: "When the post appeared, the influencer had digitally altered one of the shots, erasing one strand of the top-rope belay to make it appear that he'd actually been lead-climbing. For both the athlete and Black Diamond, the Photoshopped depiction felt like more than a small betrayal—it verged on reputational liability." Read more of Frederick Reimers' look at the interplay between athletes and influencers [here](#).

// Meet an Entrepreneur

[Read More](#)

Meet **Brandon Lowery**, whose enterprise Boardsports Global is raising billions to help lift action sports to not just cultural relevance, but economic relevance. "Our DNA is strong," he says. We can be authentic and well-off."



Photo Courtesy Brandon Lowery

// Meet a Creative

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From the time **Malik Martin** was a teenager growing up in South Memphis, Tennessee, he always had a camera strapped around his neck. "I've felt for a long time that it's important to capture the things around me," he says.



Photo Courtesy Malik Martin

// New in Hence Journal

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Trade Secrets: Always Bring the Respect.

A baptism by fire in Chinese manufacturing taught photographer Ming Poon respect: "China is super hierarchical, and many people weren't psyched to be doing business with someone so much younger than them," says Ming. "I had to learn to be super respectful to everyone." [Read more](#).



Trade Secrets: Challenge the Rules of Photography.

Many climbing shots fill the frame with a single human subject, but Tara Kerzhner often backs way up, rendering her climbers minute in comparison to the crag or the landscape the crag resides in. "Shooting from distance can convey a greater sense of place," says Tara. [Read more](#).

MORE FROM THE BROADER CREATIVE WORLD

What We're Reading Now

- 1. From the Department of: "You didn't see this coming?"** The original idea behind Axios, way back in 2017, was that instead of long-form original journalism (TL;DR) it would deliver news in bullets and bites. Huh, and how is that working now that AI is plagiarizing the bullets and the bites? As anyone could have predicted: Axios just cut 10 percent of its workforce. ([NYT](#))
- 2. Beauty for Beauty's Sake is Sometimes Enough.** Bilge Ebiri writes: The film "*Perfect Days* has very little story or traditional character development. Instead, it has Yakusho—a revered Japanese actor—portraying that most elusive of figures: a contented and peaceable human being. The actor conveys happiness, but he doesn't forsake the mystery required to keep us captivated." Thanks to Substack's 5AM StoryTalk for the recommendation. ([Criterion Collection](#))
- 3. How the Olympic Games Work. By the Numbers.** Daniel Paris is the guy behind Stat Significant, a journalism enterprise which turns its statistical eye on media. If you want to know how the Olympics work, this is it: "And what drives multi-billion dollar advertising and broadcast deals? A killer pitch deck. In the case of the IOC, this pitch deck takes the form of a [200-page marketing report](#), an odd combination of Olympic pride and data dump." ([Stat Significant](#))
- 4. The Future of Olympic Sports is Behind the Scenes.** We already know what "Formula 1: Drive to Survive" and "Tour de France: Unchained" did for those once niche (for Americans) sports. Now the Olympics have figured it out: "You cannot be telling these stories every four years and expect to remain relevant," said Yiannis Exarchos, the chief executive of the IOC. media arm. "You need to be telling them 24/7 and do it in a compelling way." ([NYT](#))
- 5. Paramount Deletes Music Journalism.** Yeah, MTV hasn't been a real thing for a minute, but it was a real thing once, and during that time it archived 30 years of music history, which Paramount recently deleted because of ... laziness? ([Ear Candy Update](#))