

ASPECTS

// How To Leverage Hence

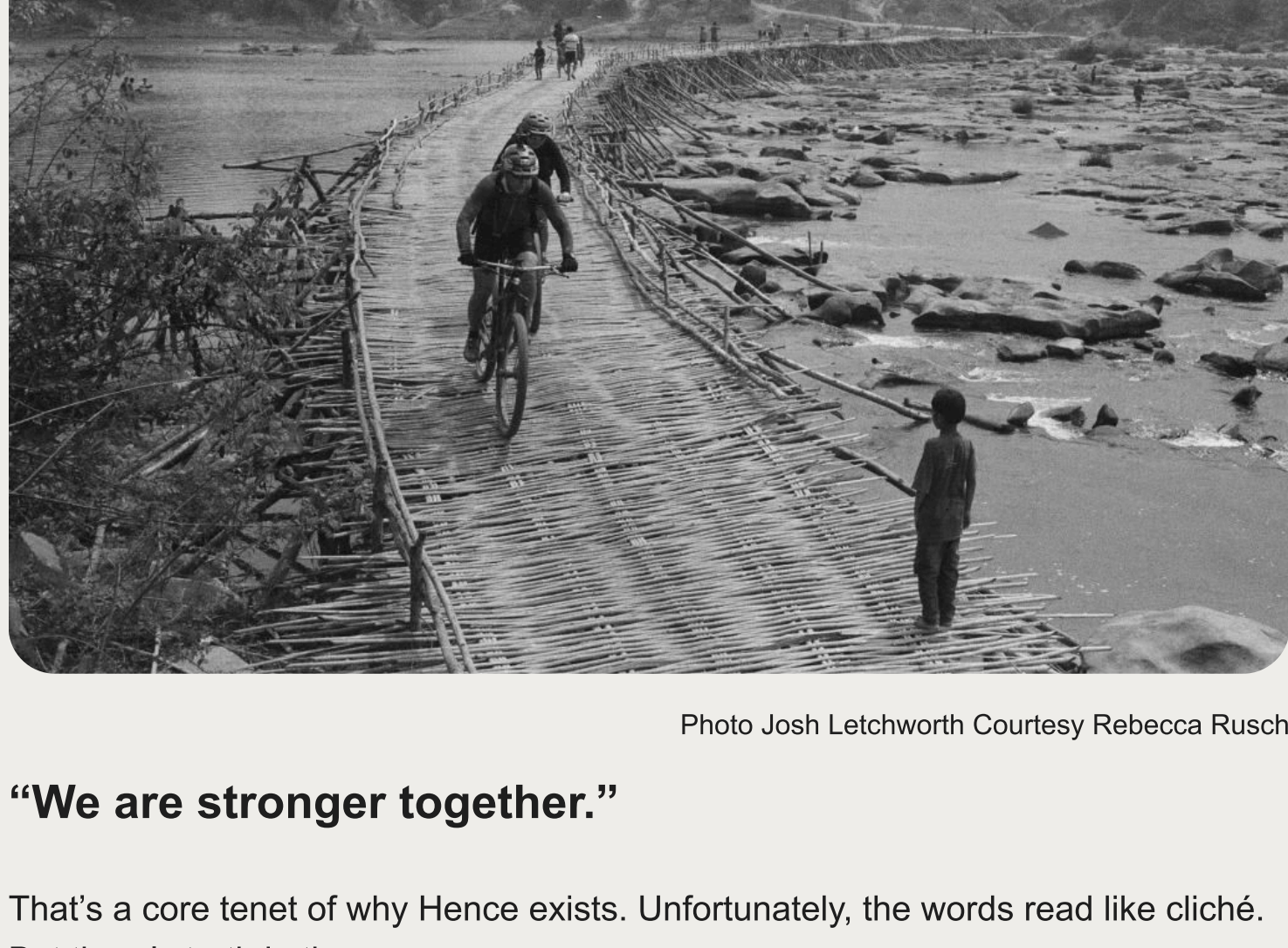


Photo Josh Letchworth Courtesy Rebecca Rusch

“We are stronger together.”

That’s a core tenet of why Hence exists. Unfortunately, the words read like cliché. But there’s truth in there.

Lone wolves kill small game—squirrels and raccoons—while wolf packs prey on thousand-pound bison, bull elk, and moose. Pack hunters eat better because they work as teams, and teamwork means the menu gets bigger.

In the creative industry, agencies used to act as those packs, and the rest of us, as kill-what-we-eat freelancers and 1099 strategists building personal websites or chasing projects with limited scopes, we’re acting the part of lone wolves.

Before the creative industry went 1099, that was the status quo, but it’s not how business works today. And Hence is responding to that changing ecosystem.

The real power of Hence is in the pack hunting.

An example helps: My background includes stints as a writer, editor-in-chief, brand storyteller, and strategist. Working solo, it’s easy for me to secure that type of work. But to comfortably pitch more ambitious projects I need a bigger pack—project leads, film editors, drone pilots, photographers, athlete/influencers and their managers, graphic designers, sales support, logistics specialists, safety teams, legal help—the list is as big as the project.

In other words, creatives need everything that legacy agencies used to offer. Except it’s 2024 and—thanks to Hence—you don’t need to build our own agencies to execute on projects. The team you build on Hence is your agency.

A profile on the Hence Roster is more than a portfolio; it’s membership in a new Creative Business Ecosystem. For \$30 a month—the price of an ordinary website—creatives can build a Hence profile that doesn’t just sit there, but connects, scales, and practically pitches clients for you. It’s a business accelerator.

That last point is the most salient one—as we are learning in real time via the case studies we are working on with clients and **Roster** members. We *are* stronger together.

When a client is pitched by an individual, they see risk: risk in scaling up; risk of a project failing if one person gets sick or hurt; risk of losing the brand’s continuity of look, feel, and message; risk of incomplete teams and missed deadlines. But Hence removes that risk because, when utilized correctly, it acts as a meta-agency. With Hence, you are as credible as the all-star team you build.

Hence gives you and your team agency-level credentials, while also letting you gain access to Hence’s pipeline of new, high-value opportunities—projects that may have felt untouchable on their own; projects that serve up grass fed bison instead of squirrel pie. —*Marc Peruzzi*

// Go BTS on Edge of the Earth

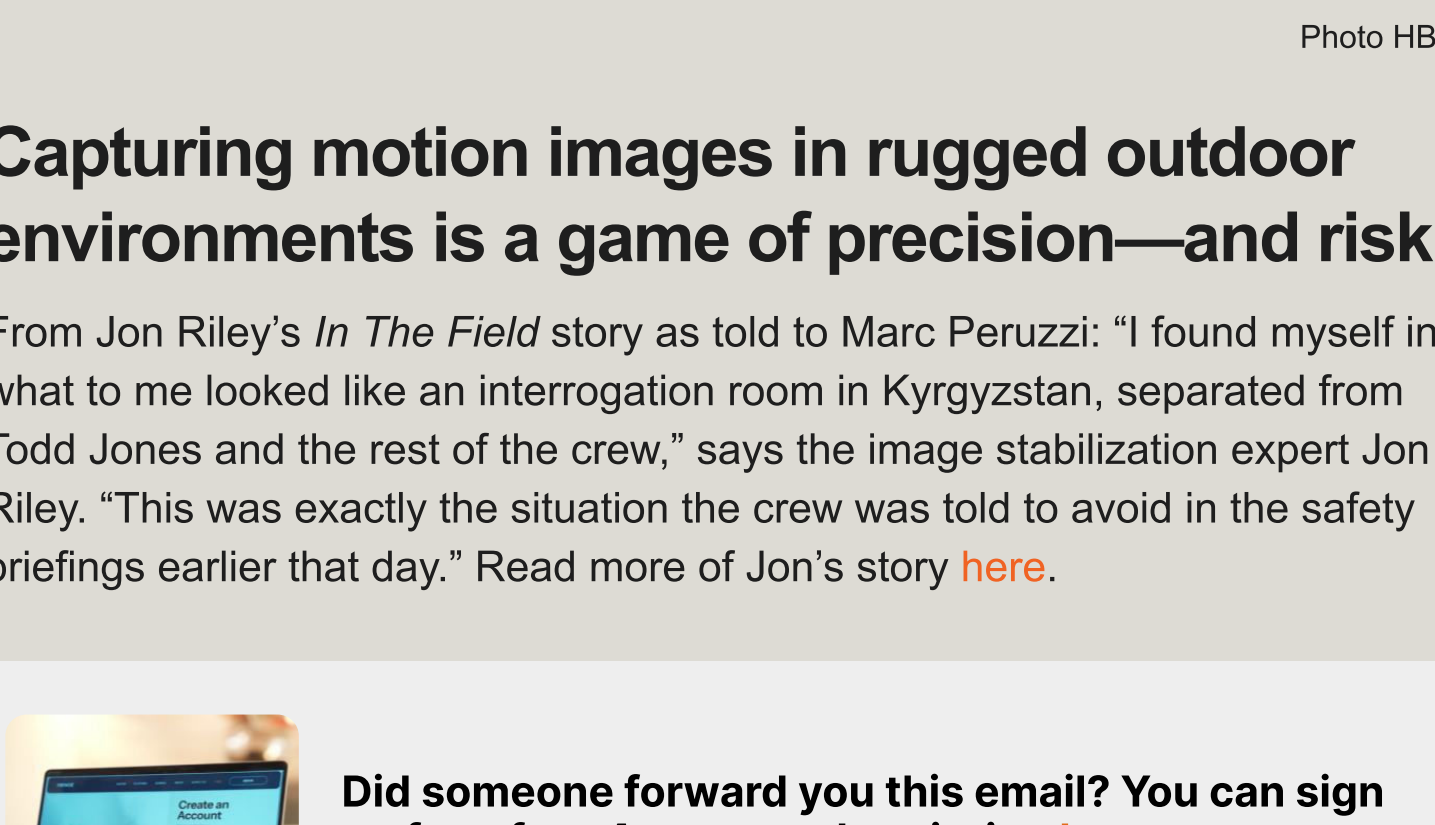


Photo HBO

Capturing motion images in rugged outdoor environments is a game of precision—and risk.

From Jon Riley’s *In The Field* story as told to Marc Peruzzi: “I found myself in what to me looked like an interrogation room in Kyrgyzstan, separated from Todd Jones and the rest of the crew,” says the image stabilization expert Jon Riley. “This was exactly the situation the crew was told to avoid in the safety briefings earlier that day.” Read more of Jon’s story [here](#).



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// Meet an Entrepreneur

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“When I started out as a professional athlete,” says **Rebecca Rusch**, “that’s all you focused on. But making films is much more in line with what a modern athlete has to do, and I discovered that pretty early in my career.”

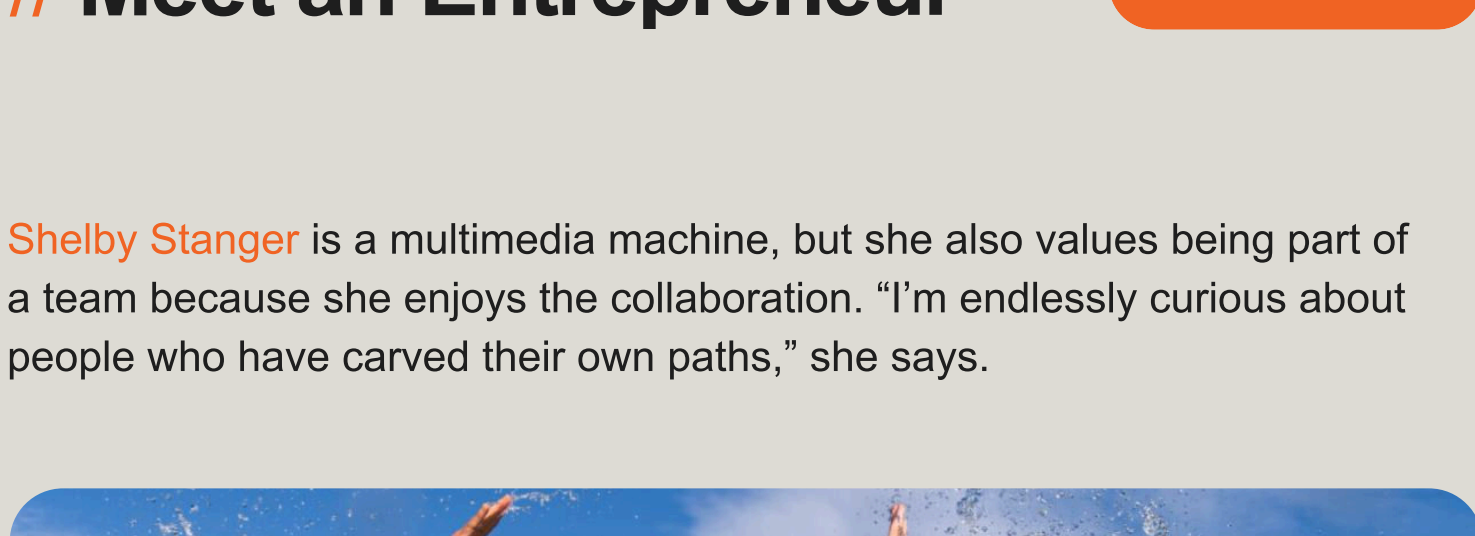


Photo Stellar Media Courtesy Rebecca Rusch

// Meet an Entrepreneur

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Shelby Stanger is a multimedia machine, but she also values being part of a team because she enjoys the collaboration. “I’m endlessly curious about people who have carved their own paths,” she says.

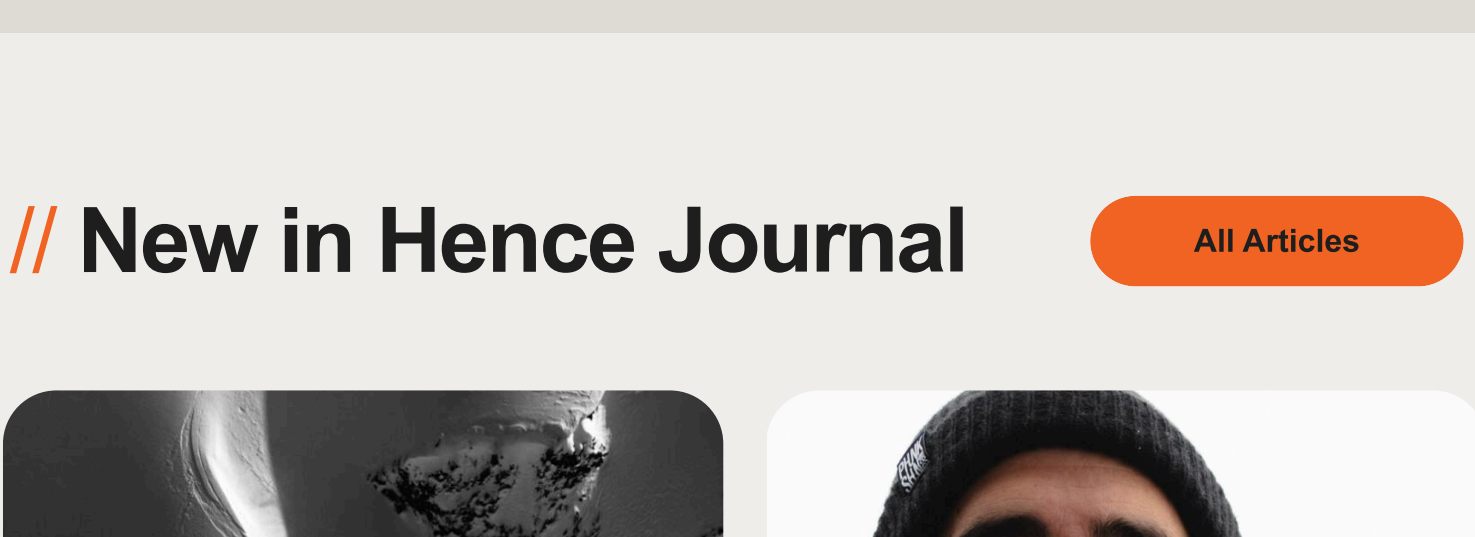
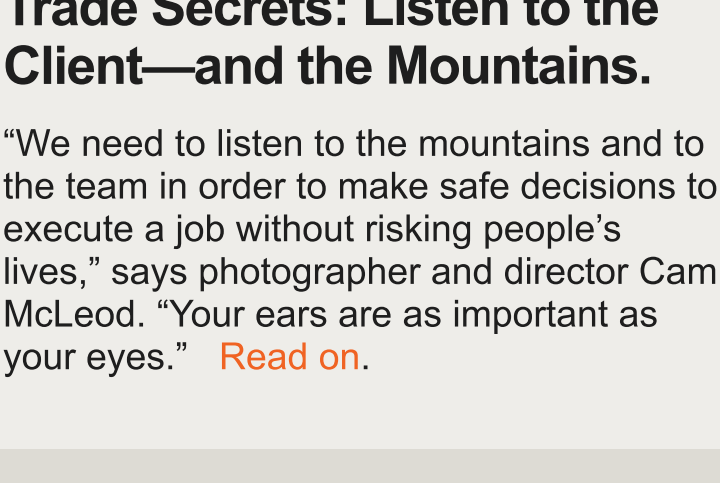


Photo Sarah Lee Courtesy Shelby Stanger

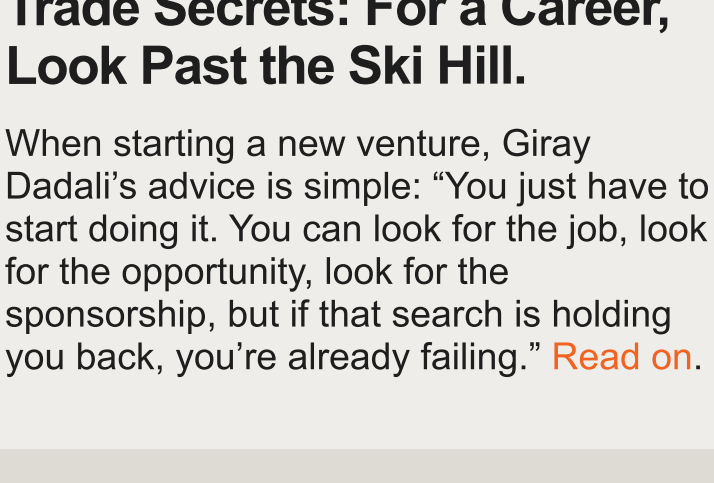
// New in Hence Journal

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Trade Secrets: Listen to the Client—and the Mountains.

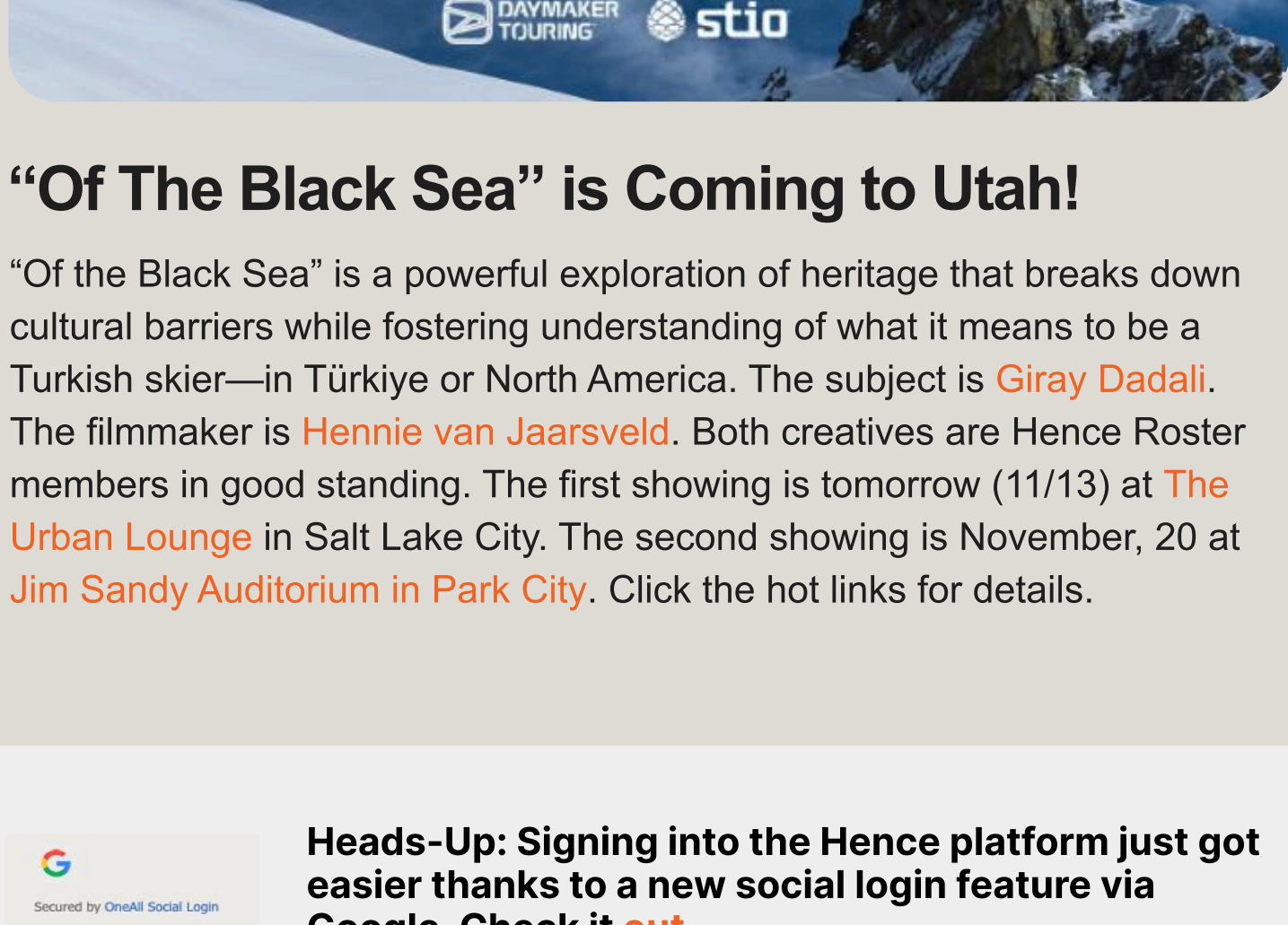
“We need to listen to the mountains and to the team in order to make safe decisions to execute a job without risking people’s lives,” says photographer and director Cam McLeod. “Your ears are as important as your eyes.” [Read on.](#)



Trade Secrets: For a Career, Look Past the Ski Hill.

When starting a new venture, Giray Dadali’s advice is simple: “You just have to start doing it. You can look for the job, look for the opportunity, look for the sponsorship, but if that search is holding you back, you’re already failing.” [Read on.](#)

// From Hence Creatives



“Of The Black Sea” is Coming to Utah!

“Of the Black Sea” is a powerful exploration of heritage that breaks down cultural barriers while fostering understanding of what it means to be a Turkish skier—in Türkiye or North America. The subject is **Giray Dadali**. The filmmaker is **Hennie van Jaarsveld**. Both creatives are Hence Roster members in good standing. The first showing is tomorrow (11/13) at **The Urban Lounge** in Salt Lake City. The second showing is November, 20 at **Jim Sandy Auditorium in Park City**. Click the hot links for details.



Heads-Up: Signing into the Hence platform just got easier thanks to a new social login feature via Google. Check it [out](#).