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Subject: No Spec! ???

Posted by [excelav](#) on Tue, 15 May 2007 03:15:03 GMT

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Check this out. What do you guys think?

<http://no-spec.com/>

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Subject: Re: No Spec! ???

Posted by [Neil](#) on Tue, 15 May 2007 05:05:06 GMT

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"James McCloskey" <[excelsm@hotmail.com](mailto:excelsm@hotmail.com)> wrote:

>

>Check this out. What do you guys think?

>

><http://no-spec.com/>

I think it's great... as long as those who are displaying the logo will also display a written guarantee that if, once I see their finished product that I paid for upfront, and it turns out that I think they are brainless hacks whose work could've been better accomplished by an infant chimpanzee after a long boozing binge, they'll refund my money in full - plus an additinal ten percent for wasting my time - so that I may go down the street to someone who'll at least give me a taste of what their approach might be before I hire them for said creative endeavor.

This ain't fixin' washing machines - wherein once the work is complete, either it works properly or it doesn't. Creative work of any endeavor has more grey areas than not, so if someone's not willing to let someone else see just how "grey" their grey matter is, then that's someone who's probably a hack to begin with.

Neil

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Subject: Re: No Spec! ???

Posted by [Dedric Terry](#) on Tue, 15 May 2007 05:39:56 GMT

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It's a great idea. Spec work is dragging my industry down - along with libraries. My wife is an illustrator and that industry has been way down for several years - stock art is killing them as well.

Maybe we should add no-stock.com to that site.

On 5/14/07 9:15 PM, in article 464925b7\$1 @linux, "James McCloskey" <excelsm@hotmail.com> wrote:

>  
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>  
> http://no-spec.com/

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Subject: Re: No Spec! ???  
Posted by [rick](#) on Tue, 15 May 2007 08:53:49 GMT  
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sounds like owning a studio to me.

On 15 May 2007 15:05:06 +1000, "Neil" <OIUOIU@OIU.com> wrote:

>  
>"James McCloskey" <excelsm@hotmail.com> wrote:  
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Subject: Re: No Spec! ???

Posted by [Neil](#) on Tue, 15 May 2007 13:51:48 GMT

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Dedric Terry <dterry@keyofd.net> wrote:

>It's a great idea. Spec work is dragging my industry down - along with  
>libraries. My wife is an illustrator and that industry has been way down  
>for several years - stock art is killing them as well.

>

>Maybe we should add no-stock.com to that site.

How can spec work drag anyone - never mind an entire industry - down? You're not doing the work for free, you'r doing it as a speculative endeavor, pending approval from the potential client. You make the potential client sign off on an agreement that no portion of the work may be used without payment, and the fee(s) will be \$xxx if approved. That way the client understands upfront what you're planning on charging if they like your work and that way they also can't come back & nickel & dime you under the "OK, we like what you did, now let's talk about payment" pretense.

Now, if you're too busy to do spec work, you can always refuse it at any given time: "sorry, I'm loaded up with projects right now - I'd love to, but I just can't set paying business aside. However if you'd like to come by & see (or "hear", as the case may be) some examples of my work, that might help you make a decision - I can spare a little time for you this Friday." Sometimes you might be not so busy & you could opt to take on a spec project... what would it hurt assuming that you get the idea that the person is serious that it could, in fact, turn into something.

The recording project I'm starting tonight is a spec project... this band & I might enter some other type of agreement down the road, that we have discussed, but for the time being (and to cut to the chase here), an opportunity came up for them to get a song on the radio to promote their appearance at a big regional RAWK festival with a couple big acts headlining. They've done recordings at three other places around here, all of which, IMNSFHO, sound like crap (well, two of 'em I've heard, and the third I haven't, but they say it sounds pretty much like the others, so I'm operating under the "crap" assumption for that one, as well LOL). So, they've heard some of my work with a couple other bands and were planning on recording with me, but then this opportunity came up & the lead guy called me & asked about doing ONE song, for some promotional airplay before this fest - he didn't want to use

any of their already-recorded stuff. So, I said I'd do it... now, how do I know they're not just trying to weasel a free song out of me? I don't. And frankly, I don't care, because they're going to sign an agreement that states that in consideration for the free recording of this piece, they may use said recording in any promotional endeavor they choose, but it cannot be released for sale in any medium without my written consent, which would involve payment. In addition, I retain ownership of all the files of the mixed song itself, individual tracks, within the song, along with any edits of said tracks in perpetuity unless at some date in the future I provide written release. In addition, I may use all mixes, tracks, aspects & portions of those tracks, blahblahblah in promotional endeavors for my facility (but I also may not release the material for sale).

All you gotta do is set some terms under which you'll spec something out & it doesn't have to be counterproductive.

Neil

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Subject: Re: No Spec! ???

Posted by [Dedric Terry](#) on Tue, 15 May 2007 18:48:27 GMT

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Neil,

The definition of "spec" seems to vary a bit unfortunately - it should just imply work to propose or preview work for a potential client, but it has also been used as a form of "free" work now "to get your foot in the door", paid work later approach. In highly competitive industries, it tends to become a bargaining tool for employers to get lower prices even when there is a budget and the artist isn't a newbie. The general idea is that people expect to get what they pay for, so if you work for free/spec, they start to expect that. I've actually seen clients use one service on spec and hire another when the budget was there - totally illogical, but perception is everything and if you are willing to work on spec they see you as desperate. That's why I don't do spec work at all.

At least that's how I interpreted the point of the site - not "no more client previews!" ;-)

My point also went a bit beyond that concept and added in stock art, which

is an even

greater threat to original art/music. I could tell a few stories there that really make me scratch

my head about where the industry is headed, but it's off the topic and point of this thread.

Regards,  
Dedric

"Neil" <IOIU@OIU.com> wrote in message news:4649baf4\$1@linux...

>

> Dedric Terry <dterry@keyofd.net> wrote:

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