01. Aurelie Maron

Joke: Today we're talking with Aurelie Manon.

Aurelie: That was perfect pronunciation. Lovely.

Joke: Oh, wow. Thank you. Cool. So we're talking today about, well Aurelie Maron and your creative journey. Um, Aurelie. Tell me. Who are you? What do you, what is it that you do? Why do you do what you do mm-hmm

Aurelie: Sure. So, um, my name is like you said, Aurelie Maron.

You said with the perfect accent accent. French accent. Um, so yeah, I'm French. I was born in new Caledonia and I live in Australia. So here in Australia, everybody. Calls me orally. , and yeah, I'm a lettering artist. So I'm guessing that's why you got me on the podcast. I have been doing lettering for as long as I can remember forever, pretty much.

I've always loved drawing and drawing letters in particular. And when I went to uni, I decided to study graphic design, which I have been doing for nearly 10 years, I think. But recently I kind of started focusing more on hand lettering and typography and really changing the focus on myof my business to hand lettering in particular and teaching online more than anything and yeah, but I still do graphic design, so I'm a bit of a Multitasking person. I do everything. yeah, I'm basically a lettering artist slash graphic designer.

Joke: Right. Awesome. That's so cool. So what is the thing about hand lettering that draws your attention? Why do you like it so much?

Aurelie: I think it's because you can express so much with hand lettering. I think not only you just like you're writing the word, so it has the meaning of the word, but then the way you write it, the lettering, your style, you are using the typeface you're using has its own personal it. And therefore its own message. And I think it's just. Create so much meaning and so many like different depth of, uh, meaning in

one piece. So I think that's why I'm drawn to it so much. So that's one of the reason why I think it's so fascinating and I think it's never gonna end. Like there's always gonna be new style coming out and people trying out new, new effects, new, new type faces when in new types. And that's what I love so much about it. That's why yeah.

Joke: Right. And yeah. Yeah. That's so true. Yeah. And your pieces are like way expressive. They're gorgeous. You always find some, some amaz... I'm like always amazed with your pieces. So, yeah. so, but how did you start? You said you were in graphic design and then you found out like hand lettering is more your thing. Is that what you've been drawing since you well, or maybe, maybe .

Aurelie: Yes. So when I was younger, obviously I used to love drawing. I was always, I would say I'm a creative person. So I was always drawing. I was always attracted to magazines and logos and things like that. And even before I even knew what it was or that it was an actual job, I would like kind of read logos and write my name so many times.

And. I was always drawing pretty much. So my uncle he's a graphic designer as well, and I was always inspired by what he was doing as well. I was like, oh, this is very interesting. Very cool. You can be creative and make money out of it. So I was like, I have to study graphic design, which is what I did.

And I have been doing it. Since I graduated in 2012. So that's when I got my first job, worked at an agency for about two years or year and a half, not even. And then I decided to work on my own. So go freelance and work for myself because nine to five has never been really what I wanted to do. It's not my thing.

I also. Really wanted to work for myself and work on project that I wanted to work on. I also was kinda asked to do lettering right wage. So I was like, oh, maybe I should try to do that on my own. And even if it's more work. I'm ready to take the leap and try and do that by myself, which, which it was, it was more work done than actually working nine to five, but I had more freedom.

I right. Had I was working on my own terms, which is what a lot of people want. And. Yeah. That's when I discovered really hand lettering. That was when I was at uni. I had Dominique Falla as one of my teachers. She was teaching graphic design and typography as well. And I discovered typography. I discovered Chalk typography.

like two and 12 or 11. So that was a long time ago. before it was cool before it was all over the internet. I started doing a bit of chalk because you would've, it was. Part of an assignment that we had to do. So we had to illustrate a quote on the Blackboard and that went kind of viral , for the time.

I got so many like messages and emails. That was very strange. I was like, cool. I'm just, it's just media assignment. Um, but anyway, that was, I guess the beginning of my. Lettering career, if I can call it like that. I,

Joke: Yes, you can.

Aurelie: Great. but yeah, that was the beginning of everything I started doing more and people would ask me to do more chalk lettering. Of course. And I. Really got sick of it, to be honest. Cause I didn't identify as a chalk artist. It was uni assignment at the end of the day. I loved it, but it was just uni assignment that wasn't all I could do.

So then I tried to do a bit more. Logo designs trying to focus on hand custom logo types, things like that. I would hand letter all my logos instead of using an existing type face. And I obviously had, cuz I was working for myself. I was trying to do everything. I was trying to say yes to every, just to make extra income.

So I started kind of doing less typography and hand lettering. I was less focused on that and was just trying to do as much graphic design work as I could. So I ended up doing nightclub posters and menus and all the designer to make extra income. And that took so much time. And I've said it a lot in my My courses and online, but I felt like I was doing more work, but I wasn't getting paid more.

Cuz as you know, clients, they want everything done very fast, very cheap yesterday. And. Because you don't wanna lose the client. You, I personally was my mistake. I was doing it. And I was always saying yes, trying to be nice. But at the end of the day, I was working more for them and not earning more. So that was not so good.

And that's when the pandemic happened and that put all of that on hold. So that was kind of a good thing in itself. Of course it was very scary when it happened, cuz I had no, no work to do. And I had this idea in the back of my mind for a very long time to. You probably know, do digital products and also start online teaching and really focus more on handlettering and typography.

The thing I loved from the very beginning and that I had put aside. Awesome. So. Yeah, I had lots of , free time in front of me. So that's what I, I did. I started my first online course and I started posting a lot of work online. So all of my head lettering work, all of my designs, all of that. I started posting more and more, more and more.

And of course, as you do, it just keeps growing and you get more and more followers and more people buy your stuff. And it's just how it all. Started it's

Joke: Just how it got started and how it's growing and like, it's, it's going really well. , if I can tell by all the, I see so many things of you for it passing like, oh, that is so cool.

And another course, and this is amazing. , so do you have like a certain routine that you do when you create, do you. I don't know. , for me, for example, I sit on the sofa a lot. when I create, I, I just love it. It's like I have a pillow underneath and I just, I just draw and I do whatever.

Do you have like that too? Or?

Aurelie: So for creating, I have a very specific way of doing it. Now that I think about it, I actually give myself lots of restrictions cuz I'm the kind of person who's got a lot of ideas and a lot of things that I

wish I could do and that I could do and I wanna get done. So I have so many ideas,

like, for example, I know I wanna create an artwork that is like a retro inspired something. And then I wanna create something like a new type face, or I wanna create a new artwork for print or whatever. Yeah. Whatever can be. I, I, I have so many ideas. So my way of kind of. Getting to get started on, on an idea and actually do it .

Joke: I...

Aurelie: actually write them down. So that's the first step, my creative process. I always write down all of my I ideas, even if they're really silly or if even they're really simple. And I got into the habit of writing down, not only the ideas I have, but also all of my to do's, all of the tiny things I have to do, if it, even if it's just like resize an image on a website or something like that, I write down absolutely everything.

So that kind of gives me more like space in my brain. Yeah, yeah.

Joke: Makes sense.

Aurelie: And then when I have all of my ideas, Written down on paper. I can select the one that I wanna work on first. And that I think is the most important right now or the one that I wanna work the most on, like my favourite one pretty much.

Yeah. And then with that idea in mind, I start writing all the things that I wanna achieve with that project. So let's say, oh wow. I wanna create. , like for example, let's take the example of my live tutorial. That's happening. Next weekend. So I had this idea of creating an artwork for that. And in order to make that artwork happen, I didn't just sit there thinking, okay, what could I, what could could I create today?

So I actually instead give myself restriction and I even have that paper. It's funny because I was talking about it yesterday with my sister. We worked together and she's like, you should share more of

your process because that's very interesting. People don't know exactly how to, um, achieve all of the steps.

And I actually write down on a piece of paper. I just write down all of my ideas, even if it's just words, even if it's terrible, doesn't look great or I'm not gonna end up using it. I just write down everything that's in my brain. And I kind of give myself, like I said, restrictions. So. I knew I wanted to do something nostalgic that had,, like a space theme to it.

I knew I wanted to do planets. I knew I wanted to use purple and orange because that's colours of like creativity and things like that. So I knew all of that. I also knew I wanted to. Use a word that was related to space. So I used the word, the quote, far out, because I thought that was kind of a cool pun and I knew I wanted to use.

Two type of letterings, one script and one block letter sans serifs. And I knew I wanted to create that Chrome effect and that neon sign effect. So I could teach that in the course so as you can see, I'm just like adding, yeah. I'm adding more restriction and almost like things to do things to achieve with that one project.

And when you get started, when you get started creating, you already know what you're doing. So you. You already have somewhere to start like a starting point. Whereas if you are staring at a blank page and you are like, oh, today I wanna create something awesome. So I can share on Instagram. It's not gonna happen.

It can, but it's gonna be extremely difficult. And. And scary and you might get dark and like thinking back and forth, oh, maybe I could do this like that or like that. And that used to be me a while ago. I would spend so much time on one lettering, changing my mind, like make changing the font and changing the colours and then changing the textures and I would spend hours going back and forth in Procreate for ages adding a bit more of this, adding more that...

Joke: Oh, I so recognize this. Totally. Yeah. Sorry.

Aurelie: Now that I do that, I can create a lot more and I know exactly where I'm going and that step of staring at the blank page, not knowing what to do. I overcome this step every time, every single time I know I can start. And once you have something, once you're looking at something it's so much easier to make improvements from there and make changes and work on it, where. Staring at the brain page is terrible.

Joke: Oh, it's terrifying as well. It's like, oh, there's so many options. Oh my gosh. I love . How you have like a whole process of the restrictions and that you say, like you have so many ideas, so would you, can consider yourself to be a multi-passionate I saw something on your website saying I'm a multi passionate lettering artist. So I take it. Yes. .

Aurelie: Definitely.

Joke: Do you have any, other passions besides lettering or where does your multi passionate explore? How, how does it show itself?

Aurelie: Yeah, so I definitely have multiple passions. Lettering for sure. And everything related to design, but I'm also a pole dancer, so I do pole dancing, so cool. So I train probably four or five times a week and I obsessed with it. So it's kind a good, because it kind of gives me a good balance in, um, my day to day work. Yeah. So. In the day during the day I design at work and then after work, I train. So I sit all day on my computer and then I can finally train and be upside down.

Joke: That's so cool. Be upside down. Oh, wow.

Aurelie: Definitely love multiple things. And there's multiple things that, I get passionate about and I think, yeah, that, that really. Probably influence my work and the way I work, I'm a very, like I have a very strict routine. Right. And I work a lot and I think, and I'm quite disciplined.

That's the word I was looking for. Okay.

My work and my training. I I'm quite disciplined in both of them. So I don't know which one helps with which, but,

Joke: and then probably both . Yeah. So have you ever had like oh my gosh, I'm running out of time. . You're very disciplined, which is amazing. If I look at my own brain, it goes from left, right front center all the way.

And I'm like, oh, and I don't have time to do it all. But then you have the routine of picking your ideas. So does that help? Do you have any tips on how to be so disciplined?

Aurelie: So, a lot of people ask me. Yeah. They're like, how do you get so motivated? How do you, yeah. Why are you so disciplined?

Cause I work a lot. I work. Yeah. Pretty much like all the time. when your job is your passion, you work all the time. And that is true so much as well. I'm very disciplined with my training. There's like I never miss the training session unless I'm feeling sick or my body's telling me, no, you need to rest.

But otherwise I'm always there always training and always working. It's a question. I get a lot and I'm not sure about the answer, but for me, I think it's because I'm so passionate about what I do that., I don't wanna miss it. Like, I love it so much. So I think if you really wanna be able to do something consistently, you have to love what you do.

And that's true. Um, if people, they can't go to the gym every day and they really try to, they probably can't go because they don't like it. Whereas if people, when people love going to the gym, they go all the time. And it's not even a a question like you don't even question it. You, you just go, it's a non-negotiable and you.

Same for me. Like I wake up in the morning, I work from home. I go straight into my studio and I go and start work and it never feels like a core. And, um,

Joke: So cool.

Aurelie: Even on Monday, like Monday is my favourite day. I'm so excited for the new week but yeah, I think the way to get motivated is to find something that you love doing, or have a specific goal in mind. Of course. Now I'm doing hand lettering. I'm doing something I love and all of that. But when I started, I was, I was unable to do just that. And I had to do obviously a lot of work that I didn't wanna do.

I had to, there was days when I didn't wanna work. so yeah, getting this days when you don't feel like training, but you still go. And the way to overcome that I think is to have. A strong goal, something that you really wanna achieve with, um, your work, your training or whatever it is that you do. And for me, that's that, like, I have this, this goal in my head and I love it so much that yeah, like I would never.

I feel bad if I don't do work.

Joke: That's amazing. Oh, so, so you have this big goal in your mind is what, what is, so what is your big, scary hair goal? I love that like big, scary, hairy. What is it?

Aurelie: I have plenty of goals. Oh my gosh. but technically I would love to be able to be completely independent financially and really have the ability to sell my stuff without having to do much work and have more time, to be honest. And also like I have those like more specific goals where I wish that one day maybe I would be designing like a font for a movie or something like that. Like, but that's always my dream, but to be honest, like I'm not really working towards it specifically, which I should. , but still all the things I do could potentially lead to that one day, but that's always been like one of the big dream, you know, like having your wants in the credits at the end of the movie.

Amazing. Yes. This is time. They're terrible. So that's why I'm like, .

Joke: Yes. So the universe heard you you put it out there now. That's amazing. you can

Aurelie: Hire me. Pay me and I can do it.

Joke: Yes. So cool. So you, you never know, right? So that's, those are amazing goals. And I really hope one day to see a movie with your credits, like, ah, so, we've been talking about creative community a while back. what would you say is a creative community do you think it's arts or craft or profession related or is it just, just any, I don't know. what, what would you think? Yeah, what is it?

Aurelie: It's just like a group of friends to be honest friends that are. Interested in the same thing as you and do the same thing as you do. cuz yeah, same with pole dancing and seeing like, I don't think the people that I've met through pole fitness are, my community. I feel I, for me, they're my friends and I feel like the same with lettering. Cuz I teach at the university as well, so I meet a lot of new designers and.

I have lots of designers that I've met through teaching them that I I'm still friends with, but yeah, that's the community, I suppose. And even on Instagram, like you like your now you're my friends. yay. So yeah, I feel like your, the design community is almost just like trying to find like-minded people and really just help each other out and just share.

Tips and tricks and share your knowledge. And for me, that's something that I really believe in. I believe that you have to learn from as many people as possible. I don't think that you should learn just from one person. So even though in the, that our design community, particularly handlettering, which is quite the small community a lot of us are doing the same thing, but we are all doing it in a different and unique way.

So I feel. If someone is taking class with another hand lettering artist doesn't mean that it wouldn't wanna take a hand lettering class with me. Exactly. So I feel like this is for me, that's what a design community is. It's about making friends sharing as much as possible and just, yeah. Helping each other out as well.

Joke: Oh, I, I love this and I totally agree. So where would people find you? in this creative community.

Aurelie: So I think the best way to chat with me and find me is on Instagram. , always on Instagram. I always reply to everyone as well. So every time I get a question or a message, a DM, I always, always, always reply and try and be yeah.

As precise as possible and yeah, I think that's how you get started building a small audience that loves your work and. Creating your own community of people that love what you do and ask you questions. , I think that's also something that I teach in my course, digital product CS that every time you get someone asking you a question, every time someone is interested in what you do, you should take that into consideration and take some notes and really make sure that you not only just reply, but keep those questions for.

Future of content. So every time I get a question, like, for example, how do you do this highlight effect or whatever? Then I just write that question down and keep that in the back of my mind, just for maybe a future tutorial or something like that. Yeah. Um, so that's something that I always recommend to do because the feedback you get from.

Your community, all the comments, all the likes and all that. That's you getting the right feedback on your work? Know what works, you know, what, what people don't understand, what people wanna know. And that's how you create content by just listening to what your audience is saying. So what your community is asking for and demanding and liking.

So. Yeah. That's how I, that's where you can find me. And that's what I will do information.

Joke: Yeah. So that's really cool that you're, you're really listening to what people yeah. You're in contact with and, and then what they ask and that I love that. So it's really helping, each other out.

Growing together actually, that's this. So you're talking about, digital product secrets is your course, and you also have a nostalgia live lettering tutorial coming up. , so people can sign up for that. I will

leave all of this in the show notes. Is there anything you would like to add, ask or..

Aurelie: Well, no, I think that that was a lot of a lot of like a lot, very philosophical as well. , no, I, like you said, I'm doing this course digital product secrets, which is all about learning how to. Find a product for your business, how to create it and then how to launch it. And again, for me, it's a course where we have a little community of people and I help everyone individually, cuz obviously everyone is about going to create different products and different things and have different challenges.

Things that they know how to do. And don't so in this course, if you, if anyone wants to check it out I'll like you said, you'll leave the link in the description. Yes, I, yeah. Everything on my website as well on my Instagram. Yes. At everything's in there. So it should be pretty simple to find, but yeah, if anyone is interested they can ask me any question I'm more than happy to help out.

And yes, that's about digital products. And then if you wanna learn all of my secrets for. Hand lettering and those nostalgic style, everything that people have been asking me for so many times, and I've never really shared in a course. So I'm gonna be teaching how to add sparkles and all of that, so amazing. Yeah.

Joke: Awesome.

Aurelie: We're gonna do. All the, like my favourite stuff, and everybody will be able to ask me questions and get feedback. So that's so exciting.

Joke: so cool. All right. Thank you so much Aurelie. It was really nice talking to you and, um, we'll see each other in the community. um, good luck with everything and see you soon.

Aurelie: No problem. Thanks for having me.