

AEM Catalyst Course Final Progress Evaluation

Name: _____

- I am regularly praying over my career and the members of the Catalyst Group
- I am regularly reading and praying over the scripture verses for each module.
- I am regularly engaging with the Catalyst members on Social Media with the purpose of increasing traffic for them on their websites and social media platforms.

- I have completed lists on available assets for:
 - People
 - Offline positioning
 - Online positioning
 - All lists
 - Money/budget for this year
 - Supplies/technology
 - Places
 - Current work/past projects
 - Promotional materials
 - Endorsements/testimonials

- I have reviewed and gotten feedback from my spouse or trusted advisor on my assets, so nothing is forgotten or not identified.
- I have begun to strategize how to better use my assets.
- I have identified and listed my weak spots.
- I am praying over those weak spots and giving those needs to the Lord.

- I have assessed my social media presence and identified my areas of weakness.
- I have actively been waking up old relationships.
- I have set my goals/intentions for this year.
- I have identified aspirational models and my competition.
- I am following my aspirational models and competition regularly.
- I have reviewed my goals/intentions with my spouse or trusted advisor.

- I have updated and reviewed my goals/intentions in light of:
 - The resources I have
 - The resources I need
 - The aspirational models I have been following
 - The competition I have been following
 - How I am adding value
 - Branding and my Identity
 - My audience
 - My pro bono and volunteer work
 - My boundaries: creative, personal, professional

- I have identified how I add value through my art/work.
- I have decided what the core/heart of my business is.
- I have decided what I/my business want(s) to be known for.
- I have a finished mission statement that defines my market, what I am providing for them and what that result is.
- I have reviewed my work for the year and it is in line with my mission statement.
- I know what I do.
- I know why I do it.
- I know how I do it.
- I know who I do it for-my audience.
- I know how the audience benefits from my work.

- I have an artist/company statement.
- I have defined my brand identity.
- I have chosen a logo.
- I have chosen colors for my brand.
- I have chosen fonts for my brand.
- I have gotten my headshots taken and chosen.
- I have updated or created my CV or resume.
- I have updated my reel or photography of my work and it is fully accessible and usable.
- I have defined my identity apart from my work as a creative.

- I have worked on plans to update or create a website.
- I have business cards.
- I have specifically defined each one of my audiences.
- I know which social media platforms each one of my audiences prefer.

- I know where my audience lives, locally and/or globally.
- I know what churches/organizations, etc. my audiences belong to.
- I know what my audience likes and dislikes.
- I know what offends my audience.
- I know what my audience(s) dreams/aspirations are.
- I have examples of how my audience enjoys my work.
- I have a list of usable testimonials.
- I know how I have added value to my audiences.
- I know what it will cost my audience if they do not experience my work.
- I know how my artwork will transform/enlighten/benefit my audiences.
- I know how to love and respect my audiences, including my:
 - Team
 - Customer/consumer
 - Investor/Patron
 - Collaborators
 - Other Audience(s):_____

- I have identified the areas I need margins.
- I have changed my schedule and established margins that have been reviewed and agreed upon by my spouse or trusted advisor.
- I have identified the amount of pro bono and volunteer work I can handle this year.
- I have reviewed and agreed upon the pro bono and volunteer work I will do this year with my spouse or trusted advisor.
- I have looked ahead at my year and made any necessary adjustments regarding my commitments of time, talent, and resources so I can produce my BEST work this year.

- I have determined my creative boundaries.
- I have decided the subject matter/content I will explore/produce this year.
- I have determined my personal boundaries.
- I have determined by physical boundaries.
- I have determined my emotional boundaries.
- I have determined my mental boundaries.
- I have determined my sexual boundaries.
- I have determined my relational boundaries.
- I have defined my self-care goals.
- I have determined my communication boundaries.
- I have determined my professional relationship boundaries.
- I have communicated to my team and/or spouse and/or trusted advisor what my boundaries are and how to help uphold and affirm them.
- I have decided who I am willing to work for and with and in what capacity.

- I have decided who I will not be working with this year.
- I have evaluated if I have built unhealthy professional walls.
- If any unhealthy professional walls have been built I am seeking advice and solutions to tear them down and heal those wounds.
- I have intentionally planned regular Sabbath rest.

- I have a website.
- My website is current.
- My website is finished.
- My website has:
 - Home page
 - Email/newsletter sign up
 - About/bio page with current headshot
 - Contact page
 - Examples/samples of your work
 - I have a Media/press kit page
 - CV/resume page
 - Links to my social media platforms and back
 - Links to other sites that show my work (imdb, galleries, etc.)
 - Commerce page for products/swag
- I have security on my website.

- I have social media accounts on all relevant platforms.
- The profile on all my social media platforms is completely filled out.
- My branding on my social media platforms is consistent with my website and physical promotional materials.
- I have a schedule for posting on my social media platforms I use regularly.
- I have tangible goals for likes, shares, follows, etc. for each of the social media platforms I am utilizing.
- I have a social media audit planned for 6 months from now to determine if my current strategies are working.
- You are actively moving folks from your social media platforms to your email lists.

- All of your online promotional materials are current.
- All your physical promotional materials are current.
- I have current business cards.
- I have my information current on other sites that promote or show my work, i.e. IMDB, CIVA, etc.
- I have current postcards/reels/lookbook/demos
- I have an email marketing plan for my lists.
- I have a social media marketing plan for this year.

- I have a physical networking plan for this year.
- I have networking events planned and on my calendar right now.

- I am working on how I deal with failure in a healthy way.
- I am working on pausing and choosing how I react to failure in the moment.
- I am learning how to use failure to grow artistically.
- I am learning how to use failure to grow spiritually.
- I am learning how to use failure to grow relationally.
- I am learning how to use failure to grow economically.

- I have gathered all past testimonials that are useful to me now.
- I have contacted my super fans to get new testimonials.
- I have combed through my social media for testimonials to use.
- I have contacted those folks for approval to use their testimonials.
- I have uploaded testimonials on my website.
- I have utilized testimonials in my promotional materials, both online and in my physical materials.
- I have written and given testimonials to some of my fellow Catalyst class members and AEM/Michelle.

- I have collected reviews/interviews etc. to utilize.
- I have created a business/creative calendar.
- I have a completely finished a business/creative calendar.