

Module 12

Best Practices



Important to Remember:

The AEM Way:

Identity Check:

We belong to God, We are his children, He is our Father, He loves us more than we can fathom, We need Him more than we can imagine.

Who we are:

Artists and Creators made by God, inspired by God, in love with God, forgiven by God, serving God.

What we are doing:

Creating artwork and entertainment inspired by God and our relationship with Him, with others and with the world around us.

Why we are doing it:

To give God glory.

Where we are doing it:

In the mainstream art world and entertainment industry, and for some in the church-- but ultimately before the throne of God for His consumption.

How we are doing it:

With grace, intention, purpose, integrity and excellence.

Catalyst Program Alumni Best Practices:

1. Regularly add, edit, purge your “lists”.
2. Make sure your “lists” are ALWAYS organized and put in a format for easy communication-meaning they are input in your computer and in an email service or other easy format for communication.
3. Communicate with your “lists” regularly via email: updates, etc.
4. Regularly inventory your product(art/film) and organize the physical and digital items.
5. Have a calendar and schedule to remind yourself of your “why”- be intentional about it.
6. Regularly remind yourself of how you add value and the fact you run a BUSINESS that in order to be successful turns a profit.
7. Update and practice your “elevator” pitch regularly.
8. Schedule quarterly or biannual reviews of your branding for all your digital and physical marketing materials.
9. Regularly get feedback from your audiences and continue to hone your audience avatar(s)- where they are, what they like, how much they are willing to pay.
10. At the end of each year, plan out your pro bono work for the upcoming year, leave a margin for unexpected excellent opportunities or golden opportunities.
11. Evaluate what pro bono work aligns with your mission, brand and purpose, choose those first. Schedule strategic pro bono work next. Always leave a margin!!!!!!
12. At the end of each year, reevaluate your professional boundaries- do they need to change or be amended? Added to? Updated?
13. Always, keep your website, CV and resume updated, make a schedule for updates and stick to it.
14. Keep your social media profiles up to date and completely filled out.
15. Always have a current headshot.
16. Throughout the year make note and schedule intentional networking events.
17. Throughout the year network online through social media.
18. Be mindful of your mental health and how you are viewing and using failure in your life.
19. Intentionally collect and give testimonials and endorsements throughout the year.
20. At the end of each year take a day to evaluate how you did in all the areas we covered in our catalyst course. Decide where you need to work and where things are working well. Thank God for His blessings and ask Him for direction.

Create a Business/Creative Calendar: put it all in there!

Questions to think through for your calendar:

1. When are you spending time with God?
2. When are you dreaming about your projects?
3. What are your business hours?
4. What are your studio/creative times/shooting schedules?
5. When are you prepping a commission/show/new artwork/or in development?
6. When are you executing your tasks?
7. When are you dealing with the \$\$\$\$?
8. When are you:
 - a. Updating your marketing materials?
 - b. Updating your website?
 - c. Posting on your social media?
 - d. Gathering testimonials?
 - e. Networking?
 - f. Attending industry events?
 - g. Honing your artistic/creative skills through classes?
 - h. Upping your business skills through classes?
9. When are you fellowshipping and being built up by other artists of faith?
i.e. going to AEM?
10. How are you scheduling your pro bono work? And maintaining margins?

Homework / Module 12 / Best Practices

1. Create a year calendar or at least put the next 6 months together in calendar form. Plug in everything- from social media posting, to networking events, to time with God, time to finish the unfinished Catalyst homework, creative time, admin time, work time, AEM forums and events.
2. Maintain your weekly time with God praying over your career and the other Catalyst Members you have connected with.
3. Finish all the Catalyst homework you have not done. Go in order and be relentless about finishing it. It will help you more than you realize- when you are on the other side and finished you will understand.
4. Email Michelle and ask her for a testimonial if you did not yet do it, also be sure to email Michelle your testimonial for Catalyst.
5. Schedule your final exit interview and prepare any final questions for Michelle.
6. Be sure to continue asking questions and engage with our Facebook Group. Your fellow artists in the group are great people to connect with, collaborate with and get advice. They are a generous group!
7. Rejoice in the HUGE progress you made! Celebrate!!!!