

Module 9

Self-Promotion



Exercise / Module 9 / Self-Promotion

For all practical purposes the whole course has been on self-promotion.

Let's review so you can get back in touch with the tools you have and have developed over this course:

- 1) Your lists of contacts
- 2) Your website
- 3) Your business cards/postcards
- 4) Your promotional materials
- 5) Your social media embassies
 - a. Facebook fan page
 - b. Business Instagram account
 - c. LinkedIn
 - d. Other(s): _____
- 6) Your lists of online and offline associations & membership groups
- 7) Social media marketing plan
- 8) Email marketing plan
- 9) Physical Networking

Email list:

<https://www.constantcontact.com/>
<https://mailchimp.com/>
<https://convertkit.com/>

<https://www.sendinblue.com/>
<https://www.drip.com/home>

Email marketing services compared: <https://www.isitwp.com/best-email-marketing-services-compared/>

Your website:

For self-promotion it must have:

1. Most current work
2. Contact info
3. Resume/CV
4. Current Headshot(s)
5. Downloadable promotional materials
6. Media kit/promotion kit page
7. Links to your work in galleries/museums
8. Links to IMDB
9. Links to social media embassies

Your business cards/postcards

1. Name
2. Contact info
3. Sometimes a picture of you or your artwork
4. Social media embassy addresses

Promotional Materials

1. Postcards
2. Headshots
3. Reels
4. Lookbooks
5. Demos
6. Resumes
7. Other: _____

Social Embassies

1. Examples of your work
2. Demos
3. Headshot
4. Bios
5. Resumes
6. Behind the scenes shots
7. Making of shots
8. Shots on set
9. Shots at industry events
10. I'm a human too shots

Offline & Online Associations

1. Have an email marketing plan for these lists
2. In person networking
3. Online networking/social engagement
4. Advertise in their materials
5. Make sure online profiles are completed and current
6. Make sure hard copy profiles are completed and current

Social Media Marketing Plan

1. Have one for each embassy
2. Always include Throwback Thursday/Flashback Friday
3. Include current projects

Email Marketing Plan

1. Have one for each contact list
 - a. Buyers
 - b. Prospects
 - c. Collaborators
 - d. Clients
 - e. Representation
2. Always include:
 - a. Photos
 - b. Contact info
 - c. Current work
3. Cultivate your list
 - a. Find reasons and ways to send out meaningful emails to keep your list engaged
 - b. Categorize your lists

Physical Networking

What industry events should I attend on a regular basis?

What events to attract buyers should I attend on a regular basis?

Are there any industry events I should volunteer for or be in the leadership of to raise my profile?

Where will I volunteer or serve to provide value and raise my profile and find buyers?

Important Things to Remember for Networking and Self-Promotion

Top 3 Ideas:

1. Treat people like friends, be respectful, kind and professional
2. Master your elevator pitch of who you are and what you do
3. Always have business cards with you ALWAYS

Who should you be networking with?

1. People who are doing similar work and are very successful
2. People who are well connected in your industry
3. People you want to work with
4. Your audience/Your buyers
5. Potential collaborators

Where can you network?

1. Social media—engagement is networking
2. Industry events, film festivals, etc.
3. Industry groups/memberships
4. Meetups
5. Creative Collaborations
6. Volunteer organizations/Churches

Great advice for all from: <https://filmmakerfreedom.com/podcast/networking> :

“So when you’re making a new connection—whether it’s someone who might become part of your personal tribe or your professional network—put aside your self-interest and adopt a giver mindset. Here are two concrete things you can do:

1. Ask people what they’re working on, what they’re passionate about, or what their dream project is, and be genuinely interested in what they say. Seriously, so few people show sincere interest that this alone will set you apart from the mass of schmoozy networkers.
2. Ask if there’s anything they need help with right now. If it’s something you have the power to help with—whether it’s connecting them to someone in your network or actually helping yourself—don’t hesitate to do it, especially if it’s something quick. And even if you can’t help, tell them you’ll keep your ear to the ground for them and you’ll let them know if you come up with solutions.

If you only do these two things when making new contacts, you’ll already be well ahead of every other filmmaker trying to network their way into the system.

But it’s the following step that really sets you apart from everyone else.

Keeping in touch with your network!”

Homework / Module 9 / Self-Promotion

1. Go back over Module 9's exercise, spend time in prayer and reflection and make sure you have completed each part of the work.
2. Check out this great and thoughtful website for their perspectives on self-promotion: <https://thecreativeindependent.com/guides/a-creative-persons-guide-to-thoughtful-promotion/>
3. Choose your email marketing provider.
4. Set up your email marketing provider and create a way for your audience to sign up for your email list.
5. Set up your lists in your email marketing provider so you can set up emails for each group you want to contact on a regular basis.
6. Set up your sign up for your email list on your Facebook fan page.
7. Pray regularly for your career success and for fellow Catalyst members and their success.
8. Continue working on your website. You need to be moving forward!!!!
9. Finish up all the work you are still working on, like your social media marketing plan---and implement it!