

Module 1

Taking Stock & Asset Identification



Career Intentions/ Goals

2. Offline Positioning

a. Guilds

b. Unions

c. Church

d. Ministry

e. Chamber, Rotary, other groups

f. Memberships- offline and online

3. Online Positioning

a. Website/Blog

b. Social Embassies

c. Membership/Industry Specific Sites

d. Commerce Sites

4. Lists

a. Prospect

b. Client

c. Buyer

d. Email

e. Business Cards

f. Social Media following

5. Money

a. Yours

b. Sponsors/Patrons/Grants

c. Investors/Producers

d. Income Generators

6. Supplies/ Technology

a. Computer

b. Cameras

c. Art Supplies

d. Equipment

e. Other:

7. Places

a. Your own studio

b. Usable space

c. Workspace

d. Storage Unit

e. Locales

8. Current Work/Past Projects

9. Promotional Materials

a. Headshot

b. Resume/CV

c. Reel

d. Promo Materials- newspaper, TV, etc.

e. Samples/Photobook/Lookbook

10. Endorsements/Testimonials

a. Your products

b. Your services

c. Results you can talk about

List Your Available Assets:

1. People

2. Offline Positioning

3. Online Positioning

4. Lists

5. Money

6. Supplies/ Technology

7. Places

8. Current Work/ Past Products

9. Promotional Materials

10. Endorsements/Testimonials Aspirational Models/Competition: Be sure to list who they are and in what way they are identified.

Homework / Module 1 / Taking Stock & Asset Identification

1. Go back and fill in all remaining assets. (If you prefer to make yourself a spreadsheet, feel free) Ask friends and family or trusted colleagues to help you complete your list.
2. Find your weak spots. What resources do you need? Products? Promotional Materials? Money? Make sure you are specific and use the following blank pages to create your list.
3. Assess your social media presence. Do you have a fan page?

Facebook

of followers _____

of friends _____

Instagram

of followers _____

YouTube

of subscribers _____

4. Wake up old relationships. Make connections. Now is prime time to do so, pray over how to engage and reconnect with strategic people on your list and then call, email, or text (less effective).
5. Pray over and wrestle with your intentions/goals in light of the resources you have and need. Ask God to provide the resources you need.
6. Follow/Like the aspirational models and competition. Begin analyzing how they are successful and what ideas you can implement.
7. Bring the results of your assessment to share.

8. Share how your aspirational model and your competition are succeeding and what you plan on implementing.
9. Share how your calls went.
10. Like, follow or sign up for your fellow Catalyst Members pages, emails, etc. Then pray for them and their success.