

GREYS LION

art.

story.

design.

training.

Jae



SHARE YOUR *Vision* WITH ME.

THEN... LET ME
Teach
YOU HOW TO BRING IT TO LIFE.

YOUR CREATIVE JOURNEY

Welcome

This is Just the Beginning:

Thank you for taking the time to download this booklet of great information and resources I have for you.

I want to compliment everyone with a personal, one hour consultation. I am available at your comfort level. Just a chat on the phone, a zoom, or even a text.

Within this booklet you will find 'The Creative Journey'. It is contained within Pages 4-18.

- The Files Are Print-Ready
- Letter Size
- Full Page [bleed]
- Print Front
- Duplex
- Print Next Page/Back [if desired]

- Page 18 is a lined sheet for reflection or notes. Print it as its own page, or on the back side of other pages.

Free Consultation
Form at
GreysLion.Com

- Fold in Half
- Book/Bind Your Pages

Please upload any documentation, files, or photos of your Creative Journal that you would like to share with me before your appointment.

[Keep Your Journey Booklet For Your Consultation & For Documentation of your Creative Journey. More Printable Files to Come.]



EVERYTHING IS POSSIBLE

Courses to inquire about

Today is the Start of Something Great:

Learn. Grow. Share

- Book Layout, Design & Publishing Journey
- Graphic Design for Business Promotion
- Graphic Design for Social Media
- Graphic Design for Printables (Etsy)
- Graphic Design for POD
- Web Layout, Design & Publishing
- Branding & Marketing & Campaigns
- AI for the Arts
- Interactive ebook Publishing for Education & Business Curriculum
- Video/Movie Commercials [semi advanced]
- Social Media Custom Reels
- Presentation Design

Email or Text to Setup Your Free Consultation

GREYS LION

ART ✦ STORY ✦ DESIGN ✦ TRAINING

 GreysLion.Com

 Art@GreysLion.Com

 EMPOWERING LIFELONG LEARNERS 

ARTIST & FOUNDER
Jae
402.521.7499
[@GreysLion](https://www.instagram.com/GreysLion)

ABOUT ME

Jae, ARTIST & TRAINER

Just Enough Hats:

This graphic outlines my professional careers & capacities. It is a representation of my gained knowledge, directions & paths that life has led. Somehow it all makes sense now. I am here to empower people to learn, be passionate & inspired about their creative potential, everyday.



WHAT YOU CAN EXPECT

Teaching Philosophy

Knowledge grows only when it is shared.

Learning should never feel intimidating.

Over the years, I've discovered that many people don't struggle because they're incapable—they struggle because they haven't been taught in a way that matches how they think. Too often, education focuses on memorizing software, following steps without understanding the purpose, or watching hours of tutorials only to wonder where to begin when the video ends.

That's not how I teach.

At GreysLion, every lesson is built around creating something meaningful. Rather than learning isolated tools or techniques, you'll work toward completing a real project while developing practical skills that you can continue using long after the lesson is finished. Whether you're publishing a book, designing artwork, building a website, creating educational materials, or developing a brand, every lesson has a purpose and every skill contributes to a finished result.



My teaching philosophy is rooted in project-based learning. I believe people learn best by doing, experimenting, solving problems, and building confidence through experience.

Every project becomes both the lesson and the reward.

Consultation Thoughts & Questions:

Date: _____

Time: _____

Zoom: _____ Phone: _____

YOUR CREATIVE JOURNEY

Make a cup of tea...
Grab a pen...
Sit a while...

Tell me all about you...

Name: _____

Email: _____

Phone: _____

Text: _____

Other: _____

Please contact me by: _____

What does creativity look like in your life?
[Do not limit yourself]

[illegible]

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dated Jan. 27, 1980.

Fig. 2

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The secret of getting started is breaking your complex, overwhelming tasks into small, manageable tasks, and starting on the first one.

[illegible]

My thoughts

Be present

Trust the process



How much time are you dedicating to achieving your goal? [per week]

What is the maximum time that you have to commit [per week] to obtaining your goal?

What motivates you to work on your passion project? Inspiration, learning new skills, possibilities, second income?

No. 42

June 14, 1872

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My thought

Be present

Trust the process

Stay calm

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How inspired are you at this moment?
Please include date and score.

Date:..



What steps have you taken so far?

[Just starting? What are the steps you need to take? If
you don't know, leave it blank...You will use this later.]

My thought

Be present

Trust the process

Stay calm

TOOL INVENTORY

What tools are in your bucket?

What technology do you have available to you? [List all technology that you have access to.

*Do not leave out the iPad in your child's bedroom.]



Include all computer equipment and type. Ie: PC, Mac, Chromebook, etc.



Include all tablets and types. Ie: iPad, Amazon, Android, etc.



Include all cellular phones with internet connection and type. Ie: iPhone, Android, Samsung, etc.

Other. _____

Include all public resources. Ie: Library, Schools, etc.

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SKILL INVENTORY

What I am great at.

Planning, Organizing, Software, Social
Media, Communication, Great Ideas, Art
[We all have skills, personal, professional. List & Rate]

1. _____
★ ★ ★ ★ ★

2. _____
★ ★ ★ ★ ★

3. _____
★ ★ ★ ★ ★

4. _____
★ ★ ★ ★ ★

5. _____
★ ★ ★ ★ ★

6. _____
★ ★ ★ ★ ★

7. _____
★ ★ ★ ★ ★

SKILL INVENTORY

What have you learned along the way?

Research? Technology skills? Marketing or Branding? Or just thinking it all through?

[Again, leave blank...you will use it later.]

1. _____

Research

2. _____

Technology

3. _____

Branding & Marketing

4. _____

Finding Your Market/Converting Customers

THE JOURNEY IS NOT OVER

What happens next?

Your vision and needs will always continue to grow, and I am right here along with you on your journey.

I design specific curriculum that expands your brand. We will continue our adventures long after the initial project is completed.

If you have chosen to work alongside GreysLion, my promise to you is that your vision will always be honored.

Earning your trust is always my greatest priority. References and referrals are always a welcome part of my journey with you. As you will find, many of my clients are featured on my website.

That space exists for you as well.

Your Creative Journey has just begun. As you continue your path, this resource book will grow through your personal training experience. I provide resources for you to compile into a complete reference throughout your journey.

When you are on your path, I would like for you to document your experiences... Challenges as well as successes. Consider how you evolved, and how your project grew. Refer to your notes as I have provided, reflect on your accomplishments. Then, let's document 'Your Creative Journey' on GreysLion.Com.

When we collaborate, we are mixing our resources into a bucket full of knowledge and stories of artists and creators. You will be a part of a community that will be documented online. Your vision continues the legacy.

MAKING IT WORK

How does this work?

When I work with you professionally, I provide knowledge, services, and professional training, some of which you might already be paying for without even learning the skill.

Provided Services.

Project-Based Curriculum [Designed specifically for you.]

Training on Software Technology, Design, Publishing

Life-Long Skills

Potential Generation of Future Income

One on One Support

Project Collaboration

Weekly Check in on Progress & Commenting

File Management

ASSET INVENTORY

What do you already have?

If you have begun diving into your endeavors, what have you already created, or what already exists?

1. _____

Notes/Comments/More Details/Files, Please List Below

2. _____

Notes/Comments/More Details/Files, Please List Below

3. _____

Notes/Comments/More Details/Files, Please List Below

4. _____

Notes/Comments/More Details/Files, Please List Below

ASSET INVENTORY

Who is responsible for creating these assets?

If you have worked with a business in the past, please let me know who, and if you have ownership of your work?

1. _____

Company Name & Kind of Business.

[contact info for your records]

2. _____

Company Name & Kind of Business.

[contact info for your records]

Do you need a **project review** or a review of your files? [Professional letters of support can be provided if files are not meeting professional standards per contract agreement.]

CONSULTATION

Let's Talk

Everything in this packet was designed, not just to list to technicalities, but to address some of the most important elements that go alongside your journey, and that's you.

I have an hour of my time to devote to you at no charge. Use the time as you see fit. Address your concerns, find paths & resources and/or identify new possibilities.

If something is new to you, bring it to the table. If you are advanced in knowledge and skill, what can I add to your tool box?

Together we build the conversation about you and your goals. I meet you right where you are.

After our conversation, I hope that you feel that a new journey is beginning for you. One that brings a light into your eyes, and a spark into your heart.

Sometimes a little nudge in the right direction, or a moment of inspiration might be all you need.

If a different path or direction is needed I always set the expectations that I will provide you the best resources if your needs do not match that of GreysLion. That's my commitment to you.

Thank you for taking GreysLion into consideration. I look forward to connecting soon. -Jae

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SOCIAL INVENTORY

Connections

Website? Social Media? Community?
Family? Friends? Word of Mouth?
How do you make connections?

1. _____

List your website, social media handle, social media
source, email, word of mouth. [Even personal social]

2. _____

List your website, social media handle, social media
source, email, word of mouth. [Even personal social]

3. _____

List your website, social media handle, social media
source, email, word of mouth. [Even personal social]

Other. _____



FINANCIAL INVENTORY

What I am contributing.

Take a look at what you are investing financially.

These are just some considerations. Use additional notes to continue to document expenses.

[Do not underestimate, be realistic.]

Expenses. [Monthly average.]

Device(s)

Software

Web Hosting Plan(s) & Domain(s)

Training, Coaching, Consulting, Publishing, Designing, etc.

Advertising

Your cost/time in hours per month

Internet/Household/Additional Expenses Not Listed.

JOURNEY PACKAGES

Book design, layout & publishing

Full Package Example of Project-Based Curriculum Includes:

- Consultation
- 90 Day Program
- 20 Hours of Individualized Training
- Device Setup
- Supporting Documentation (PDF Guides)
- Reusable Custom Templates for Interior Layout & Exterior Cover Design
- Book Layout, Size, Specs, Color, Cross-Publishing & Account Setup [free options]
- File Management & Backing Up
- Learning to Design [free software]
- Writing, Formatting
- Working with Media
- Using AI for Creative Asset Files, Research, Descriptions, and more.
- Learning to Layout Internal and External Files
- Exporting Files For Print Publishing.
- Exporting Files for ebook Publishing.
- Listing Details
- Pushing the Button & Raising the Glass!

JOURNEY PACKAGES

Pricing

Full Packages:

- Total Out of Pocket Expense:
\$999.00
- Three Payments:
\$333.00/3 Months
- Due:
1st or 15th of the Month, Depending on Start Date.
- Availability:
Limited Due to My Need to Attend to Clients Personally.
- Waitlist.
Always Available
- Start Dates:
Every 1st & 15th of the Month.

Smaller & Custom Packages:

- Total Out of Pocket Expense:
\$333./1 Month (7 Hours of Training)
\$666./2 Months (14 Hours of Training)

Inquire About Building a Custom Package for You.

Free Consultation, Include Images from 'Your Creative Journey' Packet. GreysLion.Com

CARTE POSTALE

FINANCIAL INVENTORY

What I can contribute?

Money should not be a obstacle to creativity. If you have resources, great. If your budget is tight or limited, list it.
[Do not overestimate, be realistic.]

Investment. [Monthly average.]

Total Monthly Investment [Investment by you.]

Total Monthly Investment [Investment by others.]

Total: _____

Notations: _____

JOURNEY PACKAGES

Your cost is based on services within your package. I meet everyone where they are at. Beginners, Intermediate, Advanced. All ages. Any levels of technology are welcome..

With that being said, I identify a curriculum. A path for your journey. I don't complicate, I communicate and I foresee about 8 steps in advance, predicting problems, and avoiding confusing steps that cannot be replicated.

Now... each journey is training through the processes. You are involved in the creation. I am your guide, trainer, consultant, resident artist. You, my friend are in the drivers seat.

When you launch, publish, or complete your project... You celebrate your accomplishments. Those are yours to take away forever. Knowing you did the work.

Packages are worked around a 90 day project-based curriculum. That means, we have plenty of time to complete your goal.

All packages that are in the 90 day curriculum receive 20 hours of individualized training. We connect on several levels. Sometimes you may find me answering your text at 9 pm. Other times, we make an appointment by zoom, and sometimes we live collaborate.

Every week, on Wednesday's, I check progress. I notify you by leaving comments on your working file, or I email you

JOURNEY PACKAGES

about edits that need to me made on a website or files that do not offer collaboration.

You will receive packets, just like this one. They are to travel with you as you complete your journey. Each packet will contain information that you have requested, as well as specific steps and processes that you should be following to make the process easier and more efficient. Goals are clear, concise and measurable.

The pages in the packet are meant to be printed, folded and compiled into a book. You can then bind it after you have completed your journey.

Upon completion, I offer a Journey Letter to you. It will list every major accomplishment that you have made along the way. It is a time to celebrate you!

Finally, I want your story. I want to feature you as an artist and creator on 'The Creative Journey' blog on GreysLion.Com.

The community of stories continue to grow. Not one entry, dozens. My audience wants to hear everything about your aspirations, the challenges, the heartache, and the successes that you have achieved along the way.

This is a form of networking, but it is also base for you to continue connecting to your audience through the telling of your story.

The Journey Continues...

No 42

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My thought

Be present

2. Trust the process

3. Stay calm

My thought

Be present

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