



ENTERTAINMENT
SPOTLIGHT

Starting Soon ...

Welcome

- Why the Webinar?
- Downloads – www.entertainmentmarketer.com/downloads
- Polls
- Questions
- Recording
- Follow up

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DEVELOP A *Kick-Ass* CAREER PLAN

Polls

- Location
- Profession

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Career Planning

Career planning is a life-long process of preparing to make not one, but many decisions. Making informed decisions, setting short and long-term goals, and taking the steps to achieve these goals will provide you with a road map for a successful **career**.

Think globally.



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Five Steps to Career Planning

Step 1: Reflection & Self-Evaluation

The first step in career planning should be to gather information about yourself to assist in making a decision about a career. ...

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Five Steps to Career Planning

Step 2: Exploration...

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Step 3: Decision-Making and Goal-Setting...

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Five Steps to Career Planning

Step 4: Gaining Experience...

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Five Steps to Career Planning

Step 5: Implementation.

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Setting Goals

First, consider what you want to achieve, and then commit to it.

Set SMART (Specific, Measurable, Attainable, Relevant & Time-Bound) **goals** that motivate you and write them down to make them feel tangible. Then, plan the steps you must take to realize your **goal**, and cross off each one as you **work** through them. Balance personal and professional goals.



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Product Development

- You are the product
- Supply service - employer (customer) resells at a profit
- Two ways to develop:
 - Develop product, find market
 - Find market, develop product
- Product development: talent, skills, multiple capabilities, multiple streams of income, experience, study, technology, sales skills, image, attitude

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Product Development

- Punctuality, cooperation, flexibility, go the extra mile, likeability, social skills
- DUBAI
- Filter
- Reputation

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Multiple Revenue Streams

- ✓ Live Performance
- ✓ Recorded Music Sales
- ✓ Music Streaming
- ✓ Merch Sales
- ✓ Session Work
- ✓ Production
- ✓ Jingles & Composition
- ✓ Record Royalties
- ✓ Performing, Mechanical & Neighbouring Rights
- ✓ Sheet Music & Songbooks
- ✓ Sync Licensing
- ✓ Publishing
- ✓ Crowdfunding
- ✓ Teaching
- ✓ Acting
- ✓ Writing
- ✓ Speaking
- ✓ Product Endorsements
- ✓ Sponsorships
- ✓ Grants
- ✓ Prizes & Awards

Promotion

- Must have something to promote - product
- Hidden market
- Job search
- Resume
- Interviews
- Include online and offline
- Bio, photo, references, video, business cards, website, advertising, sales, Facebook, LinkedIn, Instagram, Twitter, Tik Tok, YouTube
- Networking

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Persistence

- Never say die
- Dealing with negativity
- Pleasant persistence
- Enthusiasm
- Numbers game
- Follow-up
- Failure – part of the process
- Successful people fail the most

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Conclusion

- Frustration factor
- Small market, lots of competition
- High potential gains – personal & financial
- Depends on passion & persistence
- Most people won't succeed – make sure you do!

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Questions, comments, followup?

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Thanks for Attending

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