**The Art of Managing Your Career**

**My Business Plan in Action**

My Show and Tell ideas:

My top three values are:

My Overall Value:

My Value Statement:

I am most proud of:

My talents are:

I have or will develop these into professional skills by doing the following:

|  |  |  |
| --- | --- | --- |
| Skill | I have it | I will need it |
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My goals are:

My Ultimate Career Goal is:

My timeline to achieve that is:

My present situation is:

My evidence procedure is - I will know I am there when...

My goals for three months from now are:

Today’s date is:

I will break down that time line as follows:

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| --- | --- | --- | --- |
| Task | Must be one by | What do I need? | How will I get it? |
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My SWOT analysis is:

Strengths

Weaknesses

Opportunities

Threats

From my STEEP Analysis I learned the following about upcoming challenges:

My Vision Statement is:

My Mission Statement is:

My Profile Statement Is:

A list of the bios I might need is:

My Artist’s Statement is:

My elevator speech might go something like this:

My identity statement is:

My Branding or What I Want To Be Known For is:

My website domain name ideas:

My domain name:

Written pieces for my website:

Images for my website:

Possible testimonials for my website:

What am I missing for my website to be exactly as I want it to be?

**Social Networking**

The following represents my web of social networks:

|  |  |  |  |
| --- | --- | --- | --- |
| Platform | My Facility | Future Plans | Resources - Who?? |
| Facebook |   |   |   |
| Twitter |   |   |   |
| Instagram |   |   |   |
| Pinterest |   |   |   |
| YouTube |   |   |   |
| Vimeo |   |   |   |
| Website |   |   |   |
| Tumblr |   |   |   |
| LinkedIn |   |   |   |
| Blog |   |   |   |
| Flickr |   |   |   |
| Google+ |   |   |   |
|   |   |   |   |

My Angle or Spin is:

My target market is:

I have given my market the following name or persona:

I am marketing (what):

My message to my market is:

The medium to reach my target market is:

My 15 second commercial is:

**Grants and/or Loans**

Online and networking has shown the following to be good avenues to pursue:

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| --- | --- | --- | --- |
| Agency | Grant/Loan | Deadline | What do I need? |
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**Unconventional Revenue Possibilities**

|  |  |  |  |
| --- | --- | --- | --- |
| Person or Idea | Projected Amount | Actual | Variance |
|   |   |   |   |
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I am going to pursue the following grants/loans/other:

My Budget for a current or upcoming project is:

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| --- | --- | --- | --- |
| Item | Projected Cost | Actual | Variance - note |
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**Projected Revenue**

|  |  |  |  |
| --- | --- | --- | --- |
| Source | Projected Revenue | Actual Amount | Variance - note |
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My networking strategy is:

I will join the following industry associations:

**Networking**

The following people or events are excellent resources for me to pursue:

|  |  |  |  |
| --- | --- | --- | --- |
| Event or Person | Contact information | Date to attend or meet | What’s the ask? |
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My Action Plan for a current project is:

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| --- | --- | --- | --- |
| Task | Must be one by | What do I need? | How will I get it? |
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My contract or letter of agreement template is: attach a copy of your contract/letter of agreement

Revenue streams for me might be:

**My Course Checklist:**

|  |  |  |  |
| --- | --- | --- | --- |
|   | I Have Finished | I Have Partially Done | I Do Not Have Yet |
| Profile Statement |   |   |   |
| Identity Statement |   |   |   |
| Elevator speech |   |   |   |
| Values Statement |   |   |   |
| Show Time |   |   |   |
| Goal |   |   |   |
| Timeline |   |   |   |
| Budget |   |   |   |
| Networking |   |   |   |
| Funding Sources |   |   |   |
| Grants/Loans List |   |   |   |
| Application Written |   |   |   |
| Applications Submitted |   |   |   |
| Website |   |   |   |
| Marketing Plan |   |   |   |
| Social Media |   |   |   |
| Bookkeeping |   |   |   |
| Blog |   |   |   |
| Mission/Vision |   |   |   |