

THIS IS NOT AN ARTIST RETREAT. THIS IS A GLOBAL PANDEMIC.

DISCLAIMERS!

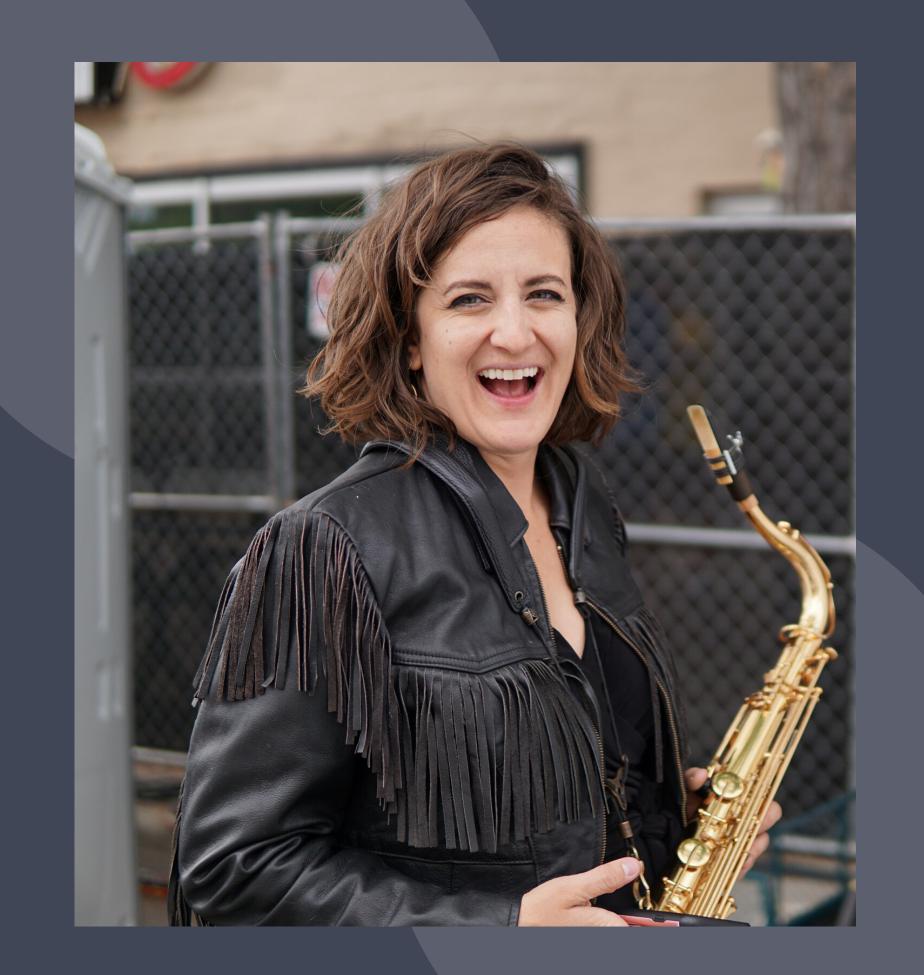
IT'S OKAY TO FEEL SCARED, UNMOTIVATED, OR UNCERTAIN.

THE ADVICE HERE IS GIVEN AS A LOWER PRIORITY THAN HANDLING THE SAFETY AND WELLBEING OF YOURSELF AND YOUR PEOPLE.

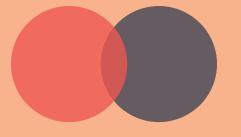
HI. I'M BRI.

SAXOPHONIST
ARTIST MANAGER
BUSINESS OWNER
TOUR MANAGER
BOOKING AGENT
PUBLICIST
MARKETER

....PERSON WORKING IN A COLLAPSED INDUSTRY!



MULTIPLE INCOME STREAMS ARE ALWAYS A GOOD IDEA



GENERATE REVENUE WITHOUT HAVING TO PHYSICALLY BE EVERYWHERE

REASONS FOR MULTIPLE INCOME STREAMS

ENGAGE WITH YOUR AUDIENCE YEAR-ROUND

LIFE-PROOF AND CRISIS-PROOF YOUR LIVELIHOOD

SIMPLE WAYS TO START

Put any physical product you sell online and available for shipping.

Begin offering commissioned work.

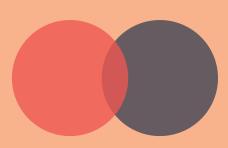
Develop in-person workshop content into online curriculum or resources.

Make your work available on all monetized platforms.

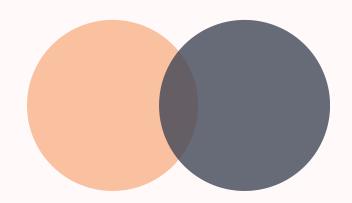
FINDING NEW CLIENTS



(WHEN YOUR INDUSTRY HAS COLLAPSED)



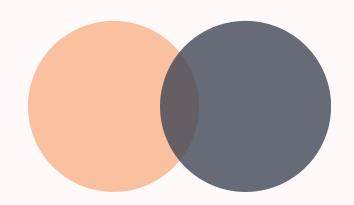
STOP PITCHING TO OTHER BROKE ARTISTS



Building community with other artists and art organizations during this time is critical and necessary. But it's unlikely they have resources to pay your bills.

Who is willing to **pay** for what you have to offer? How can you make it valuable enough that they will?

WHO HAS MORE MONEY THAN TIME RIGHT NOW?



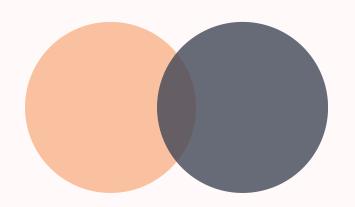
Healthcare Professionals

Some Working Parents

Public Servants

News Media

SOLVE A SPECIFIC PROBLEM



- 1. Identify a need a client or industry has.
- 2. Quickly and efficiently develop a solution to meet that need.
- 3. Pitch your specific solution, rather than broad skills.

RECONNECT WITH OLD CLIENTS

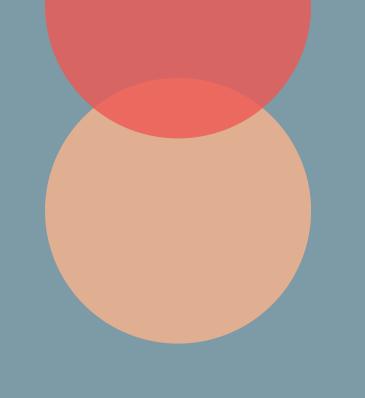
EXPLORE OLD LEADS

RE-ENGAGE

LEAD WITH OPPORTUNITY

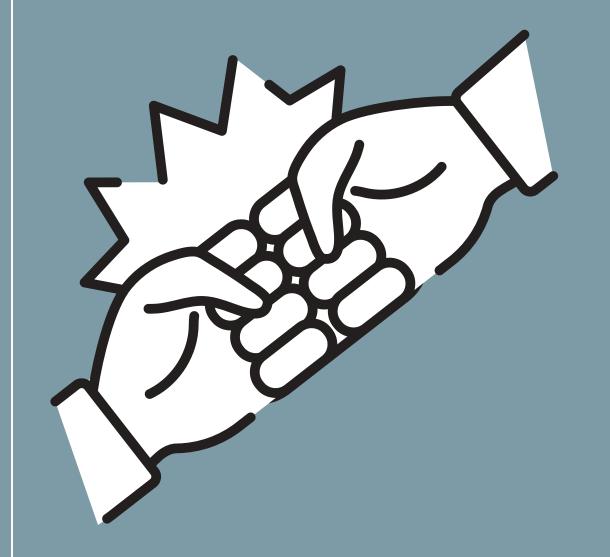
What do you have time for now that you said no to before?

Reach out with a reintroduction to you and your work. Don't ask for pity. Lead with an opportunity that solves a client's problem!



RECONNECT WITH OLD NETWORKS

PROFESSIONAL GROUPS



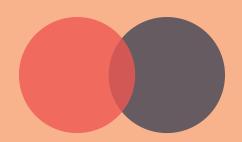
COLLEGE FRIENDS

VIRTUAL COMMUNITIES

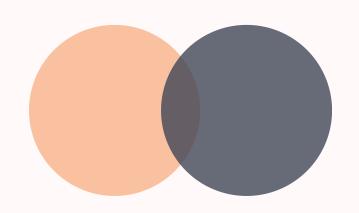
PITCHING NEW SKILLS



YOU CONTAIN MULTITUDES!!!



LOOK FOR ADJACENT INDUSTRIES

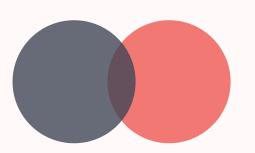


Educational Workshops -->
Curriculum Development

Live Production --> Sound Mixing and Video Editing

Event Planning --> Virtual Assistant

THE MINIMUM VIABLE PRODUCT



A version of a product or service with just enough features to satisfy early customers and provide feedback for future product development.

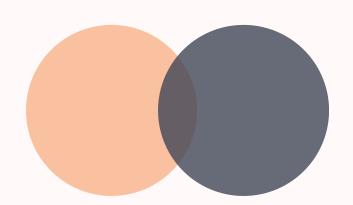
LOW-COST

CLEAR AND SIMPLE FEATURES

• LAUNCHES QUICKLY

CAN BE EASILY TESTED
 AND MODIFIED

TRUST YOUR BROAD EXPERIENCE



ALL OF US ARE GOING THROUGH SOMETHING NEW RIGHT NOW.

- Don't worry if you've never done this before.
- People will hire you because of their personal connections to you first - lean on those instead of cold marketing tactics
- Your broad knowledge of your field will guide you through new ventures. You can learn any new piece of technology or skill!

BUILD OUT CONTENT



ALL ARTISTS RUN CONTENT COMPANIES

What's the best fit for your audience?

What can you make **right now** with the tools you already have?

Now is the time to try something **NEW** and **WEIRD**.

CHANNELS TO LEVERAGE

WEBSITE

Your digital business card and storefront

SOCIAL MEDIA

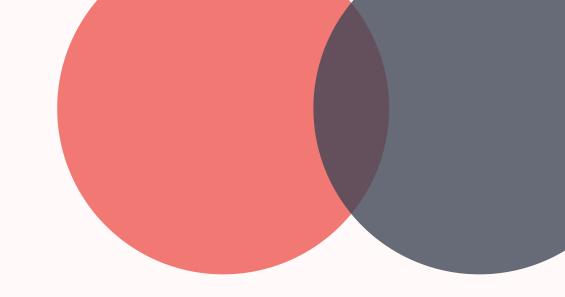
Your daily connection

EMAIL NEWSLETTER

Your Most Engaged Audience

THE ENGAGEMENT FUNNEL

Turn casual viewers into long-time patrons.



TIER ONE

Social Media Google Search

TIER 2

Blog Posts
Resource Lists
Email Newsletter

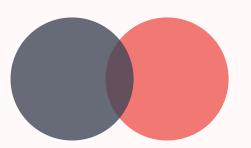
TIER 3

Premium Content
Paywall Material
Patreon Subscriber
Targeted Consultations

TIER 4

Sustaining Support that Outlasts a Crisis

WHEN ALL ELSE FAILS, PLAN AHEAD



Batch work tasks for your future self.

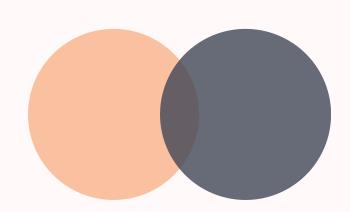
MARKET RESEARCH

ADMIN/SYSTEMS

CONTENTDEVELOPMENT

CREATIVE OUTPUT

FREE AND LOW-COST RESOURCES



- Lynda.com (courses through Public Libraries)
- Skillshare (low cost subscription model to e-courses)
- Canva.com (free design tools)
- Later.com (social media scheduling)

LET'S CONNECT!

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