

Chapter 1 Worksheet: Discovering your Mission

1. Do you have a mission statement now? If so, please write that statement as it currently guides your business. If not, try and look at your business as though you were someone else, viewing it from the outside. What would that person imagine your mission/purpose statement might be?

2. If you had to choose one single thing that you love most about performing, what would that be?

3. Now think back to all the different audiences you have performed for. Which was your favorite? What was it about that particular audience that you enjoyed?

4. What would you like your mission and purpose to be from here forward? What good will your business do in the world? How will the business serve you? What are your short term and long-term goals, in terms of your show, your audience, your income? Try and keep your basic statement to three sentences or less, and each of your "goals" to one sentence. Be as specific as possible. "I want to be rich" isn't specific. "I want to make at least \$100,000 each year from this business, starting with next year, and increase that by 10% every year after that," is much better.



Beyond Applause Questionnaires



5. Make a list of what you think the top three things currently in the way of achieving the purpose / mission you just wrote out.

6. Who is currently on your team? (Yourself, a graphic designer, a director, an agent...?)

7. Now that you're thinking about your team, what sort of roles do you think you need to fill on that team? I'll get you started. You'll want a legal advisor and a tax accountant, at the minimum. Maybe you'll want an agent. Who else?

8. If you had unlimited funds and could hire anyone in the world to work with you, who would be on that "Dream Team?" Write down what you can do immediately to build a better team right away. Then, just for the fun of it, describe what you will do to attract that dream team. (You might need to do some research here. Who is the best agent in

Beyond Applause Questionnaires

the world for you? The best script writer, speech coach, advertising copywriter? Do you know?)

9. What is keeping you from getting these people on your team now? Just list the three or four top things you can think of here.

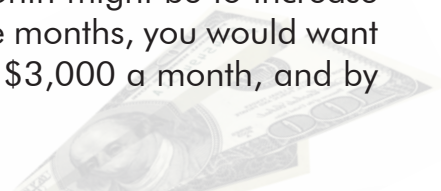
10. Write a sentence on how you are currently leading the team you already have. Do you have systems in place for regular communication? How do you bring each member into a particular project? What do you already know about each person, beyond their names and how to get a hold of them?

11. Write another sentence about how you will lead the team once you've reached a place where your business is obviously achieving at least some of your mission, vision and goals.

12. Make a small chart, or use the space below — fill in the current status of each of your goal areas on the top, and where you want to be in one year on the bottom. Then make up reasonable in-between steps and milestones for each period of time, and fill those in. For example, if you currently make \$12,000 a year in your business, and you want to

Beyond Applause Questionnaires

be making \$60,000 by the end of the year, your goal in a month might be to increase current earnings (\$1,000 a month) to \$1,200 a month. In three months, you would want to have increased income to \$2,000 a month, by 6 months to \$3,000 a month, and by one year, to \$5,000 per month. (12 x \$5,000 = \$60,000)



Goals	Purpose	Team	\$\$	# Shows	Clientele
Current-ly					
1 Month					
2 Months					
3 Months					
6 Months					
1 Year					

14. Now, for each column in your chart, write a single strategy/plan for how you will get from one row to the next. For the moment, just include a strategy from how you can get from "present" to "1 month." Once you've gotten to the first month, you can plan the next steps.

Purpose:

Team:

Clientele:

Financial:

Shows:

Other:

Beyond Applause Questionnaires

15. You've thought and answered questions about your purpose, your team and your strategy. Now think for a moment about how you might lead your team, using your mission/purpose and strategies to inspire them. What thoughts do you have about how you'll lead them?

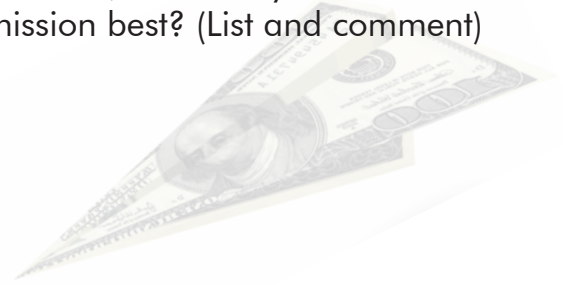
16. In the film business, there's something called an "Elevator Pitch" for projects. The term comes because often a writer or director's only access to a studio executive who has the power to give a project a go ahead will be during the 30 seconds or so that the two of them happen to share an elevator on the way up to the executive's office. If the author can sell his or her project in that 30 seconds, the film or TV show may get made, or, at the least, the executive may agree to look at the script.

Your assignment is to create your own elevator pitch. It should tell us who you are, what you do, and what's unique about you in a couple of sentences you can repeat in 30 seconds or (better) less. Do your best with this now...but know that you'll be revising it again and again in the coming weeks, months and years.

17. Get out all of your current promotional materials. Business card, photos, biography, press kit if you have one, and demo video if you have one. Open up your web site and any social media pages you might have created for your business, along with anything else you might have that represents you and your show to the world. Look them all over, and then answer the following:

Beyond Applause Questionnaires

a. Do these all seem to represent the same person and show, or are they all different? If they're different, which represents you and your mission best? (List and comment)



b. How could each one do a better job of conveying your message? Does each one somehow represent the purpose, the mission of the business? If not, how could you alter it in order to better convey that message?

c. Do all your current promotional materials fit your particular market? Think of those people out there who you would like to have hire you, and try to see your materials with their eyes. If you work in different markets, do you have different materials for each of the markets? Make a list of characteristics of your current materials that will both fit and not fit for these potential buyers, and a phrase next to each one explaining why you think that.

Beyond Applause Questionnaires

d. What's missing from your current materials? Do you have a suitable business card? Web site? Is the writing as strong as it should be? Can video and graphics be added or improved? What do you feel you should have, but don't?

e. What is the *one thing* you can do with each item right now that will improve that item and make it fit better with all the others, and express your mission in a way that will inspire yourself, your team, and your potential clients?

