



# The Big Picture Game

# Content & Production

What are the elements of your 'thing'?

<b>CONTENT</b>	
Music	Story
Movement/Theatrics/ Images/Video?	Stage - Lights - Costume
What Else?	

<b>AUDIENCE EXPERIENCE</b>	
What they Feel	What they See
Where are they Transported from/to?	How are they - or their lives transformed? How are they liberated, inspired or empowered?
What Else?	

How Long?

Other Creative  
Voices?

How & where is  
it Delivered?

What's a Home Run?



# The Big Picture Game

**What Does What you Do  
Do for THEM?**

**What do you DO?**

**What does that do for your  
audience/clients?**

**Why is that so  
great?**



# The Big Picture Game

# SHAPE & FILTER

Put it into these shapes & filters to see (and show it) it better

## BASIC DUMP

Throw all ideas here

## Blurb

## Poster or Album Cover

## Program

## Press Release

## Review



# The Big Picture Game

# PACKAGING = VALUE

**As 'self-employed' artists, we ask to be paid for our TIME.  
As EntreprenArtists we create VALUE for ourselves and our audience/clients.**

Being paid for your *time* requires no creative commitment - sometimes that's way easier. But creating a *valuable* product/service/experience requires your full commitment, responsibility and *leadership*.

You are transforming or transporting your clients/audience to a different *experience of themselves and the world*. *There is nothing more valuable*. YOU need to create, shape, clarify and reveal that value.

We're used to having others define our value. No more. *We* must take responsibility to define our value. Here are two ways of looking at what some may think are similar offers:

The following is based on a private-event performer or practitioner model - there are always ways to do this with public performance and even recordings.

## TIME is MONEY

A self-employed definition.

**EXAMPLE 1a:** I charge \$125 per hour

**EXAMPLE 2a:** You can sign up for a single session, or you get 10% off if you sign up for 3 months, and 15% if you sign up for 6 months.

## VALUE EXPANDS

A creative entrepreneur's description.

**EXAMPLE 1b:** I create an *experience* that will transport [you/your guests] to/from [\_\_\_\_]. Here's what's wonderful about it [\_\_\_\_] This is why I created it: [\_\_\_\_]. This is why I'm passionate about it [\_\_\_\_]. If price is an issue, the basic package is \$495. If the full experience is what's important to you, the Deluxe is \$695 and the VIP package is \$897 and here's the difference between them [\_\_\_\_]

**EXAMPLE 2b: I have three packages:**

**1. The Rest Stop** - for people who need [\_\_\_\_]. It includes the basics of what you need to reboot, breathe deep and know what your next steps are [\_\_\_\_]. *[Know for yourself: 1 hands-on session to [whatever it does for the client], a written assessment of your next steps [so you can \_\_\_\_] and a 2 week followup call to [whatever this would provide the client]*

**2. The Whole Body Breather** - for people who need [\_\_\_\_]. *[Know for yourself: It includes a [duration] so you can [\_\_\_\_], with [quantity & things] so you get {\_\_\_\_} plus a guided series of [whatevers??].*

**3. The Transformer** - for people who want to [\_\_\_\_] ... *(Know for yourself: duration, items, and why each is valuable)*

Use these 2 examples to create similar packages of *value* from your work, whatever it is. **Remember that the real value is the experience of transport or transformation.** How will you use your unique skills and talents to create the greatest experiential value for your audience/clients/students?



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Now you do it: write the features on the left ~ write it as a valuable *experience* on the right and **WHY** it's so great. Reveal the value.

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# What is PACKAGE?

A package is a combination of elements that creates far greater value than the sum of its parts because of how it is put together and delivered. These 'package components' are based on a coaching or teaching model, but they can also be used to create residencies and to enhance performance experiences.

DURATION

1 Night • 1 Month • 3 Months • 1 Season • 6 Months • A Year • \_\_\_\_\_

DIRECT CONTACT

How much are they in direct contact with YOU and in what ways? (versus sitting in an audience, doing homework, practicing, etc).

INDIRECT CONTACT

What other training or connection (aside from directly with you) is included?

MATERIALS

What tools, resources, gifts are included?

COLLEAGUES & CONNECTIONS

What kind of community does this package create or develop?

What would make them way more ready to *get* (to actually receive or implement) the value of the package?

Describe a worksheet, gift or experience to help them get that (this is your VFO)

Describe the training or insight they need to get the most value from that gift/experience/worksheet? (That's your free training)



# The Big Picture Game

# MARKETING

## YOUR THING

Describe it in 12 words:

Brings visibility. Puts you on the Map. Shares YOUR vision of the world.

## YOUR INCOME

Describe it in 12 words:

1. It doesn't matter how you get your audience.
2. Your value is a big deal for the people who know it and know how to use it

FACEBOOK

TWITTER

PINTEREST

YOUTUBE

## WEBSITE

- Home Page
- About Page
- Work with Me
- Events
- Contact

BLOG

OPT-IN  
Trade Box

CONTACT  
LIST

EZINE

PRESS  
RELEASE

Money

Fame

Lifestyle

Creative  
Satisfaction

Human  
Connection

## YOUR AUDIENCE

Who do you liberate/inspire/empower?

## YOUR OVERARCHING MESSAGE

What are you passionate to understand/clarify/experience/  
discover/share?