SMFA Type Cloud Resources and Samples

Please revisit page 79 (the chapter on **Your Bullseye**) in the 4th edition of *Self-Management for Actors: Getting Down to (Show) Business* for context on how to use these fun tools!

Sites to help you map out "better feeling words" if your primary typing results are feeling like words that add a layer of negative connotations that you'd prefer to avoid: <u>https://www.visualthesaurus.com</u> <u>https://www.snappywords.com</u>

Tools to create your own word cloud using the results of your typing surveys: <u>https://wordart.com</u> <u>https://www.wordclouds.com</u> <u>https://worditout.com</u>

See below for sample type clouds!



For updates to this doc, free live training, convos with the #SMFAninjas, and other support, visit smfa4.com.

Bonnie Gillespie



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These results came from the actor's "interview your booking" homework.



I love this one! It was created to be the actor's social media "cover photo". Such a great reminder of exactly how to cast him!

When you can see the larger words so clearly, the smaller ones just sort of fade into the background. Sure, you can be cast in any of those roles too, but are they your bullseye? Nope! Don't you want to focus on what gets you to the money faster, doing exactly what you love? Don't get distracted by the smaller words in your word cloud.

Remember, you can do this exact exercise with the results of your age range and show targeting and representation targeting too! Use hyphens when inputting compound words such as girl-next-door or All-American or best-friend. Also, when you do your age range, repeat every number each time it occurs (so 23-26 would be 23, 24, 25, and 26; 25-28 would be 25, 26, 27, and 28—yielding a bullseye age from that tiny sample of, you guessed it: 25)! Check out my free bonus material on age range <u>HERE</u>.

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Lots o' great ways to keep the visuals flowing for your bullseye! Post your word cloud over your desk so you're always focused on the right breakdowns when you're submitting!

Come jam with us in the *SMFA* Facebook group, the private Talkback forum, or the Bonnie Gillespie instructional dojo to go deeper with this badassery in a 100-day challenge that will forever transform your relationship with your creative business. **Get in Gear for the Next Tier** opens enrollment a few times a year. Get on the waiting list if we're not currently open for new members.

Psst! If you find this or any other of these free resources of exceptional value, we'd love a tweet, a photo of you with your copy of *SMFA* for our awesome gallery, or even a nice review at Amazon!

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