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BONNIE GILLESPIE'S SOON-TO-BE-FAMOUS

*5x5 Content  
Planning Method*

PLAN-A-THON: OCTOBER 10, 2020, 12PM PDT

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*This planner belongs to:*

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Welcome!

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*Woo HOO!*

I am thrilled that you're joining me for some content-creation planning action! This is gonna be so much fun!

Our live work session kicks off promptly at **12pm PDT on Saturday, October 10th**. The (at least) three-hour session will be presented in three parts.

First, we'll do a brain dump that will warm us up for the writers room energy and get the inner critic to take a seat outside. Then, we'll dive in on the **5x5 Content Planning Method** one step at a time, making sure there's plenty of room for moving through blocks and getting clarity around the whole KLT (know-like-trust) factor. Finally, we'll dive in on some of the "rules" of content marketing and of course take time for Q&A throughout the plan-a-thon.

I'm so excited to walk you through my method for planning out up to a YEAR of content in one sitting! There's a reason Google is always sending the right people my way: I'm prolific AF and now you can be too! With E-A-S-E. :)

This will help you grow your fanbase, build trust with future buyers, and expand your empire FAST! There's homework in the dojo for you to tackle before our live session, so be sure to give yourself time for that (and don't worry if you have to miss a thing; YES, REPLAY).

Consistency is your friend, so just promise me you'll **show up for yourself**. We're building a muscle here and that means even when you're sore from the workout, you at least show up for a good stretch.

*I've got you,*  
*Bonnie*

# What You'll Need

## SUCCEEDING AT 5X5

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To succeed at my soon-to-be-famous **5x5 Content Planning Method**, you'll need the following:

- a planner (or the calendar pages in this workbook)
- printouts of the pages from this workbook on which you're meant to write, to plan, to doodle inspiration (you certainly may print the whole thing and go nuts with office supplies if that's on-brand for you)
- ONE general area you wish to generate content for (meaning, if you know you want to do this for your showbiz brand \*and\* your thrival job \*and\* your fun new hobby, that'd be three unique laps through the **5x5 Content Planning Method**; just start with ONE)

Of course, I want you to bring to the Zoom your best attitude for how I can help you make this EASY (if you show up certain it's not possible, you're just making friction for yourself. Let's not do that). I want you to be hydrated. Maybe play some get-pumped-up music before we start. Bring snacks and water. Hug yourself!

This is supposed to be fun! Because, if it's not fun... WHY are we doing it?!?



# Commit to Yourself

## YOU'RE DOING THIS FOR YOU

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You're here because you know creating content is important. You know that there's a bit of risk-assessment that every potential buyer is doing before investing in you. They're checking you out. They're making sure you're worth their energy, time, and money. One of the ways we lower the risk is to be consistent in what we put out in the world. **Consistent and on-brand!** We're always showcasing our brand, whether by design or by default. This work is to help you get purposeful in what you showcase. Enter into an agreement with yourself using the template on the next page.

# My Commitment to Myself and the World \*

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Starting today, I am devoting myself to [SPAN OF TIME] of unapologetic grace, when it comes to my self-talk about success.

I am devoting myself to this commitment because I care about [FILL IN THE BLANK].

This commitment deserves my full focus, attention, discipline, boundary-setting, and love.

For this [SPAN OF TIME], I am releasing the following [commitments, habits, people, patterns, beliefs, old stories] from my life: [FILL IN THE BLANK].

I am releasing these things because I need to create space and energy for learning more about myself and what the next tier of this creative storytelling journey holds.

I believe that the world needs more [FILL IN THE BLANK] and that's what I am here to create and become. What I am creating has value and I need to remain committed to myself in order to showcase these creations at the highest tier possible.

When this work feels overwhelming, I will remind myself to: [FILL IN THE BLANK].

I have the power to leave the world and the people around me in better condition than I found them. I don't have to reach for that power. I have it, right now. And always. When I forget, I will recommit to myself and the world through this work.

I am devoted. I am focused. I am ready. I am enough. I know what I am here to do.

I am officially signing this agreement with myself.

[SIGN] and [DATE]

Every word is true.

And so it is.

\* Adapted from Alexandra Franzen's Commitment Journal with thanks to Bex Weller for her leadership and friendship.

# Location Brain Dump

ALL THE PLACES YOUR CONTENT CAN GO

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Now that you've committed to yourself and the growth that comes from showing up consistently and purposefully, it's time to do a location brain dump.

You probably have a few favorite places that you go, online. You probably stop yourself from posting consistently because you get overwhelmed by how many places there *are* out there and of course seeing everyone else doing it better than you think you'll be able to... well, you're handing yourself your NO before anyone else has a chance to reject you. I get it. It keeps us safe and small when we let overwhelm stop *any* forward progress.

But now we're done with blocks like that. On the following page, we're going to list off **allllllllll** the places we can think of that we might be able to put content. Don't worry about HOW yet. That's coming! For now, just get ready to brainstorm all the specific places so the info on the page can stop overwhelming you and start helping you!

# Location Brain Dump



## ALL THE PLACES YOUR CONTENT CAN GO

For each category below, we're going to write in the box all the sites, platforms, apps, etc., that fall into that category. Yes, this means some places will be listed in multiple boxes. That's fine! Caution: Do NOT let "suits" run into the writers room during this process! We're just gonna list, list, list. Then, we'll go back and cross out everything we don't WANT to do. The goal is: **Find 5 places you'll consistently show up.** Don't worry if all 5 are of the same \*type\* – that's a form of brand-building right there! Just find 5 that don't make you want to vomit. ;) This is where you're going to show up. Consistently.

WRITTEN (500-5000 WORDS)

WRITTEN (MICRO)

AUDIO

VIDEO (5-55 MINUTES)

VIDEO (MICRO)

OTHER

# Mapping Out Your 5x5

HERE COMES MY SOON-TO-BE-FAMOUS METHOD!

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Now that we've narrowed down our locations to the 5 that don't make us want to vomit, it's time to take our one **big-picture** concept and break it down, 5x5 style. Remember: If you have a few big-picture ideas, you'll only do this part of my process for ONE idea at a time!

During part two of the **5x5 Content Plan-a-Thon**, I'll guide you through the next 11 pages – print all or some of them out if you'd like, or just draw up the equivalent shapes on your own pages – taking my most famous big-picture idea (***Self-Management for Actors***) and breaking it into 5 **categories**, then each of those 5 categories into 5 **breakouts**, and then each of those 5 breakouts into 5 **topics**... and then we'll start lining up **locations** and **timing** from there.

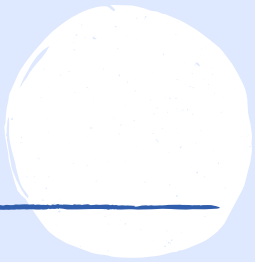
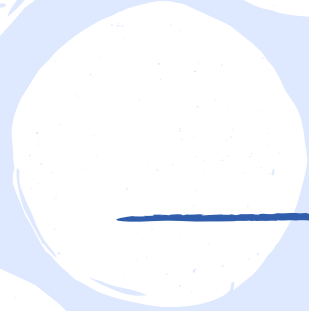
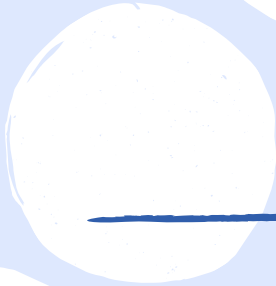
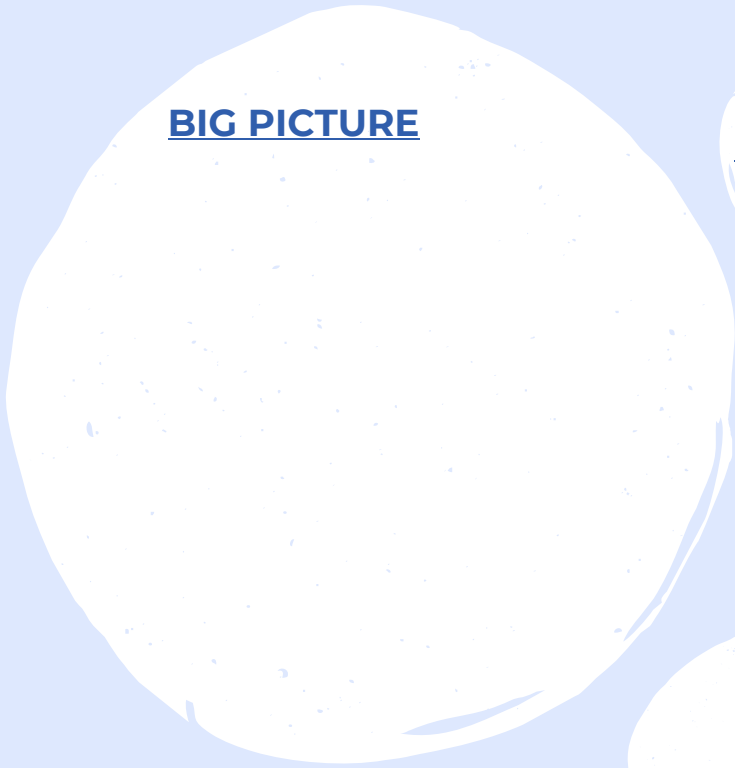
I know this may seem like a lot before you see it all in action, so promise me you won't overwhelm yourself before we've even gotten started! I've got you! We're gonna make this super easy, super do-able, and super fun. The fact that this work will lead to money in the bank? Bonus points!



**BIG PICTURE**

**CATEGORIES**

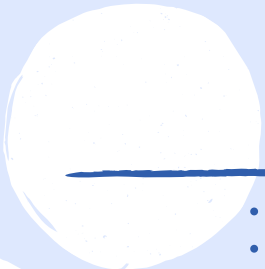
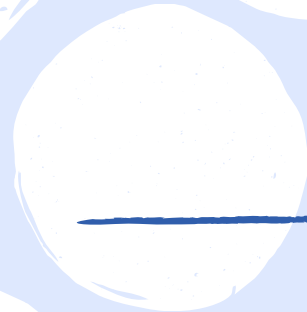
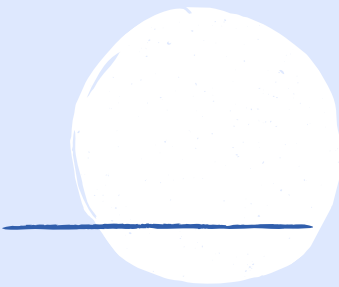
**BREAKOUTS**



**CATEGORY**

**BREAKOUTS**

**TOPICS**



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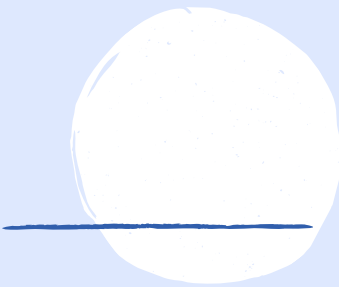
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CATEGORY

BREAKOUTS

TOPICS



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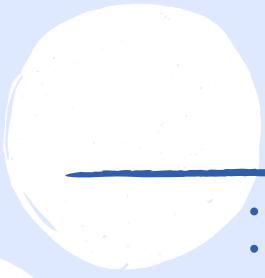
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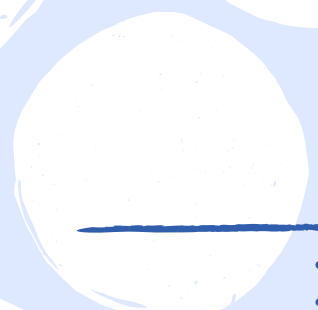
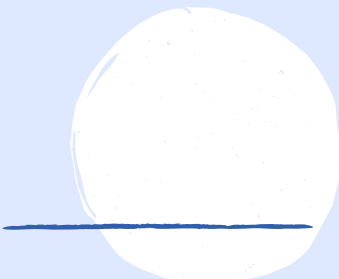
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CATEGORY

BREAKOUTS

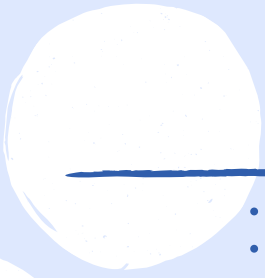
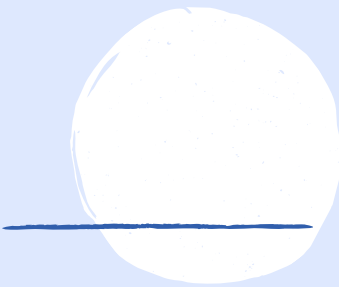
TOPICS



CATEGORY

BREAKOUTS

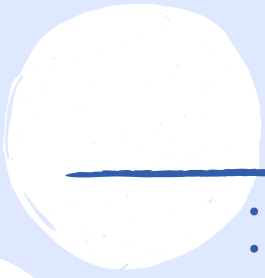
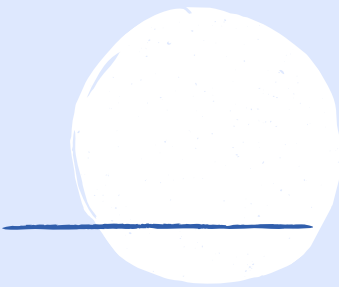
TOPICS



CATEGORY

BREAKOUTS

TOPICS



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# Mapping Topics into Destinations

Now we'll move a few topics onto this worksheet, where we can decide on best-fit destinations, using our favorites from the **Location Brain Dump** we did in part one! Woo HOO!

TOPIC	DESTINATIONS	NOTES
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# Now It's Time to Schedule

## TIMING IS EVERYTHING



Okay! So, we've got our **big picture** idea broken down into 5 **categories**, each of those into 5 **breakouts**, each of those into 5 **topics**, and we've paired out each of the topics to **locations** that feel aligned for that type of message! Phew! Feeling good?


Now, we're going to hop over to the calendar to rough out a few of our bigger content pieces. For me, this is long-form free training and topics that I know need to be deeper than just one quick social media post.

Because I love tracking patterns, I know very well which seasons need what sort of **Self-Management for Actors** content. For example, "How to Get an Agent" is perfect right after drop season. BUT!! That's actually too late for the ninja actor. We get out \*ahead\* of that need by offering a whole series on agent targeting, aligning your most castable brand with a hell-yes rep, and then showing up already looking like their ideal client the month \*before\* agents and managers do their drops! So badass.

Of course, I also have an edge of the woo-woo variety thanks to the fact that I'm **The Astrologer's Daughter**.

# October 2020

This is a 5 month in a 4 year.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p><b>Libra 9/22-10/21:</b> <u>Air</u>, Venus, 7th house, cardinal, masculine. Focus on kidneys, lower back, bladder, skin.</p> 		<p><b>Scorpio 10/22-11/20:</b> <u>Water</u>, Pluto, 8th house, fixed, feminine. Focus on reproductive organs, urinary tract, anus.</p>		<p><b>1</b>  full moon in Aries at 2:05pm PDT: Release impulses and grudges.</p>	<p><b>2</b> <b>Sukkot</b> → VM 10:47pm- Venus in Virgo → (love gets practical, acts of service FTW)</p>	<p><b>3</b> VM -8:12am PDT [\$, planning] (8:12am PDT) Taurus moon →</p>
<p><b>4</b> Pluto direct in Capricorn → (catalyst for transformation)</p>	<p><b>5</b> VM 11:41am-9:02pm PDT [multitask] (9:02pm PDT) Gemini moon →</p>	<p><b>6</b></p>	<p><b>7</b> VM 6:56pm- <b>Woo-Woo Wednesday</b></p>	<p><b>8</b> VM -8:45am PDT <b>NY Comic Con</b> → [domestic] (8:45am PDT) Cancer moon →</p>	<p><b>9</b> ← <b>Sukkot</b> last quarter moon declutter, self care ↑</p>	<p><b>10</b> <b>World Mental Health Day</b> VM 9:03am-5:24pm PDT <b>5x5 Content Plan-a-Thon</b> 12pm PDT [risk-taking] (5:24pm PDT) Leo moon →</p>
<p><b>11</b> <b>National Coming Out Day</b> ← <b>NY Comic Con</b></p>	<p><b>12</b> <b>Indigenous Peoples' Day</b> <b>Our Nonaversary</b> ♥ VM 7:29am-9:55pm PDT mind expansion for the greater good <b>Canadian Thanksgiving</b> [details] (9:55pm PDT) Virgo moon →</p>	<p><b>13</b> <b>GIGTNT Zoom</b> 1pm PDT <b>EuroNinjas Meetup</b> Mercury retrograde in Scorpio → (tech and communication snags)</p>	<p><b>14</b> <b>JFDI with Bon Zoom</b> 11:30am PDT [teamwork] (10:53pm PDT) Libra moon →</p>	<p><b>15</b> <b>Bon Livestreaming</b> 11:30am PDT</p>	<p><b>16</b>  new moon in Libra at 12:30pm PDT: Set intentions re: partnerships. <b>Bon = 4 years sober ♥</b> <b>Expansive Capacity Zoom</b> 12:30pm PDT [intimacy] (10:05pm PDT) Scorpio moon →</p>	<p><b>17</b></p>
<p><b>18</b> [exploration] (9:42pm PDT) Sagittarius moon →</p>	<p><b>19</b></p>	<p><b>20</b> <b>Aligned Advantage Zoom</b> 1:30pm PDT [career] (11:43pm PDT) Capricorn moon →</p>	<p><b>21</b> ← <b>Libra</b></p>	<p><b>22</b> VM 9:43pm- <b>Scorpio</b> →</p>	<p><b>23</b> <b>Keith's LA-versary</b> VM -5:16am PDT first quarter moon delegate, review; charisma ↑ [innovation] (5:16am PDT) Aquarius moon →</p>	<p><b>24</b> VM! 2:53pm-</p>
<p><b>25</b> <b>Superpower Sunday</b> VM! -2:18pm PDT [woo-woo] (2:18pm PDT) Pisces moon →</p>	<p><b>26</b></p>	<p><b>27</b> Venus in Libra → (detached, charming, idealistic) Mercury (retro) in Libra → (diplomacy, compromise, indecisiveness)</p>	<p><b>28</b> VM -1:44am PDT [quickstart] (1:44am PDT) Aries moon →</p>	<p><b>29</b></p>	<p><b>30</b> [\$, planning] (2:18pm PDT) Taurus moon →</p>	<p><b>31</b>  <b>Halloween</b> full moon in Taurus at 7:49am PDT: Release indulgences and rules that keep you stubborn.</p>

# YOUR ALIGNED HUSTLE CALENDAR

## *The Aligned Hustle Calendar*

### A WHOLE NEW WAY TO PLAN

When I came home from elementary school, crying about bullies, I was never met with the usual, "Oh, honey, they're just jealous." Nope, as the astrologer's daughter, I got, "Oh, honey, you know your Venus is afflicted in Leo." That advantage shaped the way I use my calendar and over the years, more and more actors have asked me to share it.

If you love the idea of shooting your headshots when the MOON says you'll look your best and if it jazzes you up to imagine never again saying yes to something that's happening under a moon that *\*will\** cause you to cancel, you'll want to check out my **Aligned Hustle Calendar**.

It's what I use to be sure I never come across as overly-salesy, yet still able to promote in meaningful ways. The **Aligned Hustle Calendar** comes to you monthly with 4 MP3s to walk you through all the woo. Click this page to start planning in a whole new way. And... if you prefer a naked calendar to start? The next 12 pages are for you!



FROM THE ASTROLOGER'S DAUGHTER



# November 2020

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

# December 2020

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2



# January 2021

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30/31

# February 2021

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6

# March 2021

SUN	MON	TUE	WED	THU	FRI	SAT
28	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

# April 2021

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

# May 2021

SUN	MON	TUE	WED	THU	FRI	SAT
1/2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

# June 2021

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

# July 2021

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

# August 2021

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4



# September 2021

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

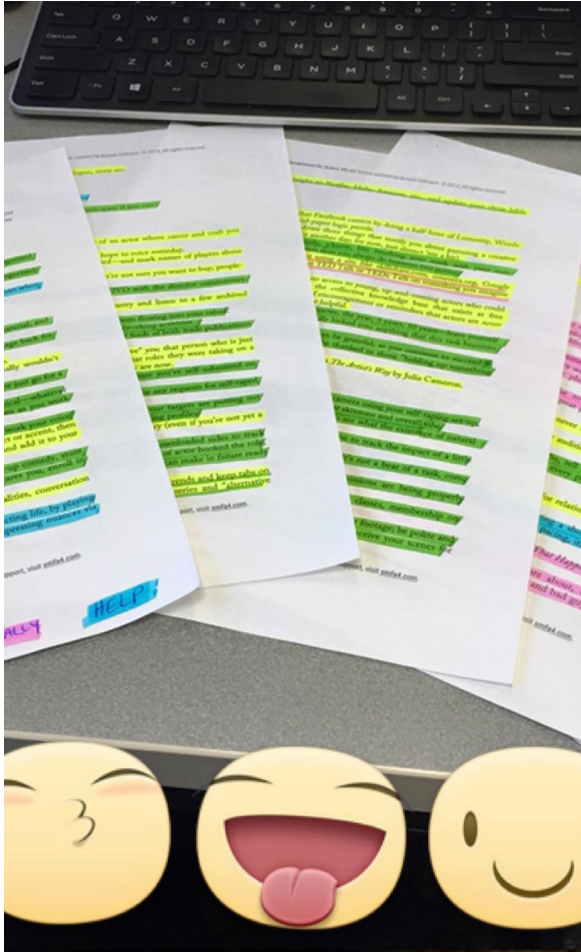
# October 2021

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30/31

# Your Next Steps with 5x5

## REVISIT THE LOCATION BRAIN DUMP

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Okay, so we've now sketched out your core content activities: things you can pre-write, pre-shoot, pre-post using scheduling tools (just be sure to do a sweep of all your robots, quarterly, so you're never coming across as out of touch due to a tone shift in the lives of your fanbase). You've got some anchored content in your calendar, and that alone is already amazing. Yay, you!

Now it's time to go back to the **Location Brain Dump** from part one and decide which locations feel best for on-the-fly, off-the-cuff, in-the-moment type content. Especially pay attention to those locations that didn't get a lot of action as we mapped out some of your anchored content on your calendar.

Really think about how frequently your fanbase needs to hear from you. For me, it's on-brand to put out thousands of words a week. I've been doing that in service of the **Self-Management for Actors** brand since 1999, after all! So, on days I'm not in your inbox with a **BonBlast**, I'm showing up on social media, doing a livestream, sharing a new blog post (or revisiting an old one), rolling out a podcast episode, or being interviewed by someone else.

Based on what's on-brand for you, we'll now sketch in a few easy bits of content for the next year using the next 3 pages.

# Where Your 5x5 Will Go



## LOCATION, LOCATION, LOCATION

For each heading, we'll list off the specific topics and locations that fall into it. This is where you'll go to mine for gold when you're looking to fill in the gaps between your anchored content! As we do this together, remember not to overthink these items. They can be as minor as the sharing of someone else's quote in your on-brand font and colors.

### CORE (ANCHORED) CONTENT

### ON-THE-FLY (QUICK)

### FUN AND EASY (YAY!)

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# Checklist

BEFORE you do my soon-to-be-famous **5x5 Content Planning Method** without me, or any sort of posting on your own, check in with yourself about these five key enoughness anchors. This list will keep you aligned (and your audience can feel the difference)!



## ONE: YOUR TRUE NORTH

*Is this post something that you will be proud of when you're being interviewed at your true north best? When you're asked about this, will next-tier you stand behind this content?*



## TWO: POPULATION OF THIRDS

*Are you catering to your population of thirds or are you being reactive to someone who has already left your party? Are you trying to be everything to everyone (which leads you to being nothing to no one)?*



## THREE: YOUR BRAND UMBRELLA

*Does posting this content serve your brand? If this is the ONLY thing someone lands on, do they get the YOU experience? What can you tweak to be sure your buyers click with this (and with you)?*



## FOUR: GUT CHECK

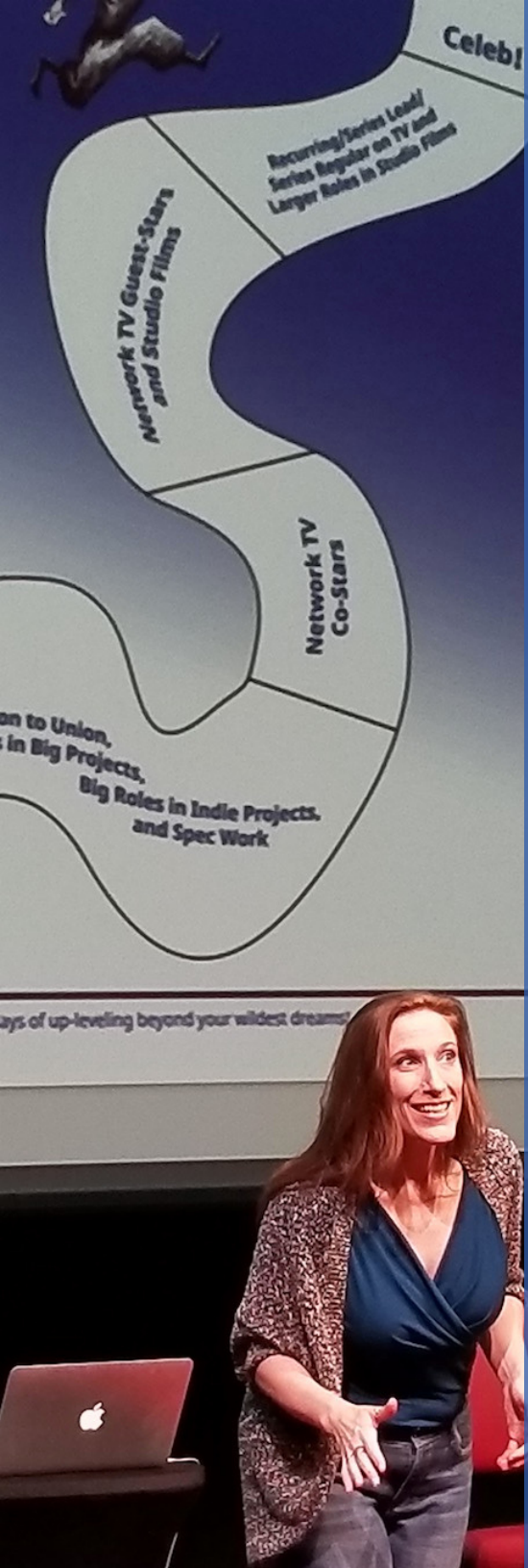
*Does posting this feel freakin' good? Is it lighting you up? (And if the post itself isn't lighting you up, are you lit up about the results this type of work may lead to?) What does your bod say about sharing this?*



## FIVE: ARE WE HAVING FUN YET?

*Look, pursuing a creative career *\*is\** work but it's also meant to be a whole lot of fun. At the end of the day, if we're not having fun while we're doing it... WHY are we doing it? Once you've made sure this isn't a JFDI type activity (like paying taxes or flossing your teeth), if it's just zero fun, consider skipping it... forever. Adjust your 5x5 content plan accordingly. And always remember: Creator, not consumer!*

Click the hearts for instruction!



# About Bonnie Gillespie



Bonnie Gillespie is living her dreams by helping others figure out how to live theirs.

As a weekly columnist, she began demystifying the casting process for actors in 1999. Her most popular book is ***Self-Management for Actors***, the curriculum upon which her teaching is based.

As a producer and Emmy-honored casting director, Bonnie specializes in indie darlings. Whether casting, coaching, or exploring the woo as ***The Astrologer's Daughter***, she is passionate about leaving the entertainment industry (and the world) better than she found it.

Bonnie lives by the beach with her partner Keith Johnson... the luckiest man in the world.



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