

BIG PICTURE: *Self-Management for Actors*

CATEGORY: *Mindset*

BREAKOUT: *Pick Your Hard*

<u>TOPIC:</u>	<u>HEADLINE:</u>	<u>DESTINATIONS:</u>	<u>DATE/SEASON:</u>
Why Your Family Doesn't Support Your Dreams	The BEST Comeback for Unsupportive Family Members	Email Newsletter Blog Post	American Thanksgiving Christmas November/December
Leadership Is Lonely	I Know You Hate It When I Call You This...	Livestream YouTube	Evergreen, but never Summertime.
<i>SMFA</i> Dip Kit	Acting Career Gotcha Down? Weather the Showbiz Rollercoaster with My FREE Resource	Ads Facebook Instagram	Summertime Drop Season(s) Post-Awards Season Anytime we need a hot opt-in.
Creating Content to Combat Actor Funk	Blocked? Stressed? Blue? The cure: GET BACK TO WORK!	Twitter (Link to blog post or other media.)	Evergreen
When to Quit	5 Signs It's Time to Leave Hollywood	Podcast (Stitcher, Spotify, Google, Apple; crosspost at blog for download.)	Since this is technically a "You've Got This!" message with a hot title, it can go up whenever we need a boost in listenership.

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BIG PICTURE:

DESTINATIONS

WRITTEN (500-5000 WORDS)

WRITTEN (MICRO)

AUDIO

VIDEO (5-55 MINUTES)

VIDEO (MICRO)