

JFDI with Bon Mastermind Live Zoom Chat 14 July 2023

11:34:05 From Dana Middleton: Hope you're feeling better
11:34:35 From Stephanie Bergeron: How warm is it right now?
11:39:24 From Dana Middleton: You mean Squarespace. :-)
11:39:34 From Kristen Girard: Why not dragon? Sounds like fiery fun!
11:40:13 From Stephanie Bergeron: I'm also signed in so I can screenshare if there's something you want a closer look at.
11:40:23 From Team Bonnie Gillespie: yes
11:40:35 From Team Bonnie Gillespie: if we get there
11:40:50 From Kathi Carey: Maybe not
11:41:05 From Dana Middleton: My upcoming workshop
11:41:15 From Kristen Girard: Yes
11:42:04 From Stephanie Bergeron: The comment convo made it clear enough for me.
11:43:03 From Dana Middleton: How about - do we do anything different with our businesses now that hollywood is shut down
11:43:20 From Kathi Carey: Good point Dana
11:43:49 From David Manship: There are also individual buyers and then influencers who can bring you many individual buyers
11:44:04 From Team Bonnie Gillespie: ooh I want to hear strike related content
11:44:27 From Team Bonnie Gillespie: this is going to be so good for organized labor, what a sexy and snappy strike that will have such good PR
11:44:54 From Dana Middleton: Oh, I think it's empowering that creatives have shut it down
11:45:10 From Team Bonnie Gillespie: all the charismatic people that want attention are going to talk about the importance of *labor unions*
11:46:55 From David Manship: So pretty Sarah
11:46:56 From Team Bonnie Gillespie: i have to leave at 12:30 and am okay if my 1pager gets notes in a comment since it's written anyway.
11:47:20 From Team Bonnie Gillespie: thank you for the notes @stephanie! I'm so embarrassed about the typo lol! Next time better.
11:48:21 From Stephanie Bergeron: @Jacqueline, you're welcome! Happy to do that kind of thing... Virgo likes details. ;)
11:50:03 From Stephanie Bergeron: Do you know what the exact point size is?
11:51:38 From Stephanie Bergeron: I like the labels, but yes, I agree with Bon.
11:52:00 From Team Bonnie Gillespie: Bon said my things - the font's too small, I agree, and the white text names are hard for me
11:52:15 From Stephanie Bergeron: You could also add a pre-story page that introduces them... Just a quick pic and their name.

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Bonnie Gillespie

12:01:51 From Dana Middleton: What is the target age?
12:06:10 From Stephanie Bergeron: With love!
12:13:21 From Sarah McLean: Stephanie - will have to see what my final page count ends up being re: pre-story page.
12:13:38 From Sarah McLean: Thank you, Dave.
12:14:50 From Sarah McLean: thank you, everyone for the feedback and tips. very helpful and informative. appreciate it.
12:17:08 From Kristen Girard: What did you end up doing?
12:18:34 From David Manship: But look what grew out of that awkward situation!!!!
12:22:29 From Kristen Girard: Where you have "just ask" perhaps switch the verbiage to something like "expanded rights packages are available for an additional fee, please inquire."
12:23:36 From Bonnie Gillespie (she/her): Agree with Kristen on that!
12:29:58 From Team Bonnie Gillespie: you get tools, skills, or resources. you gain them, discover is good too
12:30:44 From Team Bonnie Gillespie: love y'all bye! <3
12:30:49 From Bonnie Gillespie (she/her): Bye!!!
12:31:59 From Kristen Girard: \$50 per dance minimum
12:32:29 From Kristen Girard: It starts to feel as valuable as it is then.
12:33:56 From Kathi Carey: Custom is special
12:36:21 From Kathi Carey: Ooooh that's good, DAVE
12:36:53 From Kristen Girard: People like to know prices, but it doesn't mean they aren't willing to pay. Sometimes they don't know what else to ask to start the buy conversation
12:39:42 From Bonnie Gillespie (she/her): "Our prices indicate our expertise." YESSSSSS
12:40:03 From Dana Middleton: That is it!
12:40:59 From David Manship: The problem is many buyers don't understand that there is "EXPERTISE" in the area because they are so familiar with so many people offering the service.
12:41:06 From Kristen Girard: Dana I love your offerings! Please keep putting them out! They are fabulous!
12:42:03 From Kathi Carey: 2000
12:42:30 From Dana Middleton: Thank you for that encouragement, Kristen! 💜
12:42:50 From Stephanie Bergeron: Kristen, I like your suggestion re: switching language from "just ask". Thank you! Kathi/Dave, I don't see the comment around "custom is special". Whatever was good...? But Dave is right later, that buyers don't understand expertise. Thanks for your eyes on this Ko-Fi thing, y'all!
12:44:15 From Kathi Carey: I just mean that when you use the word "custom" it means that it is something special — which means you should charge more

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Bonnie Gillespie

- 12:44:23 From Stephanie Bergeron: Gotcha. Thanks, Kathi.
- 12:45:00 From Stephanie Bergeron: And yes, I gotta get myself around the pricing. Working on it. I'm already up past where I was in March... so, progress.
- 12:45:37 From Kathi Carey: People will pay for what they want. Always
- 12:45:45 From Dana Middleton: Yep, Kathi
- 12:45:58 From Stephanie Bergeron: What they want, what they value.
- 12:47:19 From Stephanie Bergeron: It's recorded, right?
- 12:47:42 From Kristen Girard: Dana what about the chronic illness community? Chronic con is a good high vibe community to approach.
- 12:47:53 From Dana Middleton: <https://www.thealignedartist.com/self-love-body-love-workshop>
- 12:48:45 From Kristen Girard: Beyond type 1 - great resource to approach with what you do.
- 12:49:25 From Kristen Girard: Even as is without addressing chronic illness specifically.
- 12:50:11 From Bonnie Gillespie (she|her): Kristen, I love this!
- 12:50:25 From Bonnie Gillespie (she|her): Target the buyer without it being ABOUT that buyer's identifying issue.
- 12:53:17 From Stephanie Bergeron: Yeah, that's me trying to build a library of pre-recorded taps for you as a sort of "membership:
- 12:53:28 From Stephanie Bergeron: (Sorry, that was " not :)
- 12:54:01 From Kristen Girard: Dana you can do an easy membership like Bonnie does in Squarespace with the members area.
- 12:55:20 From Stephanie Bergeron: Dave, I had a not-directly-related question for you, so since you're here: I'm not wrong for believing you cannot use copyrighted music in a demo reel, correct? That's still a licensing situation? Someone was pushing me on it.
- 12:56:08 From Dana Middleton: This is all so helpful. Thanks, everyone!
- 12:56:42 From Stephanie Bergeron: Showcasing, highlighting....
- 12:56:57 From David Manship: Music is one of the most closely monitored copyrighted types of content that will flag a takedown notice.
- 12:57:15 From Stephanie Bergeron: That's what I thought. Okay, I'm in the right. :) Thanks, Dave.
- 12:57:25 From David Manship: Even demo reels should not be posted in a public forum.
- 12:59:01 From David Manship: The fair use for a demo reel is not for promotion of you as an actor. In the US the most powerful of the 4 pillars of fair use is EDUCATION. You are educating prospective buyers about your skill. When you post a demo reel to the public on youtube you are actually infringing on the content creator's copyright.
- 12:59:54 From Kathi Carey: Dave is an expert on the 4 pillars of fair use. He has argued this with the top lawyers at all the major studios and WON.
- 13:01:28 From Bonnie Gillespie (she|her): Checking my internet situation. HEAT.

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Bonnie Gillespie

13:01:45 From Bonnie Gillespie (she | her): I love this group so much! Y'all's support for one another is beautiful!!!

13:02:41 From Bonnie Gillespie (she | her): AirBNB style.

13:02:42 From Stephanie Bergeron: Thanks Dave! This is exactly the hair-splitting I was dealing with. Happy to have your expertise on this. Awesome. (It was actually a choreography demo I was dealing with, in which I own the choreo, but.)

13:02:55 From Bonnie Gillespie (she | her): Let me showcase my stuff in this styled/staged environment.

13:03:11 From Dana Middleton: Great idea, Dave!

13:03:33 From Bonnie Gillespie (she | her): Agree. This is gold.

13:03:39 From Stephanie Bergeron: I love this, yeah.

13:04:07 From Bonnie Gillespie (she | her): You can even Google "influencer locations" for some ideas near you.

13:04:26 From Stephanie Bergeron: Put a bunch of canvases in your trunk and stage them in locations like Dave says, yeah.

13:04:33 From Bonnie Gillespie (she | her): Because any place that would show up on that search is going to be used to people using their space as backdrop for photo opps.

13:06:19 From Kristen Girard: Thank you Dave! Thank you everyone!

13:07:12 From David Manship: Steph, About your choreo demo. Music is a necessary part of the presentation. The issue is more about how and where the content is accessed.

13:07:40 From Stephanie Bergeron: Yes, totally. I intend to hold it as an "on request". Thank you!