

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)

my blog
guest blog
long Instagram caption
Facebook post
eBook/PDF
Reddit
Medium
email newsletter

WRITTEN (MICRO)

tweet
Twitter thread
meme
short Instagram caption
Instastories
PDF checklist
comments on others' social media

AUDIO

podcast
MP3 download
YouTube audio over image
Voxer
Headliner
audiobook

VIDEO (5-55 MINUTES)

YouTube
Facebook live
IGTV
Vimeo
Loom
webinar
Crowdcast
Periscope

VIDEO (MICRO)

Twitter
Instagram reels
TikTok
Snapchat
YouTube
Facebook live
Instagram
VideoAsk

OTHER

USB branded stick
membership site
mini-course
Patreon offers
EPK
lead magnet
email signature
link in bio

BIG PICTURE

Self Management for Actors

CATEGORIES

BREAKOUTS

Type & Brand

- Difference Between Type & Brand
- Creating a Fantastic Type Survey
- Wrangling Data
- Age Range Rules
- Using Celebs as "Think" Prompts

Targeting Buyers

- Identifying & Ranking Targets
- Population of Thirds
- Relationship Management
- How to Use IMDb-Pro for a Deep Dive
- Tracking How Best to Connect with Buyers

Creating Content

- Your First Pancake vs. Passion Projects
- Tech List & Budgeting
- Crew List
- Creating for Your Brand Umbrella
- Distribution

Mindset

- Enoughness
- Pick Your Hard
- Book the Room
- Rejection
- Be the Solution

Networking & Pitching

- Social Media
- Brandprov
- 5 Kinds of Networking
- Red Carpet Training
- "So tell me about yourself!"

CATEGORY

Mindset

BREAKOUTS

TOPICS

Enoughness

- Definition of Enoughness
- 5 Stages of Enoughness
- Why/When/How We Lose Our Enoughness
- Working Inside/Out vs. Outside/In
- Daily Practices for Fortifying Enoughness

Pick Your Hard

- Why Your Family Doesn't Support Your Dreams
- Leadership Is Lonely
- SMFA Dip Kit
- Creating Content to Combat Actor Funk
- When to Quit

Book the Room

- The Disease to Please
- What "That was great; thanks!" Really Means
- Does This Opportunity Lie on Your True North Path?
- Lumping and Splitting
- Pronoia

Be the Solution

- What You Control
- Trending vs. Timeless
- Ending Actor Busy Work
- How to Look Like a Solution
- How Would You Behave if You Were the Best in the World at What You Do?

Rejection

- The Myth of Rejection
- Population of Thirds
- Don't Leave Your Party
- It's Not Personal
- Leading the New Hollywood

Mapping Topics into Destinations

Now we 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
Why Your Family Doesn't Support Your Dreams	email newsletter; blog post	American Thanksgiving; consider companion guide for family (for purchase or bonus w/ gift enrollment)
Leadership Is Lonely	livestream; YouTube playlist	
SMFA Dip Kit	ads at Facebook; Instagram	freebie for opt-in; for sale seasonally
Creating Content to Combat Actor Funk	Twitter (w/ link to blog post or other media)	
When to Quit	podcast (Stitcher, Spotify, Google, Apple; crosspost at blog for download and Google traction)	

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

weekly blog post (it's also the weekly BonBlast; also teased at Facebook biz page)

daily Instastories that cycle through the 4 pillars of *SMFA* (+ mindset)

podcast episodes (cross-posted at YouTube)

~ fortnightly livestreams (multistream to Facebook, YouTube, and our website)

webinars/free training to lead to offers

ON-THE-FLY (QUICK)

link to best-of blog posts at twitter; also new tweets & retweets of on-brand shares

less strategic Instastories; re-gram and RT #SMFAninjas wins

replies to social media posts, sharing resources, encouraging ninja focus

reply to blog comments

tweet links to 5* reviews of the book; thank reviewers if easy to find on Twitter

FUN AND EASY (YAY!)

go live without notice (usually a rant or different POV on some horrible advice for actors that's gaining popularity)

go live after on-camera things that were awesome (basking in the afterglow while still in makeup)

make memes in Canva (see master source folder for great quotes and best-of highlights [check most popular RTs]) then save for on-the-fly posting