

Internal

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TRENGTHS

- *Things that you do well*
- *Qualities that separates you from similar competitors*
- *What you know well*
- *Your adaptability capacity (facilitation)*
- *Your equipment*
- *Your personality ;)*

External

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PPORTUNITIES

- *Your contacts and active customers*
- *New technologies or trends to respond to a need*
- *Potential partnerships*
- *New communication windows (Zoom, YouTube, etc.)*
- *Cross referencing or cross marketing (brand activation)*

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EAKNESS

- *Things that you have trouble with*
- *Ressources limitations*
- *What you don't know*
- *Your adaptability challenges*
- *Equipements you do not have to operate*
- *Your personality ;)*

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HREATHS

- *A pandemic*
- *A change in legislation (ex parks, schools, etc.)*
- *Emerging competitors or trends*
- *Negative press coverage*
- *Murphy's law, always a factor*

Marketing mix for DCF

P roduct	P romotion	P lace	P rice	P eople
<i>Services you are offering</i>	<i>Your marketing activities</i>	<i>Your coverage (area)</i>	<i>Your price list</i>	<i>Yourself</i>
<i>Equipment your are using</i>	<i>Your message</i>	<i>Your logistics</i>	<i>Discounts</i>	<i>People you employ</i>
<i>Format</i>	<i>Your public image</i>	<i>Your markets</i>	<i>Payments arrangements</i>	<i>People that help you</i>
<i>Technical aspects</i>	<i>Your partners</i>	<i>Web/Live/Zoom/etc</i>	<i>Benchmarking</i>	<i>Apperance</i>
<i>Expertise</i>	<i>Yours videos and images</i>		<i>Price startegy</i>	<i>Attitude</i>
<i>Purpose and objectives</i>	<i>Your logo</i>			<i>Attitude</i>
<i>Appearance</i>				<i>Attitude</i>
<i>Your mission</i>				

Why They Pay Us

Function Better

Learn Stuff

Feel Better

Why They Pay Us

Function Better

Learn Stuff

PLAY!

Feel Better

Why They Pay Us

**Function
Better**

**Learn
Stuff**

**Feel
Better**

PLAY!



RELATED VALUABLE SKILLS

PROGRAM-RELATED

1. Event planning, facilitation, & management (live, online)
2. Performance: Musician / Entertainer / MC / Band leader
3. Curriculum development
4. Trainer
5. Group process facilitator

RELATED VALUABLE SKILLS

BUSINESS-RELATED

1. **Computer skills — content production**
(videos, audio, courses, ebooks, etc.)
2. **Computer skills — communication & outreach**
(email, website, social media, etc.)
3. **Overall project management & administrative skills**
4. **Connector / networker / influencer**

RELATED VALUABLE SKILLS

OTHER

1. Other arts (photography, visual arts, storytelling, building things)
2. “Ministerial” — affirmation, loving care, coaching, mentoring, guide to feeling better
3. Communication skills, problem resolution, getting things unstuck
4. Uplifting presence — lift the whole scene with optimism and “can-do”