

Where was I? _____

Where am I now? _____

Where do I want to go? _____

Budget for the year: \$ _____

Goal timeline start date: _____

Goal completion date: _____

Do I need assistance: yes / no

If yes, who? _____

Do I have a marketing plan in place? yes / no

Do I have a database? yes / no

If no, who will I purchase one from? _____

Do I have my arsenal of answers/resources prepared?

- Day rate (editorial and commercial)
- Forms ready (estimate template, estimate questionnaire, etc.)
- Crew researched (producers, assistants, stylists, etc.)
- Industry resources (negotiator, consultant, etc.)

Previous lessons to take forward: _____

What do I need?

- Portfolio
- Website
- Brand design
- Marketing plan
- Database
- Creative outlets
- Support