



“FOCUS” - An Introductory Career Coaching Program for Ambitious Actors with Alyssa Anne Austin

Hey friend! Are you an actor or artist who is ready to move your career forward in an intentional way? Are you tired of waiting around for opportunities and wanting to take a proactive approach to building your career, booking more projects, and feeling fulfilled as an artist?

If so, then I created FOCUS - an introductory career coaching program for ambitious actors - for you! Learn more about the program and how it works below.

FOCUS Program Breakdown

Over the course of 4 weeks*, we'll go through the following calls (all conducted on Zoom) and corresponding “homework” and action items:

Call #1: Artistic Individuality Excavation

Your SUPERPOWER as an artist is your *self-awareness* - understanding exactly who you are and what you bring to the table, as a human being and as an artist. In this first call, we'll focus on exploring and clarifying your artistic individuality and answering questions like:

- What makes me unique?
- What are my strengths as an artist?
- What do I LOVE to do?
- What kind of work is most exciting to me?

Furthermore: Developing a deep understanding of who you are & what makes you YOU builds your presence and confidence, which radiates out of you in the audition room!

Call #2: Artistic Vision & Goals

Now that you have a keen understanding of WHO you are, the next step is to clarify exactly what you want. What does “success” look like to you? What are your goals as an artist? What types of roles, shows, and projects are of greatest interest to you? What really matters to you in how and why you do the work you do? We'll clarify this information and also tap into your unique mission as an artist - your driving force!



Call #3: Artistic Brand Audit + Personal Marketing Plan

A huge part of being an actor is taking a proactive approach to getting your name out there and building connections. To put it simply: you **MUST** be your own publicist! Prior to this call, Alyssa will complete an audit of your existing online presence (your “digital footprint”, your resume, your headshot, and any other branding assets). Then on the call, she’ll present her assessment, opportunities for growth, and initial gameplan for getting YOUR name “out there” in an authentic, achievable way using social media, email, websites, “PR,” and more..

Call #4: Actor “SWOT” Analysis

A SWOT Analysis is a tool used by businesses to identify Strengths, Weaknesses, Opportunities, and Threats on a regular basis. As an actor, you have to run your own business as well - the business of your career! Using the information we’ve gleaned from our first 3 calls and exercises, we’ll complete a SWOT analysis together, with a focus on identifying key areas of opportunity for you moving forward.

In addition, for the entire length of our program*, **you will have open access to me** (via text and email) for any questions that may come up, any opportunities you need help navigating, or anything you’d like a second set of eyes on as an actor.

At the end of these 4 calls, you will have a strong sense of:

- Exactly who you are and what you bring to the table as an artist
- Exactly the types of projects that are desirable to you, so you can focus on pursuing the work you **REALLY** want to do
- Your artistic goals and artistic mission
- How to market yourself on a regular basis to build your online presence, build connections, and ultimately **book more work**

After you complete the FOCUS program, you will then have **1 free month of access to my [Radiant Mastermind](#)** - my ongoing, monthly mentorship program - where we focus on self-actualization (AKA - the process of becoming the BEST and most successful version of you) through monthly goal setting, cultivating a habit of self awareness, and monthly 1:1 coaching sessions with me to keep you on track and building momentum towards your goals. After your free month, you are welcome to join this ongoing mentorship program (cost is \$97/month).

**This program can be completed in as quickly as 4 weeks (1 call per week), but timing is flexible depending on what works best for you and your schedule.*



Pricing

The cost of the FOCUS program is **\$500**.

You can pay that amount in full, or choose from the following payment plan options:

- 2 monthly payments of \$255
- 6 monthly payments of \$87

Next Steps

To get started, email me at poisedandprofessionalcoach@gmail.com with your preferred payment option. I'll send you an invoice, and once I have your first payment, I'll send over some kickoff materials, and we'll get to work!

I look forward to working with you!