

## { Personal Training for Creatives }

A one-on-one training for creatives providing individual counseling such as self-organization and presentation, motivational training, portfolio revision and self-marketing to take all necessary steps towards a steady creative career.



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You need a very good strategy and great communication skills to make sure that you get more than just “15 minutes of Fame”

Having success and being able to make your professional dreams come true is definitely no coincidence. It's a lot of work and smart decisions at the right moment. Especially when you're new to the business or never dealt with what it really means to be your own boss, it can appear to be quite over-whelming: You don't know exactly what you want and need, what to do and when to do it and who to contact and how. Sometimes the problem starts already with not being sure, who you are as a professional and what you exactly expect from your career once you got started.

**But don't panic**, as wise people say: There are no problems, there are only solutions. And that's very true.

Developing a personal strategy is a quite complex endeavor and involves a lot of details to keep in mind (starting with knowing what these details are). But when you break this huge package down into smaller pieces and take it step by step, everything will feel much more achievable and less scary.

**It's all about:** Accompanying your process every step of the way as your advisor and your support system to make sure there is no doubt about what to do and how to do it while creating your personal strategy. Giving you the motivation you need to tackle all obstacles and to continue your path to a thriving career with all marketing tools and personal advice you'll need is the key. It doesn't matter if you have time management problems, looking for a healthy life/work balance or if you suffer from the classic fear of failure, your needs will be met and understood. This personal training gives you the full attention you deserve, making the space and time to focus on what's important to you – your creative career.

**My Personal Training includes** a complete analysis for your creative environment and of your project/company as well as a self-analysis. After that we will start your positioning, self-organization and all the planning you need in order to get started properly. Once this part is completed we'll focus on social media, communication skills, motivation and last but not least acquisition and your public relations.

**And when you're not a creative?** No problem, the Personal Training is adaptable for people working in non-creative professions too.

So if you want to make the most of your (creative) career opportunities and feel like my personal training package is exactly what you need: just give me call or send me an e-mail. The first and most important step is to realize that **your future lies in your own hands – so grab it and make the most of it.**



# { Personal Training for Creatives - Details }

No one is alike - that's why every training focuses on the individual needs

Training packages (each session is 60 min)

Personal Training Package I	6 sessions - 190,00 €
Personal Training Package II	9 sessions - 250,00 €
Personal Training Package III	12 sessions - 320,00 €

All Personal Training Packages include:

- analysis of your creative environment and target group
- analysis of your project / company / brand
- self-positioning / self-analysis
- self-organization / planning / self-marketing
- motivational training
- revision and optimization of portfolio (online & offline) / CV / artist statement
- social media training
- analysis of your self-presentation (communication / apparel / body language)
- acquisition and follow-up and business etiquette
- defining values of your work

If you have chosen the **Personal Training Package II** or **III**: Due to having more sessions we will be able to work very profoundly on each topic of the package as well as we will have more time to put extra focus, material and exercises on the areas you want and need more support

Single session (60 min) 40,00 €

Offered in Spanish, English or German and can as well be held via Skype if the client is busy elsewhere

