



MODULE 7 WORKSHEET

GETTING TO THE NEXT LEVEL

NETWORKING

Networking can seem like such a daunting, contrived or sometimes impossible task. I've drawn up a list of ways you can continuously network efficiently and naturally:

- Always introduce yourself to everyone in the team whilst you are working on a job. Study the call sheet beforehand so you are familiar with names and roles. This is a simple way to start especially if you are shy.
- When you are assisting do the same but always make sure you are introducing yourself at the right time - Read The Room.
- Find Networking specific events and go to them !
- Find industry events and go to them - panels and talks are good spaces to mingle with your peers.
- While in the pandemic try and find the online versions of these panels and talks and lock in - this is a good opportunity to ask industry professionals in depth questions and for them to recognise you
- Join online freelancer groups on social media or create your own freelancer group - this is the start of emmercing yourself around like minded people.
- Join creative industry directories - and use them to find new people to work with.
- Create your own online "database" of creative peers whose work you love and follow/dm - introduce yourself and communicate you'd love to work on something.
- Set yourself a weekly task of introducing yourself and your work to one new person a week
- Take meetings and reconnect with people you have met in the past. Staying engaged with people you do meet is equally important in maintaining connections.
- In the age of the pandemic, catch ups and meetings can be done on zoom or on the phone, let this down time be a time plan and grow what you want for yourself.
- Having conversations with peers that want to work as much as you do can be a really good way to uncover new opportunities and create really good ideas
- Be resourceful and ask the people around you to intro you to someone they may know that you really want to know too! Obviously make sure they are comfortable with this before hand.
- Really use social media to your advantage you have thousands of people at your fingertips you have direct contact with.
- Advertise and ask for help ! Put yourself out there and see who responds :)

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PITCHING

Pitching is how you propose new creative ideas to a brand, product or service to a prospective client. As a Fashion Stylist you could pitch to potential clients and employers your own editorial, content and campaign ideas that either reflect their current goals and brand message or ways of improving on them. Normally you would propose your ideas in a creative deck format - which is similar to a moodboard and includes visual references but also written information on what you are proposing and how you would actualise those ideas.

When presenting or pitching:

- Always pitch an idea you genuinely believe in
- Create a 3 idea options within your pitch
- Name the concept

SELF PROMOTION

Naturally you will want to spend most of your time styling and creating. However if you do want to progress quickly and grow a successful business then you will need to dedicate some time to raising your profile and promoting your work. Running any kind of business means you will have to wear many different hats. We've already established that styling is already a lot of different roles but additionally having a good idea of how to market yourself is super important. You may be an amazing Fashion Stylist but if no one knows about your services there is no point. By being a self-promoter, you'll be given an opportunity to demonstrate your talent. SHOUT ABOUT YOUR WORK show people who you are and what you can do. If you're not comfortable talking about your achievements and promoting yourself it will be something that you have to overcome in order to get ahead. There is an element of "Fake it till you make it" in this game and being confident and talking about your achievements will bring in more opportunities. Here are some self promotion tactics you can implement.

- Having an online presence which is in line with your personal brand
- Posting regular and consistent content that is relative to your work.
- Always helping and over delivering on jobs
- Sharing other people's work and achievements !
- Using your social media and tagging your peers when you are working
- Collaborating with new people regularly this will expand your network and push your creativity

CONSISTENCY

Building yourself up as a creative, freelancer and a business is about consistency. Being committed to gaining experience, assisting and creating your own work regularly is the foundation to being successful at anything. Setting yourself weekly and monthly goals and tasks can help you be accountable for your career growth.

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INDUSTRY MENTORS

It may be difficult especially during this time to find consistent assisting jobs or work. Look for industry mentors is a way to stay plugged in and also gain valuable knowledge. There are so many industry professionals who are looking to give back and mentor the next generation. They may not be able to give you work experience or assisting positions at this time, but they may be able to coach you, be your accountability partner and recommend different people in the industry you could be also approaching for work opportunities.

MODULE 7 TASK SHEET

TASK 1. MAKE SURE YOU PERSONAL TOOLKIT IS UP TO DATE

TASK 2. CATCH UP WITH OLD CONTACTS AND SET YOURSELF A TASK OF INTRODUCING YOURSELF TO NEW PEOPLE

TASK 3. CREATE A "CREATIVES" DATABASE OF PEOPLE YOU'D LOVE TO COLLABORATE WITH

TASK 4. MAKE A WEEKLY + MONTHLY GOAL PLAN