



Telling Your Story

It is important to consider how you would like to be seen. If people, admirers, customers or colleagues etc are looking for you, what do they see? What story do they read? What would you like them to see, hear or read?

1) First check which channels you are now posting your content. Make an outline.

2) Then check if you are satisfied with this content. Is this what you want to say? Is this how you want to be seen by others? And how often do you post something? Is that consistent? You may also want to distribute content offline. It is a combination of determining your content but also trying things out. What works well and where do you get work by posting content, for example.

3) Now you can build a new plan and try things out. Also remember here that it is not just about posting content online. Try to see channels as a collection of places (platforms, webinars, festivals etc) where you can meet potential professional partners. Also look carefully at how often and when you use the channels. Make a consistent timeline.

4) Adjust when necessary and follow the steps: Reflect - Rebuild – Adapt

Tip: Keep in mind that a website, social media are communication means. Of course you can use them to organize yourself (portfolio) but in the end it is always for someone else.

1) Current *(How I'm visible at this moment)*

| | | | | | |
|---|---|---|---|---|---|
| Channel Content | Channel Content | Channel Content | Channel Content | Channel Content | Channel Content |
|---|---|---|---|---|---|

Total story summery:
(check your outside story)

2) Reflect *(What do you want to keep or add?)*

Which channels?

Which content?

3) Rebuild

| | | | | | |
|---|---|---|---|---|---|
| Channel Content Time | Channel Content Time | Channel Content Time | Channel Content Time | Channel Content Time | Channel Content Time |
|---|---|---|---|---|---|

4) Adapt *(Adapt when necessary)*

