



HOW TO
BECOME A

Boss on Beat

7 BUSINESS SKILLS
EVERY DANCER
SHOULD KNOW

TheWorkingDancer.com



Time to Boss Up!

It's high time dancers, and all artists for that matter, take their power back from the starving artist lifestyle.

We spend so much time and money on training and rarely, if ever, does that training include any of the business skills we'll need to actually sustain a career in any real way.

So, what's the point? Why invest so much into a craft and not learn how to make it work for you while you're at it?

Well, this book is the remedy for that. It offers a power-packed overview of 7 skills sets that will help you become the BOSS I know you were created to be.

- Shate' L. Edwards

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How to Become a
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MINDSET MATTERS

We all know how much hard work and determination goes into building a successful dance career. We also know dancers don't have cookie cutter careers that follow a simple school --> degree --> application --> job process.

As freelancers, we have to be diligent, creative, and persistent in making our dreams come true.

When you're first starting out, it's easy to be excited, motivated, and positive, isn't it? But what happens when you've been at it for a while, and you're not seeing the results you had hoped for?

One of the keys to creating a sustainable career is to keep a positive mindset.

It's important to have unwavering belief in yourself and to keep a positive and open attitude.

Unwavering belief in yourself means that you trust in your ability and what you bring to the table even in the midst of rejection. Having a positive and open attitude means you're focused on the good and on enjoying the journey, instead of focusing on not being where you want to be yet.

When you get into those spaces of fatigue, sadness, restlessness, and overwhelm, take notice and work at shifting your focus quickly.

At all costs, avoid comparing yourself to others and have a physical and/or spiritual practice to get you out of your head and back into your heart.

What you should know is that YOU ARE ENOUGH. Allow this thought to level up your mindset for the road ahead.

MONETIZE 2 YOUR GIFTS

Each one of us has something special to offer the world, something unique for which we are specifically purposed.

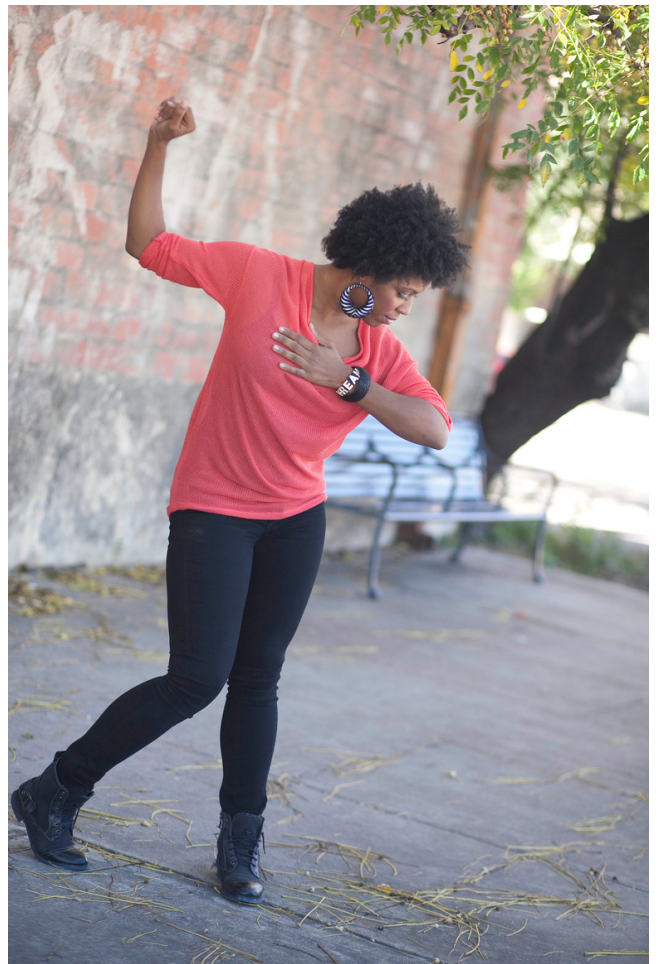
We are all wired to love specific things because those things are apart of our calling. Yes, we can have interests and hobbies that are separate from our professions that add to the overall quality of our lives, but we can also have passions that have everything to do with our specific purpose in life.

If you're certain dance is your only calling, then can you use it to create your own opportunities instead of always being on the receiving end of a gig?

If you have other interests aside from dance, can you use them in a way that adds more value to the lives of others AND more money to your pocketbook?

To discover your money maker, find the sweet spot where your passion/interests meet the need you can fill or are already filling.

Your passion/interests should be activities that you enjoy so much that you wouldn't mind doing them free of charge.

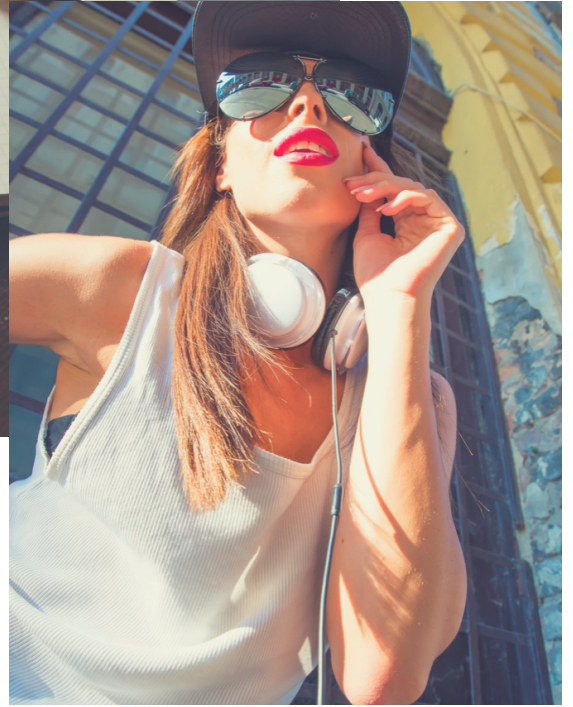


The need is something that people already ask you to do or a problem to which you're sensitive.

For example, if you love finding savings and people always ask you for help with their taxes, that's a need you're already filling. If you love fashion and notice there aren't any vintage boutiques in your area, then that's a need you can fill.

Couple your interests with a paid service you can offer, and you'll always have money coming in on your own terms.

Monetizing your gifts will afford you the FREEDOM to keep both your connection to dance and a great quality of life.



BRANDING BASICS

When it comes to building your career, the impressions you make are very important. Developing relationships and leaving positive lasting impressions are essential to getting and sustaining work as a freelance artist.

As a freelance artist, you are in fact, an entrepreneur and a business. And one thing EVERY business works diligently to develop is their brand.

Your brand is your presentation, values, and what your client remembers about their experience with you.

Consider a brand like Target. What immediately comes to mind for me is their red target logo (not to mention red shopping carts, sales signs, etc), their quality products at reasonable prices, and their super fun commercials (many of which use dancers, by the way).

When I shop at Target, I enjoy my experience and usually end up leaving with way more than I need.

So, when I think of Target, a very specific presentation and experience comes to mind. That's great branding for ya.

In your own freelance business, your presentation is the quality of your professional materials: that's your headshot, resume, reel, website, etc.

Your client's experience comes from your work ethic: that's showing up on time, knowing the material, going the extra mile, having a gracious attitude, and having good communication skills.

All in all, make sure your materials are on point, and just be the type of professional that you'd like to work with or hire.



MARKETING & NETWORKING

Marketing and networking are also essential components of running a successful business.

To break it down:

- Marketing is simply the act of letting the people you'd like to serve know what you have to offer.
- Networking is simply relationship building.

To market yourself or your services effectively, whether that be as a professional dancer or with the new money maker you've just created, you'll need to know exactly who it is you'd like to work with. Once you've figured that out, go to the places where those people are.

For example, if you want to be a back up dancer for artists, you'll need to be at the places (studios, auditions, events, etc)

where agents and specific choreographers can be found.

On the other hand, if you want to be a dancer for professional sports teams, you'll need to hang around a completely different circle of studios and choreographers.

So get very specific on who you want to serve with your gifts, and then meet those people where they are.

When it comes to networking, again, find yourself in the same places as the influencers you'd like to meet, but instead of approaching them to ask for an opportunity, **reach out to GIVE them something of value first.**

The most effective way to network is to foster real relationships and to be a giver first.



MONEY MATTERS

When it comes to talking money, there are three extremely important issues that must be discussed: knowing your worth, budgeting/saving, and taxes.

Knowing your worth goes back to the idea of having unwavering belief in yourself and valuing yourself enough to charge what you're worth, even if that means passing on certain opportunities.

Of course, there are exceptions to this rule like donating your time or talents to a worthy cause or offering your services for the sake of promotions or relationship building. However, outside of being generous for those reasons, and maybe very few others, **be sure to collect the monetary value that matches the value you're adding.**

If you're unsure of how to price your services, start by calculating your personal hourly freelance rate (Click to learn how).

Concerning budgeting and taxes, here are a few simple tips you can start implementing today.

1. **Keep a detailed record of your earnings and expenses.** This helps with budgeting and with submitting 1099 forms for your taxes.
2. **Keep track of your receipts and mileage use for deductions.** Many of our purchases and travel can be written off as business expenses.
3. **Set aside a portion of your income for slow seasons and for taxes.** Planning ahead for slow months and tax season allows you to work and live comfortably all year long.

Use these tips to help you manage your money like a BOSS.



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TAKING ACTION

Taking the first step IS the first step. Action. That's all it takes to start creating a career and life that you love.

Getting started doesn't need to be some complicated undertaking. You can get started right now where you are, with what you have.

Many people, especially budding entrepreneurs, get caught up in the planning stages. They think they need to have everything perfectly done and in place before they can actually launch.

But notice that the over-planning and perfectionism hinder you from moving forward.

Yes, a bit of planning does need to take place prior to you launching your endeavor,

but your planning should be the wings that launch you, not the anchor that keeps you from taking off.

When you take action, you gain more clarity on your value, your services, and your clients. It's the act of doing that truly helps you find your sweet spot.

Just take a step, and then another, and then another. In the beginning, you may feel a bit unsure of yourself, but you'll eventually find your groove.

So the moral of the story is to **BEGIN**.

Build your empire the way all empires are built: one brick at a time. And while you're taking steps and adding bricks, you'll be learning and evolving into the creative professional you were created to be.



BEGIN



PERSEVERANCE

In this line of work, you'll likely get way more rejections than acceptances in the beginning, which can be incredibly frustrating and overwhelming.

Experiencing that much rejection can really do a number on your ego too, especially since your ego wants to keep you safe and in control.

But we all know that the real way to success is to take risks and to put yourself out there.

The thing is, anyone who takes a chance on following their dreams will at some point experience a good bit of rejection and burn out.

When the pressure is mounting and your strength is weakening, use these tips to help you persevere.

*"Great works are performed not by strength, but by perseverance."
- Samuel Johnson*

1. **Make time for self care.** To go the distance, it's incredibly important to make time to invest in your physical, mental, and spiritual health.

Avoid the temptation to work around the clock, and instead, find the time to work out, have fun, and recharge.

2. **Change your focus.** As we've already discussed, your mindset is critical to your success. Shifting your focus can be the difference between you pressing on or giving up.

So, focus on the things that are working in your life, and soon that positivity will find its way back into your work as well.

You got this! #BOSS



BELIEVE.
BE TAUGHT.
BEGIN.

If you'd like one-on-one support in implementing any of these skills, email support@TheWorkingDancer.com, and we'll set up a time to connect.

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