

Hey peeps, I'm Julian from Miami Beach (stage name "Cleric") and I have the honor of teaching a class at Flame that I've been on for a few years, "The Business of Flow." It has been developed out of my experiences as a professional firedancer, glow dancer, entertainment producer, and serial entrepreneur.

The outline below will give you a general idea of the material we'll cover. Of course, we'll be diving into the ever-popular "how to get gigs," but the opportunities for growth and a life fully in-flow are much more diverse and vast than most imagine and we will explore them in detail. Not just principles, but real blueprints for financial development with flow arts. If you need information on a particular topic or opportunity, please do not hesitate to contact me in advance of the workshop and we will work it into the class course material.

Thanks so much, I'll see you guys next month! SPIN ALL THE THINGS!

- I. How money is traditionally earned in flow arts:
 - a. Performance
 - i. Talent
 1. Live
 2. media
 - ii. producer
 1. talent
 2. event
 3. media
 - b. Equipment
 - i. Manufacture
 - ii. Resell and affiliated
 - c. Instruction
 - i. Private
 - ii. Group
 - iii. Institutional
 - d. Sponsorship
- II. Getting to it
 - a. Market Research – find stuff out
 - i. Who is doing what you do
 - ii. Who is doing what you want to do
 - iii. What can we learn about them?
 - b. Marketing
 - i. Self-identity / identifying sales channels
 - ii. Identifying buyers
 - iii. Price points and psychology
 1. Bargain
 2. Value

- 3. premium
 - iv. Prioritizing
 - v. Portfolio development
- c. Advertising and promotion
 - i. Types of ways people advertise
 - ii. The paradox of the “free show”
 - iii. Promotional offers
 - iv. Market-making
- d. Sales
 - i. Cold-calling
 - ii. In-person selling
 - iii. Networking
 - iv. proposals