**TSL Business Coaching Class Checklist**

**Lesson 1:** *Creating a Focused Body of Work and Making Money*

September 3, 2014

Assignments:

* \_\_\_ Post an image of your completed “Who am I?” form.
* \_\_\_ Post three of your pictures that represent the direction you want to go and what you want to shoot. If you do not have three images, post three that other people took to represent the direction you want to go and what you want to shoot.
* \_\_\_ Post one new image from your photo shoot that looks like or is better than the three images you submitted.

**Lesson 2:** *Creating a Website that Gets You Business*

September 10, 2014

Assignment:

* \_\_\_ Submit your new or updated website’s URL.

**Lesson 3:** *How to Get Clients: Daily Routine + One-on-One Coaching*

September 17, 2014

Assignment:

* \_\_\_ Post an image of your completed “Daily Routing for Success” worksheet.

**Lesson 4:** *Creating a Blog that Reaches Clients or Art Directors*

September 24, 2014

Assignment:

* \_\_\_ Submit your blog plan and first blog post.

**Lesson 5:** *Drafting Your 1 Page Business Plan*

October 1, 2014

Assignment:

* \_\_\_ Post an image or written out copy of your 2 page business plan.

**Lesson 6:** *Getting More Work with a Newsletter + Lars Lindstrom and a Wedding Business*

October 8, 2014

Assignment:

* \_\_\_ Answer the following:

1. What type of email marketing do you want to implement?
2. What is your goal?
3. What is your work flow?
4. Sketch up an idea.

**Lesson 7:** *Structuring your Business; plus, One-on-One Coaching Calls with Jay P. Morgan*

October 15, 2014

Assignment:

* \_\_\_ Get a DBA and open your business checking account.

**Lesson 8:** *Attracting Customers and Getting Sales through Facebook + Facebook Ads*

October 21, 2014 + October 23, 2014

Assignments Part 1:

* \_\_\_ Post 10-20 names of people on your target list OR 1-3 buyer personas, including their gender, income, attitude, style, and interests.
* \_\_\_ Post what day and time each week you will blog and update your social media for the week.
* \_\_\_ Post your FB 10 Plan.
* \_\_\_ Post a blog article to your FB page, then share the page’s post in the FB group.

Assignments Part 2:

* \_\_\_ Implement the Facebook retargeting pixel on your site.
* \_\_\_ Upload a custom audience if you have an email list or phone list.
* \_\_\_ Practice making at least one ad.

**Lesson 9:** *Calculating Your Overhead*

October 28, 2014

Assignment:

* \_\_\_ Complete the “Overhead Calculation Handout” Excel document.

**Lesson 10:** *Attracting Clients and Industry Professionals through LinkedIn & LinkedIn Ads*

November 4, 2014 + November 6, 2014

Assignment:

* \_\_\_ Let us know if you will be using LinkedIn or not, and post a copy of your completed or updated profile.

**Lesson 11:** *How to Bid Wedding, Video, and Commercial Shoots*

November 12, 2014

Assignment:

* \_\_\_ Provide an estimate for the image on the class website. You are free to decide how you will do this shoot.

**Lesson 12:** *How to Write and Use Contracts*

November 19, 2014

Assignment:

* \_\_\_ Make a set of contracts with your logo on them. Have a model release, property release, and a contract/terms of agreement.

**Lesson 13:** *Using Instagram to Successfully Grow Your Business*

December 3, 2014

Assignment:

* \_\_\_ Come up with who you want to target and what your plan is for Instagram. Share this with us.

**Lesson 14:** *Producing a Shoot*

December 10, 2014

Assignment:

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**Lesson 15:** *Guest Expert: Commercial – Judy Herrmann*

December 17, 2014

Assignment:

* \_\_\_ No Homework

**Lesson 16:** *Guest Expert: Headshots – Joanna DeGeneres*

December 18, 2014

Assignment:

* \_\_\_ No Homework