

20TH EMPLOYMENT SUPPORTS SYMPOSIUM

*connecting talent to
opportunities*



City of Philadelphia



DBHIDS

DEPARTMENT of BEHAVIORAL HEALTH
and INTELLECTUAL disABILITY SERVICES

Funding provided by...

City of Philadelphia DBHIDS
Department of Behavioral
Health and Intellectual
disability Services



Dollar Signs: Using Social Media to Grow Your Business

Will Toms



HASHTAGS -> DOLLAR \$IGNS

YOUR CREATIVE STRATEGY PLAYBOOK FOR 2020 + BEYOND

William Tyrone Toms

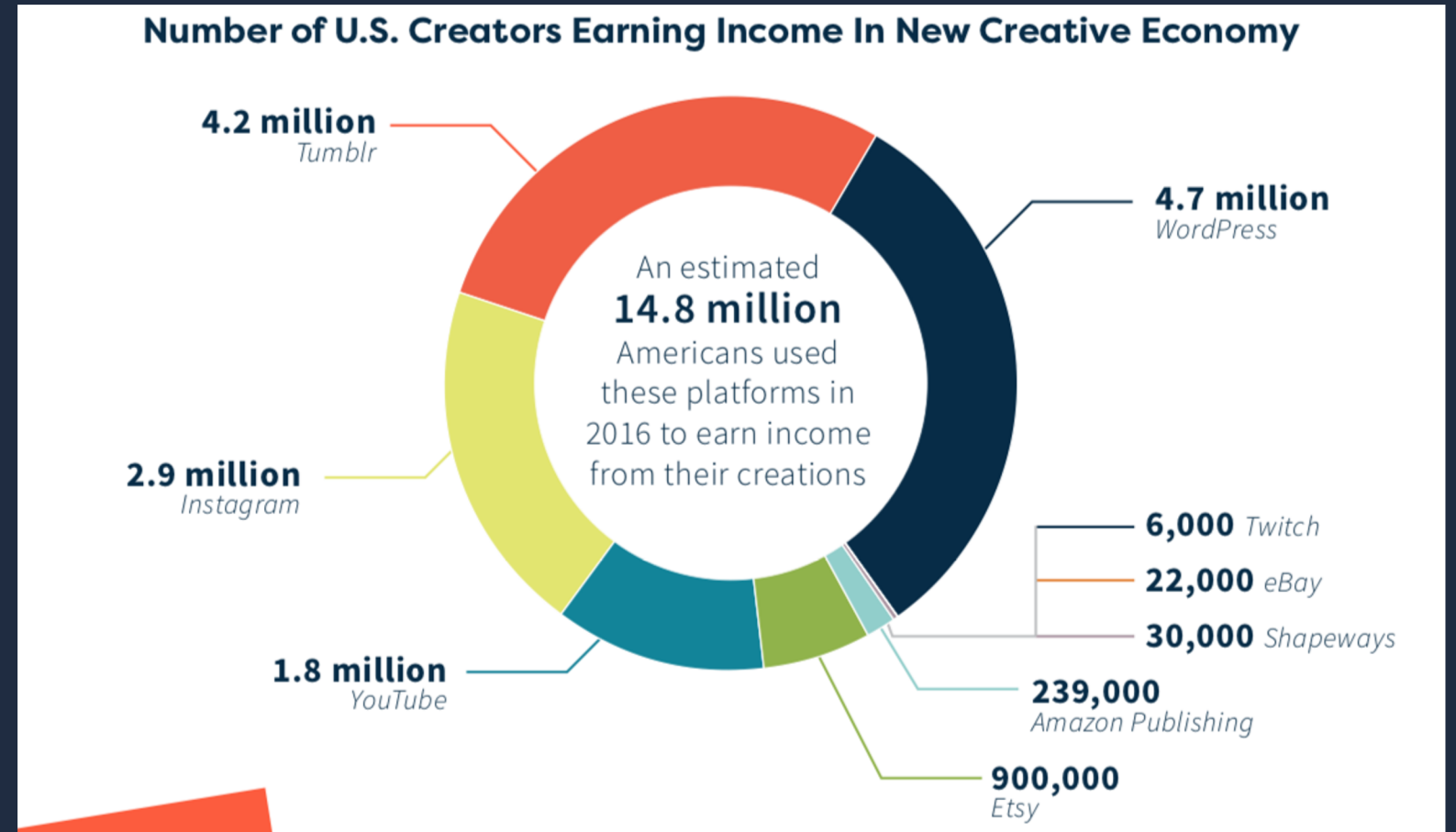


WHAT IS THE NEW CREATIVE ECONOMY?

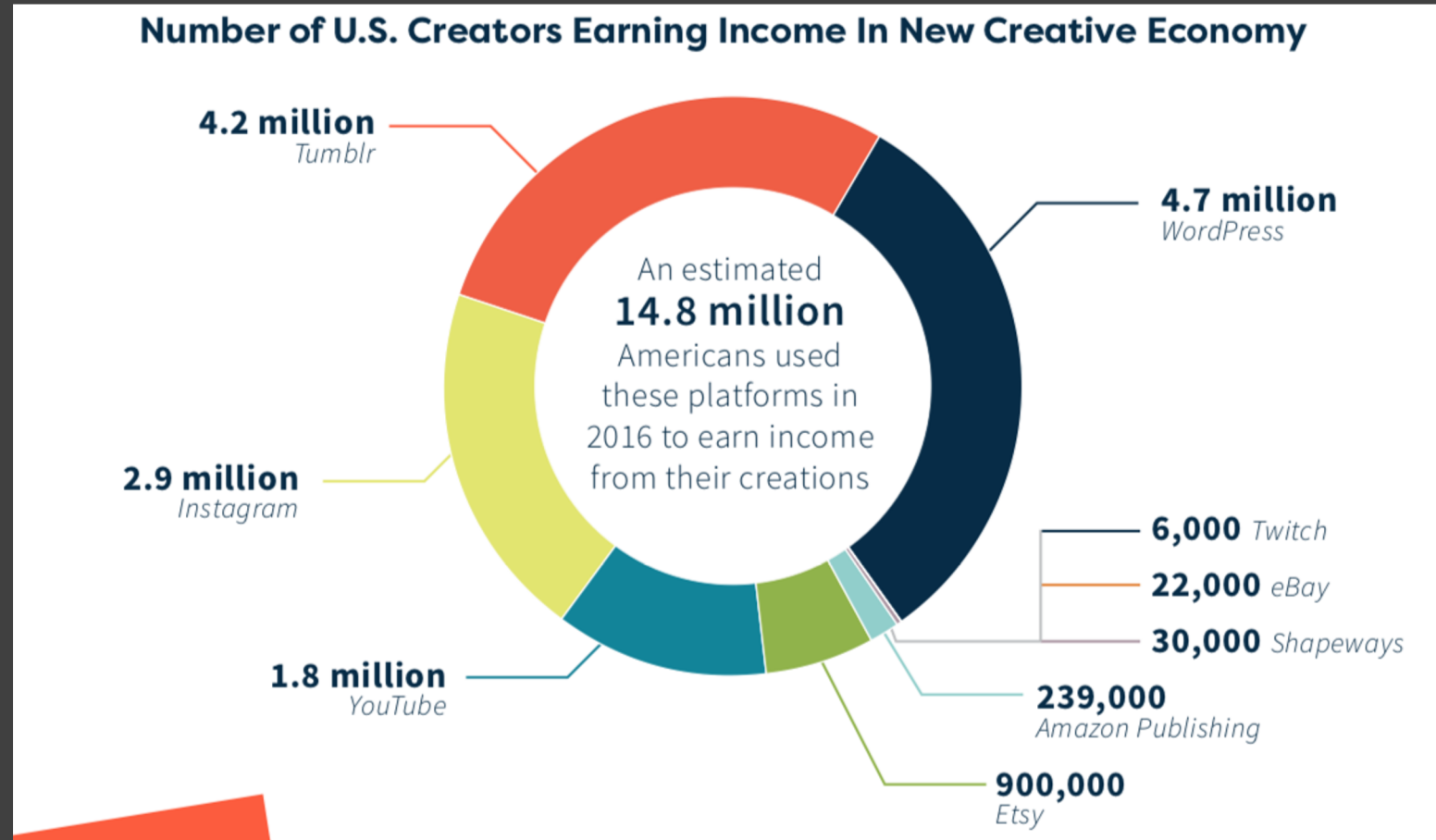
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THE NEW CREATIVE ECONOMY

Graph showing



THE NEW CREATIVE ECONOMY





Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



WHO AM I?

—

PURPOSE:

—

PURPOSE:

**LEARN HOW TO
GET PAID TO BE YOURSELF.**



QUESTION:

HOW DO I GET PAID TO **BE ME?**

—

BUILD YOUR BRAND

ENGAGE YOUR AUDIENCE

MONETIZE YOUR TALENT

EXPAND YOUR REACH



PURPOSE:

**LEARN HOW TO BUILD A DIRECT-TO-
CONSUMER BUSINESS.**



PURPOSE:

**LEARN HOW TO
CHANGE THE WORLD.**



PURPOSE:



**LEARN HOW TO MAKE
TALKING TO NON-PROFIT
STAKEHOLDERS LESS
AWKWARD.**

WHAT DO YOU DO?

**ARE YOU LIKE, FAMOUS OR
SOMETHING?**

WHERE CAN I FIND YOUR STUFF?

**WAIT, BUT HOW DO YOU MAKE
MONEY?**

**GOT IT. BUT WHY DO YOU HAVE
YOUR PHONE OUT AT THE
DINNER TABLE?**



“WHAT DO YOU DO?”

(WHO ARE YOU AND WHAT VALUE DO YOU ADD TO THE WORLD??)

EVERYTHING SPEAKS



ARTIST STATEMENT.

I CREATE _____

FOR _____

TO FEEL _____

WHEN THEY'RE _____.





ARTIST STATEMENT.

I CREATE _____
(1 Word: Choose Primary Medium)

FOR _____
(Two Words: 1 Adjective + 1 Noun)

TO FEEL _____
(1 Word: Feel or Emotion)

WHEN THEY'RE _____

(4 Words: Action or State of Mind)





ARTIST STATEMENT.

I CREATE

Word Bank:

Audio * Visuals * Products * Experiences

Choose One



REC



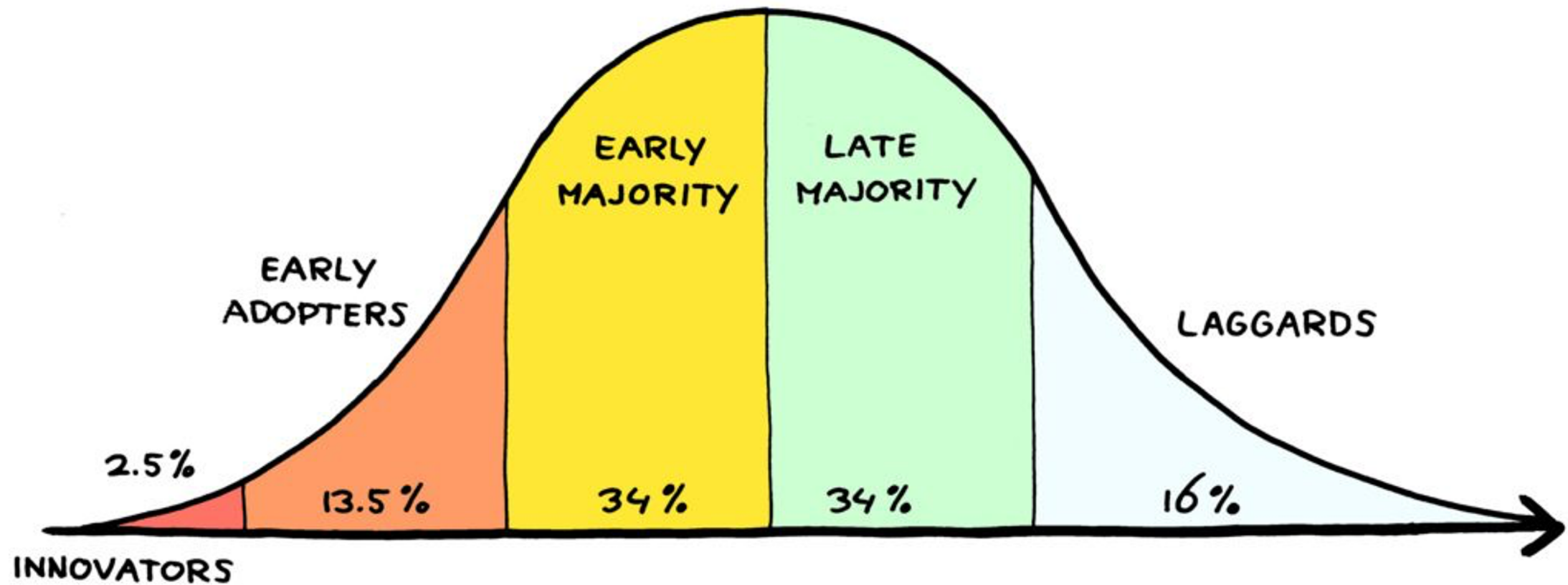
ARTIST STATEMENT.



**“OH, SO YOU THINK YOUR
FAMOUS NOW?”**

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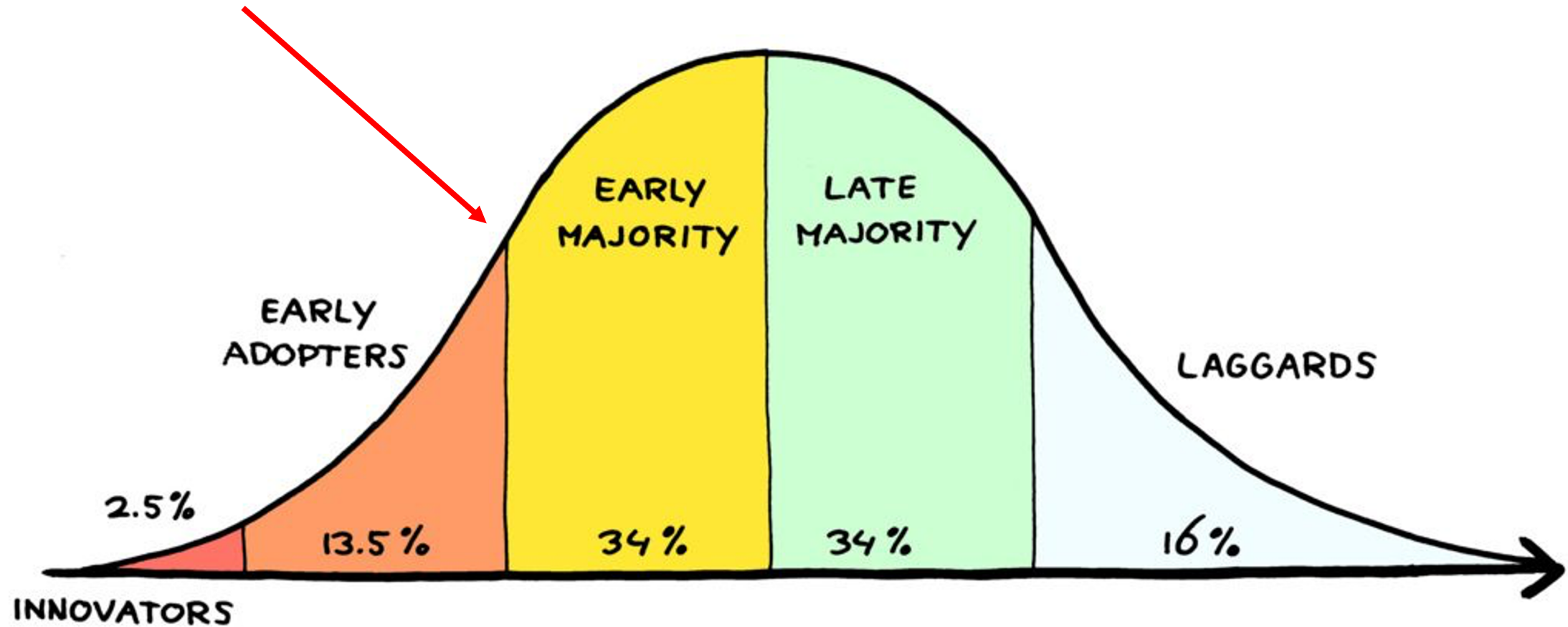
TIPPING POINT.



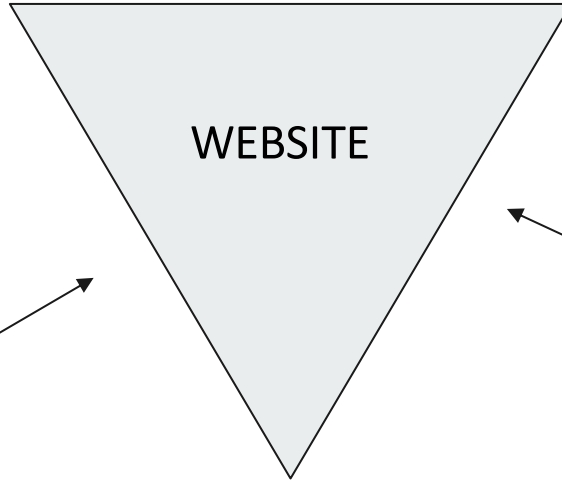
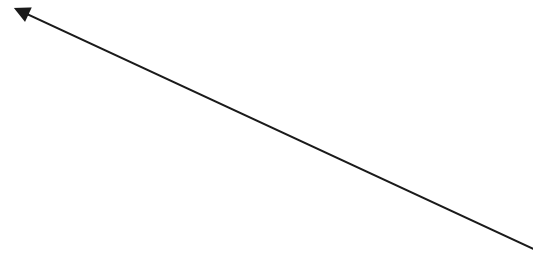
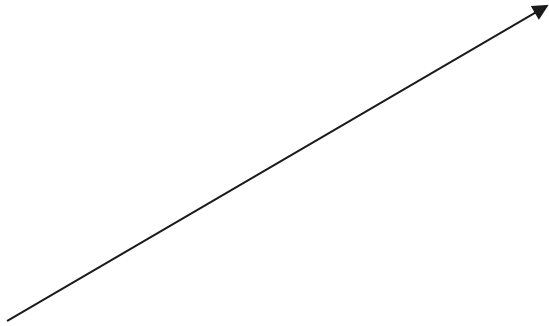
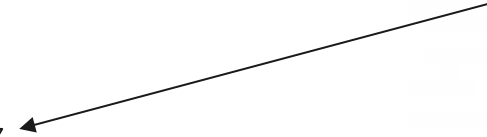
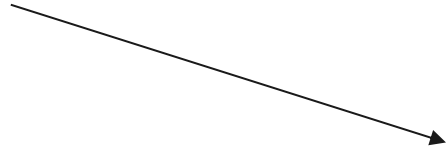
**“THERE’S RICHES IN
NICHES”**



TIPPING POINT.

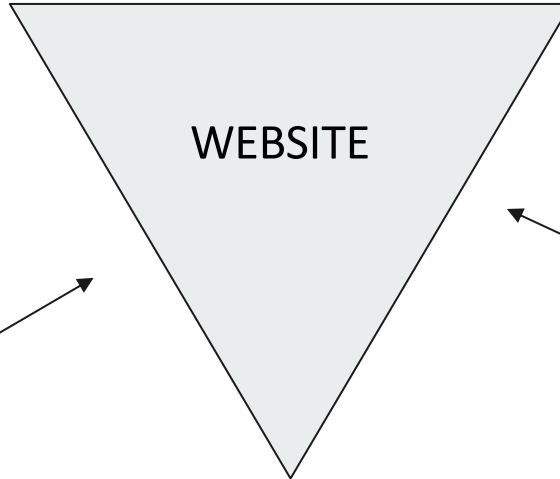
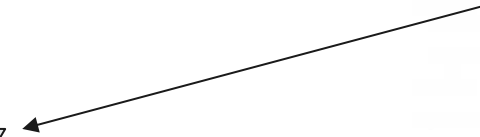
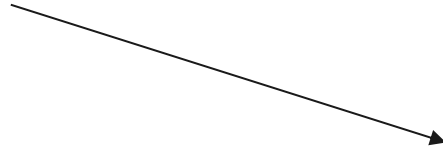


**“RIGHT, WELL WHERE
CAN I FIND YOUR
STUFF?”**

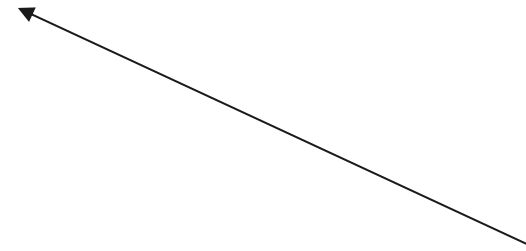
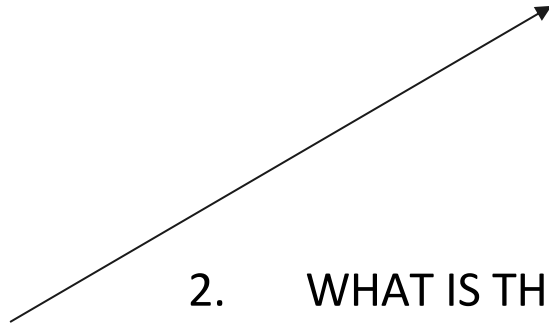




1. WHAT IS THE EXPECTED USER EXPERIENCE?

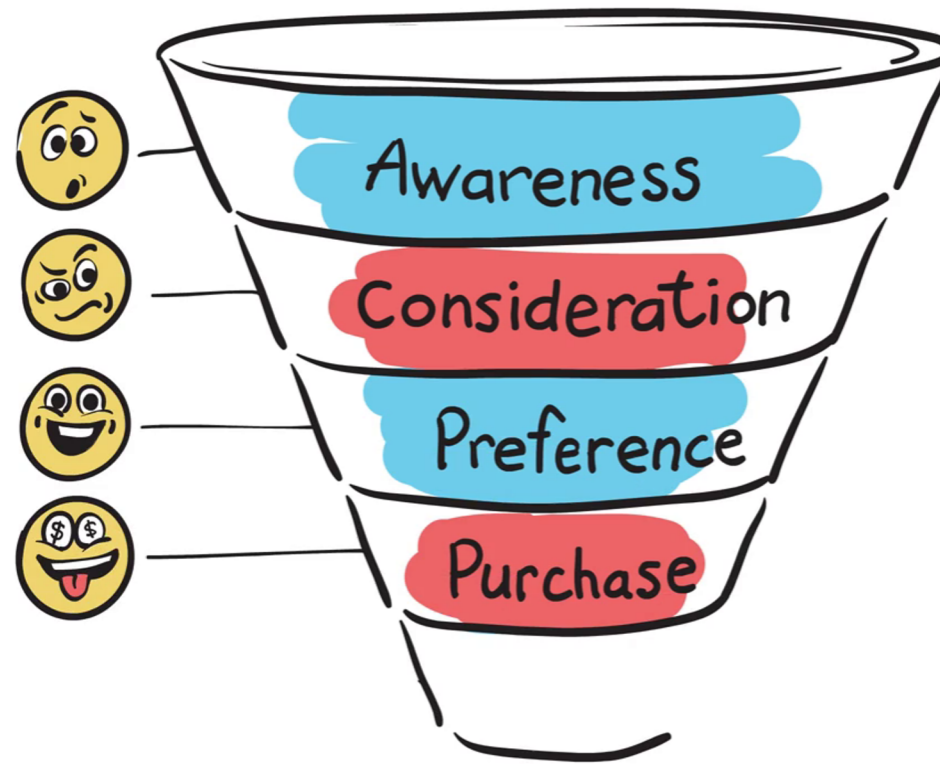


2. WHAT IS THE VALUE PROPOSITION TO ME?



**“THIS IS DOPE.
BUT HOW DO YOU
ACTUALLY MAKE
MONEY?”**

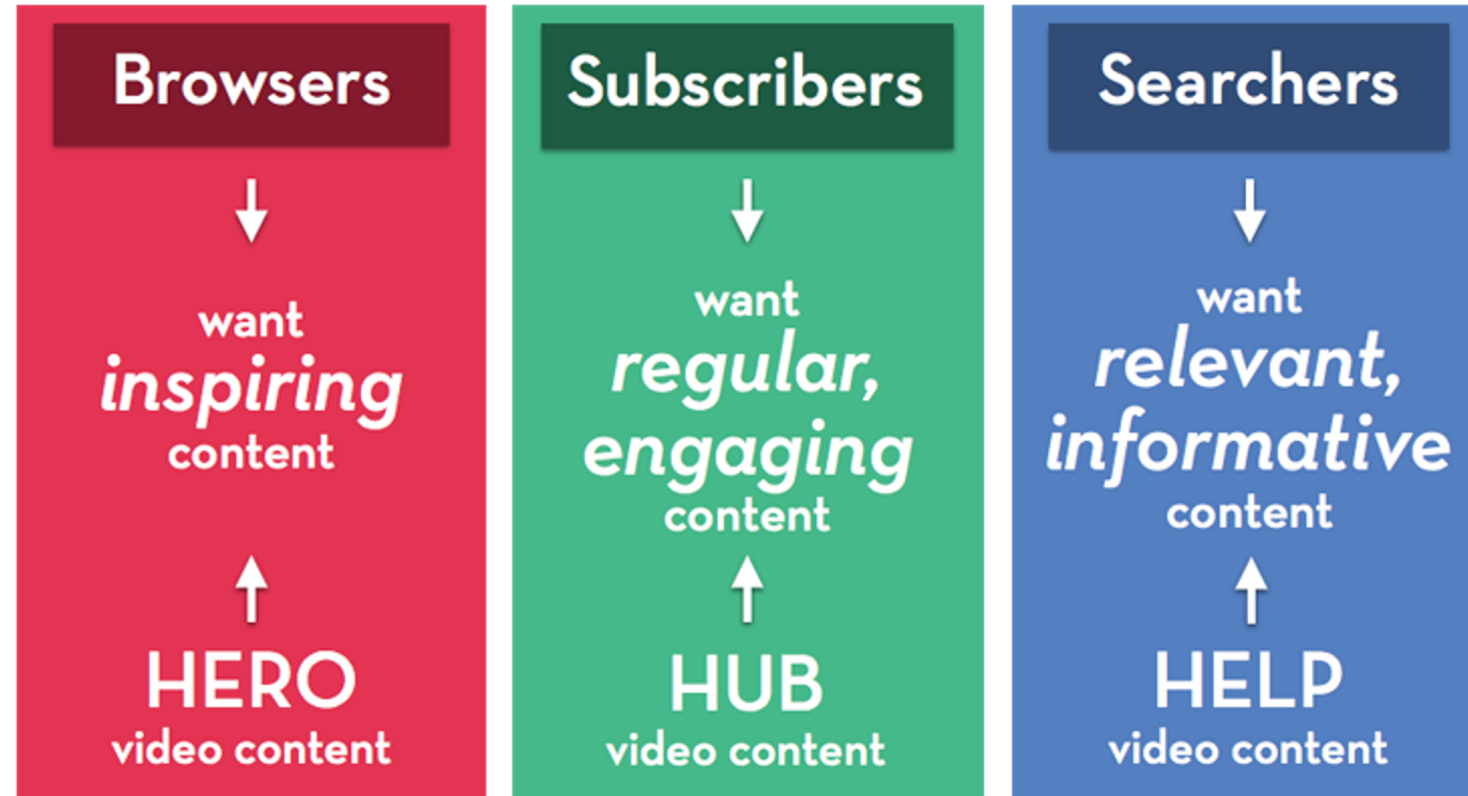
Customer Purchase Funnel



**“BUT WHY DO YOU
ALWAYS HAVE YOUR
PHONE OUT?”**



CONTENT STRATEGY.



QUESTIONS?

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