

Meet me at the Corner of Career and Culture



What makes MAKING AGENCY unique is the focus on the development for the individual that allows them to craft their own career destiny. Ophelia's Making Agency picks up where other programs leave off, providing the one on one support to success.

Making Agency is a tiered packaged offering based on individual goals with a personalized touch. The packages are designed to help all artists and makers achieve their self-defined career goals in a professional and sustainable way. They achieve this through education and training that addresses their internal practices, external business relationships and basic business management.

The program works for the established artist that is looking to grow their market or find new applications for their work, as well as the recent fine art graduate who needs to develop a business approach as part of their creative regimen.

Features

- An environment and training acumen that supports making good judgments and quick decisions to support success.
- Assistance in identifying personal barriers to maintaining workflow.
- Access and connections to impactful curated online professional and industry related resources.
- Understanding roles in today's gig economy.
- Self-directed plan that features manageable benchmarks and goals.
- Accessible downtown location.
- Recommendations for legal resources, accountants, and other professional services that understand the industry needs
- Assistance with identifying and applying for grants, responding to request for proposal or quote (RFP/Q), with the goal of expanding into new market areas.
- Classroom / workspace format instruction with access to computer, and printer, and video resources.
- Recommendations for industry related arts organization memberships.

Benefits

- Development that is designed to meet your goals at your pace.
- Connections to grant opportunities.
- Professional development solutions that create efficiency and allow more time to practice your craft.
- Preparedness to be able to take advantage project opportunities as they arise.
- Create tools and formulas for self-sufficiency.

Meeting the Need

Making Agency is an organization that provides services that combines creativity, culture, and career develop into a viable business professionals and serves as an economic driver to the downtown area.

Making Agency is designed to develop the individual as they grow their career through skills that go beyond their craft.

Making is the process of making or producing, especially with your hands.

“Agency” represents the capacity to act independently, to take responsibility for their life or as an individual, and to determine and make meaning from their environment through purposeful consciousness, reflective and creative action.

Having “agency” will allow creatives to realize the possibilities of what once was a side hustle into a viable and sustainable source of income.

Packages

Packages designed to start, improve, or grow and innovate your business

Start

Setting up your business

- Business format.
- Fictitious name registration and publication banking and tax management.

Improve

Professional Practices for your business

- Developing a pricing formula.
- Identifying new client markets and industries.
- Digital file management.
- Best practices in scheduling and estimating projects.
- Understanding costs and expenses.

Grow

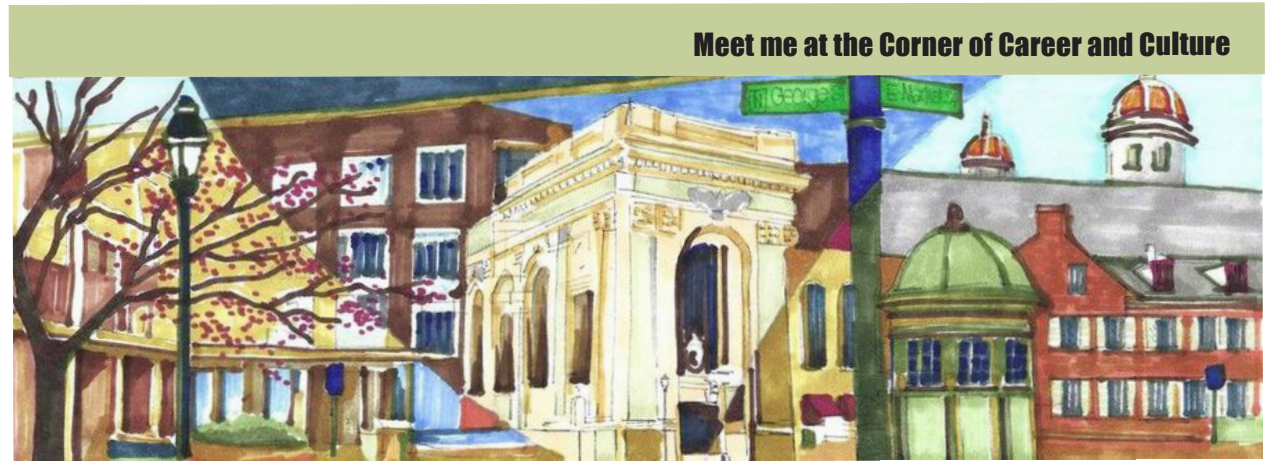
Strategic Planning for planned growth

- A self-assessment to get you and your business to the next level.
- Identifying the strengths, weakness, opportunities, and threats
- Personal time management as it impacts your business
- Creating better time management for business activities

Innovate

Online and Social Media

- Website design that you can self-manage domain name.
- Social media planning, imaging, and presence for LinkedIn, Facebook, Instagram and more innovate approaches.
- Online and file format management.



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Building Careers Centered on Creativity and Culture

• Visual Artists • Mural Artists • Fashion designers • Seamstress • Writers • Authors • Poets • Contractors • Crafters • Bakers • Chefs • Musical Artists • Vocalists • Designers • Illustrators • Community Services

Start

Setting up your business

Improve

Professional Practices for your business

Grow

Strategic Planning for planned growth

Innovate

Online and Social Media

**OPHELIA'S
MAKING AGENCY**
www.making-agency.com

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