

THE DANCE ARTIST'S GUIDE TO SURVIVING A CRISIS:

5 STEPS TO BUILD YOUR OWN SURVIVAL CONTINGENCY PLAN

This short e-guide will help you tap into your own power, and get your creative juices flowing, so that you can become as resourceful as possible, and ensure that your cash flow continues to flow.

www.ashanimfuko.com



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Introduction

In times of a crisis, it is crucial to get into a “can-do” state of mind, and to focus on solutions and opportunities, NOT FEAR! This short e-guide will help you tap into your own power, and get your creative juices flowing, so that you can become as resourceful as possible, and ensure that your cash flow continues to flow.

Three very important things I need you to remember before you read any further:

#1 -> This is NOT the time to adopt a “lack mindset”. Any thoughts that sound like, “No one has any money right now, everyone is broke, no one’s spending money right now, no one is going to pay me my normal rates right now”, and so on, are thoughts that you need to drag into your mental trash can. There is no room for them. Your mindset will make or break you right now, so stay in a space of abundant thinking. There is NO LACK! Yes, everyone is being affected by this crisis in some way, but not everyone is broke, struggling, and destitute. Please do not start believing that, or speaking that type of negative talk over yourself, or your situation.

#2 -> Do not feel guilty about charging for your services, even in a time of crisis. Listen, there are some people who will try to tell you that you should all of a sudden be offering your time, services, talent, and products for free, due to the current crisis. I say, don’t let anyone shame you for doing what’s in your power to provide for yourself and your family. Your rent, mortgage, car note, student loans, groceries, etc. still need to be

paid for, with cash! So don't let anyone make you feel bad about charging for whatever you do or offer, even in a time like this. YOU get to decide when and how you want to "give back", and you get to decide what your boundaries are related to that. No guilt. No shame necessary.

#3 - > Give people the benefit of the doubt. I believe in times of crises we can see the best brought out in people. I believe that in difficult times, we come together to support each other in ways unlike ever before. So believe the best about people. Don't expect the worst. Be kind, be thoughtful, be empathetic, and expect the same things in return. When in doubt, know that everyone deals with stress, and unexpected situations like this one, in different ways. Don't hold people's behavior against them. You have no idea what demons they may be fighting internally. Be kind. Listen. Be a friend, and give people the benefit of the doubt.

With that being said, let's get started!

The Dance Artist's Guide To Surviving A Crisis

5 Steps To Build Your Own Survival Contingency Plan

Step 1: Get Your Mind Right

Now is not the time to think negatively, imagine the worst-case scenario in your life, and tell yourself that there's no hope. You **MUST** focus on what you **CAN** do, and let go of things that you cannot control. Have a **CAN-DO** attitude, and focus on the possibilities. Remind yourself of other major

challenges you've faced in the past, and remember that you made it through those difficult times too. So you WILL get through this one too.

This is the time to get in the Word (The Bible), pull out all of your best affirmations, and speak them out loud, meditate, and remind yourself of all of the blessings in your life, and all that you have to be thankful for, even in the midst of this crisis.

Step 2: Assess Your Current Situation

Get clear on where you are right now, and what your current state of affairs is.

Do you have any money in savings?

Do you have any available money on your credit cards?

What essential bills are currently due, or will be due within the next 14 days?

Are you behind on any bill payments?

Do you have enough money for food, and other essentials?

How many streams of income do you currently have?

When will you be getting paid next?

If you have to miss work for a few days, or weeks, how will that impact your finances?

Do you have anything of value that you can sell, if need be?

What are your current skills (including transferrable skills...more on that later)? How can you monetize them in different ways online?

Write out an assessment of where you are, so you know your numbers, and you know where you stand right now.

(You may discover that your situation isn't as bad as you originally thought it was.)

Step 3: Create Your Contingency Plan

This is where your creative juices and resourcefulness needs to be activated at level 100!

Think about:

- What bills NEED to be paid ASAP, and what bills can be paid late, if need be?
- What subscriptions can you cancel right now, so that you are not charged this month, or next month?
- What essential bills do you need to keep current, for your survival, mental health, and professional growth?
- What items can you sell this week, to bring in some extra cash?
- What skills can you start offering online, effective immediately, to help you increase your cash flow, and make up for money you may be losing from your regular jobs/clients/gigs/classes, due to the current crisis?
- Who are 10 people that you can reach out to today to offer your services to?
- Who are 10 people that need help with what you're specifically offering? Reach out to them immediately, and make an offer.
- What are your transferrable skills, or skills not related to the work you normally do, that you can utilize to increase your cash flow right

now? Example: Teaching dance to kids and teens is a transferrable skill because, if you can teach dance, you can pretty much teach anything that you are knowledgeable about, or proficient in. Replace “teaching dance”, with “teaching how to use social media”, or “teaching how create a curriculum”, and you see what I mean.

- **Explore what you can do with your non-dance related skills, to bring in some extra cash.** Example: When I needed to make some extra money, to cover my payroll expenses for my first online business, during the recession, I became a Dog Walker. I had already been volunteering at a local animal shelter, so I just used those same skills to actually make money. Example #2: If you own a dance studio, you already have experience in caring for children. If this crisis is putting parents at risk, because schools are closed, you may want to offer childcare services at your dance studio, to bring in some extra cash.

- **What are immediate needs, in your local community, that you may be able to meet, at a cost?** Can you run errands for your neighbors? Can you babysit for your neighbors? Can you do some administrative work for your neighbors who work from home? Can you cook meals for your neighbors? Can you clean house for your neighbors? Get creative, and don't take anything off the table. The possibilities are endless (just put your pride to the side)!

- **What are immediate needs that have come up, due to the crisis you are currently in, that you can meet?** Right now, many dance teachers, and dance studio owners want to set up online dance classes, but don't know how to do it. Is this a service you can offer them, for a small fee? Many dance competitions are cancelling as well. Can you offer online critiques and give feedback virtually, to dance studios, for a small fee? Get creative!

- **Do you have a following on social media? What are some problems your followers are struggling with, and what solutions can you offer them, at a cost?** Can you host an online meet up, or webinar, where you can offer solutions, support, or resources to your followers, for a small fee? Can you create an e-book, e-guide, or mini-course for your followers, that they can purchase online, to help you bring in some extra

cash, while helping others? Can you offer some virtual coaching calls to your followers, at a cost, and set up a way for them to book a coaching call with you online? (I recommend www.acuityscheduling.com for this service.)

Create your own contingency plan that will help you start bringing in extra cash IMMEDIATELY, from multiple different sources. Now is not the time to depend on only one source of income.

BONUS: Put your pride to the side and ask for help. Don't feel embarrassed about reaching out to your friends, family, employer, government institutions, arts support organizations, etc. for help if you need it.

Resource: COVID-19 Freelance Artist Resources
<https://covid19freelanceartistresource.wordpress.com/>

Step 4: Start Pitching

Now is the perfect time to start pitching people and companies in your network, and outside of your network, for opportunities to collaborate, or for you to provide services to them, that will be valuable to them, and benefit their business or community in some way.

Here are some examples:

Right now, many companies are having their employees work remotely, from home, to slow down the spread of the #Coronavirus.

Can you start pitching different corporations, and small businesses to offer their employees virtual stretching, or dance fitness classes, via Zoom?

Can you pitch yourself to corporations and brands, as an Influencer, as a result of having a large, engaged following on social media?

Can you pitch local restaurants to do live dance performances, that they can stream live on social media, as a way to drive their customers to order take out from their restaurants?

Can you pitch your local Chamber of Commerce on hiring you for local dance performances, dance workshops, etc., during the Summer (but they would sign the contract, book you, and pay for it now)?

Can you pitch online businesses, speakers, and entrepreneurs to bring you into their private Facebook groups to do a live training, or a virtual class, on a particular topic or technique, for a fee? (I've paid guest experts to do live trainings for my Finance Your Dance Academy members, on numerous occasions, so this is a real thing.)

The list goes on and on. You need to pitch everyone on every idea you've ever had, and see what sticks. The thing is, under normal circumstances, you would talk yourself out of doing a lot of these things, because there was no real sense of urgency for you. Well, now you have that extra pressure you needed, to not care about hearing no from someone, and to just go for it.

I can bet that if you pitch 10 people/companies, you will get at least 1 YES! So it's definitely worth the effort. I would recommend pitching at least 20 people/companies a/day.

Step 5: Make It Easy For People To Pay You

There are so many options right now for accepting payments online, and virtually, there is no reason why you shouldn't have this set up.

My personal recommendations are: PayPal and Stripe

However, if you want to use Venmo and CashApp, because that's more convenient for you, go for it!

The only thing you need to keep in mind is that, when dealing with professional companies, you will need to send invoices, and you will need to present yourself as a business. So you want to have systems in place that will allow you to present yourself in a professional way, and also accept payments securely and easily, through your website.

If you decide to start selling digital products, I would recommend using a site like E-Junkie, Gumroad, or Get DPD.

Whatever you do, make it easy for people to pay you, make sure it's secure, and make sure that it doesn't have to involve your participation for every transaction.

Example: I use Kajabi for all of my online programs. So when someone pays to sign up for Virtual Dance Teacher Training Academy, or The Dance Income Accelerator, or Finance Your Dance Academy, Kajabi automatically sends them a link, with login info to access the content. This does not require my participation at all.

Another Example: If you book a Discovery Call, or Strategy session with me through my online booking site called vCita, you will automatically get a confirmation e-mail, and so will I, regarding your appointment time with me (after you pay of course), and you will also receive reminders leading up to our call. This does not require my participation at all.

So once again, make it easy for people to pay you, and communicate clearly how you want to get paid.

Very Important: Offer flexible payment options for your people. If you can offer someone a payment plan, do it! Sometimes it can make all the difference between getting the client, and not getting the client.

One last thing, I, personally, always get paid for my services upfront, BEFORE I provide any service, or access to any of my products or programs. This is even the case with my consulting clients, like Capezio, who pay my company a retainer. We get paid first, then the work/service begins. This is my preference. You don't have to do it that way. But it does

save you a lot of headache in the long run, and you don't have to chase anyone for your money.

Resource: If you use PayPal regularly to accept payments, you may be eligible to apply for a PayPal working capital loan. They are awesome! You can get approved in a matter of minutes, and the money will be deposited in your PayPal account, and become available to you immediately. You pay it back by them taking a percentage (that you agree to), from each of your transactions submitted through PayPal. Easy breezy!

I've gotten these loans twice before, and paid them off very quickly, without even thinking about it. I highly recommend it, if this makes sense for you, or your business.

Conclusion

This was just a quick guide to get you off on the right foot, so that you can get through any crisis with peace, knowing that, this too shall pass, and you will come out stronger on the other side.

If you'd like to work with me, or sign up for one of my online programs, you can click on one of the links below, to get started immediately.

Feel free to share this resource with your friends, peers, and colleagues, and join my Dance Insider's VIP e-mail list (if you haven't already), right here, <https://ashanimfuko.com>.

Be blessed, and know that I'm praying for you, and that God is with you!
You are NOT alone!

About The Author:



Ashani Mfuko is known as “The Money-Making Business Strategist for the Dance Industry”. She has also been called, “The Harriet Tubman of the Dance Industry; Breaking Dancers Out of Financial and Mental Slavery, Into A Life of Financial Freedom and Peace”!

Hi there! I’m Ashani! Dance artists and dance business owners come to me when they are stressed out, and tired of trying to build their own, profitable online brands, and getting disappointing results. I help dance artists and

dance business owners exchange their stress for strategy, and their pain for profit.

I teach professional dance artists how to stop strictly trading dollars for hours, and start creating multiple streams of passive income online.

I help dance business owners build online brands that are powerful and profitable, and position them as the go-to expert, and the obvious choice among their competitors.

As an owner of 2 successful online dance businesses, and a highly sought-after Business Consultant for the dance industry, I've helped thousands of dancers, and dance teachers, choreographers, and dance business owners, transform their online brands, businesses, and financial lives.

I've consulted with some of the top brands in the dance industry, including: Capezio, The Joffrey Ballet School, Alicia Graf Mack, Tony Award Nominee, Camille A. Brown & Dancers, Bloch Dancewear, and So Danca, to name a few.

I'm the creator of 4, signature online programs for dance artists, dance teachers, and dance business owners:

1) [The Dance Income Accelerator Program](#) - Your fastest path to making more money as a dance artist, in 6 weeks or less!

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2) [Virtual Dance Teacher Training Academy](#) - The easy way for Overworked and Financially-Stressed Dance Teachers to finally have a way to make money without teaching more classes, or working more hours.

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3) [Finance Your Dance Academy](#) - The #1 online dance business platform, providing the best social media, business, marketing, and money trainings, for the dance industry, in the world!

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4) [Video Mastery Academy](#) - The Ultimate Online Video Training Program that teaches you how to master speaking on camera, how to create

captivating video content, and how to start making money from your online videos!

Let's work together!

Book a Discovery Call or Strategy Session with me here, <http://bit.ly/WorkWithAshaniMfuko>.

Sign up for one of my online programs here, <http://bit.ly/AshaniMfukoOnlineTraining>.