

CAREERS + SOCIAL

Dr. Brandon Arvay

FREELANCING IS THE GIG.

IT'S 100% ABOUT MINDSET.

ATTENTION.

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- Product = whatever you're trying to do
- Customer = whoever wants it
- Getting gigs = sales

START.

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- Gatekeepers have changed
- Don't wait for permission
- Everyone is stuck in 'ideas' phase

PERSPECTIVE.

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- It's all anyone is giving
- Be authentic
- Perspective is how you stand out

FREE.

FREE.

- Work for free
- Give, give, give — then ask
- Play the long game. Go for legacy.

EXPERTISE.

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- Create expertise through content
- Quality AND Quantity
- Give away your best secrets

SOME SCENARIOS

WANT TO TEACH A
DRUMLINE

WANT TO TEACH LESSONS

WANT TO WRITE DRUMLINE
CHARTS

WANT TO TEACH CLINICS

WANT PRODUCT
ENDORSEMENTS

SOCIAL MEDIA TACTICS