



Apprenticeship Curriculum

Joy + Mindset + Support + Practical Skills = Success

Coaching Topics:

1. **Your Vision:** What would your personal vision statement be? What do you want to create with your creations and through creating? What has kept you from this so far?
**Assignment: Create Your Personal Vision Statement*
2. **Your Value:** What do you value? How do you demonstrate that? What are all the ways you create value? How do you keep others from valuing you? How do you encourage others to value you?
**Assignment: Create Your Value List*
3. **Discipline:** What are your habits? Which help you achieve your goals? Which do not? Do you need to create new ones? How can you hold yourself accountable? How can structure ignite creativity?
**Assignment: Design and Begin Discipline Structure*
4. **Circle of Support:** Who are your people? How do you want them to help you? Who will encourage you? Who will hold you accountable? Who will hold you back?
**Assignment: Find an Accountability/Support Partner*
5. **Trust:** What inspires you to take leaps of faith? What keeps you from leaping? How have your past experiences impacted your ability to trust yourself and others? How do you envision success?
**Assignment: Empowering Belief List with Evidence*
6. **Your Creative Process:** How do you feel creating for yourself? For someone else? What is your self-talk in the process? How can it be more joyful? What do you do when you feel stuck?
**Assignment: Document Your Process*
7. **Pricing:** What is the correlation between how you value yourself and how you price your work? How do you price for the experience? How can prices inspire you or de-motivate you?
**Assignment: Create Pricing Structure*
8. **Co-Creation Process:** How do you get a thorough picture of what a client is envisioning? How do you share your ideas? How do you create proposals and contracts for clarity and healthy communication?
**Assignment: Create Client Process*
9. **Marketing/Messaging:** How do you authentically communicate your skills and value? How do you make a message that is easy to express and have others understand? How/where do you share it?
**Assignment: Messaging Diagrams and Statements*
10. **Relationship Building/Networking:** Why is networking important? How can you build your confidence? How do you network in a way the builds on your strengths? What questions can you ask?
**Assignment: Find Opportunities to Practice*
- 11/12. **Action Plan:** How can having a plan empower you? What makes a good plan? How can you still have creativity and flexibility with a plan? What do you need to stick to your plan?
**Assignment: Create Your Plan of Action*