



artist's
strategy

Our Services

ABOUT US

WHO WE ARE

Artist's Strategy is a consultancy that exists to help artists make art for the rest of their lives by instilling in them an entrepreneurial skill set, mindset and spirit.

HISTORY

Artist's Strategy was started by Joshua Morgan in 2014 while running a theatre company he had founded in Washington, DC. Trained as an actor at the University of North Carolina School of the Arts, producing fell into his lap somewhat accidentally. On the path to building a successful theatre company through marketing, networking, fundraising and smart producing, he had the thought "why aren't we applying these same principles to building an acting career?"

That idea led to tools, strategies and a codified system, specific to freelance artists, based on tried and true business principles. Influenced by his experience running for profit and not for profit companies, this way of working allowed him to strategize for his own career which has led to 2 Broadway shows and beyond.

Since its inception in 2014, Artist's Strategy has worked with actors all over the world helping them develop structure in what is a very structureless industry.

WHY WE EXIST

THE PROBLEM

Welcome to the acting industry of the 21st century, where it's survival of the fittest. Today's actors are facing an unprecedented level of competition, with A-list stars vying for roles that would once have been yours. TV seasons are getting shorter, cast sizes are shrinking, and traditional income streams are drying up thanks to the rise of streaming platforms. With the rising cost of living and residual payouts plummeting, even a steady string of jobs may not be enough to sustain you. It's time to face the fact: the passive approach and the old model of success won't cut it anymore. The "big break" is dead, if it ever even existed; a "good" agent, a few acting classes, and a super headshot and reel does not lead to long-term sustainability.

WHAT IS NEEDED

Actors need to take on a new role – the role of an entrepreneur. Now more than ever is the time to take the driver's seat in their careers, embracing an active and strategic approach that goes beyond talent and waiting for opportunities to appear. It's time for them to become true CEOs, managing and growing their passion like any thriving business would. This means making strategic choices about the opportunities they chase, the relationships they build, and how they position themselves in the market. It means learning how to navigate the financial uncertainties of the industry, investing in themselves, and diversifying their income streams. It means they need to stop waiting for business—and instead, create it. Actors today must embrace this mindset, roll up their sleeves, and embody a professional creative lifestyle with the systems and discipline needed to turn their dreams into realities.

WHAT WE OFFER

OUR CURRICULUM

There are no processes or systems to help build infrastructure for an actor. There's no guidebook or clear step-by-step. We have spent ten years doing the work of taking the amorphous and structureless elements of this industry and created a revolutionary system for the working artist. This includes everything from strategic self-producing, to building a viable brand story to ongoing craft improvement. This way you don't have to reinvent the wheel and can instead get to work.

Our curriculum covers the following tenets:

01

Professional Growth
(goal setting, 5 year plans)

05

Self-Producing
(production, budgeting, fundraising, goal-based projects)

02

Community Cultivation
(network maintenance and expansion)

06

Craft Improvement
(creative development, skill improvement)

03

Financials
(budgeting, retirement, debt repayment, building secondary income streams)

07

Method
(time management, accountability, organization, prioritization)

04

Marketing
(brand development, social media, email marketing, press, online presence)

At the center of your work with us is over [25 hours of e-learning content](#) which encapsulates our game-changing curriculum. With lifetime access, you're free to embark on your transformative journey at your own pace.

[SEE SAMPLES OF OUR
E-LEARNING](#)

OUR SERVICES

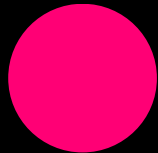
THE CREATIVE STARTUP

E-learning + 1:1 Consulting

The Creative Startup is our intensive hybrid e-learning and 1:1 consulting program designed to help actors save years of struggle by providing actionable routines and systems in order to build a professional creative lifestyle that will sustain them for the rest of their careers.



Access to our e-learning curriculum in perpetuity.



Twelve 45 minute 1:1 sessions.*



Exclusive access to a vibrant community and perks including invite only events and discounted sessions.

*We require you scheduling a minimum of three sessions a month to maintain momentum and ensure you get the most out of your creative journey.

One-Time Payment

\$1,495

BUY NOW

Payment plans available at
checkout with

afterpay 

info@artists-strategy.com

www.artists-strategy.com

[@artists.strategy](https://twitter.com/artists.strategy)

WHAT WE OFFER

COLLECTIVES

Collectives are exclusive weekly working groups limited to no more than 12 participants led by Joshua, Mike and Hassiem separately.

These collectives are designed to bring together working actors to help hold each other accountable, promote peer to peer learning, form community, deepen understanding of the processes and tools provided by Artist's Strategy and collectively work towards achieving goals. Anyone who has worked or is currently working one-on-one with an Artist's Strategy consultant has access to join a Collective.

\$175 / Month

One 90 Minute Group Meeting a Week

SINGLE SESSIONS / PACKAGES*†

1 Session - \$150

The packages below must be paid in full, up front.

4 sessions - \$540 (\$60 savings)

8 sessions - \$950 (\$250 savings)

*Collective members receive 50% off all packages and single sessions.

† All current and previous clients will receive one additional session for any referral who signs up for The Creative Startup.