

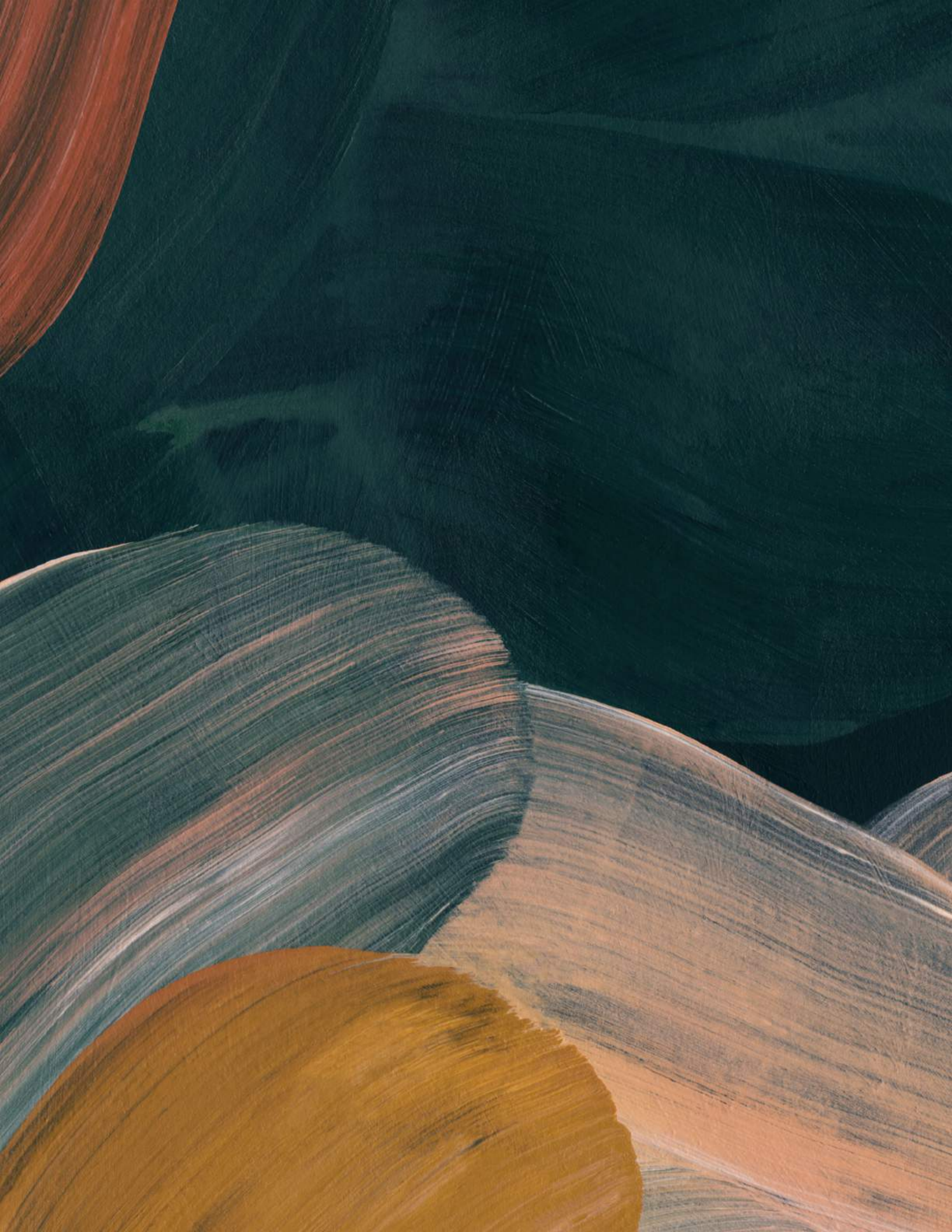


HOW TO ILLUMINATE & MARKET

YOUR MOTIF

BY MORGAN HOLCOMB

FOR ANYONE WHO LOVES OR DOES "TOO MANY" THINGS



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Book design & content
by Morgan Holcomb

www.morganholcombportfolio.com

WHAT IS A

Motif

motif. noun.

an important
and usually
repeating idea
or theme in a
work of art



Very
interesting...

But what does
that have to
do with me?

Your
strengths,
passions, and
past
experience all
share a unique
motif.



We just need
to find it...



WHAT HAVE
YOU ALWAYS
WANTED TO *Be?*

YOU CAN PICK MORE THAN ONE THING!

Examples: Actor, Rocket Scientist, Writer, Artist, Parent

WHY?

WHAT PART OF THOSE DREAMS
ATTRACTED YOU?

Examples: Actors get to experience all aspects of
humanity, but with the safety of going back to normal
life.



Very good.

Let's move on
to some more
recent
experiences...



WORK *Experience*

LET'S REVIEW YOUR CAREER

Make a List of Your Recent
Positions on a Separate Piece
of Paper

(Parenting, Caretaking, & Home
Management are positions!)

Or Look at Your Resume if You
Already Have One

List your responsibilities in
detail

This includes any
promotions, training of new
employees, or additional
projects you took on while at
that job.



WHAT KEY WORDS APPEAR MULTIPLE TIMES?

Examples: Facilitate Communication, Manage Multiple
Team Members, Design Materials, Teach New Hires
/Interns/Students , Analyze Data, Event Planning



HOBBIES

WHAT DO YOU DO
WHEN YOU ARE FREE TO DO
ANYTHING?

What do you do when you want
to decompress?

How do you clear your mind?

If you did something all day,
what would make you happy-
tired at the end of it?

What do other people like you
to do for them or do together?

What is the easiest hobby for
you to integrate into your life?

What is your most difficult
hobby and why do you do it?

Why are you interested in
these hobbies?



SO MANY QUESTIONS... I KNOW, HUMOR ME...

To Decompress:

To Clear Your Mind:

Could Do All Day:

To Do With or For Others:

What's easiest for you to do:

What's hardest? So Why Do It?



STRENGTHS

& Skills

But I don't have any strengths!
Oh shush, yes you do, and we are going to find
them and celebrate them.

WHAT DO YOU LIKE TO DO THAT
OTHERS DISLIKE OR FIND VERY
DIFFICULT?

Examples: Public Speaking, Math of Any Kind, Research, Making Lists, Excel, Writing Things That Thousands of Eyeballs Might Actually See, Mentoring, Communicating With a Variety of "Personalities." Making Friends Easily.

WHAT SKILLS ARE YOU PROUD OF?

Examples: Having an Eye for Design, The Ability to Code Anything, Being a Very Good Storyteller, Having Lightly Psychic Abilities, Being a Good Teacher. Dealing with Painful Situations Professionally (Like a Doctor, Vet, Trauma Therapist, etc.)

HOW DO PEOPLE *Praise You?*

HOW DO PEOPLE SAY "THANK YOU" OR
"GOOD JOB"? WHAT WORDS DO THEY
USE?

Examples:

"You made me feel heard."

"I'm glad I trusted you with this."

"You make me feel safe."

"I finally understand this concept!"

"How did you know I needed that?"

"You made me see how beautiful/smart/
capable I am!"

"Thank you for helping me with this, I was
overwhelmed."

"You captured my idea perfectly!"

"Thank you for having this situation
under control."

"You handled that so calmly"

"You made everyone so excited about
this project!"

NOW WE
JUST HAVE
TO PULL
THAT ALL
TOGETHER



WRITE YOUR WORK AND PRAISE KEY WORDS IN THE BOXES

WORK

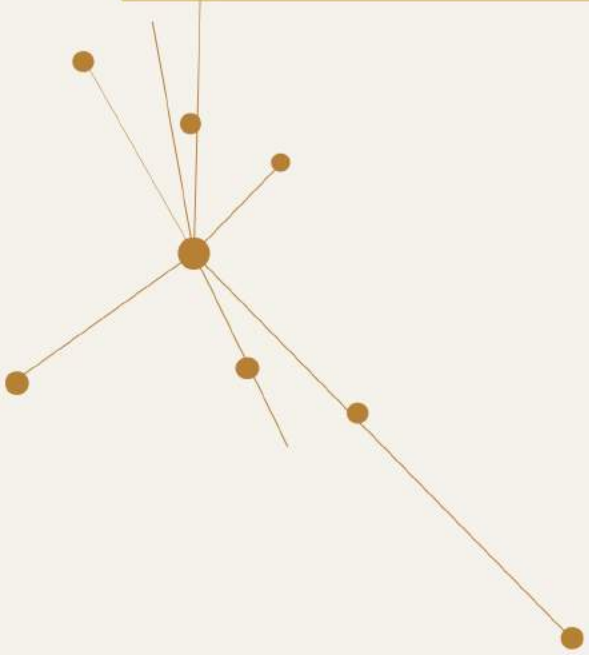
Examples:
Project Management
Dance Teacher

LOOK CLOSELY AT THE
EXAMPLES OF THIS
HYPOTHETICAL PERSON.
WE WILL USE
THEM LATER.

PRAISE

Examples:
"Your team was so
engaged that they
finished the project
early!

"Thank you for making
me feel heard."



THE PRAISE DOESN'T HAVE
TO BE DIRECTLY LINKED TO
YOUR WORK, BUT DO YOU
SEE ANYTHING INTERESTING
ABOUT HOW YOU APPROACH
YOUR WORK BASED ON THE
PRAISE YOU RECEIVE IN
YOUR DAY-TO-DAY LIFE?

LET ME *Explain*

Maybe you don't think there is much in common with project managing a corporate office and teaching kids to dance.

First of all, the ven diagram of motives between business people and 10 year-olds is almost a circle so, write that down.

BUT LET'S TAKE THE EXAMPLE IN THE LAST PAGE.

This hypothetical person, was told that they **ENGAGED** their team and **MOTIVATED THEM TO FINISH BEFORE THE DEADLINE.** The other comment was that they had made someone feel **HEARD.**



STORY TIME!

So our hypothetical person, let's call her Hypatia, seems to have a talent for getting people to work & learn together to accomplish a goal.

Cool. now we've found a link between her career positions.

Okay, but why is it a link? How does she do this? What's the story here?

BACK TO THE PRAISE, FRIENDS.

IT WOULD SEEM THAT HYPATIA IS AN
ORGANIZED BEING
THAT
ENGAGES
HER TEAMS BY
LISTENING TO THEM
THEN WORKING WITH THEIR IDEAS AND
NEEDS. ONCE THE TEAM FEELS LIKE THEY
HAVE BEEN
HEARD
THEY FEEL MORE CONNECTED TO THE
PROJECT AND MORE MOTIVATED TO SEE IT
WORK.

Again, it does not matter if the team involves Financial Execs or a Kindergarten Ballet Class. The basic approach for Hypatia is the same. The motif remains constant even if the medium changes.

WRITE YOUR CURRENT MOTIF AND YOUR HOBBIES IN THE BOXES

MOTIF

Example: Hypatia is an organized being that engages her teams by listening to them then working with their ideas and needs. Once the team feels like they have been heard they feel more connected to the project and more motivated to see it work.

HOBBIES

Examples:
Reading
Performing
Traveling

NOW THINK ABOUT HOW THESE
EXAMPLE HOBBIES MAY PROVIDE A
UNIQUE APPROACH TO HYPATIA'S KEY
WORDS: "ENGAGING," "LISTENING,"
"ORGANIZING" AND
"PRESENTING/MANAGING PROJECTS."

HOW DO YOUR HOBBIES DO THIS FOR
YOUR MOTIF?



LET'S BREAK IT DOWN.

I'm going to work with our hypothetical Hypatia to help you visualize this, but fill in your own Hobbies & Work.

READING

Engaging

Reading creates a fondness for stories and by nature, storytelling. Perhaps Hypatia ENGAGES her team through vivid storytelling that draws them in.

Listening

Through reading, you experience the lives of countless characters, learning why they want what they want and do what they do. Perhaps Hypatia sees her team or students as cherished characters, each with motives and desires that can affect the plot of their project.

PERFORMING

Project Management

In art, as in life, s*** happens. If you are going to be in charge, you have to know how to pivot, and few hobbies have higher stakes than live performance. If you miss a line, you have to adapt mid-scene. In a corporate setting, budgets change, clients want something different. In the classroom, well, kids can be unpredictable. Perhaps this confident adaptability makes Hypatia a good project manager in either setting.

AS YOU CAN SEE...I'VE RUN OUT OF SPACE, BUT YOU KEEP GOING, LISTING EACH HOBBY AND ATTACHING IT TO KEYWORDS

SO NOW YOU'VE
ESTABLISHED A UNIQUE
PERSPECTIVE,
BUT, HOW DO THESE
CREATE MARKETABLE
SKILLS?

MOTIF

**Example: Hypatia
does....
facilitated by
unique
perspectives
gathered from an
aptitude for,
storytelling,
adaptability.....**

SKILLS

**Examples:
Public Speaking
Research
Excel**

USE THE SKILLS YOU
IDENTIFIED EARLIER TO
FILL IN THE BOX

LOOK AT ALL THIS STUFF YOU KNOW HOW TO DO!

Maybe some of your new keywords are the same as your previously mentioned skills. THAT'S OKAY! It really just proves the "Motif" point.

WHAT DO WE DO NOW?

DISSECT HOW THESE
SKILLS MAKE YOU
PARTICULARLY GOOD AT
WHAT YOU DO.

QUESTIONS FOR HYPATIA

HOW DOES A KNACK FOR
PUBLIC SPEAKING EQUIP
YOU AS A MANAGER AND
TEACHER?

HOW DOES YOUR ABILITY TO
RESEARCH OR USE EXCEL
GIVE YOU A FOUNDATION
FOR THESE ROLES?

NOW THAT WE HAVE
CONNECTED A
CONSTELLATION OF DOTS.

LET'S MAKE A PITCH.

BEFORE WE START, WE
HAVE TO ASK WHO WE
ARE PITCHING TO?

WHERE WILL THIS
PITCH LIVE? IN YOUR
HEAD FOR
INTERVIEWS? ON YOUR
WEBSITE?

WHO ARE YOU TALKING
TO?

LET'S CHARACTER BUILD

WHO DO YOU
DESPERATELY WANT TO
PITCH YOURSELF TO?

WHAT'S THEIR NAME?
(YOU CAN MAKE IT UP)

WHO DO THEY WORK FOR?

WHAT DO THEY DO?

WHAT ARE THEY LOOKING FOR?



HERE'S AN EXAMPLE OF CREATING AN AUDIENCE PROFILE

HYPATIA HAS DECIDED THAT
SHE WANTS TO CONTINUE
WORKING IN PROJECT
MANAGEMENT, BUT PREFERABLY
FOR A LARGE DANCE STUDIO.

AFTER RESEARCHING, SHE FINDS
A DANCE STUDIO CALLED
HYPNOTICS. HYPNOTICS' VP IS
NAMED HYPERION. HYPERION IS
IN CHARGE OF DEVELOPMENT
AND IS LOOKING FOR A PM WHO
UNDERSTANDS THE CORPORATE
SIDE OF MANAGEMENT, BUT
LOVES THE ART OF DANCE. THIS
PM WOULD BE ABLE TO
COMMUNICATE BETWEEN BOTH
DANCERS, AND BOARD MEMBERS
TO BUILD THE COMPANY.

HOW DO YOU MEET THIS SPECIFIC AUDIENCE'S NEED?

USE YOUR ANSWERS FROM PREVIOUS SCREENS

WHAT DO YOU DO?
(LOOK BACK AT YOUR MOTIF)

WHAT BACKGROUND/SKILLS DO
YOU HAVE THAT SUPPORT THIS?

WHAT UNIQUE PERSPECTIVE DO
YOU HAVE TO BRING TO THIS
ROLE?

WHAT IS THE RESULT?

HERE'S AN EXAMPLE

I (Hypatia) have built a career in choreography from classroom to boardroom. Through engaging communication and collaborative organization, I have managed large projects efficiently and with the support of my teams. I provide a calm foundation and a wide range of experience that equip me to bridge the gap between artists, students, and senior executives while ensuring cohesion and progress. Each member's voice is heard, and together we create a compelling performance either on the stage or in the marketplace.

(Your pitch can be longer, shorter, more conversational, or even more professional,
IT ALL DEPENDS ON WHO YOU
ARE TALKING TO!)

GLOSSARY

HELPFUL WORDS & PHRASES TO USE IN YOUR
PITCH/RESUME/COVER LETTERS

ACCURATELY

ACHIEVED

ADVANCED FROM...

ASSISTED

COHESIVE COMMUNICATION

COLLABORATED

COMPANY-WIDE

CONCEPTUALIZED

CONTRIBUTED TO

CREATED

EFFICIENTLY

ENGAGED

ENSURED

EXECUTED

FACILITATED

INITIATED

INTEGRATED

MANAGED

NAVIGATED

ORCHESTRATED

ORGANIZED

STRATEGICALLY IMPLEMENTED

TRAINED



AND THAT'S IT.

THAT'S YOUR MOTIF AND
PITCH.

NOW TAKE IT OUT INTO THE
WORLD.

SOMETIMES YOU JUST NEED A
FEW WORDS. SOMETIMES YOU
MIGHT NEED A WHOLE 5
PARAGRAPH ESSAY.

REGARDLESS, YOU NOW
(HOPEFULLY)
HAVE PLENTY OF MATERIAL TO
TELL YOUR STORY. THE MEDIA
CAN CHANGE, BUT YOUR
MOTIF STAYS THE SAME.

HOW COMFORTING TO HAVE
IT THERE WHEN YOU NEED IT.

IF YOU ARE STILL PANICKING, BUT NOW WITH A LIST ...



OKAY, FINE, IF MY QUIPPY PROSE WAS NOT
HELPFUL, I GET IT. IT'S A LOT.

BUT THIS WORKBOOK HAS AN AUTHOR AND
SHE'S KINDA BAD AT SETTING BOUNDRIES.

I'M HERE TO HELP (ME, MORGAN, NOT HYPATIA
THE HYPOTHETICAL).

FOR A REASONABLE FEE, I WILL VIRTUALLY SIT
WITH YOU AND WE CAN WALK THROUGH THIS
WHOLE PROCESS TOGETHER. YOU GET A
PRIVATE LESSON IN SELF-BRANDING, IF YOU
WILL.

OFFICE HOURS ARE OPEN

SIMPLY CONTACT ME THROUGH MY WEBSITE:

WWW.MORGANHOLCOMBPORTFOLIO.COM

OR DM ME:

@MORGANHOLCOMBVO
(DON'T BE WEIRD)