

## The Field

### Workshop + Financial Consultation Proposal

### Winter 2022

#### **WORKSHOP | The Artist's Financial Plan: From Artist to Artist Entrepreneur**

As someone who wants to dive into a career doing creative work, money can feel like a dirty word. You don't ever want to feel like you're selling out, but you still need to pay the bills and take care of yourself. We hear you.

Here's the exciting and scary part: *now is the best time ever to be an artist entrepreneur*. You can turn your creative work into your business and livelihood. In this workshop, we'll show you how. You will learn how to:

- Set your rates in a way that covers your skillset, taxes, and additional business costs
- set up your creative work as a business and develop a creative entrepreneur mindset
- Put together 12-month cash flow projections to create and track income goals so you can monitor your progress and manage inconsistent income
- Set up the right business structure
- Determine what business bank account and credit card to set up
- Create tax & accounting systems and learn how to build your financial team

#### **What's Included:**

- ★ 1 hour workshop session
- ★ Recording of workshop session
- ★ PDF of presentation slides for future reference

**Workshop Rate: \$3,000**

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#### **WORKSHOP | Build Your Own Benefits Package for Artists & Creatives**

Whether you're new to freelancing or have been doing it for years, one of the toughest parts of getting the business side of things together can be making sure you take care of yourself and put together your own benefits package. In the workshop, we'll cover:

- how to choose the right health insurance coverage and budget for it, including premiums, deductibles, copays, and coinsurance
- setting up a Health Savings Account with an eligible medical insurance policy
- getting dental insurance (it's easier than you think!)
- the importance of disability insurance (especially as a freelancer!), costs, and how to sign up for it
- when you need life insurance and where to get it
- basics on setting up a retirement savings plan

**What's Included:**

- ★ 1 hour workshop session
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**Workshop Rate: \$3,000**

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**1-1 FINANCIAL PLANNING CONSULTATION | Virtual Brunch & Budget**

**CLARITY ON YOUR GOALS AND WHAT IT WILL TAKE TO GET THERE**

What do you actually want your life to look like? We do a deep dive on what your goals and aspirations are so we know exactly what you're working towards and can plan how to get you there. It's not about giving up shopping or never going to restaurants, it's about figuring what you can do today to have the tomorrow you've always wanted.

**AN UNDERSTANDING OF WHERE YOUR MONEY IS GOING AND WHY**

It's never just about the money. We spend time figuring out what your money personality is and talk about how it affects every financial decision you make, from buying a coffee every day to saving for something big and exciting. Understanding your relationship with money is one of the best ways to create and keep habits that serve what you truly value.

**PERSONALIZED ADVICE YOU CAN IMPLEMENT RIGHT AWAY**

We will start to piece together some quick wins you can take action on that day. We won't be able to get to everything, but we'll make sure to talk about your most pressing and top of mind issues. Things like:



Credit Cards



Student Loan  
Debt



Spending and  
Saving



Tax Planning



Insurance Needs



Investments/Retirement



Employer  
Benefits



Estate & Other Legal  
Docs

### **What's Included:**

- ★ 30 minute 1-1 session with a Brunch & Budget financial planner
- ★ Followup email summary with personalized notes and action steps
- ★ Recording of session on request
- ★ 1-1 sessions must be booked within 60 days of workshop session

### **Tiered rates:**

1-5 sign ups - \$200/session

6-10 sign ups - \$175/session

11-15 sign ups - \$150/session

16+ sign ups - \$124/session

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## Facilitator Bios



Pamela Capalad is a Certified Financial Planner™ and Accredited Financial Counselor™ and has been in the financial services industry since 2008. She founded Brunch & Budget to help people who felt ashamed or embarrassed about money have a safe and friendly place to talk about it and make real financial progress. Her mission is to make financial planning as affordable as possible for the communities who need it most. She has been featured in the Washington Post, Teen Vogue, Huffington Post, Vice Magazine, and other

places you've heard of. She was named in New York Magazine's Best of New York 2019 and has brunched with over 400 people and counting.

Dyalekt is an MC, Hip Hop educator, actor, and playwright. His work focuses on celebrating your own identity and finding your voice, communicating with others authentically, and building up your community. He toured his first solo work, Square Peg Syndrome, throughout Europe, which led to him being named to The Public's Emerging Writers Group in 2013. The album/one man show is also a 6-week curriculum on identity and literacy, piloted in 2008 in his hometown, St. Croix, USVI. He is the Director of Pedagogy for Pockets Change and has taught thousands of students, from preschoolers to Yale grad students. His most recent work, the Museum of Dead Words, is a Hip Hop theater show on communication and empathy in the age of the internet.

Pam & Dyalekt teach hip hop + finance workshops to kids, teens, and college students across the country through Pockets Change. They host the Brunch & Budget podcast, where they discuss how managing your finances is an act of social justice. They also co-founded the Race & Wealth Podcast Network with Dedrick Asante-Muhammad, Chief of Race, Wealth, & Community at NCRC. Dyalekt & Pam run a group financial planning program called See Change, specifically designed for People of Color. They regularly keynote on how art, culture, and media are used to perpetuate racial wealth inequality.