

Name: Toni Seawright

1) What roles in the industry would you like to pursue?

Roles that I'd like to pursue:

1.) One of the roles that I would love to pursue in this industry would be that of a **manager** for new artists in the field of music, acting & other performing arts.

2.) Another role that I would like to continue to pursue is that of an actor. I am have been an **actor** for years, and I would love to continue to further my acting career in TV, Film & Theater/Stage.

3.) I am a **singer-songwriter**, and I would love to pursue the role of International Artist and have an International House Music project produced and released as well. Also because I'm a graduate of Mississippi for Women, with a B.A. in Music, this would be very important to show my as far as my background in music is concerned.

4.) I also produce artist showcases. However, I would love to pursue a bigger role as a producer by developing content as a **writer/producer** for TV, FILM & Theater as well.

5.) It has always been my dream to pursue a role of a fitness consultant and become a **Health/Fitness Expert** for Women over 50: **GoldenGirls Health & Fitness**. By taking on this particular role, it would give me the opportunity to inspire other women over 50 to take on the initiative to take better care of their bodies as well as their health goals.

6.) Finally, I am a former beauty queen, and I would love to write inspirational and thought provoking books about my life's work, history and experiences. So, I would love to pursue the role of **author**. I have so many stories to tell about my life and life's experiences in the world of pageantry as well as the hardships that I've gone through in this industry thus far. I want to write books of inspiration that will inspire hope to others after having read my books of trials and tribulations and keeping a winning spirit.

2) After researching career options, start thinking about how you can use that information. Who is your audience? Who will see your portfolio? Why are you creating the portfolio for this audience? (2-3 sentences)

When it comes to management, my core audience would be other artists who are looking for management; companies who will be looking for the kinds of artists that I have on my roster, and the every day music lover who would be interested in the music that my artists are putting out.

Where my acting is concerned, my core audience would be of other actors, tv & film critics, people who love theater and the arts, as well as those who are my fans and love seeing me do what I do on stage.

When it comes to my singing/songwriting, I would say that my core audience would be people who love house/dance music, inspirational music and gospel music as well. And who genuinely love to support me as an artist of music in singer-songwriting. My audience would include other singers as well as music producers as well.

When it comes to my writing as a producer of tv/film, my core audience would be the every day consumer who loves to watch tv/film and thought provoking content. I also love comedy so those who love sketch comedy and/or live productions would also be a part of my core audience. Those who love live shows and would probably consist of those who love variety shows and reality series for singers/entertainers-those are my core artists.

When it comes to my health and fitness, I would say that my core audience would be those stay at home moms, women over 50 looking to lose weight and also live a healthier life-style, and also women in the church; all who have discovered my online videos and posts, and love what I'm doing enough to support my business because they also love my products. These wonderful ladies would be those who love my workout videos, vitamins, beauty products, daily regimens for health care and fitness, and my books on these products and journeys.

Finally, as far as my personal journey is concerned in pageantry and my walk of life's experiences, my core audience would be young ladies and women all over the world and those who love inspirational stories, as well as those who love pageantry.

3) *Put yourself in the shoes of the interviewer or client. What do you think they'd like to see in your portfolio? What skills, behaviors, and abilities will the interviewer expect to see? (List 6-10 qualities.)*

- If I were an Interviewer looking at someone's portfolio, I would like to see that the person I'm interviewing used a professional quality layout to put his/her portfolio together. I would want to carefully analyze the choices that were made as well as seek to understand how they approached each page of their perspective roles that they'd like to pursue in the portfolio. I would then want to see how much work was put into the portfolio to showcase the artists' brand and product. Appearance is everything, and if you have a great portfolio, it will stand out amongst the rest. When this happens, half of the battle is already won.
- Because of the roles that I'd like to pursue in the industry, it is important that all of my goals for those particular roles stand out in the portfolio;

from Music management, to singer-songwriter, to fitness expert goals, to acting and my production goals-they all should be clearly defined so that the interviewer would be able to see who I am as an artist.

- My skills, personality, behavior and abilities, should all be exemplified and showcased in my videos and photos posted with/in my portfolio.
- Videos of my singing live and/or recorded, should be posted in the portfolio.
- Videos of my acting should also be posed in my portfolio as well to show my skills as well. I should also have my acting reel posted as well.
- Because I've stressed that I would love to pursue writing and production, I should have examples and excerpts of my writing and writing style exemplified in my portfolio.
- The interviewer should be able to see examples of my behavior and abilities through the information that I've given in the portfolio as well as from the manner in which I answer my questions in my interview. The interviewer should be able to see how professional I am in my personal interview and the manner in which I conduct myself in the interview and the professional in which I answer questions that I am asked of me. I should be able to show that I'm quick witted, sharp, organized, prepared and in all that is put before me to show that I have what it takes to get the job done, whether it's selling, branding, marketing, bring out the best in others or showcasing my own talent and skills, the interviewer should be able to see all of these professional qualities in me. I should be able to show how well I'm prepared to manage my artists. How well I am prepared to handle a production team. How skilled I am as a singer and/or actor. The interviewer should be able to see all of these qualities impressed upon them in my portfolio as well as in my personal interview. My background and knowledge in music should be showcased with lots of information about my past experiences in music from college to personal backing vocalists for others well known artists. Also, my educational experience in Music. I broke many barriers as the first Black to hold a recital in music at my university -Mississippi University for Women-as well as the first Black to attain a degree in music from that university. The interviewer should be able to see that I exemplify a superior knowledge of music and sales (Real Estate) in my career path, and how I have/will successfully blend the two for my brand.

Month	Portfolio Elements
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Month 4	Develop website. Include all aspects of my artistry from music to acting
Month 5	Market my online word press Mastery/Artist Blog and post in it weekly
Month 6	Add Headshots & online videos & mp3s
Month 7	Add my Resume' as well as that of my artists and links of their performances as well
Month 8	Embed and add my links to other social media outlets
Month 9	My infographic should be added to show my skill level for all aspects of my personal roles that I'd like to pursue
Month 10	Add Health & Fitness Blog with weight-loss plans
Month 11	Add photos of all artists as well as photos that will represent each of my roles per page.
Month 12	Add Business Plan and Financial package for projected cost for production of artists as well as TV/FILM