

Not Just A Face

By

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ARTIST STATEMENT

I knew I wanted to work with artists since I graduated high-school. I realized how important it was when I went through the process of recording musicians at home for fun and the concept of working with artists quickly changed to something I wanted to continue to do as a profession. I had never felt anything as meaningful as having an artist respect my opinion of their work and I wanted to continue to search for that recognition for myself and to promote the recognition of other artists. Through my travels, various work experiences, and countless interactions with different artists in various different ways, I came up with an idea that could bring people together and attempt to teach them something at the same time.

I come from a background in the fashion industry due to my parent's careers. My mother, Sarah Hamilton-Bailey was a well-known model in the early '80s until the late '90s and transitioned into becoming a model agent and has done so successfully for the past 30 years. This specifically taught me to be open to other options and that I would rather be in a managerial position when I grew up. Her transition is my major influence on how and why I choose to represent and offer services to artists. My father, Benjamin James Shaul also had modeled in common and both of them were scouted as models around the same time. Unaware of each other's background, they met in their mid 20's while they were in the same field. As time went on, my father continued to model and branched out to other sectors within the fashion industry. Learning about his ability to change focus from different jobs and skill sets made me see how freelancers need to be able to adapt to stay alive and to provide for themselves. He mainly focused on fashion photography during his modeling career but till' this day, he continues to work as a freelance artist in various positions such as modeling, photography, digital editing, voice-overs, acting, etc. One thing I find so fascinating about my father is that he never stuck with one specific interest, his drive to learn new skills and meet new people drove his career onwards to this day. Due to that drive, when I mention his name to the right people, it usually ends up with me being bombarded with old stories from when they used to work together and how youthful he used to be. My mother decided to transition to model representation because of the security of management as opposed

to being a freelancer and she continues to do so until this day. This has impacted my view on artist representation and how important it is to me to be surrounded but artists alike.

Growing up with parents who worked in the same industry gave me a different perspective on the different working positions within the same industry and how things differ depending on your position. Some things were right to my mother but weren't to my father and being able to experience that first hand gave me a viewpoint that most people don't have. I've appreciated this from a young age because it gave me the opportunity to make a decision for myself and that is something I want to offer to others. I began modeling when I was about 14 years old when my mother got me my first gig for Spanish Vogue. This was the beginning of my involvement with the different types of artists within the industry and now that I look back, it is when I first grew an interest in working with different kinds of people. I watched and learned about the ways hair and make-up artists expressed their talents as well as how stylists created moods from the coordination of clothing and the human body. I considered myself very lucky to have my mom as my agent and to have a manager who cares for me as a client as well as her son. The bond and connection between my mother and I set an example for the way a manager and their client should interact with each other. Since my mother became my agent, I have focused on how exactly one is supposed to engage their customers or clients and what goes behind the true connection between individuals. Through the struggles of my parents' careers I learned how important it is to make a good impression on the people you work with and how important it is to treat people with respect and to be honest even throughout the toughest situations.

When I was 17, I got my first job in the service industry. I was working as a busser in a restaurant in the Hamptons and it changed my life and view on the industry and how people work in many ways. Initially, I had never worked a 14 hour day, let alone, for 5 days straight. I met people who respected me and my drive to work and many people who didn't respect me because I was a service worker. Throughout those experiences, I continued to work hard and treated them with respect despite the way they treated me. Over the next 4 years, I stayed loyal to my employers by working for them consistently and it taught me so much about the value of my

time as well as risk and reward. I put my time and effort on the line, and after enough of it, I was compensated not only with a healthy income, but with lifelong relationships with people who worked hard and loved what they did. Each and every individual I worked with had a story and a reason for how and why they got to be where they were. Their ambitions pushed me harder to search for what I wanted to do, and the more I worked with and introduced myself to people, I started to see common traits. All of these people were freelancers or artists and worked hard to place themselves in situations to network themselves for their futures. These people learned what they knew from other individuals and at one point, had a mentor throughout the process of their work and training. I took mental notes and continued to question and think about how and why they got to be in their current situations. I wanted to figure out what was needed by all of these people regardless of their income, their drive to work, or even how much they hated the work they were doing.

After working in restaurants, I transitioned to working in a clothing store during my first years of community college as well and taking various other jobs within the service industry. Working in retail taught me how to be a salesman and how to talk to people with intent. It was important to say the right things in the limited time I had in order to either teach them something about a product, suggest other things that might catch their attention, or tell them the ridiculous price of the product. The lesson was that it wasn't about the item being sold, it was about the connection you could make with that person in the short amount of time I had. To connect with another human was something that not anyone could do. I began developing the idea that I wanted to use my ability to connect with people and to give opportunities to talented and driven individuals. I decided that selling clothing to people wasn't the right place for me, I had ambitions to work hands-on with artists and to give them representation through personal interaction and to hopefully connect the right people to each other. After my job in the clothing store I positioned myself in a photo studio where I could surround myself with the people I knew best. From September of 2017 until February of 2019, I worked as a studio assistant and coffee barista for one of the largest photo studio spaces in Manhattan. In the studio, I was constantly surrounded by fashion producers and every type of person who worked to make photoshoots come to life. I

continued to watch the way people interact and how they expressed themselves through their work and it made me think even more about how these people could one day work for themselves or even own their own businesses. Ultimately, I stopped working there to go to study Artist Management at SUNY Purchase and gave me the opportunity to surround myself with the people I wanted to study and understand. Through my education at Purchase, I strived to develop my skills in communication and leadership and I have decided that I would use those skills to create a social marketplace to guide, represent and develop artists and freelancers' images so they can learn the necessary skills to become independent business owners.

The idea for my business originally came from wanting to give Models the opportunity to have a platform where they could speak their mind, tell their story, and prove to people that they're Not Just a Face. I chose the idea to work with models because of my family's background and that I would be able to work closely with the models and artists to give him a voice in a world that judges people by the way they look. I thought to myself, why wouldn't I include all types of people in a service that's supposed to benefit society? Everyone has a story they need to show the world and I feel that it is my responsibility to provide a platform for people to express themselves and to learn how to establish themselves as individuals in a constantly growing economy. I want to provide a service to the public that will benefit society as a whole and that will provide a stepping stone to their future careers. The goal is not only to manage artists, but to give them the tools and knowledge they'll need to become independent business owners so that once they become independent, they'll have the necessary resources to succeed in a constantly changing environment.

BUSINESS PLAN



Not Just A Face

701 Greenwood Ave. Brooklyn, NY 11218

Executive Summary

The Ownership

The company will be structured as a For-Profit limited liability company (LLC).

The Management

The Owner (Harrison Shaul) will be in charge of overseeing all decisions being made within various levels of upper management until employees begin to be hired for individual positions.

Marketing, Communications, Information Technology, Human resources, Accounting, and Creative services department will be necessary with various tiers of management levels to begin providing services to customers in the United States.

The Goal and Objective

Our goal is to provide career development and personal mentoring services to artists and freelancers through a platform that connects individuals and mentors through online and in-person interaction.

The objective is to educate and implement change by turning the idea of work into a social and learning-focused activity. With Maslow's Hierarchy of needs being used as a basis for the development of people's skills, it is important to refer back to the needs for safety and personal security and employment. (M, Gurlanik, 2019) Work should be something that people enjoy and people should have the opportunity to try new things that they think could give them happiness and make them feel content with their decisions. Not Just A Face is going to give these people the opportunity to do exactly that.

The Product

Not Just A Face will be a website/marketplace that provides the tools for artists and freelancers to present their unique skills, learn to market themselves, and give others the opportunity to

work-for-hire, get mentored, or work with each other through collaboration. Through our personalized database, people will be able to connect online or in-person to either learn or provide teaching services to other group members. Our mentoring services will provide the necessary lessons to teach people new skills, keep people on track for their personal goals, and to serve as motivation to continue working on personal project development. Not Just a Face is a for-profit company being developed to engage artists and freelance individuals by offering career development skills and personalized mentoring through a new form of “social” work. The mission is to be able to host, represent and develop individuals by offering a platform where they can become independent business owners and share their voices along the way. Alongside this drive to empower individuals, it is crucial to change the concept of “work” so that it becomes a social construct. The primary interaction between individuals will take place through an account-based website that offers the medium to create exactly what the user wants. This service will offer the ability for people to develop personal skills (I.e. Communications, Marketing, etc.) and trades skills that can be used to turn personal interests into a career.

The Target Market

The target market for this company includes college students and freelancers as well as anybody with a skill that wants to further their education or share their knowledge with others. The best way of targeting people within the given age range (18-65) will be to host online learning sessions as well as a marketing plan that will inform and present the unique features that Not Just A Face will offer to them. These services will be available throughout the United States and will require extensive research on the demographics of the customers for each state.

Pricing Strategy

The services offered through the website will be posted and maintained by the users posting the goods or services and their rates will be decided personally. The company's income will come from commission based on each individual good or service sold or completed as well as additional mentoring services that will be priced by the individual themselves. Not Just A Face will have a Low-Cost fee of %10 on all jobs completed through the website and this will include

services such as personalized management and basic business mentoring for their ideas. The quality and ease of access of Not Just A Face's services will differentiate it from the competition and the development of “social work” will solidify its place in the market for student and freelancing services.

The Competitors

Other competitors for this company include: Craigslist, Indeed, Fiverr, Upwork, etc. These websites offer abilities to hire freelancers and allow for feedback on their performance. The difference between Not Just A Face and the competitors is that they offer their services with the intent of keeping them as a repeat customer for their whole freelance career. Fiverr as of June of 2019, has about 6 and a half more people looking to purchase services that people offering services to each other. Not Just A Face is trying to create a stepping stone for peoples careers so that they can branch off and become independent from corporate business structures. The largest competitors for Not Just A Face are Fiverr and Upwork. They are very well established in the market and offer various options for employment for their customers. Upwork was founded in 2015 and Fiverr was established in 2010.

Business Plan - Not Just A Face

The Company

Business Sector

The owners would like to start a business in the professional and technical services sector.

Company Goals and Objectives

To provide educational and hiring services to artists and freelancers throughout the United States area and the rest of the world (once developed).

Company Ownership Structure

The company will be structured as a limited liability company (LLC)

Ownership Background

Harrison James Shaul (member):

I am a 23-year-old artist and business developer who has worked to strengthen various skills within corporate management. I have a large interest in leadership, communication, and an interest in consumer engagement and the management of services offered to people. I was raised by two artists and constantly surrounded by various different art forms since I was born. Growing up on Miami Beach and moving to New York exposed me to different cultures associated with specific art forms such as fashion and the visual arts and has allowed me to expand to different forms of art. Throughout my college career I have interned for event coordinators as well as being included in event planning for my college campus. My experience with personal artist management started since graduating high school and has progressed from musicians to all types of artists. I plan to continue to strive to give representation to artists and give them a platform through Not Just A Face.

Company Management Structure

The Owner (Harrison Shaul) will be in charge of overseeing all decisions being made within various levels of upper management.

Taxes, Financial Services, Accounting, Budgeting, Auditing, Insurance, quality control, Purchasing, Procurement, Advertising, Marketing, Research, Health and safety, Personnel management, Human resources, Employee benefits, Labor relations, Public Relations,

Government Relations, Computer network, Internet and database administration, and legal and regulatory compliance. will be necessary with various tiers of organizational management levels.

Organizational Timeline

- Planning for the business will be done by May 2020.
- Updates of this plan will take place between May 2020 and December 2020 with options to edit after this period.
- Funding should be secured by January of 2021.
- Employees should be hired by April 2021.
- Website and other services will be established and finished by December of 2020.
- Services will be available in the middle of 2021.
- Due to COVID-19, securing a group of employees and training will be postponed until lockdown rules are lifted and the safety of employees and customers can be guaranteed.

Company Assets

- Websites:
 - NotJustAFaceusa.com
 - NotJustAFaceuk.com
 - NotJustAFaceeu.com

Logo:



The Product

Not Just A Face will be a personalized database where people are given the tools to present their unique skills, market themselves, and give others the opportunity to hire them. Not Just a Face is a for-profit company being developed to engage artists and freelance individuals to offer employment and educational opportunities. The mission is to be able to host, represent and develop individuals by offering a platform and career development advice in a place where they can share their voice and work to become independent business owners. The primary interaction between individuals will take place through an account-based website that offers career development services to members. This service will offer the ability for people to develop personal skills and trades that can be turned into a career.

Marketing Plan

The Target Market

The target market for this company includes college students and freelancers as well as anybody with a skill that wants to further their education or share their knowledge with others. The best way of targeting people within the given age range (18-65) will be to host online learning sessions as well as a marketing plan that will inform and present the unique features that Not Just A Face will offer to them. Unfortunately, many people in the younger generation are lacking in developmental skills to work and this is limiting the jobs they are qualified for. Specifically after the 2008 market crash, the drive for people to work in traditional workplaces has changed and freelance gig-based work has become significantly more popular. “Whether because of choice or necessity, the increasing prevalence of gig work raises the question of whether these younger workers are failing to learn the communications, leadership, and teamwork skills that come from functioning in a more conventional work setting” (Brown D. 2017). Out of the 57 million artists and freelancers in America, almost 30 million of them are long-term oriented and are looking for something to sustain them for long periods of time, therefore, it is necessary for the development

of these interpersonal skills as well as providing the employment opportunities to help our members gain those skills through example and trial and error (Klein, J. 2019).

Pricing

The services offered through the website will be posted and maintained by the users posting them. The company's income will come from commission based on each individual service completed as well as additional mentoring services. Not Just A Face will have a low-cost base fee of %10 that includes management and basic business mentoring. This lowered management fee will benefit the company in its effort to show customers and users that it is looking to benefit the user as opposed to being only for the profit of the company. In order to grasp the younger more aware demographic, honesty and clarity must be a top priority to get people excited to work with the Not Just A Face team.

Advertising

Advertising will take place throughout various social media platforms such as Instagram, Twitter, and Facebook. Paid advertising will also be used throughout many websites with high percentages of college student traffic.

The initial advertising budget will be roughly \$2000 and will include weekly posts to social media pages and other website advertisements and as funding is increased, the opportunity for special customer designed advertisements can come into effect. The usage of our customers' work will be a great way of showing the amount of skill and talent our artists and freelancers have and will allow for a more inclusive and relatable advertising campaign.

Market Research

The current need for advancements in freelancer recognition and the current levels of income related to freelance work signifies the importance of giving freelance workers resources for their business ideas. In 2015, participation rates of freelancers in our community were: Independent

Explore Freelance Rates

Role

Development

Design

Skills

Full Stack

Front-End

Back-End

DevOps

iOS

Android

Experience

1-3 years

3-5 years

5-10 years

10+ years

Location

US West Coast

US East Coast

US Midwest

US South

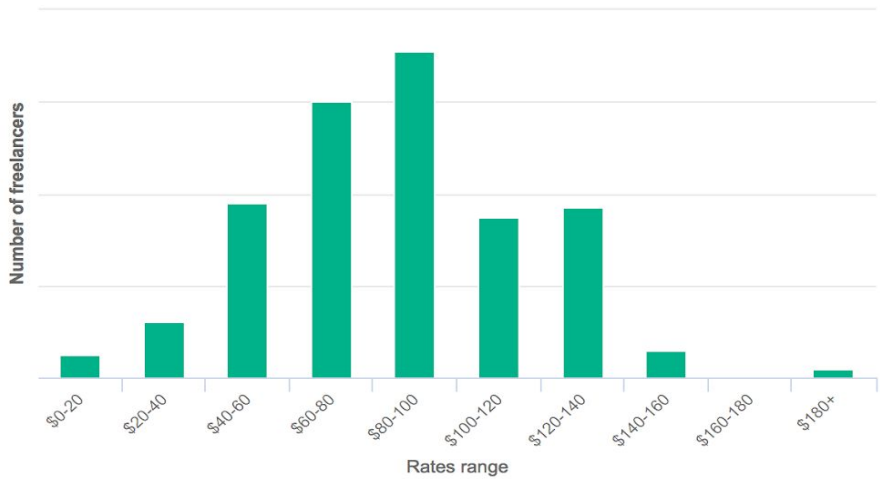
England

Canada

Australia

Freelancing Hourly Rates

Most common hourly rates



Contractors (36%), diversified workers (26%), people looking for secondary jobs (25%), Freelance Business Owners (5%) and Temporary Workers (9%) (Younger, J.,2019)

Competitor Analysis

The Competitors

Other competitors of this company are: Craigslist, Indeed, Fiverr, Upwork, etc. These websites offer abilities to hire freelancers for and give feedback on their performance. The largest competitors are Fiverr and Upwork and they are very well established in the market. Upwork was founded in 2015 and Fiverr was established in 2010.

SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)

Strengths

The strengths of this company will include various different types of assets. Some of which will be the access to the large databases of information including people all across the country available for hire as well as the ability to offer your service wherever you go. The information that can be gathered from the users can help build demographic and psychographic databases on the current and ever-changing statistics on freelancers and artists in the United States and other countries across the world. The website will make the services of this business available to all people throughout the country and once the company is fully established, there can be various branches for services worldwide. The value that this service will provide is the personal management, care and mentoring services to help grow an individual's skills for their personal career choices. Unlike Not Just A Faces competition, we will be with every individual every step of the way to provide inclusive services to promote social welfare for the people that trust the business to offer them services.

Weaknesses

The weakness of this company will be the ability to gather funding in early development. The user interface will need to be constantly updated to stay relevant and user friendly while providing the best service to the customers. The company currently does not have any staff but with the development of the website and user interface, departmental services will be necessary in order to engage potential customers and mass hiring will go underway once funding is acquired.

Opportunities

The demand for freelancers and individual skill sets are rising. Freelancers are overlooked as people who do not have managerial skills and Not Just A Face is the opportunity to give freelancers and artists the opportunity to prove people wrong. The average pay rate for trades

skills have been steadily rising throughout the 21st century at an exponential rate and the demand for these trades continues to rise. The average for multimedia and design in 2020 is at \$20 an hour, for manufacturing and design it's \$21 an hour (Coing, 2017). Over the past 5 years, there has been an increase of over 4 million freelancers in the United States. The need for individuals to establish their own business has always been a key point in the American dream therefore there will always be a need for services that provide the opportunity for that dream. With ambitious college graduates and new skillful freelancers entering the workforce every year, there will always be an endless supply of individuals ready to join Not Just A Face's network.

Threats

The main threat to the development of the company at the moment is the COVID-19 virus. Unfortunately, there was no way to predict that the virus would come in and this has stopped all types of social interaction. The social aspect of this business is key, and will drive the community of freelancers and artists that it will represent. Although much of the business is online, many things must be taught in-person and require specific tools to learn from. Other businesses within the same sec

Operations

Daily Operations

The company will primarily be based on its website so therefore the main activities that will take place on a daily basis will include: Marketing operations, Event planning, human resource management, product and service strategizing, and employee training.

Staffing

Employees within the corporate side of the business are going to have to have a minimum of 3 years of experience in their field with a Bachelor's degree. All degrees are welcome due to the

inclusive nature and the need for multiple areas of expertise. Mentors and all people offering their services will not need to have formal education to get started but must show a keen sense of knowledge in their respective fields. People that are hired for their services must have great communication skills and preferably should have a variety of work experience that includes service work to show interest in the betterment of their community.

Future Plans

In the Beginning of 2020, extended development of the website, database services, account-based systems, and accessible user interfaces will be designed and implemented. Currently, conversations with information technology designers and website developers are underway and the funding for the project continues to grow. With my graduation from college, I will begin presenting the business plan to investors and building strategies with other individuals for the path of the business. Incorporation of the business will be the first step once the plan is finalized and will take place directly after submission of the plan. Over my college career, I have met various different people who have expressed interest in the idea and have offered their help to make this idea become a reality. I have my strengths in communication and leadership and I pledge to use those skills to bring the bright minds of my generation together to help society.

SAMPLE EMAIL

Attention! Have you been looking not just to find a job, but to build a career doing something you've always wanted to do?



Not Just A Face is a revolutionary way to connect and expand young people's potential in their respected fields.

Today, you have been selected from a pool of highly qualified individuals from all over the world and we are happy to share our range of career development services to you with some special promotions.

Whats included:

- Access to a refined database of like-minded individuals available for-hire.
- Personal mentoring and business coaching.
- Marketing, funding, HR, and communications info sessions.

Not Just A Face not only offers you tools and a network to help you make progress towards creating a career out of what you love doing. It gives you an entire world and a culture that's geared towards learning and creating opportunities for your respective fields. This culture of education and

opportunity runs deep into the fabric of our DNA.

Visit the link below to get involved and to take your career to the next level.
Let the next chapter in your life start **NOW**.



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Our mailing address is:

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Works cited

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