

gig ENTERTAINER RAMP



action is FUN - make tasks a game

When we find ourselves stuck, dreading the future, or tethered to the past, it's often because we've lost sight of life's inherent game. The key to movement, to progress, and to joy? It's about engaging in the game – the right kind of game. It's a mindset switch, a shift in approach that can transform every moment. This isn't whimsy: it's game theory applied to life, and it spells out FUN.

THE UNIVERSAL GAME THEORY: MOTIVATION THROUGH FUN

Every motive, every drive, every push forward is a game at its core. Progress is made in the context of this game – our game. Want to make something happen? There's a game for that. Need to encourage others to act? Make it a game for them. Even inactivity, that siren call of the status quo, is its own game, with safety and predictability as its rewards.

F FOR "PHILANTHROPY" — THE HEART OF THE GAME

We begin with 'F', which stands for Philanthropy, but not just in the traditional sense. It's about finding that cause, that mission, that deeply resonates with our core values. This is our

end game, our ultimate level, the princess we're striving to save. It's the philanthropic drive that propels us forward, compelling us to play, to engage, to win.

U FOR "ABILITY" — THE CHALLENGE THAT ENGAGES

Next, we have 'U' for Ability, the level of challenge that keeps us hooked. It's the delicate balance between ease and anxiety, the zone where we're neither bored nor overwhelmed. Here, the game is engaging, the stress is stimulating, and the challenge is just right. We need this to want to keep playing, to make progress.

N FOR "KNOWHOW" — THE MASTERY THAT CONTROLS

Lastly, 'N' is for Knowhow, the control we wield within the game. It's knowing the rules, the strategies, the cheat codes. It's the assurance that our actions are not just mere flickers in the digital wind but moves that change the game. With knowhow, we're not just players: we're contenders, we're potential champions.

FUN EXAMPLES: THE GAMES WE PLAY

From the virtual quests of Super Mario Bros to the tangible tasks like cleaning the house for a respected guest, each activity is a game, and each has its FUN elements. Learning a musical instrument becomes a mission of joy, a challenge of skill, and a testament to our control over progression.

Stagnation: The Game of Safety

Even inaction is a game, with the illusion of safety as its trophy. Stagnation is the game of the known, the predictable, the comfortable. It's a game played by staying put, where the known outcome is the victory – but it's a hollow win, devoid of real progress.

MAKING IT ALL A GAME: THE PATH TO PROGRESS

Step 1: Identify the Next Level

What's the next stage in your game? This is our quest marker, our mission start.

Step 2: Connect to the Greater Quest (F)

Find the philanthropy, the bigger cause, in your task. This is your game's narrative.

Step 3: Set the Difficulty (U)

Tune the challenge just right. Not too easy, not too hard – this is the gameplay mechanic that keeps you engaged.

Step 4: Learn the Controls (N)

Understand the rules, the steps, the controls. Mastery here makes you a formidable player in the game of life.

EXAMPLES

Building a Personal Brand

Daunting Aspect: Crafting a unique personal brand in a saturated market can seem overwhelming, with the pressure to stand out and be consistently engaging.

FUN Process:

- **F (Philanthropy):** Connect your brand-building to your desire to bring joy and entertainment to others. Your brand is a medium through which you can touch lives and create smiles.
- **U (Ability):** Challenge yourself to post one piece of content that is true to your brand each day, whether it's a joke, a quick performance, or an inspirational quote.
- **N (Knowhow):** Break down the brand-building into actionable steps, such as defining your image, your message, and your audience. With each step mastered, the task becomes less daunting and more of a game to play.

2. Learning a New Performance Skill

Daunting Aspect: Acquiring a new skill, like juggling or magic, requires practice and can be frustrating when progress seems slow.

FUN Process:

- **F (Philanthropy):** Think about the delight that mastering this new skill will bring to your audience. Your goal is to enrich your performances and give your audience an unforgettable experience.
- **U (Ability):** Set incremental goals, like learning one new trick or routine each week. This keeps you from feeling bored and avoids the anxiety of trying to learn too much too quickly.
- **N (Knowhow):** Approach learning systematically. Start with the basics, practice consistently, and track your improvement. Knowing that you have a plan and are following it turns the learning process into a game where each level passed is a win.

3. Marketing a Show or Performance

Daunting Aspect: Marketing can be daunting due to the fear of rejection or the performance not selling enough tickets.

FUN Process:

- **F (Philanthropy):** Focus on the fact that your show offers a break from the everyday for your audience, a chance to experience joy and wonder.
- **U (Ability):** Create a marketing challenge for yourself, like reaching out to a certain number of potential attendees each day or trying a new marketing tactic each week.
- **N (Knowhow):** Get to know your marketing tools and platforms. Whether it's social media, email campaigns, or flyers, becoming proficient with these will give you the confidence to make marketing a game of strategy.

4. Networking with Other Professionals

Daunting Aspect: Networking may feel inauthentic or like a chore, especially if you're naturally introverted or prefer to focus on your craft.

FUN Process:

- F (Philanthropy): Remember that networking is about building a community that supports each other. Your aim is to find others with whom you can collaborate to create even more joy and art.
- U (Ability): Turn networking into a game by setting a goal to have a certain number of meaningful conversations at each event, rather than simply handing out business cards.
- N (Knowhow): Arm yourself with knowledge about the people you'll meet, the events you'll attend, and the value you can offer. This preparation makes networking feel less like a game of chance and more like one of skill.

5. Managing Finances and Gigs

Daunting Aspect: The administrative side of gig management, including finances, can be mundane and stressful, pulling you away from creative pursuits.

FUN Process:

- F (Philanthropy): Managing your finances well enables you to continue bringing your art to the world without the stress of financial instability clouding your creativity.
- U (Ability): Make a game out of financial management by setting personal bests for savings, or turning budgeting into a puzzle you can optimize and solve.
- N (Knowhow): Learn the basics of financial management for freelancers. Use tools and apps designed to help you keep track of your gigs and earnings, turning what could be a tedious task into a rewarding part of your routine.