

# **Cultural Educators & Advisors: How to Get Found and Hired**

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**Guardian Adventures**

**www.Guard up.com**

**www.CulturaConnector.net**

## **INTRODUCTION**

- 1) Imagine a future where your culture is given credit
- 2) Google defines Culture as: “the customs, arts, social institutions, and achievements of a particular nation, people, or other social group.” This means that culture also includes any group that creates achievements or customs around specific commonalities. So other examples:
  - a) Deaf culture
  - b) Formerly Incarcerated culture
  - c) Neurodiverse culture

## **STEPS TO GETTING FOUND**

1. Who is your ideal client?
2. Provide specifics on HOW you can solve the problem:
  - a. Talks
  - b. Consulting
  - c. Games that teach participants
  - d. Online courses
  - e. Performances
  - f. Storytelling
3. HASHTAGS: #CulturalEd #CulturalEducation #CulturalAdvisor #[insert here your culture]Culture #[your culture]Awareness #cultured #cultureday #[your culture]tiktok (or instagram, facebook, etc)
4. When talking with a prospective client:
  - a. What problem can you solve for them?
  - b. What does the agreement look like?
    - i. Is there an NDA
    - ii. How long until payment received
    - iii. How is money transferred
    - iv. What dates/times are you committing to
    - v. What form of feedback (written, video chat, in person, etc)
    - vi. What credit will you receive for your work
5. Belong to a group that represents your culture
6. Solution and Education instead of Reprimands will gain more clients
7. Explain all of the Public Relations advantages of working with you
8. Get your client company to issue a press release about working with you
9. List on CulturaConnector.net and any other listing sources you can find