

TAKE THE STAGE

A CREATIVE CAREER FRAMEWORK BY AYA HOJADOVA

REEL STRATEGY SHEET

Reel Strategy Sheet

Position → Produce → Polish → Publish

This page helps you build a reel that supports the roles you want next.

1) Position

Your reel is a signal. Decide what *it's* signaling.

The roles / work I want to be booked for next are:

The emotional tones I want my reel to include are:

- ☐ Grounded ☐ Comedic ☐ Dramatic ☐ Warm ☐ Edgy
☐ Romantic ☐ Intense ☐ Quirky ☐ Other: _____

My “this is where I belong” statement (one sentence):

2) Produce

List the footage you already have and what you may need to create.

Footage I already have (projects/clips):

1. _____
2. _____
3. _____
4. _____

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Reel Strategy Sheet, continued

Footage I need to create (monologues/scenes):

1. _____
2. _____

For created footage, the pieces I'm choosing are aligned with:

3) Clip Plan

Keep clips short. Make the viewer understand you quickly.

My opening clip (strongest first): _____

What it shows (tone/range/type): _____

Clip #2: _____

What it shows: _____

Clip #3: _____

What it shows: _____

Optional Clip #4: _____

What it shows: _____

4) Length + Clarity Rules

Target reel length: ☐ 60 sec ☐ 90 sec ☐ 120 sec

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My clarity rules (choose 2–3):

- ☐ Start with my strongest moment
- ☐ Keep clips short and specific
- ☐ Make sure we see/hear me clearly early
- ☐ Avoid long intros or slow build
- ☐ Keep tone consistent with what I want next
- ☐ Other: _____

5) Publish Plan

Make it easy to view. Make it easy to share.

Where my reel will live (link/host/location):

My file naming format will be:

The 2–3 places I'll include this link (profiles/site/email):

1. _____
2. _____
3. _____

6) Identity Check-In

The identity I'm stepping into as I share my proof is:

One sentence I want to remember is:

CONTINUE THE WORK BEYOND THE PAGE

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