

HELLO FROM CATHY VU!

Here are resources I've used + discovered over the years. Use this as a jumping off point to inspire other ideas + additional resources for yourself. Don't rely **only** on these. Be curious in your pursuit of education. It's what you make of it. Dive into discovery + research, you might find something even better. If you find something you're excited to contribute, hit me up!

4 MINDSETS THAT I LIVE BY

- **Be insanely curious.** Education is power.
- **Pain points are valuable information.** Lean into it and learn more.
- **Do it even with fear.** Creativity takes courage, be brave.
- **Go from good to great.** Do more than just good enough.

IKIGAI

A reason for being, is a Japanese concept referring to something that gives a person a sense of purpose, a reason for living.

FINDING YOUR IKIGAI: And discover your other Genius Zones

www.forbes.com/sites/chrismyers/2018/02/23/how-to-find-your-ikigai-and-transform-your-outlook-on-life-and-business

- To discover your Ikigai, you must first find what you're most passionate about. Then you find the medium through which you can express that passion.
- This balance is found at the intersection where your passions and talents converge with the things that the world needs and is willing to pay for.
 - What you love
 - What you are good at
 - What the world needs
 - What you can be paid for

RESOURCES TO FIND YOUR WAY: Exploration. Discovering. Managing. Learning.

- Ikigai venn diagram: <https://positivepsychology.com/ikigai-worksheets-templates/>
- Mind map in Miro (I use the free subscription): <https://miro.com/mind-map/>
- Managing my priorities + deliverables (I use the free subscription): <http://monday.com/>
- Tracking my accounts / spending: <https://mint.intuit.com/>
- I have more links on my website, scroll down to "Learning. Reading. Watching.": <https://www.cathyvu.com/about>

ABOUT USER EXPERIENCE (UX) / PRODUCT DESIGN

- <https://www.coursera.org/articles/product-designer-vs-ux-designer-the-difference-explained>
- <https://uxdesign.cc/the-clear-cut-difference-between-ux-design-and-product-design-explained-74350b34cdda>
- <https://careerfoundry.com/en/blog/ux-design/what-is-the-difference-between-a-ux-designer-and-a-product-designer/>
- <https://www.uxbeginner.com/ux-design-job-titles-career-levels/>

GREATNESS IS DEFINED BY HOW MUCH YOU WANT TO PUT INTO WHAT YOU DO. GREATNESS COMES WITH VICTORY, [BUT] IT ALSO COMES WITH BEING ABLE TO COME BACK FROM ADVERSITY.

Lebron James

OTHER WAYS TO UNDERSTAND UX / PRODUCT DESIGN: Get paid to be a user research tester AND learn

Being a user and providing feedback is a way to understand and appreciate UX/Product Design from a user's perspective.

And get paid for it.

- <https://www.usertesting.com/>
- <https://www.theworkathomewoman.com/test-websites/>
- <https://millennialmoney.com/get-paid-to-test-websites/>

ABOUT RECRUITING FIRMS / AGENCIES

Below are recruiting agencies. Different agencies specialize in different types of staffing (digital, marketing, writing, etc.) for various companies. You onboard with a recruiter, so it's nice to have a point person during/after/in-between contract jobs.

The contract jobs can be:

- Short vs. long term
- Contract vs. contract-to-hire
- Part-time vs. full-time
- On-site, full-remote or hybrid

Do some reverse engineering:

- Look at their job posts to discover your ikigai + see the possibilities that are out there
- Look at what experiences + skill sets they're looking for
- Take this information and find where you overlap
- And use that information to customize your resume

Like a talent agency, they take a commission when you are placed with a client/company. It's a great way to work for various companies on a contract basis to:

- Build your resume
- Get the lay of the land and how they operate
- Get a sense of company culture
- Figure out what you like (or don't)

SOME RECRUITING FIRMS / AGENCIES

- <https://www.creativecircle.com>
- <https://www.24seventalent.com>
- <https://filterdigital.com>
- <https://www.wearerosie.com/>
- <https://creatively.life/>
- <https://pagesix.com/2020/05/05/alice-olivias-stacey-bendet-launches-job-platform-for-creatives/>
- <https://careergroupcompanies.com/syndicatebleu/>

CHANGE CANNOT HAPPEN OVERNIGHT. IT HAS TO BE CAREFULLY PLANNED
AND DILIGENTLY EXECUTED. Unknown

COMPARE CAREER LEVELS ACROSS TECH COMPANIES

Services for pay comparison, salary negotiation, resume review, career coaching, etc.

<https://www.levels.fyi/>

FREELANCE

- <https://www.fiverr.com/>
- <https://www.flexjobs.com/> + <https://www.flexjobs.com/guide-freelance-gig-job-platforms>
- <https://www.upwork.com/>

TECH / CREATIVE NETWORKS + COMMUNITIES

- <https://www.builtinla.com/>
- <https://womenhack.com/>
- <https://www.facebook.com/groups/creativewomenla>

EDUCATION

Consider different class types: online, community colleges, university extension programs, workshops, internships, etc.

- <https://generalassemb.ly/>
- <https://generalassemb.ly/blog/workshop-wednesdays/> (FREE)
- <https://grow.google/>
- <https://grow.google/certificates/ux-design/>
- <https://www.uclaextension.edu/>

WHAT ARE OTHER PEOPLE DOING?

Inspiring stories of how people from different backgrounds work, live + spend their money in different cities.

CNBC Make It: <https://www.youtube.com/@CNBCMakeIt/>

QUOTES THAT INSPIRE ME

- Change cannot happen overnight. It has to be carefully planned and diligently executed. – Unknown
- Greatness is defined by how much you want to put into what you do. Greatness comes with victory, [but] it also comes with being able to come back from adversity. – LeBron James in Beijing
- We fall to the strength of our systems. – James Clear
- How you do anything is how you do everything. – Martha Beck
- The day you plant the seed is not the day you eat the fruit. – Fabienne Fredrickson
- The reason most people fail is because they're willing to give up what they want most for what they want now. – Emmanuel Acho
- Follow your heart, but take your brain with you. – Alfred Adler
- Nothing ever goes away until it teaches us what we need to know. – Pema Chodron
- Have a healthy disregard for the impossible. – Larry Page

HOW YOU DO ANYTHING IS HOW YOU DO EVERYTHING. [Martha Beck](#)

CLIPS THAT INSPIRE ME

- Angela Lee Duckworth, "Grit is passion and perseverance toward very long-term goals. Grit is sticking with your future, day-in, day-out. Not just for the week, not just for the month, but for years. And, working really hard to make that future a reality."
https://www.ted.com/talks/angela_lee_duckworth_grit_the_power_of_passion_and_perseverance
- Kerry Washington, "Pray to catch the bus and then you run as fast as you can."
<https://www.instagram.com/p/CjbF8nbvTS-/>
- Sean Carroll on conservation of momentum, "...if you don't keep pushing things, they stop moving."
<https://www.instagram.com/p/CoxM1X2pxYh/>
- Wealth built through practicality (ie, demand)
<https://www.instagram.com/p/CkotLTQgIVF/>
- Earl Nightingale / Goethe, "Before you can do what you would most like to do, you must first be the person who can do it."
<https://www.instagram.com/p/Cl1twQ7LaCE/>
- Mel Robbins, "Intentionally act like the person you want to become."
https://www.instagram.com/p/CkBMorEgF_p/
- Oprah Winfrey, "The energy of your intention is what determines your life..."
<https://www.instagram.com/p/Cj3XYkssrX8/>
- Julius Gaines, "Amateur does it until they get it right. A professional does it until they CAN'T get it wrong."
<https://www.instagram.com/p/CkrqS5cDdnW/>
- Brene Brown, "...when you are in uncertainty...don't tap out...keep leaning..."
<https://www.instagram.com/p/Cl6eET8IzQT/>
- Alex Hormozi about confidence, "...having a stack of undeniable proof that you are who you say you are. Outwork your self-doubt."
<https://www.instagram.com/p/Cnhv7oMfVG/>
- Leila Janah, "The only real power we have in the world is choosing our response."
<https://www.instagram.com/p/CnKaf7bhYiw/>
- Oprah Winfrey, "...every choice you make move you in the direction of what you say your vision is."
<https://www.instagram.com/p/CnKaf7bhYiw/>
- Jake Gyllenhaal, "Freedom is on the side of discipline"
<https://www.instagram.com/p/CnrXnlxoVEe/>
- Caroline Myss + Oprah Winfrey, "Not put in a position to betray yourself."
<https://www.instagram.com/p/ConsriftUa8/>
- Exponential growth, push through the struggle zone, where most people give up:
<https://www.instagram.com/p/Co5FAq0j7XQ/>

THE REASON MOST PEOPLE FAIL IS BECAUSE THEY'RE WILLING TO GIVE UP WHAT THEY WANT MOST FOR WHAT THEY WANT NOW. Emmanuel Acho

MY PERSPECTIVE ON BEING AN ACTOR / ARTIST

Message I received:

Hi Cathy! I find your story & acting career to be very inspiring...currently working in consulting, I've recently become interested in learning more about acting (the industry and just stepping out of my comfort zone). Do you have any tips / guidance for someone who is completely new to acting but who is eager to learn?! I've started exploring acting classes, but that's pretty much it.

My reply:

There is so much more out there than what I'm sharing. Here are SOME thoughts for those starting out. Grain of salt as I am just one person with this POV based on my observations + experiences.

- Shift your mindset to seeing yourself beyond an actor. You are a business partner to your reps/team. That should move you to operate differently.
- Keep the consulting job. Or ANY job.
- Use that job to pay for your life expenses, emergency savings, health insurance, health savings account, retirement contributions, getting out of debt, etc.
- Ie, don't expect for acting to do this for you for awhile (if at all)
- The consulting job will also support your various acting expenses: headshots, self-tape equipment, classes, coaching, casting profile fees, etc.
- I observed SO MANY actors make the huge financial mistake to not have a job / additional stream of income outside of acting. Or work just enough hours to get by. Or think that booked role here and there will "take off" so they'd scale back their hours or just quit completely. It blows my mind. Money is finite. It will run out. Additional stream of income(s) is necessary. Be financially responsible for yourself, ie, adulting. Bills don't stop just b/c you booked a role for a few days (or weeks).

Acting Classes

- Decide what classes are best for you. Try them on: scene study, audition, comedy, improv, etc.
- Do you want ongoing classes or workshops that last a few weeks or months?
- Decide what work lights you up, and see what class would support your growth.
- Class is your community/tribe. You will learn so much from your peers about reps, pulse of the industry, shared experiences, mental health, etc. Listen to their experiences, it's invaluable. Make **genuine** friendships/connections.

Casting Workshops

Casting director workshops, when you're ready, are very insightful. You audition and they give you feedback, etc. There are many kinds but depending on your SAG status, there are free ones via the SAG Foundation. They also have a lot of other free programs to explore. <https://sagaftra.foundation/>

THE DAY YOU PLANT THE SEED IS NOT THE DAY YOU EAT THE FRUIT. Fabienne Fredrickson

Coaching

If you have reps that are submitting you for auditions, getting coached is a GREAT investment.

Podcasts

Listen to these podcasts. Every episode:

- One Broke Actress
- Audrey Helps Actors
- That One Audition with Alyshia Ochse

Instagram

Follow casting directors and acting studios on IG. They give great advice as they are the ones watching, receiving + evaluating auditions from so many actors.

Learn through experience: Get paid to be a reader

You can be a virtual reader for actors via WeAudition. Not sure how much it pays, but I'm sure it'd be a great experience after you've been through some classes. Or read for other actors, friends, etc. <https://www.weaudition.com/>

Learn through experience: Be a background extra and/or stand-in

I've heard being a background extra and or a stand-in, is also helpful. It's a master class in watching people work together and actors work.

I hope these help. And THE BEST OF LUCK. Be careful about being hard on yourself that things don't happen quickly. Getting an audition feels like a lottery. Getting a call back and then booking, it is so hard. So give yourself a lot of grace. Don't give up.

FOLLOW YOUR HEART, BUT TAKE YOUR BRAIN WITH YOU. Alfred Adler