



Kate Elpo: Moving and Embodying Your Online Space



Kate Elpo is a communications consultant, producer and coach with a background in dance and music, and a degree in TV/Cinema production. Her work focuses on building intergenerational bridges between off-line and on-line for educational and creative professionals. Explore how to connect and be of service to your audience and clients online.

TOP EMBODIMENT TIP: It has to feel right for you. So check in with yourself, whatever and however you wish to move. Be authentic and vulnerable. You do you.

General Overview: Choosing the title with moving and embodying

- **Moving:** Physically move as you set something online. Move and influence the space, and other people, around you.
- **Embodying:** What do you present for others? Embody the image you are portraying. Be who you say you are being.

Big Belief: You have a place online

- If you have something to give offline, there is a place in the online realm for you.
- It's like a hologram. Not creating something from nothing, but taking what you already do and showing it to people online.

Moving Past Common Fears:

- There are **4 main fears** that often come up: impersonal, burnout, lack of connection, investment of resources.
- The key is to **reframe your fears**: The distance can often let the community express easier. It can allow us to get closer and more confidence in our offerings. You can choose what feels good to you, and create meaningful community.
- It's important to **just start** - it doesn't have to be perfect. It is an opportunity to share, remembering you are here for a reason.

Different Levels of Moving and Embodying Your Online Space:

- **Space of Communication:** You exist online and you can be found - it's like a business card.
- **Space of Connection:** Share more about your practice through articles, lectures, videos, blogging, 1:1 sessions, etc.
- **Space of Community:** Engage in online interaction (eg. Facebook community, subscription platform).
- Embody the space where you are, and see where it takes you. Just Start! Enjoy it. That's the key to sharing your mission.

Getting Online Without Spending a Lot of Money: Start small

- Secure a social media account with your name and what you offer. Get a domain name (\$8-\$12 per year). Use a website builder for a simpler web presence (eg. carrd.co). **Don't go for books, but befriend Google and YouTube tutorials.**

How to Embody Social Media Space and Grow Your Audience: Authenticity is key

- Look at who you can and have served. The way you present will be audience and field specific.
- Speak your truth and stay honest to yourself. You will be changing the online space and adding value to the larger online realm.
- It's not about the numbers, but about your experience and **how you can be of service and do the job you want to do.**
- **Online is just a bridge, another way to be here in this body and have a human experience.**

Resources

- ❖ **Website:** katelopo.com



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