



content curator

with Sue Bryce

WORKBOOK ONE

WEEK 1

Introduction to Content Curation

THE FUTURE IS STORYTELLERS

The world of marketing has changed; NOW it's 15 - 90 seconds of engaging narrative and visually stunning content.

I just watched a Kevin O'Leary video that said, "The number one demand I have for my companies are people that can take the concept of the business and tell a story about it, produce a video, do really rich photography, build out SHORT VIDEOS for social media to sell product direct to customer."



Kevin O'Leary - Investor,
Chef, Business Badass

Social Media expedited Personal Branding, and now Photographers, Videographers, Content curators, Coaches, and STORYTELLERS are the future.

Most businesses are built around the two oldest commerce systems: selling a physical product and selling a physical (hands-on) service. These systems TRADE MONEY FOR TIME.

physical products

Physical products such as merchandise are handcrafted or manufactured, sold, and shipped. Income is generated through sales and profit margins.

The headache is in the manufacturing and storage costs. The concern with manufacturing is the fixed cost of making it upfront.

The customer support challenge is in shipping and quality control and time. Product complaints are usually about expectations, Shipping errors + damage, lost and the time it takes!

**None of that happens when they can see it and hold it and take it now. That's why whenever I took products ANYWHERE I was speaking and teaching I sold out but what a headache.*

physical service

A physical service is any hands-on service provider, like a salon or painter.

Costs involve travel, remote equipment, location rental, insurance, public liability, and/or a commercial lease.

For hundreds of years, this is how we've done business. With the exception of the casino, the only business on the planet where you give them money, and they give you nothing in return.

Then, social media changed the world, and the rise of digital services and products altered the way we connect with audiences; now, we create content to engage and connect our personal brands and products directly to consumers.

digital service

A digital service relates to designers, makers, marketing creators, coaches, virtual assistants, and any online service system that allows you to create income remotely, anywhere in the world.

Digital services are typically trade money for time systems.

digital products

Digital products is the fourth system, and includes products like templates, ebooks, video libraries, tools, courses, memberships - anything you can download or access instantly.

I call these products 'MAKE MONEY WHILE YOU SLEEP' products.

REVENUE STREAMS

FOUR TAPS:

Physical Services | Digital Services
Physical Products | Digital Products

Are all taps ON?

Do you offer a
PHYSICAL product?

- ☐ YES and it's FLOWING!
- ☐ YES but it's not flowing
- ☐ NO but I want to
- ☐ NO and I don't want to

Do you offer a
PHYSICAL service?

- ☐ YES and it's FLOWING!
- ☐ YES but it's not flowing
- ☐ NO but I want to
- ☐ NO and I don't want to

Do you offer DIGITAL
service?

- ☐ YES and it's FLOWING!
- ☐ YES but it's not flowing
- ☐ NO but I want to
- ☐ NO and I don't want to

Do you offer
DIGITAL products?

- ☐ YES and it's FLOWING!
- ☐ YES but it's not flowing
- ☐ NO but I want to
- ☐ NO and I don't want to

What kind of **CONTENT CURATOR** do you want to be?

Get clarity and claim that IDENTITY. This is the path you are walking.

Take your time, feel each one, and add your own to the list.

Digital Product Maker
Coach
Teacher
Storyteller
Social Media Creator
Master of Your Craft
Motivational Speaker
Image Maker
Brand Ambassador
Template Maker
Performer/Composer/Entertainer
Vlogger
Systems Creator
Podcaster/Interviewer
Artist
Brand Creator
Designer
Platform Builder
Industry Leader
Mentor
Instructor
Consultant
Writer

Add your own:

If you struggle to NAME it, then it's not CLEAR.

*"If you cannot explain it simply, you don't know it well enough."
- Einstein*

The synonyms to Manifestation are Confirm, Demonstrate, and Embody - that's **clarity**

Write your identity(s) here, then define what that means to you.

AM I QUALIFIED?

Do you have to be *THE* EXPERT? **NO!**

Do you have to be *AN* EXPERT? **YES!**

The solution to Imposter Syndrome is MASTERY.

What exactly do you want to MASTER?

I want to MASTER *Money Management*

I want to MASTER *My Income*

I want to MASTER *Marketing*

I want to MASTER *Networking*

I want to MASTER *Public Speaking*

I want to MASTER *Business*

I want to MASTER...

IDENTITY

This new content comes with a new Identity. Find the one that belongs to you.

PRO TIP: It's not something you have to BECOME; it's something you already do.

My CONTENT Ethos is **Educate, Engage, Entertain, Empower**

If YOU think about the verbs to those energies, are you:

teaching

demonstrating

building

coaching

speaking

podcasting

creating

performing

broadcasting

making

writing

designing

THOUGHT PROMPT: Walk the multiverse, and try on each of these verbs. Pay attention to your visceral reactions. Which light you up? Which give you tinglies? Which feel aligned or unaligned?

The VERBS

of doing and being

Think about the verbs you just explored. This is not about HOW YOU LOOK or the title or the noun. It's about **what are you DOING...**

PRO TIP: You're already doing it!
Now you have to VALUE it and MONETIZE it.

Because IF you are **DOING** it then you are ABSOLUTELY **BEING** IT. But if you're just talking/thinking about it, then you're getting clarity.

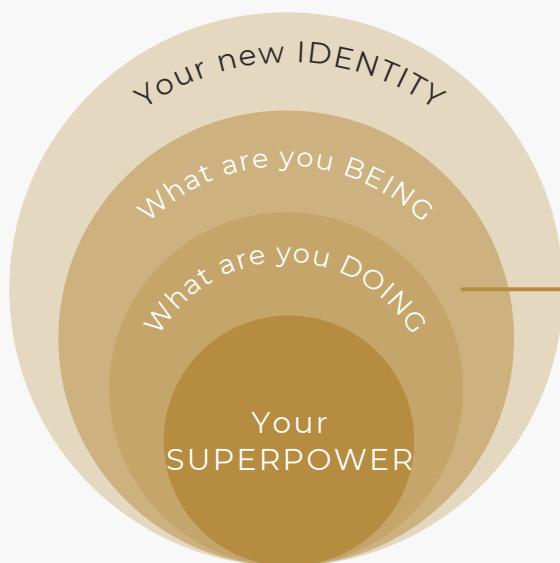
DOING anything involves certainty and conviction – that's CLARITY.

Manifestation is **Confirm, Declare, Demonstrate, Embody** - There is not a clearer path to becoming.

What is your SUPERPOWER?

What are you DOING?

What are you BEING?



DOING leads to **BEING**.
Once you are doing it, you are being it, and that's the new **Identity** you are stepping into

WHAT PRODUCTS DO YOU WANT TO CREATE?



01 ☐

SPEAKER CONTENT:
Keynote, Presenters,
Instructors

02 ☐

COACHING TRACKS:
Live broadcasts, Coaching, 1:1
or Group

03 ☐

PHYSICAL PRODUCTS:
Merchandise, Printed
Products

04 ☐

IN-PERSON WORKSHOP:
1-3 days, Masterclass, Retreats

05 ☐

DIGITAL PRODUCTS:
Workbooks, Templates,
Guides, PDFs, Tools of the
Trade

06 ☐

VIDEO SERIES:
Courses, Tutorials, Download
or Online

07 ☐

PODCAST + INTERVIEWS:
Video and/or Audio

08 ☐

AUDIO FILES:
Audio Books, MP4s

Are you creating a

PERSONAL BRAND

or Personally connecting a Brand?

In 2001 I could not call my business Sue Bryce. Why?

1. Imposter Syndrome
2. No self value
3. I couldn't sell it

NAME THE BABY

Are you building a brand around you?

☐ Yes ☐ No ☐ Unsure

Are you building a brand to sell?

☐ Yes ☐ No ☐ Unsure

Does the brand you currently have support this new product?

☐ Yes ☐ Sort of ☐ No

THOUGHT PROMPT: YOU DON'T HAVE TO REBRAND. Just reword it; start to shift the language. Claim the IDENTITY.

WRITE YOUR 3X3

*"I'm Sue Bryce, a photographer, speaker and educator.
I teach Business, Content Curation and Self Development.
I connect people to their true path and their self value."*

WHO am I

WHAT do I DO

WHO do I do it FOR

THOUGHT PROMPTS

WHAT DO YOU FEEL THE MOST CALLED TO CREATE?

WHAT ARE YOU DOING WHEN YOU ARE IN THE FLOW?

HOW DO YOU WANT TO STAR IN YOUR BRAND?

WHICH IDENTITY WOULD YOU CHOOSE IF YOU WERE THE MOST
CONFIDENT? WHICH PRODUCT WOULD YOU MAKE?

THOUGHT PROMPTS

HOW DO YOU LOVE TO CREATE? WHY?

☐ Film ☐ Record ☐ Write ☐ Design

HOW DO YOU LOVE TO SHARE? WHY?

☐ Film ☐ Record ☐ Write ☐ Design

WHAT'S YOUR PREFERRED MODE OF EXPRESSION? WHY?

- ☐ Capturing moments through visuals
- ☐ Communicating through spoken words
- ☐ Mixing both for a powerful impact

WHAT IS YOUR BRAND STORY

What is your **BRAND MISSION**?

Why? *That's a story.*

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

What is your **PROMISE**?

That's a story.

[illegible]

What is your **INVITATION**?

That's a story.

[illegible]

What is your offer of **VALUE**?

That's a story.

[illegible]

WHAT IS YOUR BRAND STORY

WHY are you doing this?
That's a story.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

How did you **BUILD** this?
That's a story.

[illegible]

How did you **MASTER** this?
That's a story.

[illegible]

What **PROBLEM** do you solve?
That's a story.

[illegible]

Don't make products for people.

Make products you love,
for you.