



content curator

with Sue Bryce

WORKBOOK TWO

WEEK 2

Mapping Your Content Strategy

DOWNLOAD MAPS

STEP BY STEP GUIDES

Let's walk through the **MAPS** to see the path that's calling us.

Use these as a **NEXT STEP GUIDE**. Use these as a **CHECKLIST**.

If you are already **STARTED**, tick off the steps you've mastered.



[!\[\]\(a03a7eb2f4046e1d3c76772003e549ea_img.jpg\) HOST A WORKSHOP](#)



[!\[\]\(e474458956c9a37fbf9586ddb60a7fa1_img.jpg\) BUILD A SPEAKER BRAND](#)



[!\[\]\(5361750c22c4e047a52f4eac1ec2d4cc_img.jpg\) DEVELOP COACHING TRACKS](#)



[!\[\]\(4fe57c3593bf1b21d272ae7ac8dfaf77_img.jpg\) START A PODCAST](#)

SPEAKER BRAND MAP

SPEAKING 10x my business! Even if you don't do the speaker email, speaker reel, and apply for talks, this will hone your presentation and networking skills for business.

1

Name/Noun/Verb: Speaker,
Educator, Instructor, Ambassador,
Coach. *Own that new Identity*

2

Content Type: e.g., Business,
Money, Self Development, Craft...

3

WHAT do you speak about? Be
specific e.g., Business - Marketing,
Sales, Networking

4

Pick an Industry: Clarity.
Pick an Audience: Who is it for?
Clarity.

5

Speaker Bio + 3x3

BRAND ASSETS

ASSETS	NEED TO CREATE	DONE
Speaker + Brand Stills	☐	☐
Headshots	☐	☐
Personal Brand Images	☐	☐
BTS / Filming / Broadcasting	☐	☐
Event / Workshop / Onstage	☐	☐
Speaker Reel 1-3 minute	☐	☐
Speaker Reel 3-10 minute	☐	☐

NOTES + IDEAS

TOP 5 TALKS:

Name | Type | Description

1

2

3

4

5

GET BOOKED

- ☐ Connect your 3x3 - Social triangle - URL
- ☐ Create a Booking Email or Management Email
- ☐ APPLY: Conferences, Networking, Podcasts agents, Events

TECH OR OUTSOURCE?

When it comes time to create your content, what do you need to learn? What will you outsource? Spend some time thinking about if you will manage these aspects, outsource to a contractor, or hire a production team.

Do I need to build a set for Video / Audio?

☐ Yes ☐ No ☐ Outsource

Video Lighting

☐ Window ☐ Ring ☐ Constant ☐ Outsource

Camera

☐ Phone ☐ Webcam ☐ DSLR ☐ Outsource

Audio Recording - Mic

☐ Mic ☐ Phone/Computer ☐ Outsource

Audio Editing

☐ Learn It ☐ Outsource

Video Editing

☐ Learn It ☐ Outsource

NOTES + IDEAS

CONTENT PATH

I walked the steps in this order. I tried them all and still create in each of these areas. That was *my* progression:

at every step the audience got BIGGER.

Which steps have you taken? What other content, areas and products will you create next?

MAKE A PRODUCT





COACH 1 ON 1

COACH A GROUP





TEACH IN-PERSON WORKSHOP

TEACH ONLINE WORKSHOP





SPEAK ON STAGE

What people want: VALUE + CONTENT

A Mentor/Coach creates accountability and connection, on-going steps of engagement, and helps quantify their steps so they see their achievements.

What People WANT: Value + Content. (Meat + Potatoes)
Service, Support, Guidance, Accountability, Community, and Connection.

Actionable Steps and Quantifiable Results - *especially* online, they need to SEE their progress.

THOUGHT PROMPT: What actionable steps and quantifiable results will you deliver? What does your audience need?

MAP YOUR TIMELINE OF GROWTH

What STEPS did you take? HOW LONG did that take you?

Facts only, in linear order.

MASTERY

BUILDING + CREATING

If you need more space, move to the back of the page or print additional pages.

MAP YOUR TIMELINE OF GROWTH

What STEPS did you take? HOW LONG did that take you?

Facts only, in linear order.

BUSINESS GROWTH

INCOME

If you need more space, move to the back of the page or print additional pages.

YOUR TIMELINE



YOUR STORY

Connect all the stories, the lessons, the knee scrapes, the smackdowns, the challenges, the achievements, and the wins however small.

Know your story inside out and backwards and sideways.

That is how I breakdown content:

- *My areas of knowledge*
- *My experience and depth of knowledge*
- *How excited I am to teach it, coach it, and create content for it*
- *How I want to teach, present, share it*
- *WHO I want to teach, coach, empower*

LISTEN... TO YOUR OWN STORY.

Why? The timeline of *HOW* you achieved anything, with the steps you took, the evidence of your growth, and *HOW* you developed that Craft, Brand, Content, Product, Income, Business, Confidence - this is the most powerful foundation to build from. ***That's Your Story!***

Every Narrative has a Timeline. This is **YOUR Experience + Timeline of Growth.**

As you build this narrative, remember: This is your Personal story, the path you walked to get here. It's not a presentation and it's not a creative writing class, it's not what you think it *should* have been.

It's for you to see your path. Don't lie, you don't need to. Let the layers unfold. Add more. Delete some things. Stay on point. This is so YOU know your story.

CREATE YOUR TIMELINES

Start a Vertical Timeline.

YOUR Timeline can be the last 2 years or 40 years, this is not one size fits all.

If it's relevant to the content you are creating, your brand story, and your growth on any level, then add it to your timeline.

IMPORTANT:

FACTS ONLY. . NO FLUFF, NO FICTION.

Why facts only, no fluff, no fiction?

Because this is **NOT** a creative writing class, this is not a dream version of your story. It's simply a list of **FACTS** that detail your **PATH**, your **EXPERIENCE**, and **GROWTH**.

One Timeline for each or any that are relevant:

1. Career / Business
2. Craft / Skill
3. Personal Income / Business Income
4. Mastery + Growth
5. Big Steps to Action
6. Heart Narrative
7. Confidence

VERTICAL TIMELINE

CAREER / BUSINESS

VERTICAL TIMELINE

CRAFT/SKILL

INCOME

PERSONAL / BUSINESS

MASTERY + GROWTH

VERTICAL TIMELINE

BIG STEPS TO ACTION

HEART NARRATIVE

VERTICAL TIMELINE

CONFIDENCE

This is what everyone wants to know:

How long did it take you?

And how did you do it?

Map your timeline in order to answer
those questions.