



content curator

with Sue Bryce

WORKBOOK THREE

WEEK 3

Developing Your Content

STAY IN YOUR LANE

PERSONAL BRAND means we can create a brand, digital products, merch, a platform around ourselves, the way we want, without rules.

AM I ON THE RIGHT TRACK?

Realizing value means you can answer these questions with clarity, BOLDLY:

What is your level of knowledge and experience?

Where have you done 10,000 hours?

Who do you want to speak to? Who is this for?

What industry do you want to coach, teach, empower, help?

What demographic do you want to coach, teach, empower, help? Why?

What area of content is it? Business | Personal Growth | Money | Entertainment | Mastery-Craft

What level of content? Startup | Intermediate | Advanced

CLARITY THROUGH QUESTIONS

You don't know what you know until you prepare to teach it...

If I ask you a question, can you:

- ▶ *Answer from experience*
- ▶ *Give clear details of HOW you built it, grew it, achieved it, overcame it*
- ▶ *Give steps to action / how deep? Examples? Or even better: evidence*

What **PROBLEMS** do you **SOLVE**?

What questions are you being ASKED?

What questions do you LOVE to answer?

What are people asking you FOR?

What products do you have? Do you have a book? A workshop? Do you coach? What are you being asked about it/during it?

Example: How did you build a business?
How did you make that? How can I learn this?

WHAT DO PEOPLE WANT TO KNOW?

WHAT QUESTIONS ARE YOU BEING ASKED?

WHAT QUESTIONS DO YOU LOVE TO ANSWER?

WHAT ARE PEOPLE ASKING YOU FOR?

WHAT PRODUCTS DO YOU HAVE, WHAT QUESTIONS DO YOU GET ABOUT IT?

When your story is the marketing, all you have to do is live. The best artists and entrepreneurs figure this out, and essentially hack the universe. They look like they're doing a million things, but really they're doing one. They're making art, and living inside their work. They never turn off, because there's nowhere else to go.

— Zach Pogrob

Did you feel a declaration
coming on?

THE BIG 4

Throughout my 14+ years of teaching, the biggest questions are: HOW did you make that? And HOW LONG did that take?

The main categories to teach, speak, instruct, connect, coach, write, make products, and create systems around are: Business, Mastery, Personal Growth, and Money. Your subject will connect to one of those.

Because everyone pays to upgrade their life, upgrade their business, their lifestyle, their income, their confidence, and their value. It's THAT SIMPLE.



THOUGHT PROMPT: What categories of content do you fit into?

BUSINESS TIMELINE

Timeline for Mastery: How did you Master that?

Timeline for Self Development / Personal Growth: How did you change that?

Timeline for Money: How did you MAKE that, and how long did it take to MAKE that, and what steps did you take.

When you give people steps, you see where they get stuck on the climb. Some climb faster. If your steps are too big, you can see and correct; this is what makes content quantifiable, especially online.

When you give people quantifiable steps and a rewarding timeline, they are unstoppable.

MY CONTENT PATH

This is my content path: I teach step by step how I built a business in my garage with NOTHING, and then how I scaled up and out of that business to create a personal brand. So Business is the main timeline, but my money timeline, my self-growth timeline, my mastery timeline, confidence, and systems timelines are all woven onto the main timeline. That's my foundation.

When I teach Money, money becomes the main timeline.

When I teach Self Development...

When I teach Craft/Mastery...

I teach what I know, I know how to build something from nothing and give it value. Stand out as being very good at this one thing instead of trying to do everything.

find your one thing!

CREATING THE BONES

WE ARE NOT MAKING PRODUCTS JUST YET; WE'RE CREATING THE BONES ❤️

the rules

Pad, pen, handwriting. You are simply choosing a subject, no pressure, only flow. Save them. There is no right and wrong, only creative flow.

lists

Let it grow. Brain dump. Start again; let it get distracted, branch off, grow many paths. Write 100 different lists! Come back to the ones that light you up, keep the others in a pile. Revisit, don't compare, don't judge. Just feel and flow.

relax

It's not being carved into stone, it's just getting out of your head and in front of you. Have fun, play, PRETEND, visit the multiverse. You're here to create, so MAKE MAGIC.

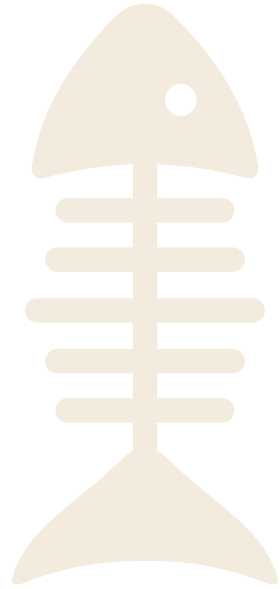
feel

How do you feel when you look at it? Excited, frustrated? Become aware of when you feel ignited and follow it.

connect

Focus on seeing the steps you walked, your steps to action. These steps are the path to the content, that's what we will expand. Build with facts, no fluff.

CREATING THE BONES



Choose a subject. **Be specific.**

Example:

Business. Do one for business.

Be more specific / Start-up business. Do one for start-up business.

Be more specific. Business start-up for creatives.

Always add your Subject, Date and Draft, and keep your drafts! Print or recreate as many lists as you need.

20 bullets. The 20 most important things I want to say about this subject.

Replace any? Make them stronger.

Anything missing? More clarity and connection.

Plump up the content. What verticals are growing?

Amalgamate similar content + combine.

Categorize. What categories do you see? Overarching themes / systems.

Trim/condense/refine. Eliminate any weak areas and any subjects you have no excitement to teach.

Arrange your bullets step by step in natural order for flow.

Repeat until you feel certainty, conviction, connection, and clarity. Get clarity on what you know and what you're most excited to teach.

I bullet pointed everything I can teach under the title business. I then bullet pointed every step I learned in order of priority.

I did the same for the craft of photography. I bullet pointed how I learned and applied each step of my craft, in what priority and why, and then the evolution of all those systems.

SUBJECT: _____

DATE: _____

DRAFT: _____

SUBJECT: _____

DATE: _____

DRAFT: _____

SUBJECT: _____

DATE: _____

DRAFT: _____

20 BULLET POINTS

REVIEW, PLUMP + STRENGTHEN

SUBJECT: _____

DATE: _____

DRAFT: _____

TRIM, CONDENSE + CATEGORIZE

PUT THEM IN ORDER

CREATING THE BONES: VERTICALS

Let's take it one more step and see the depth.

Flip the bullets and grow verticals

Turn your bullet points into titles.

Add the steps you took, what you learned, the evolution of your process and content.

Plump the verticals. What else can you teach/speak/create within this vertical?

Branches grow.

Verticals deepen.

Shorter / similar content can be combined or plumped.

Trim and refine. Reorder.

Repeat.

These are the bones.

Once the bones are locked in:

Is it a segment to a workshop or video series? Is it book chapters? Is it slides to a keynote? Is it a class? Is it a series of classes? Is it a digital product? Is it a coaching track?

Because it's all of those things.

VERTICALS

SUBJECT: _____

DATE: _____

DRAFT: _____

TITLE:

TITLE:

VERTICALS

SUBJECT: _____

DATE: _____

DRAFT: _____

TITLE:

TITLE:

How do you teach what you know?

It's not what you know,
it's what you did and how you did it.

SHOW, DON'T TELL.

Let's find your bones.