



content curator

with Sue Bryce

WORKBOOK FOUR

WEEK 4

Master the Art of Content + Time

THE ENERGY IN THE BONES

Now that you've got your BONES:

Is it a workshop?

Is it videos in a 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.

EVERY bullet point can be a stand alone presentation.

EVERY bullet point is powerful.

20 POWERFUL BULLETS

WORKSHOP | COACHING | CHAPTER
CLASS | VIDEO | PRODUCT | KEYNOTE

1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		

TIMEPLATES

TIMING TEMPLATES

1-3
min

REEL, BRAND STORY

The perfect reel is under 1 minute, with the key info in the first 19 seconds

1-10
min

PROMO SALES VIDEO

1 minute for socials, 5-10 minutes for your sales page

10-13
min

TED TALK

13 minutes is the sweet spot

10-20
min

TUTORIAL, LEAD CAPTURE, INTRO, BONUS VIDEO

A giveaway video, tutorial, list builder, intro video

20-45
min

CRAFT INSTRUCTION, DEMO, PRODUCT VIDEO

20 minutes for a how-to video, 45 for a craft instructional video

60-90
min

KEYNOTE, WORKSHOP, COACHING

Can you hold a room for 90 minutes?

You use time in your marketing.

You use time in your presentations, you use time in your coaching systems.

You use time to convey value: 100 videos in the library vs bite size easy to consume videos.

Smaller videos with clear titles and descriptions tend to sell better because they are more *accessible*.

FLIP BULLETS TITLES



Flip each of your powerful bullet points to the top of a NEW VERTICAL

These are your titles for your Keynote Segments, Chapters, Classes...

Grow your VERTICALS - flesh them out, add descriptions, write, design, and edit your content within these verticals

IF IT'S A WORKSHOP:

- ▶ A one day workshop is 4 x 90 minute Keynotes
- ▶ 4 segments per day
- ▶ Flip your bullets to title your segments
- ▶ A three day workshop is 12 x 90 minute Keynotes

The process is the same for all of your content types - flip your bullets to create titles, and expand on that vertical

Print as many of the following pages as you need in order to flip all of your bullet points into titles. Use the space to give descriptions to your new verticals

WORKSHOP SEGMENTS

SUBJECT (*circle one*):

BUSINESS | MONEY | PERSONAL GROWTH | MASTERY | ENTERTAINMENT

TITLE:

TITLE:

TITLE:

TITLE:

VIDEO SERIES

SUBJECT (*circle one*):

BUSINESS | MONEY | PERSONAL GROWTH | MASTERY | ENTERTAINMENT

TITLE:

TITLE:

TITLE:

TITLE:

COACHING TRACK

SUBJECT (*circle one*):

BUSINESS | MONEY | PERSONAL GROWTH | MASTERY | ENTERTAINMENT

TITLE:

TITLE:

TITLE:

TITLE:

BOOK CHAPTERS

SUBJECT *(circle one):*

BUSINESS | MONEY | PERSONAL GROWTH | MASTERY | ENTERTAINMENT

TITLE:

TITLE:

TITLE:

TITLE:

DIGITAL PRODUCT

SUBJECT (*circle one*):

BUSINESS | MONEY | PERSONAL GROWTH | MASTERY | ENTERTAINMENT

TITLE:

TITLE:

TITLE:

TITLE:

KEYNOTE SLIDES

SUBJECT (*circle one*):

BUSINESS | MONEY | PERSONAL GROWTH | MASTERY | ENTERTAINMENT

TITLE:

TITLE:

TITLE:

TITLE:

CLASS(ES)

SUBJECT (*circle one*):

BUSINESS | MONEY | PERSONAL GROWTH | MASTERY | ENTERTAINMENT

TITLE:

TITLE:

TITLE:

TITLE:

STAY CONNECTED

Review your heart narrative and timelines from week 2 -
FIND YOUR VALUE - know your story to know your value

Spend time here in every step of growth and achievement.

Connect with your mastery, your story, your steps, your
achievements, your struggles, your timelines.

***REMINDER: Your story, your timelines are a database of
information to see what you have experienced, learned,
and overcome - it's a treasure map for your students***

There are no rules anymore ONLY CREATION

Create the brand you want to create.

Create the workshop you always wanted to take.

Create the business you dream of showing up to every day.

Make that presentation, that content, that class, that
coaching track or that ebook.

GROWING VERTICALS RATE TIME

How long can I talk about this?

The verticals keep growing

Pick a SUBJECT: how many bullet points can you add to this vertical?

GROWING VERTICALS: 28 DAYS WITH SUE BRYCE

This is a 28 x 60 min video series with a downloadable workbook

Delivered everyday as challenges

50% of my revenue on CreativeLive is from this class

I didn't say "I am going to write a 28 Video Series!"

After I taught 3 people to master their craft, I wrote the steps to take
to master your craft

There were 28 steps - I could speak for 60 minutes on each step

28 bullet points become 28 headings and my verticals started to build

"28 Days" is my first bullet time list of HOW I trained
3 photographers in 28 days

"The 12 Week Start Up" is the FLIP BULLET of 28 Days.
Listen. Develop. Grow.

My Education Platform SBE is the VERTICAL growth of that content.

IF YOU FEEL...

overwhelmed:

If you are overwhelmed you
are trying to take
too many steps

BREAK it down

IT STARTS WITH ONE:

ONE Subject + ONE Product
ONE Subject + ONE Talk
ONE Subject + ONE Class

WHAT IS YOUR ONE SUBJECT

- your first subject, your most
important?

WHAT IS YOUR FIRST PRODUCT?

disconnected:

If you feel disconnected to
the content...

If you're trying to CREATE
with others and there's too
much indecisiveness...

CHECK THAT YOU'RE IN ALIGNMENT

The heart narrative is the
part that connects us to
what we create and people
that will be attracted to that
story/energy

The stronger **YOUR**
connection to the
CONTENT, the more
CONNECTED is the
audience you attract will be!

MANIFEST

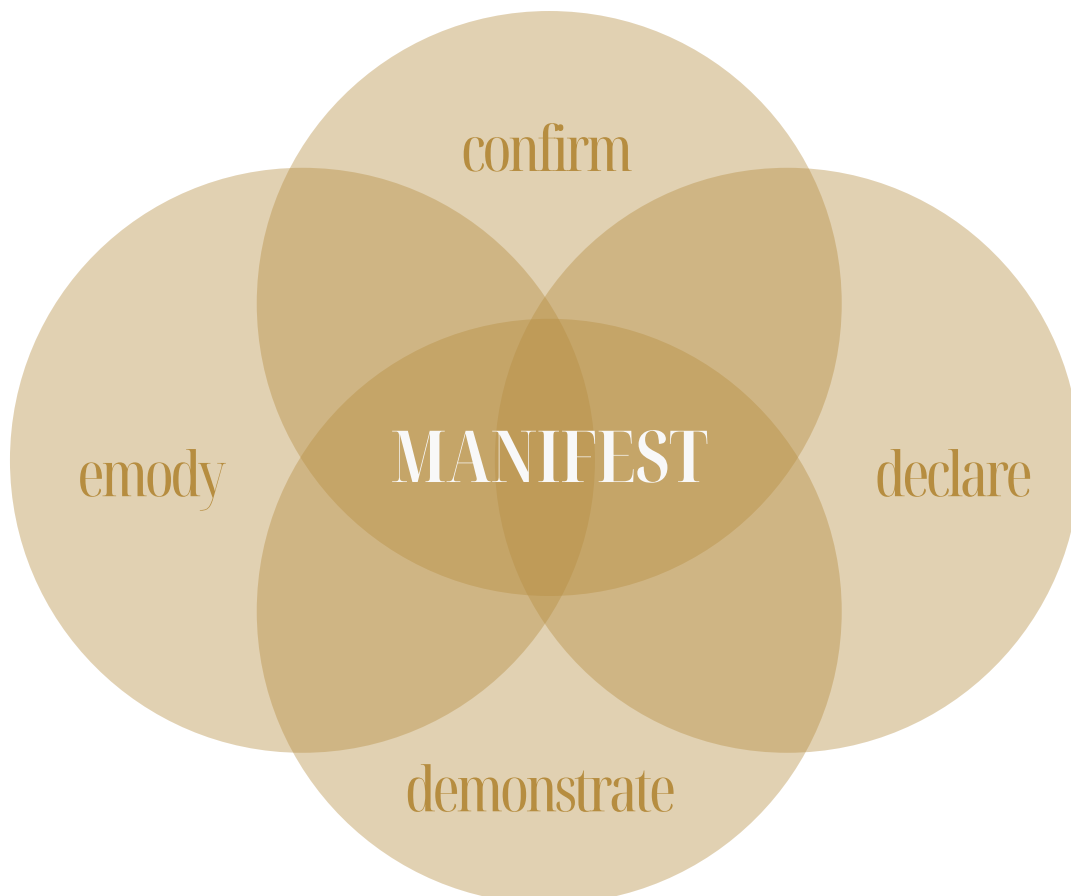
REMINDER: the synonyms for MANIFEST

CONFIRM - it's that CLARITY, you have to **SEE** it

DECLARE - speak it, CLAIM it, you have to **FEEL** it

DEMONSTRATE - you have to **DO** it, take that scary step

EMBODY - you have to **BE** it, become this, LIVE this



WHY?

For EVERYTHING you create, ask WHY?

Why write this content, Why buy this content?

Why is HOW we communicate VALUE.

Why is HOW we market.

Is it interesting? WHY?

Is it Educational? WHY?

Is it Entertaining? WHY?

Is it Engaging? WHY?

Is it Empowering? WHY?

IT STARTS WITH ONE

ONE Subject + ONE Product

ONE Subject + ONE Talk

ONE Subject + ONE Class