



content curator

with Sue Bryce

WORKBOOK FIVE

WEEK 5

Beta Testing + Refining Content

WHY DO WE BETA TEST?

- 1.Practice speaking and master content - Mastery
- 2.Refine this content if you cannot explain it SIMPLY
- 3.Develop more content around their needs and objections
- 4.Testimonials + Social Proof
- 5.Does it light you up?

Every objection you create new steps for.

You will see entirely new branches and verticals form.

New content is created instantly just from coaching people through the content.

THOUGHT PROMPT: If all content is connected around Mastery, Money, Personal Growth, Business and Entertainment, people will get stuck in those areas. They may get stuck around the identity of becoming something in one of those areas. What objections or sticky points can you anticipate and create new content for?

THE BIG FEARS

fear of rejection

It's not stage fright, it's fear of rejection. This is hard wired into our DNA.

Fear is always with us, and that's okay. You'll learn how to breathe through it. Acknowledge it:

"I'm not here to make people like me. Some won't, and that's okay."

once I give it away, it's gone

The second biggest fear for speakers is around the content - once you teach it, once you give away your information, it's gone. You can't protect it, people will copy it or steal it.

The content is not yours - it is not new. The story is yours and the way you present it is yours. The content has no ownership - release the possessive energy and give everything.

Content begets content - the more you give, the more you get.

THE MORE YOU GIVE
THE MORE YOU GET

THE POWER OF PUBLIC SPEAKING

Speaking confidently is public speaking, whether you are on a stage, online, or in a selfie reel (although there is NOTHING like the pressure you feel in-person!).

Speakers are anyone with a forward facing brand with social media, or anyone that goes to networking events. All stage or workshop hosts, presenters, instructors, coaches, brand and product ambassadors are speakers.

Speaking on stage has the potential to catapult your business and income to new heights.

THOUGHT PROMPT: How can you leverage speaking on stage to elevate your content and brand to the next level?

THE 8 MOST ADMIRABLE SKILLS OF A SPEAKER

Rate the areas you are strong, and where you could use improvement

Confidence: Just for standing up there

☐ Strong ☐ Needs Improvement ☐ Unsure

Authenticity: Keep it real

☐ Strong ☐ Needs Improvement ☐ Unsure

Charisma: Be charming, use your personality

☐ Strong ☐ Needs Improvement ☐ Unsure

Communication Skills: Speak with clarity, get your point across

☐ Strong ☐ Needs Improvement ☐ Unsure

Empathy: My story in relation to you

☐ Strong ☐ Needs Improvement ☐ Unsure

Resilience: I did it, HOW did I do it

☐ Strong ☐ Needs Improvement ☐ Unsure

Inspiration: How do you empower

☐ Strong ☐ Needs Improvement ☐ Unsure

Impact: What you give and the impression you make

☐ Strong ☐ Needs Improvement ☐ Unsure

SPEAKER PRO-TIPS

Add your thoughts, ideas and notes

- | | | |
|---|--|-------------------|
| 1 | Education, Engaging, Entertaining, Empowering - does your content hit each of these? | <hr/> <hr/> <hr/> |
| 2 | Breathing to prepare - ground your feet, breathe to center yourself and stay out of panic breathing | <hr/> <hr/> <hr/> |
| 3 | Breathing through emotion, acknowledging the nerves - have the audience breathe with you | <hr/> <hr/> <hr/> |
| 4 | Body language, hand gestures, movement - natural movement is great, but keep your head still | <hr/> <hr/> <hr/> |
| 5 | Sitting vs Standing energy - the most dynamic speakers stand when they teach - it projects your energy forward | <hr/> <hr/> <hr/> |
| 6 | Podium / free to move by request - ask if the podium or lectern can be removed so you can freely move around the stage | <hr/> <hr/> <hr/> |
| 7 | Mic, Remote, Laptop, Adaptors - assume they need you to provide all equipment, bring your laptop, spare batteries, all adaptors, even a lapel mic and keynote remote in case it's needed | <hr/> <hr/> <hr/> |

SPEAKER PRO-TIPS

Add your thoughts, ideas and notes

- | | | |
|----|---|-------------------|
| 8 | Belt, Move, Sweat, Mic pack, Jewelry, Change - wear a belt/waistband for your mic pack, dress comfortably, you will sweat and move around. Bring an alternate outfit, and change if you need to. No clanky jewelry! | <hr/> <hr/> <hr/> |
| 9 | Style, Color - give a lot of thought to your outfit, it makes an impact (think of Eddie Murphy in Delirious - it makes a statement) | <hr/> <hr/> <hr/> |
| 10 | Cadence, Pitch, Tone are important - no vocal fry. Temper your voice, slow down, watch speed, Enunciation - pay attention to your tone and inflection | <hr/> <hr/> <hr/> |
| 11 | Stay on point - get to the point and stay on point, your content should match the description | <hr/> <hr/> <hr/> |
| 12 | OP Quotes - if you are quoting other people be sure that you quote the original source on your keynote at all times | <hr/> <hr/> <hr/> |
| 13 | Personal stories are wonderful if they are relevant, interesting or entertaining | <hr/> <hr/> <hr/> |
| 14 | What you will learn/what I will teach - this is sales content, not how you start a segment. Start teaching it! | <hr/> <hr/> <hr/> |

SPEAKER PRO-TIPS

Add your thoughts, ideas and notes

- | | | |
|-----------|---|-------------------|
| 15 | Q & A at the end - tell audience to expect that so your flow isn't interrupted | <hr/> <hr/> <hr/> |
| 16 | Call for questions online PRE-presentation and select the best ahead of time (when possible). Give multiple options (I tried, I saw, DIY, outsource) | <hr/> <hr/> <hr/> |
| 17 | First line comes in strong - this should be the most powerful line in the talk. Prepare what your first line is going to be, practice it - pull them in right away, no hemming and hawing | <hr/> <hr/> <hr/> |
| 18 | Crescendo to strong close, build up in the last few minutes. Know your timing and create momentum to the finish | <hr/> <hr/> <hr/> |
| 19 | Last line as strong as the first - close out your talk with a final slide, a thank you, and call to action - get that standing ovation | <hr/> <hr/> <hr/> |
| 20 | No standing ovation for "are there any questions" - ask for questions after the applause | <hr/> <hr/> <hr/> |

SPEAKER PRO-TIPS

WHERE DO I STAY CONNECTED?

DON'T SELL on stage, give information. That is selling.

Take a physical product and ask for a table or area to sell.

Meet and greet zone. Book sign. Selfies.

Provide a free private link to a relevant video for the audience as a gift or a lead generation.

STAY CONNECTED - NEXT STEPS

Photos and video of you onstage - social media content

Video Showreel / Professional Speaker Trailer

Audio from the sound techs

Visual Keynote

Oprah Moment

8 WAYS TO MONETIZE ARTISTS

1

MAKE / SELL A PRODUCT

Get your art out into the world in a tangible form.

2

CREATE PRODUCTS IN BULK

Scale by manufacturing your products in larger numbers.

3

LIMITED EDITIONS

Leverage exclusivity and desire with limited edition pieces.

4

COMMISSIONED WORK

Create deeply engaging connection through one-on-one pieces.

5

TEACHING & SPEAKING

Share your knowledge and inspire others through teaching.

6

BRAND AMBASSADORSHIP

Use your influence to showcase companies you love.

7

DIGITAL PRODUCTS

Make money while you sleep with digital products.

8

CONTENT LICENSING

Allow others to sell your creations.


**Click here to download the
full guide**



THE PATH TO SUSTAINABILITY

A CREATOR is a both an artist AND a business person

01

Take an ARTIST

My sister

Make a PRODUCT

Her art

02

03

Create a BRAND

Name, title, description, 3x3

Build a SALES system

Website ecommerce

04

05

Market PRODUCT

Social

Market BRAND

Social

06

07

Manage the ARTIST

Sustainable income - more art

Know your strengths and outsource the rest!

When am I an artist?
When am I a business person?
A creator is both.

When are these two in conflict? Usually around pricing myself, pricing my craft, and receiving money in equal exchange.

For an artist or a creator, when you are not able to **create** in your field of genius you wilt and die.

I DON'T WORK.
I CREATE.

It's such a simple concept, but working is not what I do.

I write content
I develop content
I make content
I create content

LET'S GET PAID

Pricing + Sales is a VALUE Metric

It's not about what other people are charging or what digital products are worth.

It's about what feels good **FOR YOU**.

How much do you want to make?

Remember: 33% goes to taxes + insurance

33% goes to paying you

34% goes back into the business

Before you set a price, make sure those margins work for you!

HOW TO MAKE A MILLION DOLLARS IN ONE YEAR

5000
people buy a **\$200** product
OR
pay **\$17** per month

2000
people buy a **\$500** product
OR
pay **\$42** per month

1000
people buy a **\$1000** product
OR
pay **\$83** per month

500
people buy a **\$2000** product
OR
pay **\$167** per month

300
people buy a **\$3333** product
OR
pay **\$278** per month

100
people buy a **\$10k** product
OR
pay **\$833** per month

FIND YOUR PRICING PATH

Use this space to calculate your own margins and the pricing and sales numbers that go along with it.

BETA TEST
Grow

BETA TEST
Develop

BETA TEST
Practice