



content curator

with Sue Bryce

W O R K B O O K S I X

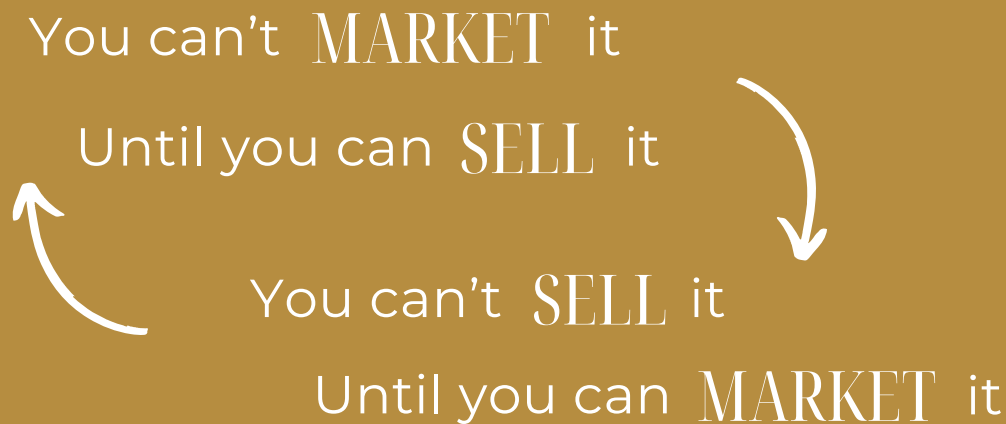
WEEK 6

Launching Your Sales System



Sales falls under the Marketing umbrella, along with Advertising, Promotion, Publicity, Networking and Public Relations

The Sales System is one of the most important parts and it all starts with CLARITY



And you can't do either until you can

describe it
show its value
feel it

MARKETING 1.2.3

01

CREATE A PRODUCT OF VALUE

What you do, what product you sell, what service you provide, what experience you create

THOUGHT PROMPT: What do you do? What do you offer? Why is it valuable?

02

CREATE AN OFFER OF VALUE

How your product is priced, bundled and valued in equal exchange

THOUGHT PROMPT: How is it priced? Does the value of the product match the offer?

03

SHOW THE CONNECTION

Demonstrate its value, prove its value, show the connection around that service, product, experience

THOUGHT PROMPT: How can you show the value and connection of your service/product/experience?

SYSTEMS OF CONFIDENCE

The more you develop these systems, the more CONFIDENT you become. The more you infuse them with value, the more ABUNDANT they become.

Use this space to evaluate confidence in each system and identify any blocks.

A **MARKETING** system is **CLARITY**

☐ I'm doing well ☐ Work In Progress ☐ I need help ☐ Unsure

A **BOOKING** system is **SETTING EXPECTATIONS**

☐ I'm doing well ☐ Work In Progress ☐ I need help ☐ Unsure

A **SALES** system is **COMMITMENT & EQUAL EXCHANGE**

☐ I'm doing well ☐ Work In Progress ☐ I need help ☐ Unsure

A **CUSTOMER SERVICE** system is **CONNECTION**

☐ I'm doing well ☐ Work In Progress ☐ I need help ☐ Unsure

A **NETWORKING** system is **REFERRALS & RELATIONSHIPS**

☐ I'm doing well ☐ Work In Progress ☐ I need help ☐ Unsure

TECH:

WHAT'S THE LEARNING CURVE?

THOUGHT PROMPT: What is your learning curve in these areas? What tech or skills do you need to focus on?

**IN-PERSON WORKSHOP -
RECORDED:**
SET, AUDIO + VIDEO

**VIDEO SERIES /
COACHING PROGRAM:**
SET, AUDIO + VIDEO

REELS:
PHONE RECORDING +
EDITING APPS

**IN-PERSON WORKSHOP -
LIVESTREAM:**
SET, AUDIO + VIDEO

PODCAST:
AUDIO (SET + VIDEO OPTIONAL)

DIGITAL PRODUCTS:
NO TECH, JUST COPYRIGHTING
+ COPY EDITING

BUILDING YOUR SET

AUDIO + VIDEO

lighting

- ☐ Window light + reflector
- ☐ Ring Light
- ☐ Constant Light
- ☐ Production Team

New Equipment Needed:

New Skills/Learning Needed:

video

- ☐ Phone
- ☐ Webcam
- ☐ DSLR
- ☐ Production Team

New Equipment Needed:

New Skills/Learning Needed:

audio

- ☐ Lapel Mic
- ☐ Phone Mic Pack
- ☐ Pro Mic
- ☐ Production Team

New Equipment Needed:

New Skills/Learning Needed:

BUILDING YOUR SET

AUDIO + VIDEO

set design

- ☐ Painted Wall
- ☐ Sound Panels/Blankets
- ☐ Backdrop
- ☐ Set Buildout

New Equipment Needed:

New Skills/Learning Needed:

audio + video editing

VIDEO EDITING:

- ☐ Learn It
- ☐ Outsource It
- ☐ Production Team

AUDIO EDITING:

- ☐ Learn It
- ☐ Outsource It
- ☐ Production Team

New Equipment Needed:

New Skills/Learning Needed:

other tech

- ☐ Teleprompter
- ☐ Gimbal
- ☐ Presentation Clicker
- ☐ DSLR Adaptor + Battery

New Equipment Needed:

New Skills/Learning Needed:

PRODUCERS

A producer runs the entire event - people, logistics, filming, video, the set, the lunch, coordinating with models and teams - they run everything.

Game changer!

PRO TIP: A content producer specifically works with you **before** you broadcast to help create the content with you

The producer is the **MOMENTUM** and **MANAGEMENT**

VIDEO SHOT OPTIONS

Hero Shot - The main shot of you speaking to camera, the focus is you on a background, also called a talking head

Dirty Frame Hero Shot - A hero shot pulled back with the edges of the set showing

In The Wild - Images and video of you on location, doing your thing

BTS - Behind the scenes - shooting through the back of the set, the tech and setup is showing, often used as B-roll

Side By Side/Split Screen - A vertical or cropped video split side by side with a vertical keynote

Picture In Picture - Keynote is full frame with a second small screen of the speaker in the corner

THOUGHT PROMPT: How could you incorporate these into your setup?

BRAND MAP

- ☐ **Identity Clarity** - What is your mission, vibe, focus? What is your promise, invitation, connection and intention?
- ☐ **Name** - Name the baby - what is the name of the brand, product, workshop or platform? How do you star in this brand? This is YOU explained simply.
- ☐ **Brand Category** - What category does your brand/content belong in? Is it obvious? (*ie Business, Creative, Self Development, etc*)
- ☐ **Industry + Audience** - What industry does this serve? Who is this for? Who is this not for? Is it clear?
- ☐ **Function** - What is the product/service? Is it a physical product, digital product, physical service, digital service?
- ☐ **Bios**
 - ☐ 3x3
 - ☐ Business Bio
 - ☐ Brand Story
- ☐ **Systems**
 - ☐ Sales/E-commerce System
 - ☐ Marketing System
 - ☐ Booking System
 - ☐ Networking + Referral System
 - ☐ Customer Service System
- ☐ **Photo** - Branding stills, speaker stills, product stills (*important!*)
- ☐ **Video** - A product, craft video, brand story, speaker reel, sales video, reels, stories (*important!*)
- ☐ **Marketing** - Connect your social media, linktree, website, your name - get them talking to each other.
- ☐ **Visual Branding** - Font, colors, logo, style - create and communicate your brand with beautiful visuals

SUE'S TECH:

LIGHTING

DIY

[Ringlight](#)

PRO

[Aputure 300x Constant Light](#)

[Aputure Constant Light Dome](#)

AUDIO

DIY

[Phone Mic](#)

[Lapel Mic](#)

[Sound Blanket](#)

[Sound Panels](#)

PRO

[Shure Podcast Mic](#)

VIDEO

DIY

[Phone Gimbal](#)

PRO

[Cam Link](#)

[DSLR Battery Adaptor](#)

PRESENTING

[Teleprompter](#)

[Teleprompter Foot Pedal](#)

Create your systems with clarity.

Showcase your beautiful visual brand -
show YOU.

Start selling.

LET'S GO