

CONTENT CURATOR WEEK 2

FIND YOUR STORY

FIND YOUR PATH

FIND YOUR VOICE

WHY? This is how you create VALUE |
CONNECTION and PURPOSE?

LISTEN ...
TO YOUR OWN STORY
and Learn.

The Path is right there in front of you.

Clear your Head Space.

Ground your feet.

Open the Heart.

When you CREATE there is no inner monologue, no struggle, no resistance, just flow.

Because your ego is not a Creator!

STOP comparing, stop looking at others, stop building a brand and STOP looking for Purpose and change the word to VALUE.

Today craft your NARRATIVE lets see your path and find the VALUE connection in your Story.

You are not WAITING for your purpose to present itself to you.

You are stepping up to it just by being here. So what is the value? Here For you? What do you desire? Stay open to that.

Your intention is already here you just need to find connection and VALUE WITH IT

My purpose/value it turns out is
TO GROW me!

All areas of self development,
business ideas, building
networks, income, content.

It's right there on my timeline.

Your purpose is to Grow You!
And the life you want!

Take time with this exercise.
Explore this timeline. Feel it
When are you the most connected?
The most fulfilled?
with the most financial flow.
What I am called to Create!
For Who I am Creating it for!

Let's find out what you know!

But first . . . Who you are

What's Your Story?

Every Narrative has a Timeline.

This is YOUR Timeline of Growth.

So You can SEE your path and FEEL
your path and to see your timeline and
steps of growth.

I say FEEL, watch what lights you up
and what challenges you most as you
piece this narrative together.

Start a Vertical Timeline

Career / Business / Working life

One Timeline 5 verticals

1: Career / Business / Working life

2: Personal Income / Business Income

3: Mastery + Growth

4: Big Steps to Action

5: Heart Narrative

RULES Steps 1-4

FACTS ONLY

NO FLUFF

NON FICTION

Steps 1- 4 are connecting all verticals to this timeline.

1: Career / Business / Working life

Stay on point. Relevant information

IS IT RELEVANT? Why Where does it belong?

Mastery or Heart Narrative OR

Delete? remove or park Content.

Awards + Accreditation

2004 Level ASSOCIATE NZIPP

2006 Level MASTER NZIPP

2006 Award Highest Scoring Print NZIPP

2007 Award NZIPP People Photographer of the year

2008 Level FELLOW NZIPP

2010 Level ASSOCIATE AIPP + Highest Scoring Print.

2011 AIPP Australian Portrait Photographer of the year

2011 NZIPP Overseas Photographer of the year / MASTER AIPP

2012 AIPP Australian Portrait Photographer of the year

2012 WPPI Grand Award + Children's Photographer of the year

2012 Voted 'Most Influential PHOTOGRAPHER' Framed Awards

BUSINESS BIO

CAREER PATH /WORKING LIFE

1989 -2001 Headshots Photography
Employed **Photographer**

NZ 2001 - 2003 **FREELANCE** Photographer
Teach Photographic Retouching

NZ 2004 - 2009 BUSINESS / Owner
Contemporary Portrait Studio + Make up Room

Sydney Australia 2009 - 2012 STUDIO + EDUCATION
Developing my **EDUCATION Brand + Content**

USA 2012 - 2015 **Photographer / Speaker / Instructor**
CreativeLive Glamour March 2012
CreativeLive Inside the Studio August 2012
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The Portrait System by **Sue Bryce Education Platform**
June 1st 2015 Solo 2000 subscribers
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INCOME GROWTH VALUE

WAGE 20k-28k

INC 20k-28k

P / INC 50K
B / INC 500 - 920K

P / IN 200K - 280K

P / INC 400K+

B / INC \$1M+

2: Personal Income / Business Income

WHY? BECAUSE Money is a Value Metric.

1. You are building a business, building your income.
2. Selling Product - Learning to Sell and Receive / Profitable + Sustainable.

3. Business Owner - Money Management | Track it for Growth.
4. Or if you are Developing Content that in anyway has an income, sales or money mindset | Track it for Education.
5. Everyone wants MORE money which is really MORE growth and more freedom.

6. This vertical will show you your value patterns new and old, your bias for Action, and your Value Growth.
7. I track Personal Income | Business Total Gross Revenue | Net Profit for all of the reasons above.

8. Because everything you had in that moment,
was what you thought you deserved no more
and no less. Look Back to SEE NOW

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MASTERY ACHIEVEMENTS

Master my Craft
SEE MORE . . .

Becoming Self Employed.
SEE MORE . . .

Master my Business
\$ BLOCKS Brand
SEE MORE . . .

Workshops. CONTENT
Build Education Brand
SEE MORE . . .

Int Speaker
Digital Products
Build Audience / Group
Community + Mentors
SEE MORE . . .

Build Library + Platform

The MORE Value I added . . .
What does that mean?

IT's YOU! YOU have to BE
more VALUABLE.

When I saw that story MY STORY of
Becoming Self Employed of Building that
Garage business with nothing. I realized
What I had achieved.

Vertical 3: Mastery + Growth

These are Achievements.

Systems built.

Learning - Mastery.

Next Level growth.

Breaking Through Blocks. Data

The timeline of
How you achieved anything,
with the steps to walk forward
the evidence of how you grew and
How you developed that
Craft, Brand, Content, Product,
Income, Business . . . Confidence

Is the most powerful foundation of education
you can provide.

BUSINESS BIO**CAREER PATH /WORKING LIFE****INCOME****GROWTH****VALUE****MASTERY****ACHIEVEMENTS**

1989 -2001 Headshots Photography
Employed **Photographer**

WAGE 20k-28k

Master my Craft
SEE MORE . . .

NZ 2001 - 2003 **FREELANCE** Photographer
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INC 20k-28k

Becoming Self Employed.
SEE MORE . . .

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Developing my **EDUCATION Brand + Content**

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B / INC \$1M+

Build Library + Platform

1. This is the foundation of your narrative.
The path you walked.
2. Tracking for Value Growth Education
3. That is a Growth Resume right there.

Facts, Numbers, Dates, Data

4: Big Steps to Action

Bullet Time. List

Again

FACTS ONLY

NO FLUFF

NON FICTION

Bullet your Action Steps

Step by Step In natural order of flow

Eliminate / Remove / Park content or any weak areas and any subjects you have no excitement to teach!

Highlight all areas that Light you UP!

If you find yourself writing LONG lists

Combine subjects that belong together in Groups

Sue Bryce Education Platform			
BUSINESS BIO CAREER PATH /WORKING LIFE	INCOME GROWTH VALUE	MASTERY ACHIEVEMENTS	BIG STEPS TO ACTION
1989 -2001 Headshots Photography Employed Photographer	WAGE 20k-28k	Master my Craft SEE MORE . . .	Mastered My Craft Shooting Clients Found My Genre + Style
NZ 2001 - 2003 FREELANCE Photographer Teach Photographic Retouching	INC 20k-28k	Becoming Self Employed. SEE MORE . . .	Developed an Experience Photoshop Master Studio Management
NZ 2004 - 2009 BUSINESS / Owner Contemporary Portrait Studio + Make up Room	P / INC 50K B / INC 500 - 920K	Master my Business \$ BLOCKS Brand SEE MORE . . .	Freelance Work Teach Photoshop to Photographers. Money Coach / Sales Coach Smashed my Money Blocks Built / Designed my Brand Developed + Priced my Product
Sydney Australia 2009 - 2012 STUDIO + EDUCATION Developing my EDUCATION Brand + Content	P / IN 200K - 280K	Workshops. CONTENT Build Education Brand SEE MORE . . .	
USA 2012 - 2015 Photographer / Speaker / Instructor CreativeLive Glamour March 2012 CreativeLive Inside the Studio August 2012 CreativeLive 28 Days March 2013	P / INC 400K+	Int Speaker Digital Products Build Audience / Group Community + Mentors SEE MORE . . .	Created ACTIVE Systems for Sales, Marketing, Client Tracking, Retouching Income, Taxes, referrals. Started B2B Networking Events, Employed + Trained 6 Staff.
The Portrait System by Sue Bryce Education Platform June 1st 2015 Solo 2000 subscribers June 1st 2016 With Growth Partners 8500 subscribers	B / INC \$1M+	Build Library + Platform	Upgrade studio: Growth

BIG STEPS TO ACTION

Mastered My Craft
Shooting Clients
Found My Genre + Style
Developed an Experience
Photoshop Master
Studio Management
Got Freelance Work
Teach Photoshop to Photographers.
Money Coach / Sales Coach
Smashed my Money Blocks
Built / Designed my Brand
Developed + Priced my Product
Created ACTIVE Systems for
Sales, Marketing, Client Tracking, Retouching
Income, Taxes, referrals. Started B2B Networking
Events, Employed + Trained 6 Staff.
Upgrade studio: Growth

GROUP

START UP BUSINESS

-

-

STUDIO SYSTEMS

-

-

BRAND DEVELOPMENT

-

-

PRICING / Product / VALUE

-

-

BUILDING A SALES SYSTEM

-

-

MARKETING Bums on Seats

What did you develop?
what systems of growth?
Stay Focused on steps / Bullet points
Actionable Steps Only

The BLOCKS I Identified / I smashed
THE HURDLES I maneuvered
THE SYSTEMS I built

It's not a presentation it's a database of information to see what you have experienced, learned, overcome and its a treasure Map for your students.

It's not a Creative Writing Exercise
it's your bias for action and the path you walked and as you lay this story

TAKE NOTE

BUSINESS BIO				
CAREER PATH /WORKING LIFE	INCOME GROWTH VALUE	MASTERY ACHIEVEMENTS	BIG STEPS TO ACTION	HEART NARRATIVE
1989 -2001 Headshots Photography Employed Photographer	WAGE 20k-28k	Master my Craft SEE MORE . . .	Mastered My Craft Shooting Clients Found My Genre + Style	NO EDUCATION “You will NEVER make it” No-one will BUY this
NZ 2001 - 2003 FREELANCE Photographer Teach Photographic Retouching	INC 20k-28k	Becoming Self Employed. SEE MORE . . .	Developed an Experience Photoshop Master Studio Management	PURPOSE? No Value! Evolve or Die Level Up
NZ 2004 - 2009 BUSINESS / Owner Contemporary Portrait Studio + Make up Room	P / INC 50K B / INC 500 - 920K	Master my Business \$ BLOCKS Brand SEE MORE . . .	Freelance Work Teach Photoshop to Photographers. Money Coach / Sales Coach	Survival I CAN’T SELL MY WORK
Sydney Australia 2009 - 2012 STUDIO + EDUCATION Developing my EDUCATION Brand + Content	P / IN 200K - 280K	Workshops. CONTENT Build Education Brand SEE MORE . . .	Smashed my Money Blocks Built / Designed my Brand Developed + Priced my Product	No MORE + No LESS Poverty Cycle I AM ENOUGH! I am Worth it!
USA 2012 - 2015 Photographer / Speaker / Instructor CreativeLive Glamour March 2012 CreativeLive Inside the Studio August 2012 CreativeLive 28 Days March 2013	P / INC 400K+	Int Speaker Digital Products Build Audience / Group Community + Mentors SEE MORE . . .	Created ACTIVE Systems for Sales, Marketing, Client Tracking, Retouching Income, Taxes, referrals. Started B2B Networking Events, Employed + Trained 6 Staff. Upgrade studio: Growth	WHO AM I now? HOW do I Grow / Scale? How do I get PAID more Why am I not happy?
The Portrait System by Sue Bryce Education Platform June 1st 2015 Solo 2000 subscribers June 1st 2016 With Growth Partners 8500 subscribers	B / INC \$1M+	Build Library + Platform		

Take note here. As you're listing these steps to action ask . . .

Do I feel called to teach these steps and create pathways here?

Where do I feel Value? And See Value?
Feel drawn? When do I feel Valuable?
Where do I find meaning?

BIG STEPS TO ACTION

If you are struggling here

Write Questions, Answer them

If I ask you a Question, can you . . .

- 1: Answer from Experience
- 2: Clear Details built it, grew it, achieved it, overcame it.
- 3: Steps to Action / How deep?
- 4: Connection - Connect A heart lead narrative that is RELEVANT to steps 1 2 and 3?

So What Questions are you being ASKED? +
What Questions Do you love to answer?

Example How did you build a business?
How did make that? How can I learn this?
Or What problem are you drawn to solve?

When you were getting noticed,
We're YOU standing out

OR

Was your WORK standing out FIRST?

How? And Why?

Learning to Sell myself, Selling my craft

Learning to ask for money

Learning to ask for work

Learning to keep money

Learning to VALUE + Price

Myself MY TIME | MY CRAFT

Spend time here every step of growth and achievement.

Every one of these suggestions can go under
Achievements | Steps to Action | ❤️ Story

1: What you Achieved / Facts

2: The Steps you walked to achieve it

Conflict to Resolution

3: The Connection The Lessons The Journey

I WEAVE a Narrative through my Timeline

1: BUSINESS BIO / CAREER PATH /WORKING LIFE

WHAT I DID!

2: MASTERY + ACHIEVEMENTS

WHAT I CREATED!

3: INCOME VALUE GROWTH

WITH VALUE + INTENTION

4: BIG STEPS - TO ACTION

HOW I DID IT! + HOW YOU CAN TOO!

5: HEART NARRATIVE

WHY! CONNECTION

5: Heart Narrative

Find your Connection  Narrative

Learning to walk into a room with confidence

Learning to trust myself

Learning to speak up for myself

ADD MORE

PERSONAL JOURNEY / Creators

I don't know of a Platform that exists with
CONTEMPORARY WOOWOO
| Power Content but I want to build it.

Self Development Classes
Body Image Workshops
Mindset Coaching
Self Love | Confidence | Healing

I LOVE curating content for Start up Business,
Creatives in Business, Solo-preneurs WHY?

Because that was me!

I drawn to create Power Classes that combine
Self Development and Business

There is NO BOX any more

Empowering Self Development + Start Up Business

Becoming Self Employed
Goal Setter Action Taker
The First 2 Years in Business
Building a Personal Brand
Pricing for Creatives
Selling is a Value Metric
Building an Online Business

Explore A PERSONAL JOURNEY

Heart Lead - Different Timeline

This is where you can FOCUS on a SINGLE SUBJECT and the growth and experience around it.

The Subjects that were calling you as you wrote out your story

Explore the timeline as far back as
Childhood, the programming.
Why is this calling you?

What part of this lights you up?
How was it holding you back?
How did you overcome this?
Just explore that story!

You are not here to shine a light on your past trauma, but rather explore how you moved with it and ask how did this shape me and how I can help others walk this path.

If you want to learn more about your own
Self Image or Body Image: Explore Your
Body Biography

Women have this incredible database in their
head titled MY BODY BIOGRAPHY

Explore a Shift in Mindset that you went through, around any single subject that has been a big part of your growth.

Finding Your Self Value
Or your Money Growth
How I found my Confidence
Breaking Through Selling
. . . Add more

- 1: Personal Growth - ALL the way to
- 2: Resolution, Growth, Healing.
- 3: Next Level | To the Steps of Action that you took to grow.
- 4: Heart Narrative that connects to you.

Stop searching . . .

The answer is not outside of you it's inside

The love is not outside of you, it's inside

The power is not outside of you it's inside

Get to Soul Work