

CONTENT CURATOR

WEEK 2

By Sue Bryce NOTES

FIND YOUR STORY

FIND YOUR PATH

FIND YOUR VOICE

LISTEN . . . TO YOUR OWN STORY

Why? Because . . .

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

is the most powerful foundation to build from.
What's Your Story?

Every Narrative has a Timeline.
This is YOUR Experience + Timeline of Growth.

As you build this narrative. . . remember
This is your Personal story, the path you walked to get here,
It's not a presentation and it's not a creative writing class.

It's for you to see your path.
Don't lie you don't need to.
Let the layers unfold. Add more.
Delete some things, Stay on point.
This is so YOU know your story.

Start a Vertical Timeline

YOUR Timeline can be the last 2 years or 40 years

If it's relevant to the **content you are creating, your brand story, and your growth** on any level then add it to your timeline.

Career / Business / Craft / Skill

One Timeline 5 verticals

1: Career / Business / Craft / Skill

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

Why facts, no fluff, no fiction because this is NOT a creative writing class and if it was 2 people would finish this exercise and 90 would not. It's simply is a **LIST of Facts that details your path, your EXPERIENCE and growth.**

If you have only just **started to build a business or**

If you have not started a business and **you're developing your first products** then do the Timeline on Mastering your Craft or Developing the Content that you're putting in your products.

How did you learn this? Master this? Why what's the connection to this product/content? What's the Value and Heart narrative.

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

1: Career / Business / Craft / Skill
Stay on point. Relevant information

If you find yourself getting stuck ASK yourself questions

How did I achieve that or Master that or Build that, and break it down. Steps to Action and then what connections and sparks you find when you write them.

2: Personal Income / Business Income

WHY track money? 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 then | Track it for Education.
5. Everyone wants MORE money which is really MORE growth and more freedom.
6. This vertical will show you your patterns, your weak spots, your bias for Action, your Value and your Growth.
7. Because everything you had in that moment, was what you thought you deserved no more and no less.
8. I track Personal Income | Business Total Gross Revenue | Net Profit for all of the reasons above.

When I saw that story MY STORY of Becoming Self Employed + Building that Garage business with nothing.

I realized what I had achieved. Not the Income we earned because I know that was unique. But actually the experience of

**BECOMING SELF EMPLOYED
that was narrative I spun to gold.**

On my timeline I saw the moment I realized I couldn't sell my work and ASK FOR MONEY I saw the moment I had to confront that in myself and how I did it.

That was such a hard lesson for me and because of that I have so much experience so much connection to money growth that I teach it.

It's on my Vertical 1 Money Mindset Content.
You can see my \$ + Value growth on Vertical 2 and 3
When I got to the STEPS of Action on vertical 4
I wrote 5 hours of content. Thats how I know
I have to create content in any area. **Flow + Feeling.**

Build your Story up with facts! You don't need to FLUFF up anything like a Resume it's about realizing that every step that you took to grow **is the extraordinary part not WHAT you accomplished.**

It's not about having the biggest Accomplishment list. Im not asking you to write pretty Marketing words Im telling you that when I speak to an audience of people that want to be self employed when I outlined the simple steps I took.

99% are paralyzed or avoiding and I TOOK ACTION.
Thats what everyone wants THE NEXT STEP

FOCUS on SEEING the steps you walked. See them as steps to Action because thats exactly what they were. These steps if they light you UP is the Path to the CONTENT you have BUILDING inside you. That's what we will EXPAND.

Vertical 3: Mastery + Growth

These are Achievements.
Systems developed, built.
Learning through to Mastery.
Next Level growth.
Breaking Through Blocks.
Any growth that is relevant to that timeline
Facts, Numbers, Dates, Data

Vertical 4: Big Steps to Action

Bullet Point. List - Steps in linear order.
Stay Focused on Actionable Steps Only!

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

What did you develop?
The BLOCKS Identified / Smashed
HURDLES Maneuvered And SYSTEMS built!
What systems of growth?

Learning to VALUE + Price Myself my TIME | my CRAFT
Learning to Sell myself, Selling my craft, Make products,
Build a Brand, Market myself. . . Ask for money, manage
money, to keep money, grow money. Ask for work, be the
face of my business **all of these are great education tracks.**
Talking Points and Narratives.

Spend time here every step of growth and achievement.
REMINDER: 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.

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

What you Achieved / Facts

The Steps you walked to achieve it

Conflict to Resolution

Or across all verticals depending on The Connection

The Lessons / The Journey / The Experience / The Facts
of the story

BIG STEPS TO ACTION If you are struggling here

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

1: Answer from Experience

2: Give clear details HOW you 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?

Vertical 5: Heart Narrative

Find your Connection  Narrative

You are looking for **CONNECTION** not trying to find your WHY you know your WHY it's to grow so **WHERE do you want to grow?**

It doesn't have to be an Emotional Story it's the Story that CONNECTS us. Maybe it was BUILDING YOUR BUSINESS literally crunching numbers, sales numbers and metrics if that lights you up that's your connection your value! Explore that.

Or Mastering YOUR Craft or A specific Skill or Developing Your Brand Your Style or Becoming Self Employed . . .

Make notes of breakthrough stories and **if there was a growth in Mindset and Focus or Business or Income on your timeline Why? How?** It's in WALKING through these steps that you find your stories.

Maybe you were Starting a business with challenges no money or whilst Employed full time . . . Were you Unsupported / Uneducated ? Over-supported / Over Educated and still couldn't find your value?

If you already know where you want to go . . .

And now you want to know WHAT will I say?

I want to create **Digital Products** To make \$ while I sleep
FOCUS ON: Timeline that is relevant to THIS PRODUCT

Is this Product For Business? For Education?

What level Beginner / Intermediate / Advanced?

Who is this Product for? What Industry?

What is the Value? What Value has it brought you.

How does it work, help?

What Success have you had with it?

What problems does it solve?

Or is it a Product of Desire?

What is your Brand / Artist / Business STORY?

How did you develop this CONTENT SKILL STYLE
PRODUCT BUSINESS SYSTEM and WHY?

The ANSWER to all of these Questions is on that Timeline.

I want to develop **Coaching** Content / Products / Systems

FOCUS ON: The Timeline that is relevant to the experience you gained that is driving your content.

What is your depth of knowledge and experience?

The systems + steps you created

Who is this Content for? What Industry?

What level Beginner / Intermediate / Advanced?

How is this content delivered 1-on-1 Group

Online In-Person LIVE?

How does it work, help? What problems does it solve?

What Success have you had Evidence + Social Proof

What Success have your coaching clients had with it?

What is your Brand / Artist / Business STORY?

How did you develop this CONTENT SKILL STYLE
PRODUCT BUSINESS SYSTEM and WHY?

The ANSWER to all of these Questions is on that Timeline.

What Experience do you have to Coach / Mentor

Vertical 1 - 3 Is your Experience Vertical 4 is your

Systems developing and your heart narrative is the
POWER behind your success and what makes you

unique as a Coach.

I want to Curate **Education Content / Stage**

FOCUS ON: Timeline that is relevant to the experience you gained that is driving the direction of your content.

What is your depth of knowledge and experience around the CONTENT you want to curate? (Steps to Action) IT STARTS with ONE subject ONE class.

The ANSWER to all of these Questions is on that Timeline.

If you were to CREATE a First Class/Presentation what would it be?

What content EXCITES you the MOST to Speak, Present, Instruct, Demonstrate?

How do you Present this Content Keynote or Hands on Demonstration?

Who is this Content for? What Industry? TeachTALK
What level Can you create content for Beginner / Intermediate / Advanced? How Many SUBJECTS?

What is your Brand / Artist / Business STORY?

How did you develop this CONTENT SKILL STYLE
PRODUCT BUSINESS SYSTEM and WHY?

PERSONAL JOURNEY

I teach the steps to Self Value no different than I teach Building a Business step by step, in fact I LOVE to teach them in parallel because I believe they're mutually dependent on your growth and success.

I connected a huge amount of content around Building my business and THE FEAR I conquered doing that because I simply identified the same fear everyone feels and how to take action with it.

My Business Education Platform has two very strong verticals in Money and Self Value I don't need to combine them as such I teach from a space of energy and action my personal growth greatly influenced my teaching style and self value is PART of the business growth I teach. This is what I refer to as Contemporary WooWoo.

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

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

Because that was me! This lights me up!

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

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

**There is NO BOX any more create the Workshop
that you always wanted to take!**

Explore A PERSONAL JOURNEY

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

The Subjects that are calling you? Why is this calling you?

What part of this lights you up?

How was it holding you back?

How did you overcome this?

How does it belong in the story!

You are not here to shine a light on your past trauma, but rather explore how you moved with it and ask again 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 or 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.
- 4: Narrative that connects to you.

UNFOLD this path as you STEP UP into your value. This is a marathon start training and remember when the training is joyful when the process is FOR YOU for your hearts desire.

Trust me you're unstoppable.

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

QUESTIONS about

This Narrative

This Exercise

This Personal Journey

Finding YOUR narrative

WEEK 3

Mastering The Art of Content & Time

Lets find out What you Know?