

CONTENT CURATOR

WEEK 3

By Sue Bryce NOTES

Lets get some clarity around your depth and volume of your experience and content?

Lets get **CLARITY** around what industry and what audience you want to build, coach, teach and empower!

And lets get super clear about what your superpower is to find out what it is that YOU specifically are really good at & **Develop / Curate / Coach / Teach and Empower** that.

From your **Timeline can you see a PATH?**

WHO I want to teach, coach, empower +
curate content for! My areas of **Mastery**,
my experience and knowledge!

How **CONNECTED** + excited I am to teach
it, coach it and create content for it?

HOW I want to teach, present, share it?
Stage / In-person / LIVE / Online

How do I teach what I know?
It's not what you know,
It's **What YOU DID + HOW YOU did it.**

Show don't TELL.

Ask HOW CAN YOU bring VALUE to the Creator/
Product Space? HOW CAN YOU bring VALUE in
the Coaching Space? HOW CAN YOU bring
VALUE to the Business Owner?

With Sues answers:

HOW do YOU bring VALUE to the Creator Space? I am a bootstrapping business building creative Solo-preneur that DIY'd her way through building a business in her garage with no money and no education. I know how to make something out of nothing and give it VALUE.

I am a prolific idea's generator, solution finder and content curator, I am a passionate straight talking and engaging speaker and I GIVE TeachTALK.

My content and brand is visually beautiful, clear and easy to understand and oozes desirability. I have created all of my education around building my business and income and the personal development and growth I experienced.

This was an extraordinary journey for me and because of that I am a heart lead teacher & I love to SHOW not TELL. People follow me because I took ACTION and I DO THE WORK. . . 2010 Sue "I built a great business and I have a Story."

HOW do YOU bring VALUE in the Coaching Space?
HOW YOU bring VALUE TO the Business Owner?

I know the Timeline of those Verticals forward backward inside out, emotional timeline . . . WHY?

Do you have to be THE expert . . . NO!

Do you have to be AN expert . . . YES!

My perception was: My lack of education was standing in the way of having any credentials to Teach / Speak / Instruct and then I realized I have something better than a certificate and degree I have evidence and experience.

This is MY content because I teach step by step how I built a business in my garage with NOTHING and built up to a \$1850 average and 500 shoots per year and then I grew from there.

The success of my education site is the 12 week START UP and 28 Days **both are a testament to me staying in my lane.**

**Whenever I CURATE CONTENT
I create from an ENERGY of**

Am I Connected | Am I Called | Am I Excited

Am I Qualified? . . .

How do I teach what I know?

It's not what you know,
It's **What YOU DID +
HOW YOU did it.**

Show don't TELL.

Digital Products

Digital Product Makers **Activate!**

Is this Product For Business? For Education?

What level Beginner / Intermediate / Advanced?

Who is this Product for? What Industry? What Demographic / Genre? 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?

The **ANSWERS** to all of these Questions is on that Timeline. The answers to these questions are also all your **Marketing Copy**.

What is your Brand / Artist / Business STORY?

How did you develop this Content Skill Style

Product Business System and WHY?

Is it **Interesting?**

Is it **Educational?**

Is it **Entertaining?**

Digital Products for **Business?**

Templates / Presets / Stock Content

eBooks / Guides for Systems

For CRAFT and ALL areas of Business.

Digital Products for **Coaching / Education?**

eBook / Guides for Systems + Craft

Instruction + Tutorial / Demo Video

Digital Products of **Desire?** Personal use.

Music / Video / Templates / Presets

Design / Art . . .

**BRAND / PRODUCT AFFILIATE/S &
LICENSED CONTENT**

Develop Content | Grow Content | Refine Content

Repeat . . . Test . . . Listen . . . Ask

What do you have UP and HOW can you make it
BETTER? If it's not SELLING Checklist . . .

- 1: Is your Brand / Product standing out?
- 2: Are You standing out?
- 3: Is there Marketing Clarity? Answer
- 4: Where are you speaking about this?
- 5: Are you giving and communicating VALUE?
- 6: Is there Connection? You - Product - Story
- 7: A strong or fun Narrative? Brand/Artist Story?
- 8: Pixel track TARGET avatar / Ad Spend?
- 9: Promoting Community & Group SHOW?
- 10: Networking? In-person and online.
- 11: Promo video? Sales Video?
- 12: Testimonials, Reviews?
- 13: Build Relationships X promote / Affiliate sales?

Coaching Content / Products / Systems

Who is this Content for? What Industry?

What level Beginner / Intermediate / Advanced?

How is this content delivered 1-on-1 or Group

Online In-Person LIVE? What System are you developing? How does it work, help?

What problems does it solve? What Success have you had? What Success have your coaching clients had with it? Testimonials: Evidence + Social Proof!

What is your Brand / Artist / Business STORY?

How did you develop this Content Skill Style

Product Business COACHING SYSTEM and WHY?

What Experience do you have to Coach / Mentor?

Vertical 1 - 3 of your Timeline Is your Experience

Vertical 4 is your Systems developing and your heart narrative is the POWER behind your connection, success and what makes you unique as a Coach.

Coaching alliance and Network. FB Group and Mentor Students.

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

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

HOW do you Present this Content Keynote or
Hands on Demonstration? Online or In-Person.
Filmed LIVE. Featured Instructor. Co-Instructor

Who is this Content for? What Industry? TeachTALK

What level Can you create content for
Beginner / Intermediate / Advanced?
And on **How Many SUBJECTS?**

What is your Brand / Artist / Business STORY?
How did you develop this Content Skill Style
Product Business System and WHY?

Is your Content / **Are YOU Interesting?**
Is your Content / **Are YOU Educational?**
Is your Content / **Are YOU Entertaining?**

IT STARTS with
ONE Subject + **ONE Product**
ONE Subject + **ONE Talk**
ONE Subject + **ONE Class**

If you were to **CREATE a First / Next Product** what would it be?

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

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

Because I would only need to see one!

You don't know what you know until you prepare to teach it . . . I bullet pointed everything I can teach under the title **BUSINESS Start Up**, Because

My **Experience** was bootstrapping DIY a garage business with no education and no \$ into an annual income of \$1m in 5 years and my **CALLING** was to share that **TIMELINE**

I bullet pointed every step I learned **in order of priority**.

How I learned and applied each step of my craft! and in what **priority** and **why**? Then the evolution of all those systems. I list how many areas can I teach - then flip them and make headings and bullet point verticals

This is where you start to see your content volume and the depth of my knowledge and experience Lets GO

BREAKDOWN One Subject at a time!

1. SUBJECT: Choose a subject to breakdown
2. BULLET point all areas of knowledge and experience in natural order of flow
3. Flip - HEADINGS: Flip your Bullet points into HEADINGS and GROUP subjects
4. Build Verticals Plump/Combine/Delete
5. Give each Vertical A string Title

I did a Breakdown of **EVERYTHING** that lights me up! **One Subject at a time.**

my CRAFT of Photography, Money Growth + Mindset. Sales, Building a Business. Self Value. Breaking Through Selling. . . Creating a Brand

Bullet point steps under each title and Build Verticals **plump/combine/delete**. Get **Clarity** on WHAT you know and what you're most called to curate content for and most EXCITED to teach.

Arrange your bullets Step by Step In **natural order for flow**. Explore, it's your experience. If this is painful you're in Competition. Stay on Track. Stay in your lane. You are not TRYING to CREATE this Content it's already here inside you, you are exploring your database of experience to use that knowledge to empower other to take ACTION like you did.

Eliminate any weak areas and any subjects you have no excitement to teach. **Plump** up the list then **Park** content when there is over flow. Condense it by combining subjects into groups that belong together and delete repeat content and fluff. **Do this 100 times**.

Assign no Time! Just Plump up the LIST!
I do This in MY OWN Hand Writing FIRST

See VIDEO of SUES NOTES

RATE TIME

How Long Can I talk about this?

Master the art of Content + Time

Everything we Curate for speaking content:

Stage / Keynote / Business Presentation

Education Video / Product Demo + Craft Instruction

Promo Video / Sales Video / Bonus Video

Is based on CONTENT + **Time**

1-3 min 10-20 min 45-60 min 90 min

HOW LONG can you talk about this subject and

HOW would you like to talk about it. What is the volume of your knowledge & experience?

Write your STEPS to ACTION What Timeline?

I don't say “I am going to write a 28 Video Series!”
I say I am called to curate content around Mastering My Craft because people who follow me constantly ask me to teach them how I do this craft this way.

Then I wrote The Steps to Take to Master your Craft. After I taught 3 People to Master that 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.

Is it a 10- **20 minute** presentation? Short videos are good as long as they are relevant and teach a one subject easy to consume lesson, tutorial / how to, demo product video. They are great lead capture and tutorial videos and bonus content, and Brand and social media promotion and sales video.

Maybe you have **some** experience but you recommend another **class as a next step** (that you get an affiliate for, or a deep dive or bring in a guest/co-instructor)

Do not try to create content you don't have experience with. If you are passing off to other Speakers and Instructors WHY?

45 - 60 min is the perfect online or video class.
Content breakdown into 10 x 45-60 min videos that
Packaging Content + Consumable and Sales.

Is it a **60-90** minute video? Keynote
A 90 min video can be broken up into 3 x 30 min
presentations for online consumption but in person
this is a keynote presentation. It is the length of a play
or movie, it is a stand up comedy special. Can you
hold a room for 90 minutes on this subject?

Is it a **Multi Video Vertical** 1-10 +? A Masterclass A
Workshop A Series A Library

Is your Content / **Story Interesting?**

Is your Content / **Story Educational?**

Is your Content / **Story Entertaining?**

Example: **Portrait BUSINESS**

(Big subject | Multiple Verticals)

Bullet point all areas of knowledge and experience

All verticals kept coming down to these 9 Titles.

MASTER your Craft / Product / Skill / Service!

Create a **BRAND** infused with Purpose and Value.

The **PROCESS** Presentation, Client systems

Connection | Education | Deliver

BUILD RELATIONSHIPS networking.

Customer Service + **The EXPERIENCE**

Put a Value on it **PRICE** Profit.

SALES Offer / Skill / Systems.

MONEY Blocks / Freedom / Management

+ **Self Value** well you add that to EVERYTHANG

I felt so ‘Called’ to create content in all of these areas they became verticals.

These were the areas of Mastery I IDENTIFIED that I focused on to build a successful business and I have created a step by step path of education for my students to do the same through these 9 Area’s.

This timeline is my database of information.

Example: I am Creating a Business Presentation.

Who is my Audience?

Which VERTICAL? Do I choose

Which TIMELINE?

Which NARRATIVE?

Who is it for ? Creating a Presentation for an Event or Pitching

I build every talk around

Who is the Conference, Event or talk for . . .

Example Business Owners

What level of business? Type of Business?

What are their Unique Challenges right now?

and every piece of Content around the knowledge and experience from MY timeline.

I am solving problems with my steps to action.

BONES | outline of a talk

TITLE:

DESCRIPTION:

BULLET STEPS LINEAR FLOW:

Develop Content:

I can Outline a Talk **BONES**.

Give the Talk a **Strong Title**

Give the Talk a Strong 3 paragraph **Description**

A Course Graphic - **Creative Visual Branding**

Pitch it and **BOOK** a Conference

Without having **WRITTEN** the **CONTENT**
in that talk.

Example:

Let's look at CONTENT CURATOR **BONES | outline**

TITLE: Content Curator

PRODUCT: LIVE Online Workshop

Handwritten Map!

DIGITAL PRODUCTS

For C O N T E N T C U R A T O R S

1. INTRO: Building an Online Business by Sue Bryce.
2. The World of Digital Products. Downloadable's, Video & Audio
3. Building Content Coach/Mentor Instructor/Educator Keynote Speaker
4. Volume & depth of knowledge & Experience.
5. Master the Art of Content and time.
6. Find Your AUTHENTIC Content Voice.
7. Speaker Profile & Marketing.
8. Lights, Camera Action Camera iphone - DSLR - Production.
9. Lighting / Angles Window, Ring light, Constant & Pro.
10. Audio. Editing + Building a Set
11. Styles of Video. Talking Head / Demo / Craft / Keynote / Live.
12. PROmotion.
13. Pricing for Profit / Time / Product Value / Bundles / Combinations.
14. Sales Video Marketing / lead capture / Audience build.
15. Testimonials. Building an audience, Private group (beta test)
16. Sales System / Consultation to E-commerce / Distribution / Customer service.
17. Marketing to sell Value + Clarity
18. Social Triangle Brand Clarity IG / FB / WB Clarity / Congruency / Consistency.

Is this be a 90 minute KEYNOTE **YES**
(90 Divided by 18 is 5 minutes to hit each power step
with a narrative on how I achieved it.)

How many of these can be Stand Alone
Keynotes **60-90 min talks 18/18**
Learn More - Next Step Class - Deep Dive

Week 1 DIGITAL PRODUCTS

An Introduction to the World of Digital Products

Explore all products for Content Creators, Product Makers, Mentors & Educators.

Week 2 CONTENT CURATOR

Who am I as a Content Creator?

Find the Heart of your Narrative . . . find your voice, find your path.

Get clarity on your path as a Content Curator. Open your story.

Week 3 MASTERING THE ART OF CONTENT + TIME

How do I teach what I know? Discover the volume and depth of your knowledge and experience. Learn to curate, organize and expand your own knowledge and experience.

Week 4 CONTENT DIRECTION CURATING + PACKAGING

Creating a Product of Value. Packaging and Product design, development and combinations.

Pricing Bundles combinations e-commerce delivery of product.

Week 5 BUILD YOUR ONLINE BRAND

Speaker Profile. Promotion and Marketing. Building an Online Brand | Community | Platform.

What People WANT: Value + Content. (Meat + Potatoes)
Service, Support, Guidance, Accountability, Community and
Connection. Actionable steps and Quantifiable Results
(Especially online they need to SEE their progress.)

I go back to MY timeline. I remember the FEELINGS
I walk my steps! I see the Blocks on the path!
Solve Problems / Inspire / Empower / Educate

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 following you attract!

Just because it's called a Heart Narrative does not mean this
is emotional crying content. Passion, Enthusiasm and Action
have as much power as tears, so does laughter it's
AUTHENTICITY you can feel connection.

**I WEAVE A NARRATIVE What I did - How I did it - And
How you can too! Through these Steps.**

I am telling you **MY story** as I give **YOU the steps** to take
to write your own story. **TEACH TALK**

I build content in Bullet Points.
I teach content in Bullet Points.
Because these are **Steps to Action direct, simple, powerful.**

Week 4 Curating and Packaging Content:

Learn how to harness and organize this knowledge producing, packaging, pricing and presenting a product you can sell.

Content packaging, Time structure Business 20
Powerful Steps 15 Ways to Market your business.
Grow your Business, Start a Business. Downloadable
Products 3 Days Live, 28 Days, 12 Weeks. Live
Challenges Daily engagement.

1 - 10 Promotion, Sales Video
10-20 Tutorial, Lead Capture Intro Bonus videos
20-45 Craft instruction Demo Product
60- 90 Keynote, 1 Day x 4, 3 Day x 12

QUESTIONS! ❤️