

CONTENT CURATOR WEEK FOUR Notes by Sue Bryce
Growing + Developing + Packaging your Content.

Subject BREAKDOWN

Title: _____

BULLET TIME this list becomes a linear timeline that follow a linear path of Action. Flip them into Headings and create verticals of subjects that belong together.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____.
- 7. _____
- 8. _____ ...

VERTICALS

Bullet Your Narrative + Steps. NOT your Keynote.

- | | | | | |
|----------|----------|----------|----------|----------|
| 1: _____ | 2: _____ | 3: _____ | 4: _____ | 5: _____ |
| _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ |

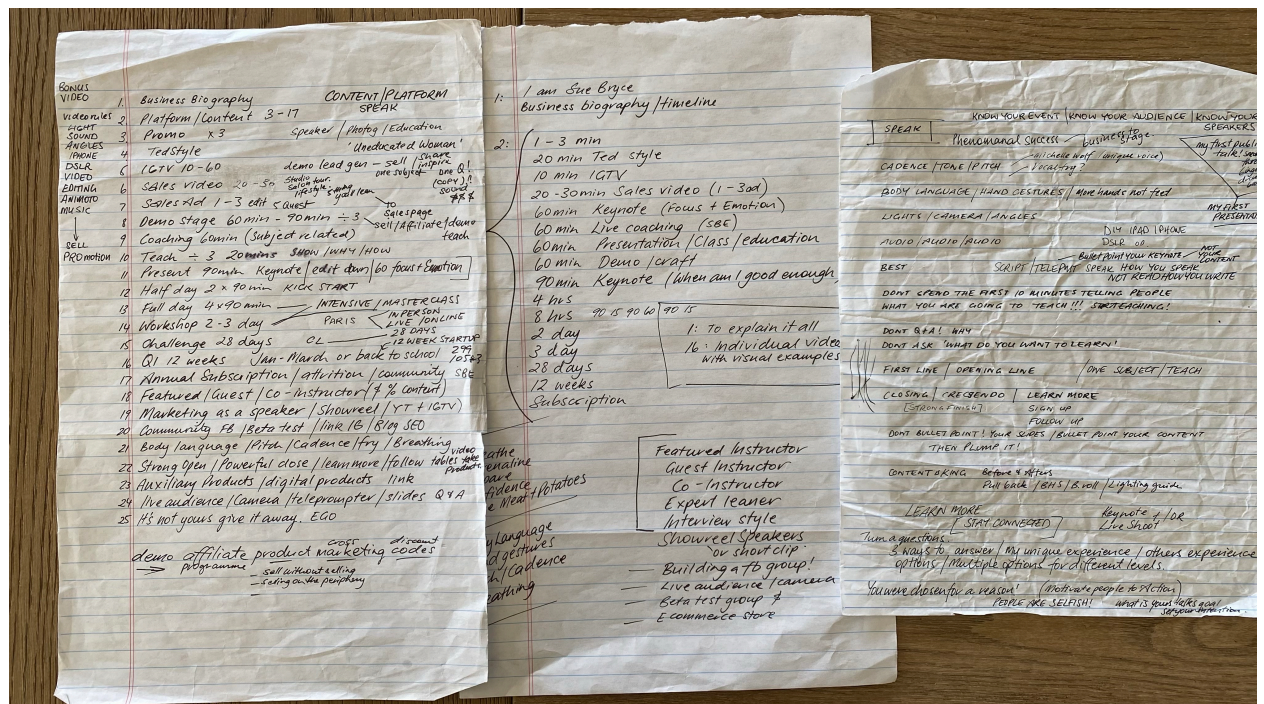
WHAT CONTENT called you FIRST?

BREAK it DOWN: One Subject at a time.

Timeline of your Knowledge + Experience.

Value Growth, Achievements + Success.

Steps to Action. Connection + Narrative.



BRAIN DUMP / MAP IT OUT

ORGANIZE GROUPS

COMBINE / REFINE SUBJECTS

PLUMP IT UP + CUT THE FLUFF

PARK Content for future products, talks etc

Pitch LIST

DIGITAL PRODUCTS Make Money While You Sleep For CONTENT CREATORS

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.

Could 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 talks can be 30-60 min talks 18/18



DIGITAL PRODUCTS Make Money While You Sleep For CONTENT CREATORS

INTRO: Building an Online Business by Sue Bryce.
Business bio 12 years.
Speak Platform Content.
Digital Product v's Physical Product.
Costs and considerations, combinations and objectives.

The World of Digital Products.
Digital walk through.
Downloadable's, Video & Audio.
Explore the world of digital products & how they work together: Bundles,
Downloadable's, Auxiliary products, Bonus content.
TYPES of Videos - Talking Head / Demo / Craft / Keynote / Live.

Building Content
Coach/Mentor Instructor/Educator Keynote Speaker.
Know your audience. Stay in your lane
WHAT you did is important. HOW you did it. Steps to Action.
Accountability, support, Is it quantifiable?
Who is it for? What level of experience?

Volume, depth of knowledge & Experience.
Bullet time / Flip / Plump / Cut (You don't know, What you Know).
Steps Options steps.
BULLET TIME List your big action steps in linear order.
Title each segment.
Bullet point each segment.
Build EACH talk.
Plump / Cut. Give each segment a Description.
Add Visuals stills + video

Master the Art of **Content and time.**
Business 20 Powerful Steps . . . 15 Ways to Market your business.
Grow your Business,
Start a Business.
Downloadable Products
3 Days Live is 12 keynotes, 28 Days, 12 Weeks. (This Class)

Find Your AUTHENTIC Content Voice.

Every Narrative has a timeline of growth.
People desire to TAKE ACTION Fear, Change and confronting new boundaries
with people that are comfortable. We're changing money mindsets and essentially
showing people they can be more. Business to Stage: The fastest way to connect.
Find your Platform. Reels IG TT FB Feed Microblog Product ambassador
demo/instructor education video (curated) Podcast, broadcast and interview LIVE
Self Value Product Value, Authentic voice Set your intention.
Find your action narrative and speak heart.

Speaker Profile & Marketing.

Promotion. Speaker Reel
10 minute presentation video or online link. **Speaker Bio.**
Link tree book speaker, contact WB Speaking bookings.
Private Workshops. Conference, broadcast, podcast and online interviews
and publications.
Power bio 3x3
Profile shoot
Prep and curate talks offer three

Lights, **Camera** Action Camera iphone - DSLR - Production.

Lighting / Angles Window, Ring light, Constant & Pro.

Audio. Editing + Building a Set

Styles of Video. Talking Head / Demo / Craft / Keynote / Live.

PROMotion.

Pricing for Profit / Time / Product Value / Bundles / Combinations. Marketing to sell Make an
OFFER of VALUE SALES video - Value + Clarity / Launch / Brand story / Product/ Experience.
No discounts.

Sales Video Marketing / lead capture / Audience build.

Testimonials. Building an audience and community, Private group (beta test) Management.
Live chat/Evergreen Free content

Sales System / Consultation to E-commerce / Distribution / Customer service.

Social Triangle Brand Clarity IG / FB / WB Clarity / Congruency / Consistency.

Brain Dump / Plump / Combine / Refine

Park it

CONTENT PLATFORM SPEAK

DIGITAL PRODUCTS
For CONTENT CREATORS Content Curator

1. **INTRO:** Building an Online Business by Sue Bryce. Business bio, Digital Product v's Physical Product. Costs, combinations and objectives.
2. The World of Digital Products. Making Money while you sleep. TYPES of Videos Bundles, Downloadable's, Auxiliary products, Bonus content.

CONTENT CREATOR / SPEAKER **CONTENT CURATOR!**
Master the Art of Content and time **I AM MOST ALIVE! ♥**

3. Building Content: Know your audience. Ambassador/ Affiliate Coach/Mentor Instructor/Educator Keynote Speaker. Steps to Action, accountability, support, quantifiable?.
4. Volume & depth of knowledge & Experience. Bullet time / Flip / Plump / Cut (You don't know, What you Know). Steps Narrative timeline of growth Options steps.
5. Master the Art of Content and time. 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.
6. Business to Stage: Platform Find Your AUTHENTIC Voice and confidence. Self Value Product Value, Set your intention.
7. Speaker Profile & Marketing.

PARK IT! *I can do this in my sleep!*

LIGHTS CAMERA ACTION Build it, Film it,

1. **CAMERA** iphone - DSLR - Production team.
2. **LIGHTING** Angles Window, Ring light, Constant & Pro.
3. **AUDIO** is EVERYTHING
4. **STYLES** of Video.
5. **PROMotion** → **DEEP DIVE w CAIT**
6. Building a **SET**
7. Home **BROADCAST**

SALES + MARKETING SYSTEMS | eCommerce |
Building Products + a Brand of VALUE

Pricing for Profit / Time / Product Value / Bundles / Combinations.
Create a **PRODUCT** of VALUE Physical / Digital. Create an **EXPERIENCE** of value. **GUEST** Instructors / Co-instructors / Affiliate + Rev share. Sales Video / **PROMotion** video **FREE** video - Marketing / lead capture / Audience build. Dynamic Testimonials. Building an audience, Private group (beta test) Sales System / Consultation to E-commerce / Distribution / Customer service. Marketing to sell Make an **OFFER** of **VALUE SALES** video - Value + Clarity / Launch / Product/Experience. No discounts. Social Triangle Brand Clarity IG / FB / WB Clarity / Congruency / Consistency.

*Can but not Excited!
EXPLORE MORE INSTRUCTORS IN THIS SPACE*

NAME THE BABY!

Strong **TITLES** Main Title + Verticals

Strong **DESCRIPTION** (What/Who is this for?)

Strong **BIO 3x3 CLARITY** Who I am + how I help

Give each **HEADING** a strong title **Why?**

Do this for marketing, SEO and because adjectives and nouns and verbs are powerful marketing words.

Do this for **CLARITY** make it clear what you teach and what to expect from this content.

Glamour **POWER** Words: Craig Swanson

EXAMPLE: KEEP IT SIMPLE the shortest and most simple titles have always been the best sellers.

Give each Segment or each video or each or each talk **a strong description (3 paragraphs)**

What will I learn? Solve a problem! Highlight a problem identify the solution. Who is it for? Who is it NOT for! Why & How it works?

Now every Heading has a TITLE: and a DESCRIPTION: lets bullet point our steps under each title and plump out each talk.

Now content has to be ASSIGNED TO A TIMELINE This is how you get more clarity and content grows.

Consider your ability to use **Visuals**, before and afters, videos with each step.

How do I make it EASY and CLEAR to Use/ Understand? How do I make it more visually appealing and of course CREATE DESIRE (Lots of Why!)

♥ EVERY Segment or Bullet can be a Stand Alone presentation these are Pre-packaged POWER Talks.

Next step: **DIGITAL PRODUCT** Design + Develop.
Refine - **Beta Test** and Connect your story.

Note: Rate Time is for Video

13 AREAS TO FOCUS ON to Sell /Build audience/
Connect. Remember my If it's not SELLING
Checklist . . . I flipped it into steps to sell + connect.

- 1: HOW can my Brand / Product connect more + stand out?
- 2: HOW can I Connect more + stand out?
- 3: Find CLARITY in your Words/Path/Marketing!
- 4: WHERE CAN I speak about this? Podcast, Event, Interview
- 5: Offer of Value. GIVE + Communicate VALUE?
- 6: Elevate the Connection, + the Energy? You - Product - Story
- 7: Make your Heart Narrative? Entertaining, Emotional, Empowering. Make your Steps to Action Engaging + Educational. Emotional means Laughter - Authentic tears.
- 8: Pixel track TARGET avatar / Ad Spend?
- 9: Promote in your Community & Group, SHOW don't tell?
- 10: Networking? In-person and online.
- 11: Create a Promo video? Sales Video? Brand/Artist Story?
- 12: Ask for Testimonials and Reviews? Beta Test
- 13: Build Network X promote / Affiliate sales?

Next step: Curate the **BONES / OUTLINE** of a talk, workshop, presentation or coaching system.

RATE TIME How long?

Start Developing Coaching Systems for **Beta Test**.

Start Curating Content **for Presentations**

for In person or Online.

HOW DO YOU WANT TO

Share it? Present it? Deliver it?

Is it LIVE / RECORDED / IN PERSON / ONLINE

WHO is it for? *Description + Copy*

When you KNOW your Story and your Content has strong Direction **Writing a presentation** comes down TIME + CONTENT = STRUCTURE I SEE in Systems

Description: WHO is this for? HOW does it help?

KNOW your Audience CURATE for them.

Title: Name this BABY! Content Direction + Clarity

Path you walked linear STEPS to Action

Connection + Narrative For ME For YOU

Structure based on Time + Content

Structure CONTENT + TIME

Is it a 60-90 minute video? Keynote

Is it a **Multi Video Vertical** 1-10 videos?

Is it a Series 4+ videos

2 Day Workshop is 8 x 90 min Segments . . .

My First CL 12 x 75 min Business

Try: **Breakdown any SUBJECT into 8 Segments**

Thats a 2 Day Workshop in person there is nothing more powerful 2 - 20 Students \$ 10x Online \$.

8 Headings and yes they can be combined into double segments or half days.

Example Workshop 1 Day . . .

4 Segments (Double Marketing)

Intro to START UP Business 90 min

Marketing START UP 90 min

Marketing ADVANCED 90 min

Pricing + Product 90 min

I started to see MY STEPS TO ACTION as the base of TALK keeping the timeline as I WEAVE my Narrative through these steps.

As my followers grew and they started TAKING ACTION on my steps they WANTED MORE . . . I built up the group, I listened . . . people want quantifiable steps and accountability but STRUCTURE above all.

I started to see my NEXT Steps to Action as CHALLENGES to both create these quantifiable steps and the STRUCTURE that keeps them engaged and focused.

I CURATE Content based on STRUCTURE and SYSTEMS of STEPS + TIME.

I am constantly driving the NEXT STEP

I SEE SYSTEMS I developed systems around
The Reveal An IP Sales Presentation System.

The **Marketing** System / **Social Media** ▲ WB FB
IG

The **Consultation** The **Presentation** The **Product**
The **Craft** The **Service** + **Experience**.

The **Sales** System.

Money Blocks The **Wheel of Misfortune + Self Value**. I boldly set an International **Professional Pricing Standard** for my industry. I reinvented my **GENRE** and I changed the face of Portraiture worldwide because of these systems.

28 Days Is my first Bullet Time List of HOW I trained 3 Photographers in 28 Days.

The **12 Week Start up**
Is the **FLIP BULLET** of 28 Days.
Listen. Develop. Grow.

My Education Platform **SBE** is the **VERTICAL** growth of my Content.

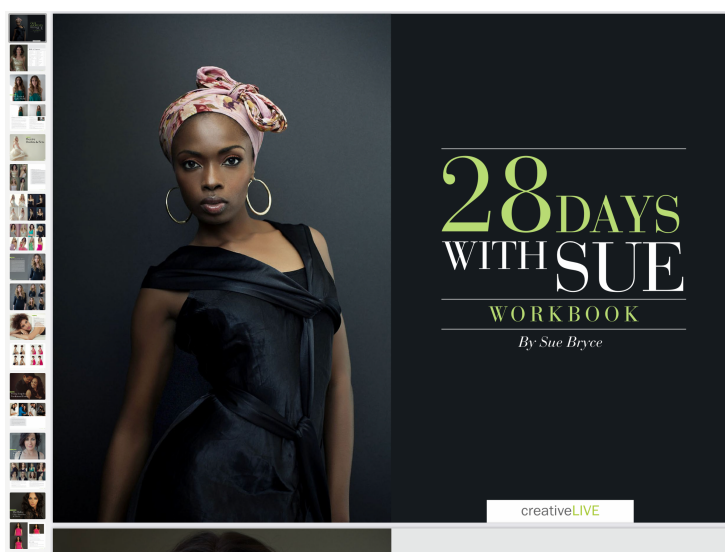


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After my phenomenal success with **CL Glamour** and then **Inside the Studio** I was developing content fast and building my audience. I was seeing their need to work through these big steps so I made

28 Days with Sue Bryce.

This is a 28 x 60 min Video series with a downloadable Workbook.

Delivered Everyday as Challenges

50% of my revenue on CL is from this class.

Those first two workshops **32 Segments of content Created Desire to DO THE WORK** and 28 Days was when it became ACTION. 10 Years Later we built a Podcast on these Success Stories.

Pre Packaged Talks: I was once at a Conference where a Speakers flight got delayed. I had 60 mins to create a Keynote to 300 Newborn Photographers in Business.

I did not have a talk prepared for Newborn but I know this business so I wrote

20 Powerful Steps . . .

To **BUILD** Your **BUSINESS** No Visuals

20 SLIDES - 90 Minutes on Stage

With a 4 Minute Power Intro and a 4 minute Power closing I have 4 minutes per slide to **DELIVER** these **STEPS**.

FIND YOUR LIGHT / FIND YOUR STYLE 1. LIGHTING 1	MASTERY IS PRACTICE/ CONFIDENCE IS POWER 2. POSING 2	THE HATE LIST / HIDING / VALUE 3. EDITING 3	YOU CANNOT SELL A PRODUCT YOU DO NOT LOVE A CONFUSED MIND SAY NO 4. PRODUCT 4
WHEN WILL I KNOW WHAT I'M WORTH 5. PRICING 5	COD - CODB / BUSINESS / TAX / ME 6. 33/34/33 6	CALCULATE / RAISE 7. AVERAGE SALE 7	DECLARE / HOW MUCH 8. DESIRED AVERAGE 8
DESIRED AVERAGE IS YOUR MIDDLE PACKAGE 9. 3 PACKAGES 9	DECLARE / HOW MANY 10. BUSINESS GOAL 10	PRINTS AND DIGITAL 11. IPS POWER 11	FIRST / CONSULTATION / SHOOT / SALE / DELIVERY 12. 5 SELLING POINTS 12
NAVIGATE / ENTICE / EDUCATE / SELL / CONNECT SESSION DESIGN FORM / GIFT VOUCHER FOR SALE 13. WEBSITE 13	CREATIVEMARKET .COM 14. PDF/PRINTABLES 14	DROP & GIVE ME 20 15. SOCIAL MEDIA 15	FB / INSTAGRAM / BLOG ARCHIVE 16. MICROBLOG 16
PROMOTION / NATIVELY 17. VIDEO 17	PRESENTATION V'S PUBLICATION 18. MARKETING PLAN 18	GUILT & SHAME 19. MONEY BLOCKS 19	YOU CAN CHANGE YOUR STORY AT ANY TIME 20. YOU 20

I choose to highlight the most powerful STEP under each Heading. And WHY! It's the MOST important Next Step!

I give actionable steps to people and options to move forward on their own path. If they never connect with me as an educator again I am grateful for their presence in that room and my intention is they leave **INSPIRED**.

For everyone else in the room that is taking notes faster than humanly possible, has light bulbs going off, is making heart connections with my story. Crying, laughing

They are my people, and I just gave them 20 solid reasons to sign up with me.

I just proved I not only know how to walk those steps I did it and they can too all they want is **MORE of ME**.

Learn More: Follow me: Connect: Book: Discount Code: [LINK](#) to free video (Lead Capture) **CONTENT Do Not Sell from the Stage**.

WHY? 3 Year old.

Always Teaching Always building VALUE

I am ALWAYS Explaining WHY I teach with WHY
WHY to focus here and why I am asking you to do
this!

In my Portrait Business I was ALWAYS
Communicating WHY Do this. WHY it's
VALUABLE.

EVERYTHING you create ASK WHY?
Why Write this Content, Why Buy this Content.

Why is HOW we communicate VALUE

Week 1 INTRO + DIGITAL PRODUCTS

An Introduction to the World of Digital Products and the unlimited potential you have to create in this space. Explore all products for Content Creators, Product Makers, Mentors & Educators. Digital products for Education, Instructor or demo video. Physical V's Digital Products. Create downloadable products audio books/files, magazines, ebooks, guides, templates and auxiliary products & learn how they work together.

Week 2 CONTENT CURATOR

Who am I as a Content Curator?

Find the heart of your narrative . . . find your voice, find your place

Stay in your lane. Be clarity on your path as a Content Curator
Knowledge - Direction Find the heart of your Narrative
Document Timeline Business by Open your story.

Week 3 MASTER 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 deliver your knowledge and experience.

Week 4 CONTENT DIRECTION + STRUCTURE + PACKAGING

Creating a Product of Value

Time and content structure. Map Build and Refine Content.
Packaging and structure, development and combinations.
Pricing Bundles combinations e-commerce delivery of product

Week 5 BUILD YOUR BRAND

Build confidence and community and stand in your full power as the forward face of your brand. Building an Online Brand | Community | Platform.

DESCRIPTION

This series introduces you to digital products and the unlimited potential you have to create in this space around your knowledge and experience. Learn how to harness and organize that knowledge and find your unique CONTENT voice. This is the magic you put into these products.

This workshop is for content creators that want to learn how to . . .
curate and organize content for education and instruction videos.
develop earning coaching and accountability products.

Build a Specialized Spring / Education brand.
Take your Business to the Stage. Craft Instruction and dynamic keynote presentations and workshops for in person / online / + LIVE Broadcast
create downloadable products audio books/files, magazines, ebooks, guides, templates and auxiliary products & learn how they work together.

I will be live weekly for 5 weeks. All classes will be recorded and you will have full access to these videos but they will be private not sold.

Learn more: contentcuratorworkshop.com or link in bio.

Week 1 **INTRO + DIGITAL PRODUCTS**

An Introduction to the World of Digital Products and the unlimited potential you have to create in this space.

WHY? To find your content direction, to Illuminate a Path for You, to show you the incredible potential to curate life changing content. To create **DESIRE** in you and Empower You to grow, create, share, and build in this space.

Week 2 **CONTENT CURATOR**

Who am I as a Content Curator? **Find the heart of your narrative . . .** find your voice, find your path.

WHY? The Path **CLARITY** to **FIND YOUR VOICE** to find your content, open up your narrative and connect to this new path. **TO** See yourself as more. . . To get more. Every Step you give is **YOURS** know where you've been. Find the timeline that lights you up and find the Content that you connect to, find your Mastery.

Week 3 **MASTER THE ART OF CONTENT + TIME**

How do I teach what I know? Discover the volume and depth of your knowledge and experience.

WHY? You don't know what you know until you start to teach it. You don't realize HOW valuable you are. Sometimes as we start to walk toward a goal a whole new path reveals itself, **STAY Open!**

Week 4 **CONTENT DIRECTION STRUCTURE + PACKAGING Creating a Product of Value.** Time and content structure. Map Build and Refine Content

WHY? Your path is lighting up and your content structure and systems are developed here. This is where you make **A Product of Value.**

Week 5 **Build an Online Brand | Community | Platform.**

Build confidence and community and stand in your full power as the forward face of your brand.

WHY? This is **NEXT LEVEL** this could be your first downloadable product or your first Coaching System or Workshop or Video Craft /

**Business Series. Or Speaker Profile. Elevate
your Brand Elevate YOU.**

**You are becoming a Speaker, Instructor,
Mentor,
Leader in your Industry. Step UP.**

DESCRIPTION | BETA TEST

CONTENT CURATOR Description + Outline

Are you ready to make Digital Products?

Content Curator with Sue Bryce is a 5 week LIVE content development and curation workshop for speakers, educators, mentors and digital product makers.

This series introduces you to digital products and the unlimited potential you have to create in this space around your knowledge and experience.

Learn how to harness and organize that knowledge presenting, packaging and producing a product you can sell and finding your unique CONTENT voice, that is the magic you put into these products.

This workshop is for content creators that want to learn how to . . .

- Curate and organize content for education and instruction videos.
- Make empowering mentoring and accountability products.
- Build a Speaking / Mentoring / Education brand.
- Craft dynamic keynote presentations and workshops for in person and online.
- Create ebooks, guides, templates and auxiliary products & learn how they work together.

I will be live weekly for 5 weeks. All classes will be recorded and you will have full access to these videos but they will be private not sold.

Learn more: contentcuratorworkshop.com or link in bio.

COPY EDIT | WEBSITE | LAUNCH CLASS

The LAST thing I ASK . . .

IS IT Authentic? INTERESTING?

Educational Entertaining Engaging Empowering
Emotional Enthusiastic Energy + Intention

This I know about People: **People want more**, when people want more they need to GROW and when they can't see the path, they get STUCK and this feels paralyzing.

Or they start to GROW and get kicked off their path by FEAR or AVOIDANCE or being out of alignment energetically, being overwhelmed by too many things to do and trying to binge grow! With zero Boundaries.

Instead of **Do the work step by step and BUILD VALUE** You feel stuck, unseen and unable to TAKE ACTION. Because you don't know what work to do.

We are illuminating the path forward. You have done the work and now you can empower others to do the same.

HOW do I know this? MY TIMELINE showed me this.
I Lived it I was that STUCK bitter Poor ME living
Month to Month with No Value. THAT is MY
PERSONAL WHY!
Self Value 101.

What's MY Magic? HOW when WHY do you feel
Authenticity? Interested, intrigued, captivated?
Is it the Education or Entertainment? When are you the
most Engaged + Empowered by ME as a Mentor.
Am I Connected, Emotional? Can you feel my
narrative?
Do you feel my passion Enthusiasm Energy + Intention

My recipe is . . .Strong Content Direction. Steps to
Mastery. Path clear, Steps clear. In My Lane.
Focus + Emotion, Clear Goals, Set your Intention.
Certainty + Conviction = CLARITY and GROW

Infused with VALUE executed with the TENACITY
of a Pitbull with a BONE.

What's your MAGIC?