

Content Curator Week 5

Star wealth dynamics | Stars perform other peoples Content.

Building an Online Brand | Community | Platform.

How did I build this AUDIENCE?

I've had some massive epiphany's working with you all

There has to be a LIVE or In-person Component!

I do not sell any video or release any product without a LIVE component.

ENGAGEMENT: When I am fully BOOKING and SELLING out and getting big numbers . . . I AM LIVE or IN PERSON in some way. Live in the group.

I am always referring to THE STAGE:
The physical STAGE and ONLINE

You PRESENT IT online or in-person.

It might be a lesson but it's just a Demonstration, a Presentation.

Then THEY try to do it . . . WHAT's NEXT?

The LIVE component is THE COACHING with Engagement + Accountability and real time responses to questions.

I said I don't like Coaching but the truth is that's ALL I do, I just do it en masse. I create these huge Coaching Tracks that ultimately lead to you learning a craft and building a business.

When I look at the \$ growth on my education timeline I realize significantly more income comes from the coaching products and systems than the presentation classes.

Perfect Example: 2 Workshops on CL and then 28 Days was the Steps to Action to build that.

**Me doing it V's You doing it
V's You doing it with me live**

HOW many **Digital Product Makers** here thought they were just going to make products and put them online and they will sell. There are still so many ways you can speak about this product and connect it. Don't hide nice try though . . .

I identified years ago that people seem to sit on either side when it comes to finding your natural marketing strengths. I was 100% right side. However once I mastered speaking I realized everything I avoided on the Left side was FEAR based.

In person Presentation

Networking
Presentation/ Talk
Sales Experience
Trade shows
Connections B to B

or Online Publishing

Micro Blog | Vlog
Design/Graphics/Visuals
Videos/Slideshows
Stories/Campaigns/Ads
Concepts/Content

As a new business owner I felt safe developing the right list, I was TERRIFIED by that left list. I could design at home and then when I put it out there people would respond online OH VALIDATION it was EASIER than putting myself on stage.

Inevitably the time came when people were asking me to get up on stage. I don't love doing the left side . . . It's not my natural state but it's so much easier with confidence and trusting my voice.

As a Mentor, Coach, Instructor, Industry Leader, Speaker . . . THAT's the ENERGY I want you to step up into. I can activate any of these marketing options.

Audience + Community | RULES Boundaries
Moderators 24/7 Expectations Drama People ENERGY

CL was LIVE and recorded. Watch for free and then purchase. But no ongoing coaching, no more live connections, so I created a private group on FB off this class. I did this for every In-person Workshop I did IN THE LAST 10 YEARS and still do it.

To Build momentum to maintain the connection, keep people focused and engaged and build communities.

If I am going to pay to watch a talk or a video class?
What is the VALUE to being there in person? Or having them live online? To . . . Just watching that talk.

I have questions and I need more information. REAL TIME

I would have done a CL teaching it, built a Instructors FB group and I would have developed it.

Consider this: Back then the bridge between us was considerably closer. The more successful I get the bigger my name got the harder it was for people to see themselves in my story. Sometimes you think you are not there yet but I'm asking you to develop a path of action for people and build up and develop from there.

So for the last 9 years I could have been developing that group and building it and curating more content to full their needs and **I would have had an income from it. . . .** Just like I did with SBE you see, This content stays with you ITS YOURS.

The path you're choosing right now to walk . . . IT might not be clear to you but when it feels right start walking towards it and watch it OPEN UP.

I also built a huge audience on Social Media by being creative, consistent, and curating interesting content. This is also where you audience is now, Instagram and reels but here you are competing with algorithms and rapid scrollers. Your goal on Social is be interesting. However building an audience?

💡 HOW did I build so big? My goal was to be the best Instructor on that stage! I focused on being Giving, Authentic, Knowledgeable, Entertaining . . . Those things got me invited back!

But . . . “To be the best Instructor, you have to have the most successful students.” I am not standing up here CHEST out telling my me-story so your ego can bounce off my massive ego in a harmonious narcissistic symphony.

I WANT YOU TO WIN you might think “I also want everyone to win” . . . WAIT FOR IT! 99% of Instructors hold fear around GIVING their Content away and their mentees becoming more successful.

BALANCE: Check that EGO with Assertive Boundaries

I elevate my students THIS elevates me
I elevate my team THIS elevates me
I am CONNECTED INVESTED and EXCITED
watching people step up and grow.

If they OUT grow you, release them with LOVE.

When they come up against me their ego is flaring and I know that means they are stepping up to the next level that's ego's way of feeling important. I am not responsible for your energy, I am responsible for MY energy. I am not in your way!

I still do not hold back I give (literally) the STEPS forward.

With a Catch ME _____ IF YOU CAN energy
+ a CHALLENGE to exceed me.

If you have a Mentor . . . Elevate your Mentor!
And they elevate YOU.

You are such a great Mentor I learned and applied
THIS! YOU are such a great STUDENT look they
learned and applied this! You grow . . . I grow!

EQUAL EXCHANGE | Good JuJu

Also Social Proof - Can I grow someone to be as
successful as me?

 There is no Crown . . . I have NO Sovereignty
I am not ABOVE you, I am further ahead. There is no
subordination here, never look at someone and think
they're above you, in fact the best advice I can give
anyone is DON'T ask how can I get noticed by this
person?

ASK How can I bring VALUE to this person and this
brand? Make me an OFFER of value! I am a Business
owner.

I am a Content Curator and I am a Mentor. For as long
as this lights up my soul I will walk this path. Yes it is
connected to my soul, But it is not WHO I am this is not
my identity. It's not yours.

RULE: Online “IF you are NOT paying for it . . . YOU are the product!” FB (Beta)

BETA TEST I don’t want FEEDBACK! I want to find the people I can GROW to the next level and then do everything in my power to help that.

This is how you build a team and a power network of Mentors and Moderators I grow YOU grow Lets grow . . .

NOTE: BETA TEST for FREE or for FEE

Pitch: Beta Test I am developing a new coaching series . . . I have created a new product.

If you have an audience and you put out the Beta Test as a 4 or 6 week coaching system the question is . . . Can I charge? Not HOW much can I charge?

10 STEPS TO BETA TEST

a Coaching Series or Workshop

1. BULLET brain dump, plump it, flip it . . .
2. BONES Map / Combine + Refine
3. OUTLINE Ready for PITCH + Presentation.
4. TITLE Name the baby
5. PRODUCT What is it?
6. DESCRIPTION Sell it to me, who for? What will I learn?
7. TIME How long, when + where?
8. PLATFORM Online or In-person? Live or Recorded?
9. COST How much
10. BETA TEST for FREE or for FEE

More Options for Platform . . .

PLATFORM Host? Online or In-person? Live or Recorded?

1: Host Website % Revenue Example: TPM - Outline / Pitch. The benefit to getting to the TPM stage is I am going to run this content WITH YOU Through you, you speak it to me and I feel everything I need to know.

The content is refined with you, It's filmed for you and we do the marketing and the % you earn is from the profit. To get there you have to go have a strong pitch + Outline, speaker presence, outstanding craft and or business presentation skills and RECOMMENDATIONS.

If you are the Production budget? You are the BOSS. This is yours! Own it!

2: Broadcast Setup LIVE | Small production cost setup

CAMERA Computer Web cam or DSLR to ZOOM as we are now or FB Private Group.

TIP: DSLR - Restart + Picture Style

SOUND Lavalier (Lapel Mic) or Podcast Mic into Computer or DSLR.

LIGHT Ring or Constant Light.

TELEPROMPTER hack monitor. - Build a SET!

Minimum I would expect from a Coaching Series or Beta test of a System or Workshop

3: NEXT LEVEL Cam op/Technical Director to Editor
(Medium production budget + Set up cost)

CAM op/TD \$200 - 400 per day (One)

EDITING \$200 - 400 per day (Time based)

CAMERA DSLR - VIDEO CAMERA

(Multi Cam set up for editing or Switcher 4 cam)

SOUND Lavalier (Lapel Mic) PC Mic into Sound
Board

LIGHT Constant Light. (DSLR - Picture Style)

Bigger the set bigger the light!

TELEPROMPTER or monitor

Build a SET!

SWITCHER: Optional

This is going to take me to a NEXT LEVEL production
QUALITY OF CAMERA, QUALITY OF LIGHT,
QUALITY OF AUDIO.

Once I have purchased the right equipment (Not wasted
my time or money on things Sue said I DO NOT
NEED!)

The running cost is CAM OP/TD like Sierra is now.
Studio or Location cost I am at home. Fast WIFI. Good
Content AND A WILLING FULL HEART.

NOTE: This is not a production of Lord of The Rings an education company started at the same time as me, they had a high Production Value huge crew boom arms drones and I put my emphasis on CONTENT value. I'm here they're NOT. Film it well, light it well and give me some GOOD audio . . . Oh yeah now add AWESOME CONTENT and I'm yours!

4: NEXT LEVEL Production Team (Big production budget) Year 3 weekly LIVE Broadcast.

Producer / Content Producer / Line Producer / TD / Audio specialist / Cam ops / PA's to Editors. YOU do nothing but deliver CONTENT you are paying 10 other people!!!! NONE of these players sell me MORE workshops! Does it make my ship go faster?

And that is essentially what you are doing with a host website deferring the cost to percentage based revenue.

PRODUCER: Aaron Andersen is a Producer GOD he taught me more about being on camera and being produced than any person I met. I need an AARON not a Production team.

This is the MAGIC Right here.

3: NEXT LEVEL Cam op/Technical Director to Editor
CAM op/TD EDITING

Fixed costs: + LEARNING CURVE

CAMERA DSLR - VIDEO CAMERA

SOUND Lavalier (Lapel Mic) or Podcast Mic into
SOUND BOARD

LIGHT Constant Light. (DSLR - Picture Style) Bigger
the set bigger the light!

TELEPROMPTER or monitor

SWITCHER: Keynote + 3 Cam

Build a SET!

I told you in week 3 that I want to teach LIGHTS,
CAMERA . . . ACTION

Well after writing all of this I know in my SOUL this is
LIGHTS, CAMERA . . . ACTION

If I FLIP this BULLET to Headings I have 10 Verticals

- CAM op/TD
- EDITING
- CAMERA
- SOUND/BOARD
- LIGHT
- TELEPROMPTER
- CONFIDENCE MONITOR
- CHAT MONITOR
- SWITCHER
- BUILD A SET

Here I can Coach, Beta Test, Present, Teach, Connect
and I make \$ from my home studio!

My current set up is a TV station I can live Broadcast to
any platform in the world that has good WiFi. I will
walk you through each broadcast level in week 6.

10 STEPS to Beta Test a Digital Product

Online Download, Printable, Preset, Template, PDFS

Audio files. Audio books. ADD Recording + Editing

1. BULLET breakdown idea
2. BONES Map Text + Design
3. ~~OUTLINE~~ Ready for presentation | DESIGN Product
4. TITLE name the product
5. PRODUCT What is it?
6. DESCRIPTION: What does it do? And how does it help?
7. ~~TIME~~ - the brand + NARRATIVE around this product.
8. ~~PLATFORM~~ - STORE e-commerce systems
9. COST How much?
10. BETA TEST - Find beta test subjects.

10 STEPS to Write A TALK or Presentation

1. BULLET brain dump, plump it, flip it . . .
2. BONES Map / Combine + Refine
3. OUTLINE Ready for Pitch/Presentation
4. TITLE Name the presentation
5. PRODUCT Business or Keynote Presentation? Or Craft/Skill Demonstration?
6. DESCRIPTION Sell it to me, who for? What will I learn?
7. TIME How long, when + where?
8. PLATFORM Online or In-person? Live or Recorded?
9. ~~COST~~ - CHARGE How can I get paid? Product? Workshop? Mentoring?
10. ~~BETA-TEST~~ practice it, perform it, refine it. - BUILD a dynamic visual keynote!
-CONNECT IT Follow, Learn More, Link gift . .
. What is NEXT (last slide)

Next step: Options

PRESENT IT . . .

DEVELOP IT add it to your IP Presentations - Apply for talks

FILM IT or HOST website | Sell it as an online product
Add it to WORKSHOP content 1 - 3 Days

10 STEPS to BETA

10 STEPS to LAUNCH

10 STEPS to SELL it PROMOTE it

10 STEPS to BROADCAST

10 STEPS to BETA TEST

1. BULLET brain dump, plump it, flip it . . .
2. BONES Map / Combine + Refine
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4. TITLE Name the baby
5. PRODUCT What is it?
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10 STEPS TO LAUNCH

1. DEVELOP Refine CONTENT COPY Titles and Descriptions!
2. FILM it EDIT it!
3. Visual BRAND / Product of Value. Package it, assign visuals!
4. AUXILIARY Products Design + make! Bonus product.
5. CLARITY Marketing Offer of VALUE! GIVE + Communicate VALUE?
6. Sales + Booking page / Learn more, sign up.
7. Testimonials/Referrals Social Proof!
8. E-commerce Systems: Store + Library / Customer Support!
9. Platform - Store / Library / Host site / FB Reels IG YouTube Vimeo
10. Set LIVE dates LAUNCH class for sale - Promote! PRACTICE

10 STEPS TO SELL IT / PROMOTE IT

1. PROmotion / Sales Video
 2. Ad spend - Target clients!
 3. WHERE CAN I speak about this? Podcast, Event, Interview, Social Media,
 4. Network / Community (Marketing on the Periphery).
 5. X Promote / Affiliates / Ambassadors.
 6. Link tree book speaker, contact WB Speaking bookings.
 7. Instructor / Speaker / Mentor - Profile page. Speaker Bio | Power bio 3x3 | Profile shoot.
 8. Speaker Reel/Or 10 minute presentation video or online link.
 9. Ask for Testimonials and Reviews? Elevate your success stories!
 10. Brand Product Story
- SHOW don't tell. I don't SELL this, I DO this . . .
With great love.

10 STEPS to BROADCAST

1. CAM op/TD
2. EDITING
3. CAMERA
4. SOUND/BOARD
5. LIGHT
6. TELEPROMPTER
7. CONFIDENCE MONITOR
8. CHAT MONITOR
9. SWITCHER
10. BUILD A SET

PRICING | E-commerce Online SALES | Sales System

Pricing + Sales is a VALUE metric . . . I believe there are 3 sales systems to breakdown.

Sales System: Setting up a sales system in your business starts with Clarity!

You might see this as your Production system or Service system but its really the foundation of your selling system.

What I DO? What I offer? You create a Product of VALUE and an Offer of VALUE around that service, product and experience. . . Marketing / Brand Clarity that communicates, connects and creates desire wait I thought you said sales system well Marketing is part of your sales system you cannot market until you can sell.

and then the system to book clients and deliver on that product and service PUT a price on it. ADD multiple points of Customer Support. Until that system is locked in with clarity and value you are just talking, not selling and not booking because there is no NEXT STEP for them to take. Sales comes down to a Yes or No

E-commerce System: The Physical act of creating the systems in your website from Store to Checkout to payment to download of your product or booking for service. Add SEO and Pixel tracking here make this system WORK FOR YOU.

Value System: No More and No Less.

Pricing

How long is a piece of string? What are you worth?

Do you want me to set an industry standard? Why?

Preset / Template Price \$7 - \$99 (Up the price with live or tutorial videos)

Coaching 1 on 1 \$400 - \$2500 starting + (Group Per Person)

Workshops 4 - 20 People in person \$1200 - \$2800 starting +

Online Workshops with Live component \$99 - 399 Starting +

Great Example: 6 Foundation Pillars of building a business BSchool \$2000 gives \$1000 affiliate, AND releases it live twice a year. High Price point, these dates - creates desire and demand and thousands of people sharing it with their bonus and auxiliary products.

Packaging and Bundles Combinations. Bonus videos -
Auxiliary products FREE VIDEO Lead capture?

Instructors / Co-instructors / Product ambassadors /
Affiliate + Rev share.

Rev Instructors 20 - 40 %

Co-Instructors 10 - 20 % each

Guest Instructor ? DON'T Try Expert Learner!

Product Ambassadors & Affiliate
profit revenue 5 - 10 %

Speaker Training LIVE ...

LIVE / Chat / Evergreen / Systems

Speaking terrifies most people . . . But it's not the
speaking that you are afraid of . . . It's the rejection, the
AM I good enough question that hovers over you like a
dense fog. Now as a speaker of 12 years I can honestly
say . . .

25 People in a room or 11,000 in a room or online trust
me there's no difference. Learn to breath, ground your
feet, set your intention and speak heart
and then prepare incredible content.

LIVE component: Read + Talk CHAT Q + A
Chat: Zoom + FB / IG have chat boxes. Support in
Chat. If you don't say it it does not exist.
Evergreen - Library

DON'T I'm filming a new class. Coming SOON . . .
Don't TEASE it . . . ANNOUNCE it!
Show it, don't tell us about it! THEY DON'T WANT
TO WAIT they want to buy it now

DON'T WRITE TO YOUR AUDIENCE What do you
want to learn?
DON'T I am going to teach you . . . Start teaching.
Live Start . . . Get started/connected!
ALWAYS record!

Speaker Practice: There is ONE way to get good on
Stage In person presentation or event speaker or an in-
person conference/workshop.
Online or In-person one on one and group coaching .
Be a Podcast guest. Podcast Agents. Most Podcasts
have video now!
Video Interview for Social Media. Be interviewed, host
the Interview.
Networking event.

You are pitching yourself as a Speaker. HOW? How do
I bring VALUE?
Name, power bio, express interest in application, I
have . . .

Product or Craft demo's for IG Reels FB >Stories:
Excellent marketing content lots of Show don't tell!
Brand Ambassadors!

This week Canon video 5 minutes for You Tube.
Videographer Filmed me getting the shot BTS . . . I got
the shot, pulled 8 Images put them into a keynote put
BTS clips between each still and then talked through it
for 5 minutes. So easy and so engaging. Show don't
tell.

Confidence Flow Power.
Speaking to camera EXPRESSION AND
CONNECTION. Watch your video.
No face to Mirror CONFIDENCE monitor.
Teleprompter means I am looking at you but seeing my
notes.

Vanessa V E ON YOU TUBE
Wave to audience . . . I do that!
Hand Gestures (Top Ted Talks . . . I do that!)
Move hands NOT feet or head.

Steps to ACTION How? Narrative is Why?
First line . . . Last line . . .
Finish . . . Q A
Know your audience, know your content.

Week 6 Bonus - Broadcast!

Broadcast Setup - Camera / Teleprompter / Rode board /
Switcher / Mic / System

QUESTIONS

BULLET brain dump, plump it, flip it . . .

BONES Map / Combine + Refine

OUTLINE Ready for PITCH + Presentation.

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PRODUCT What is it?

DESCRIPTION Sell it to me, who for? What will I
learn?

TIME How long, when + where?

PLATFORM Online or In-person? Live or Recorded?

COST How much

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