

marketing

*name:* SUE BRYCE

*3x3:* (WHO I AM / WHAT I DO / WHO FOR)

I AM A SPEAKER + EDUCATOR I TEACH WORKSHOPS IN  
PERSON AND ONLINE  
I HELP CREATIVE SOLOPRENEURS FIND THEIR TRUE PATH  
AND THEIR SELF VALUE.

*industry:* SELF DEVELOPMENT / BUSINESS

*content:* PUBLIC SPEAKING. PERSONAL BRAND. CONTENT  
CURATOR. SELF VALUE.

*products:*

IN-PERSON WORKSHOP SPEAK

ONLINE WORKSHOP PERSONAL BRAND

ONLINE WORKSHOP CONTENT CURATOR

ONLINE WORKSHOP SELF VALUE

*website:* SUEBRYCE.COM

*podcast:* HOST NIKKI CLOSSER - BUSINESS, MONEY, YOU

*subscribe:* YOUTUBE, BLOG - @SUE-BRYCE

*follow:* INSTAGRAM: @SUEBRYCEPHOTOGRAPHER

*join:* THE SUE BRYCE COMMUNITY

*how:* TO WORK WITH ME

Is it clear *who you are* and *what you do*?

Is it clear *what products* you sell?

*WHO do you want following you?*

**EXAMPLE:** AS A PHOTOGRAPHER I SPEAK TO MY  
CLIENTS. IF I CREATE PRODUCTS FOR  
PHOTOGRAPHERS I AM NOW SPEAKING TO A  
DIFFERENT AUDIENCE.

**I WOULD CREATE A COMMUNITY FOR THE PHOTOGRAPHERS**

*join:* COMMUNITY, WAITLIST, NEWSLETTER

*subscribe:* NEWSLETTER, YOUTUBE CHANNEL, MEMBERSHIP

*follow:* INSTAGRAM, PINTEREST, TIKTOK

**YOU BUILD AN AUDIENCE ON SOCIAL**

**SOCIAL IS FOR SHARING AND SHOWING OFF  
NOT SELLING**

**YOU BUILD A LIST FROM YOUR AUDIENCE  
AND SELL TO THEM**

AN AUDIENCE IS A *product*

AN AUDIENCE IS NOT A *community*

AN AUDIENCE IS A *social following*;

THEY WANT ENTERTAINMENT

A COMMUNITY WANTS

*connection and engagement*

THEY BUY FROM YOU.

WHEN I LAUNCHED SBE I HAD:

*54k photographers*  
IN A PRIVATE COMMUNITY

*8k* JOINED IN YEAR ONE

*28k+* ALL TIME USERS OVER 8 YEARS

WHEN I STARTED TEACHING *workshops*

I STARTED SPEAKING *on stage*

IN MY INDUSTRY *to my peers.*

*25-300* PEOPLE,

THIS WAS THE COMMUNITY *I was selling to,*

I WAS FULLY BOOKED.

CREATE A PHOTO CAROUSEL OR VIDEO

THIS IS ME DOING IT. *freeze*

NOW DON'T SELL. YOU ARE ALREADY **SHOWING**  
YOU DOING SO WHAT IF YOUR WORDS ARE GIVING  
NOT SELLING?

# MEDIA TRAINING FOR THE TODAY SHOW AND THE TALK WITH GEORGE MERLIS

he said media uses ST words as the most  
dynamic headlines

STRONG ST words:

*listen • stop • start • strongest • weakest • biggest  
best • worst • first • last • fastest • slowest • most  
least • smartest • dumbest*

these have polarizing spectrums (clickbait)

*trust* me...this works / no one wants this

*adjust* your crown / attitude

*resist* the urge to...

*invest* in yourself...

*test* your knowledge / strength

*cost* effective hack

*boost* your confidence / bank account

*instant* relief / success

*best-selling* established studies show standout stress-free unstoppable

*fun fact:*

these are all *ST* words  


podcast

broadcast

stage

instructor

host

**STOP** TELLING ME *WHAT* YOU TEACH ME AND  
*teach me something*

IF YOU'RE A COACH, MENTOR, SPEAKER, INSTRUCTOR, HOST:  
**SHOW IT**

IF YOU CRAFT, BUILD, DESIGN, MAKE RECORD, CREATE:  
**SHOW IT**

IT'S JUST A GLIMPSE, A SNAPSHOT OF YOU/YOUR WORLD:  
**OWN IT**

# Chicken/Egg

if you *create a workshop* you have to  
*sell your first workshop*

the images/video and testimonials you use should  
come from your coaching and beta testing

PRO TIP: IF YOU USE STOCK IMAGES YOU ARE NOT IN  
THE IMAGES AND YOU ARE NOT DOING THE WORK  
AUTHENTICALLY IT DOES NOT WORK.

TO BECOME AN INSTRUCTOR, A SPEAKER, A  
COACH, A MENTOR, YOU HAVE TO HAVE  
*content to teach.*

BREAK YOUR CONTENT UP INTO LITTLE BITES  
AND SHARE THOSE. THAT'S WHAT TEACHERS DO,  
*they teach.*

make it a *statement*  
ask a *question*  
solve a *problem*  
(start with *ST* words)

IF YOU GO TO SOCIAL MEDIA AND  
ANNOUNCE A NEW WORKSHOP...  
*you're selling.*

## *1: Announcement*

NEXT STEP, SALES PAGE WITH VIDEO, LOW  
ENGAGEMENT POST, LOW SALES AND HOW DO  
YOU KEEP POSTING ABOUT IT.

## *1: Announcement*

AFTER YOU'VE OPENED IT TO YOUR LIST AND  
NOW YOU ONLY HAVE 3 SPOTS LEFT.

**LISTEN** TO THIS CREATIVE HACK  
**STOP** THE FEAST & FAMINE OF CREATIVE BUSINESS  
**START** THIS TODAY  
**STRONGEST** CONNECTION YOU WILL FEEL  
**WEAKEST** LINK IN YOUR BUSINESS IS...  
**BIGGEST** MISTAKE I MADE...  
**BEST** SKILL I LEARNED FOR MY BUSINESS  
**WORST** MISTAKE BEST OUTCOME  
**FIRST** THING I'M BUYING...  
**LAST** TIME I WILL EVER HAVE THIS EXPERIENCE...  
**FASTEST** WAY TO CREATE THIS  
**MOST** ASKED QUESTION AT THIS EVENT WAS...

YOU ARE NOT GETTING PAID *for the effort you put in*

YOU ARE NOT GETTING PAID *for the years of mastery*

YOU ARE NOT GETTING PAID *for your time*

**YOU ARE GETTING PAID SO I CAN HAVE AN EXPERIENCE / *VALUE***

**SO I, THE CLIENT, CAN *FEEL* AND *EXPERIENCE* SOMETHING THAT I WANT**

**FIND OUT WHAT PEOPLE VALUE IN YOU,**

*find out why they value it*

don't write a *novel*

one *bite* at a time

have some *fun*

**PUT YOURSELF AND YOUR PRODUCT  
OUT THERE WITH CLARITY AND VALUE**

**SELL EVERYTHING BUT THE PRODUCT!**

*show* **DON'T** *tell*

*show* THE MAKING OF IT  
THE CREATION PROCESS  
THE CRAFTING  
THE MASTERY  
THE MANUFACTURING  
HOW AND WHY

**SHOW** THE BENEFITS

**SHOW** HOW IT'S  
*used/loved/shared*

**SHOW** THE **JOY** OF  
*wanting it, getting it,  
enjoying it, using it.*

*show*

**THE EXPERIENCE  
THE GIFT  
THE REACTION  
THE TRANSFORMATION**

*show*

**THE CONNECTION  
THE CREATIVITY**

*show*

**THE EMPOWERMENT  
THE FUN  
THE EDUCATION**

elevate your *energy*

**BRING YOUR FULL SELF TO THIS EVENT,  
TO THIS BUSINESS**

*be present, listen, hold space,  
ask questions, introduce people,  
transmitting*

THE *founder* STORY

*your* STORY

SHOW:

THE *brand* STORY

THE *product* STORY

TELL:

YOUR *clients'* STORIES

IF YOU WANT TO LEARN HOW TO **SELL**

CHANGE THE WAY YOU FEEL ABOUT

*yourself* AND YOUR *product!*

