

BONUS for FLE Biz Training - Key #3: Content Organization & Creation

What is the Millionaire Trifecta?

The Millionaire Trifecta

There are many resources and services you can offer your target audience. By themselves, some are better than others. When you combine them, they can enhance your success or harm it, if it's not done effectively. Certain ones, in the right combination and presented in the right order for your target market, can become unbeatable allies in your success. These are what I call the "Millionaire Trifecta."

To create a Millionaire Trifecta for *your* RTITI niche division, you want to provide three main categories of offerings. Here is a list of offerings of them and the pros and cons of each:



1:1 Coaching/Therapy Services

These are direct services provided to one person/family/couple that provide high-fee active income.

Pros:

- o People like getting personalized 1:1 attention.
- o Coaching is "in," like a fad. Therapy still has a stigma.
- o You can charge a higher hourly fee since you are serving only one person.

Cons:

- o You can only serve one person at a time (or one couple or one family),
- o You are trading one hour of your time with one person. You could trade that hour for the same fee multiplied by many people.
- o Because you can serve so few people, your fee needs to be high, the highest fee-based service you offer.
- o Because your fee is so high, it will limit how many people can *afford* to use this service.
- o If you are a licensed therapist, especially in the U.S., you probably can't provide services to people outside your state. That could limit you *a lot*. To broaden your reach offer "coaching" to out-of-state clients. This will also help with professional liability issues.

Conclusions/Recommendations:

- o Because you can only serve one person/couple/family at a time, you want to save these precious hours for only your best, willing-to-pay Ideal Clients. Use your other resources to educate and support the masses and to screen/advance your Ideal Clients to this top-level service.
- o Never offer coaching as your only service. You will always be limiting your reach and income-potential, unless you develop a coach-training program that's scalable and have a system that you can replicate.



Speaking/Program Services

These are direct services provided to groups of people attending at the same time. There are actually three sub-categories in this group. Some will bring in small numbers of very high-paying clients for active income and others will bring in large numbers of low-paying clients for active income. Here are the comparisons:

1) *Professional Speaking (One-directional Speeches)*

There are two kinds of public speaking you will do:

1. Free programs *for marketing purposes*. You'll learn a lot about that in Key/Module 5: Marketing.
2. Paid speaking. This is when a company/organization contracts with you to speak for pay. That's what we are looking at here.



Pros:

- o Being a public/professional speaker does wonders for your credibility, exposure, and positioning yourself as an expert in your field. It's a great ego-booster, too. This isn't necessarily a bad thing, as it can help you comfortably and confidently step into calling yourself an "Expert."
- o You get great experience and skill development that will benefit you when you are providing other speaking services, developing audio/video products, and when you do media interviews.
- o Once you are experienced, you might be able to get on professional speaker bureaus who actively market your speaking services.
- o If you enjoy speaking, it's very energizing.
- o You will usually feel like you are making a *big* difference in *many* people's lives.

Cons:

- o You usually don't get to know the people in the groups to which you are speaking, if they are large.
- o Depending on your target audience and industry, speaker fees aren't as high as what business-oriented industries or motivational speakers can command. This is especially true in relationship and parenting fields. Conference speakers (group facilitators) usually aren't paid, only the keynote speakers (speeches).
- o Unless you are a celebrity, it's hard to command big speaking fees.



o It usually involves travel, which sounds glamorous, but in today's world, it can be tedious and takes you away from family for long stretches. This also can throw off your project management schedule, as it takes a pressure-filled week to prepare to leave, arrange coverage, and then catch up when you are back.

- o To get these engagements and/or to get on a speaker bureau, you will need a *very professionally-produced* speaker kit that includes powerful, short professional-looking demo videos. These can cost several thousands of dollars to develop with professional copywriters, designers, and videographers.

- o Unfortunately, most speaker bureaus aren't looking for parenting or relationship experts, because the sponsors usually have low budgets. So getting on a speaker bureau can be a challenge (fees may be involved) and once there you might not get many engagements.

Conclusions/Recommendations:

- o Focus on other forms of speaking first, to build your skills and credibility. Videotape yourself whenever possible; you can use those videos in a variety of ways (see other products below), including your speaker kit demo videos.
- o When you have the income, pay to have a professional speaker kit developed for you. (See Key/Module 5: Marketing – Speaker Marketing.)
- o Only then do you want to do speaker marketing and research possible speaker bureaus that market to your industry/field/target market.
- o If you have an admin and DSP team to cover for you when you travel, it will help, but that's an additional expense. If you can earn \$1000+ a day, it might be worth it, though.
- o Public or paid speaking is great exposure to large groups. So regardless of whether you do public speaking for free (for marketing purposes) or fees, you want to use these events to bring once-strangers into your product funnel and onto your list.

So always:

- + Offer something free to them that they sign onto your mailing list to receive.
- + Offer follow-up programs/services to learn more.
- + If allowed, sell products in the back of the room, giving a discount for purchasing them that day.

2) Live Educational Classes (Group Facilitation)

Pros:

- o You can convey the same information to many people at once.
- o Group dynamics offer support, connection, and move the group together towards shared goals.
- o Live workshops provide more opportunities for skill building, practice, support and follow-up.
- o Participants can achieve deeper transformational experiences than one-directional speeches, which usually motivate people then provide no follow-up.
- o What and how the group learns can bring longer-lasting change.
- o Since each person pays for your time, it multiplies your per-hour income.
- o If you like speaking and interacting with people, it's tons of fun!
- o You will usually feel like you are making a bigger difference in the world, by serving groups of people.



Cons:

- o Workshops/classes that take place over multiple days or weeks usually have lower attendance, because of the time commitment.
- o Depending on your geographic location and target market, you might not be able to charge high enough fees per person to add up to what you'd like to be paid for your time. The fact that a group of people are collectively paying you helps.
- o Like coaching, there is only so much you can deliver yourself.
- o Depending on your target market, you might need to offer evening or weekend classes. This cuts into family time, too.

Conclusions/Recommendations:

- o Definitely offer this service locally in your area on a regular basis. Use local marketing strategies to boost attendance. (See Key/Module 5: Marketing – Local Marketing Strategies.)
- o Videotape at least one, of not several or all, of your full-length classes. (See Lesson 7 of this Key/Module.) Use these videos to create on-line courses (see next sub-category) and other video/audio products. This can be justification for offering lower fees, for their participating on film.
- o Do skill assessments on every full-length class, to document results, help you improve the class, and to qualify as a RTITI Trainer-Of-Trainers (T-O-T).
- o Once you know you have a proven-effective program (through skill assessments and evaluation results) you can standardize your course so others can train it and you can develop your Group Facilitator (GF) certification program. This will get your programs into other locations, serve a much larger number of people than you can serve alone, and bring in passive income from your GF's fee splits.



3) Virtual speaking - webinars & teleseminars

There are three types of “virtual” speaking:

1. *Delivered Live without interaction and Recorded* (always record). These occur at a scheduled day/time. People can *choose* to attend live or hear the recording later (buy it or provided free). They are usually free, but could be fee-based. The Parents Toolshop® Teleseminar series was like this (free and recorded) and is now an album for sale.
2. *Delivered Live with personalized support/coaching* and recorded. These occur at a scheduled day/time and are usually fee-based, since they offer personalized services. People *must* attend live to get personalized support, but can opt to hear the recording later (can be included in fee or you can offer the live free and have them pay for the recording). The RTITI Leader Support webinar is like this (included in the fee).
3. *“Evergreen” courses* are pre-recorded programs that are set up to be automatically delivered (while you sleep) whenever the participant wants to start or consume them. They can progress at their own pace or you can have them do some virtual learning and then attend scheduled

support/coaching calls/webinars. This is a combination of the first two. Many RTITI courses are like this, including the Advanced On-line T.I.P.S. and RT/PT Leader Certification Training programs. All use evergreen training materials plus live, personalized support.

Create It **Once** And Make Money Over & Over Again!

All of three have the following pros/cons:

Pros:

- o You can serve a *huge* number of people at once, even thousands on one live program or millions with pre-recorded and automatically-delivered programs.
- o You can serve people no matter where they live. As long as they have internet or, for support *calls*, affordable long-distance phone services.
- o You can provide live training, interaction and support.
- o You don't have to travel. All you need is internet access and conferencing services, which are free. If you aren't on camera, you can do them in your pajamas and slippers, if you want.
- o You can deliver both one-directional speeches and smaller group facilitation workshops that foster deeper learning.
- o You can set up discussion forums and mastermind/support groups for small group discussions (usually free).
- o Live classes can be turned into pre-recorded evergreen courses. Evergreen courses can provide high-quality programming that brings in substantial passive income.
- o If you record your programs, you can repurpose them for new products you can sell to people who weren't there live.
- o Your programs can feature you and other guest experts. Those experts will help promote the event. They help you create valuable content *and* market your program, which builds both your lists and brings new people into your funnel.
- o People are busy. They like having the option of not having to travel and get babysitters. They especially like evergreen programs that they can consume at their convenience.
- o You can provide "hug seats" that are like a 1:1 coaching session that benefits everyone.
- o You have many options to choose from that can provide the benefits of coaching (group or individual) and speaking, without the disadvantages and expenses those services.
- o The fees for these can be low to attract huge numbers of participants or high-end if there is personalized coaching or support included.

Cons:

- o Your participants must have internet and long-distance phone service. Depending on your target market, this might be an issue, such as serving a third-world country. If that's your case, then your website and on-line offerings can serve as previews for potential *sponsors* of your live target-market programs and leader certification training programs.

- o You usually won't be able to do small-group activities or live demonstrations and games, like you would in live courses, but you can show videos of your classes doing them.
- o You do need to learn some basic technology, but it's all easy enough to do that elementary-aged children and mommy bloggers with kids hanging on their legs do it, so you can learn too!
- o You don't usually feel as deep of a connection or energy exchange with virtual participants, but it is possible if you structure the program well and don't have huge numbers.

Conclusions/Recommendations:

- o Offering virtual training programs is critical to having a successful, far-reaching business, not just a practice.
- o Virtual training programs can serve more people and still serve them in a deep, meaningful way, so you want to use them.
- o These are the easiest, least-expensive, most lucrative, cost- and time-efficient programs to offer and can be repurposed in a variety of ways, so you want to use this option if your target market is on-line.

***Your First Step in
Becoming a
Millionaire -
Starting Today!***

Multi-Media/Written Information Products

There are a variety of information products you can create, including: articles, books, reports, audios, videos, t-shirts and other merchandising, kits, supplies, etc. These may be free or fee-based, sold individually or included in the programs described above.

Here are the pros and cons of creating information products:

Pros:

- o Having products boosts your credibility as an expert, because you become a published author.
- o Information products can serve one or more of three important goals in serving your clients and website visitors:
 - Communication,
 - Connection, and/or
 - Education.
- o When you offer resources and services on and through your website, they can move people to new levels of awareness. Resources, in particular, can do this *for* you, without your direct involvement.
- o Offering resources and content *on* your website is especially important, because they can provide:
 - Traffic to your site
 - Engagement once they are on your site
 - Education that raises their awareness
 - Conversion from being a visitor to being part of your mailing list or customer base.
- o Resources can be super-easy and inexpensive to create.

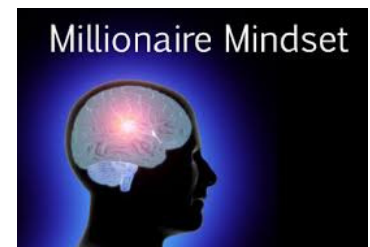
- o You only have to produce resources/products once, and then the sales and delivery process can be totally automated, which provides regular, ongoing passive income.
- o It's easy to create content once, then repurpose and repackage it into resources of different mediums and formats.

Here are two examples:

- Here's what you can create from *one* class you teach:
Teach a class or workshop, capturing good quality video and audio recordings.
- The entire class' audio/video can be broken into modules, to create a high-end course to serve people beyond your local reach.
- Clips from your video can be uploaded to YouTube or offered on your website in a secure area. Short tips videos that send people to your website for more information.
- Edit and save the audio track. This can be an audio resource, such as an album of each session topic.
- Save out audio clips to reuse as short tips or to create a podcasting series.
- You can add a slide presentation to the audio to create a new video with a different look or if the video doesn't turn out. (This is why audio quality is *the* most important track; even more than video.)
- Have the audio transcribed, and then edit it into a book.
- Take sections of the book and create short reports, articles, and tip sheets.
- You can also write a document (article or lesson), record yourself reading it, and add a screen recording of a slide presentation. Voila! You have just created three products!
- o If you don't have content of your own or don't want to create your own content, you can leverage (use, repurpose) other experts' content, giving credit where due, of course.

Here are three examples:

- Content Curation: You can take content others have created and "curate" it. That means you add something to the beginning and end and cite the source of the meaty content you got elsewhere. (More details on *how* to do this ethically and effectively are in Lesson 8.)
- Content Compilation: You can compile advice from many experts on a particular topic. For example, contact 10 experts in your niche and ask each to contribute content on a different topic. Compile their contributions into a resource. It could be written information they contribute (from what they've already created or create just for your resource), audio (from a teleseminar series) or video interviews (webinars) that you repurpose into different formats like the example above. Most experts are very willing to do this, because you are giving them exposure and building their position as an expert in your niche. They also will help promote and market the resource, because they are featured in it.



Cons:

- Most of the disadvantages of content creation are perception-based and those perceptions are often based on myths. For example, many people think:
 - Myth: Content creation is time-consuming. Truth: Depending on what you are creating and whether you are creating it from scratch, it usually takes just a few hours. Even on big projects, you can work on it in spurts, when you have time. The exception is *writing* content from scratch. You often need big blocks of time to “get your head into” the project and then not be interrupted until you finish a section. Creating a high-end full program or resource *can* take weeks or months, so chunk it down (more about that in lesson 5). Once you have that, you can repurpose clips of it very quickly, easily in one day.
 - Myth: Content creation is costly. Truth: Until about 2013, this was true, but every day there are new resources that can help you create content that looks every bit as professional as what you’d pay thousands of dollars to get help to create --- all free or *very* low cost (like \$47-\$97 one-time fee or \$10/month).
 - Myth: I don’t have anything to say. Truth: Sure you do! Even if that was true, you can use the content curation, compilation and repurposing strategies listed above.
 - Myth: I’m not a good writer. Truth: That’s okay. That’s what spell check is for. Seriously, if you use the strategy listed above, all you need to be is a great *speaker* and you can take the recordings and turn them into written content.

Conclusions/Recommendations:

- While there is a small learning curve and an initial investment of time and very little money, creating content is actually pretty easy to do and lots of fun! You just need to reprogram any limiting beliefs that cause you to feel insecure.
- Creating content not only benefits those who consume your resources, but the credibility and experience you gain benefits you greatly!
- Once you have created resources, they provide you with multiple streams of passive income and *work for you*, to help you reach many of your goals.

Action Steps:

Although it may be difficult to wrap your brain around becoming a “millionaire,” are you open to creating a “Millionaire Trifecta” content strategy that will create both active and passive income? On a scale of 1-10 how much do *you* enjoy and want to offer the following pieces of the Millionaire Trifecta?

- Coaching – you provide services
- Coaching – you have a team of certified coaches
- Speaking – you are on a speaker bureau and travel to speak for higher fees
- Facilitating Classes/Workshops – directly, yourself, locally to you
- Having a Team of Group Facilitators teaching your Classes/Workshops
- Offering your *courses* virtually (webinars, teleseminars, webTV, etc.) so people locally, nationally or even internationally (depending on your niche) can participate.
- Creating written resources (articles, books, etc.)
- Creating multi-media resources (audios, videos, etc.)