

# DIY SWAT

## Special Weapons and Tactics



### Session 1 : Generating EPIC Content

Paul: What we're going to cover the first hour is EPIC Content in the Overview...what it really takes to build that and generate that – a lot of attributes. We'll be looking at a lot of different sites. It's just little screen captures to give you some people to look at.

You've probably got your own list so we want to get your list as well to be able to share *'Hey, these are some people that I really feel like produce some great content.'* So we'll look at all facets of that.

I'll also do some case studies of some things from my business that Have worked really well. I always think it's really interesting when it comes to being information focused and content focused that we often feel like *'If I*

*can just put out some really good information then everybody is going to go crazy.*’ But I’m going to offer some proof of what people really respond to and I think that’s going to help us a lot in our business whether we’re writing, creating videos, audios, it really doesn’t matter.

The second hour or a little bit after the first hour (We’ll see how long this first section runs.) Carrie is going to talk about distribution. How do we get this out of here? We’ve got this content and a lot of you already have a lot of content and you’re wanting to know how to get it out there better. How do I really distribute it? We’ll cover that in the second hour with Carrie.

Then we’ll also be looking at different formats...what format to actually put your products or your content into. Then the final hour we’ll just do some Live mechanics like showing you how to use Audacity, Snagit Screen Capture. Those of you who already do a lot of that and have to leave early – no problem.

Those of you who want to stay on and ask some questions about editing, about making sure your audio sounds the best, what equipment to use, etc., we’ll cover all of that in hour 3 and you can ask all the questions you want about it.

I’m amazed at how many questions I get about equipment – about mechanics: *What do you use? What microphone do you use? What software do you use?* So we’ll cover a lot of those bases as well.

I’m going to cut off this video and move over to my other machine because I like it a little bit better when I’m doing a recording because things are a little bit larger. I’ll be over there in just a second and start recording the presentation there.

Carrie: This is the magic act where he disappears from one room and re-appears in the other room magically. Yet we still hear him in the background.

Good morning. I really am super proud of you guys for showing up on a Saturday morning...Sunday, if you're in Australia. Really thrilled at this commitment to your business. I think you're going to love, I KNOW you're going to love this SWAT series.

Interestingly, I think that we don't have as many Live participants in the content area because I think some people feel like they have content figured out. Content doesn't seem super sexy. It doesn't seem like what they want to be focusing on.

The truth is, you can have the best marketing in the world, you can have the greatest list, but if you don't have good content people aren't going to stick around. Content really is core, but it will be interesting to watch. I believe next Saturday we have more than double the Live people if not even more than that because there are people who want to come in for client getting and making their offer but they don't see the value in epic content, which I think is such mistake.

I'm going to run you guys through some housekeeping. Some of you are new to us and new to this format so I want you to look at your screen and raise your hand. I want you to practice raising your hands. This is an interactive format. Good.

Paul: It's up at the top of your screen, if you don't know where to raise your hand. It should be at the top – a little guy with his hand up.

Carrie: There you go. Good. Now switch to applause. Sometimes we'll ask for some feedback and we will...good. Some of you don't have anything next to your name. This means you either can't find it or you're multi-tasking and not paying attention, or you're sitting there with your arms crossed because you don't feel like that's necessary for you to participate. Whatever the case may be...Bless your heart. Yeah, \_\_\_\_\_ is smiling.

Normally I start out a lot nicer and I get rough later. I just feel it. It's going to be that kind of day. Look. Mike is showing off and using all his different little icons he has down there! Alright, you guys are showing off. Love that.

The Chat Box looks like this. Some of you have already used it. We only bring it over for Q&A. Paul and I are both ADHD, and we have learned that it distracts us from teaching if it's there all the time. We will only bring it over for specific Q&A times.

If you can raise your hand that you have a question we are going to ignore that until Q&A time...until we're done with the content. That makes for a cleaner recording and better audios and transcription as well as better flow for our attention-deprived selves when we're moving through a class.

If you need to come and go, feel free, but then don't come back into the Chat Room and say: *What did I miss or can you go over that point again?* That's just not fair. Wait until we're done and you can go through the replays. I'm not trying to be harsh. I'm just saying that's how it needs to work.

If we were in a Live classroom environment I would not let you come in and disrupt that way. I'm not going to let you do it virtually either. If you have a question that you do not feel like benefits the entire class, if you feel like it is you-specific only, then if you were part of that bonus coaching that came in with early registrants then I'm going to suggest you email very personal business-specific questions directly to the coaching email which (if you qualify) that email is in your confirmation stuff.

If you feel like it's a question that benefits everybody or everybody can learn from or it applies and/or is a good case study, then ask away, but please don't bog down the class with something if you say: *Well, if  $X+Z=Y$  in my specific market and because I lost my dog last week and I'm struggling with this, how does this work?*

Seriously, let's not be that kid in the class. (You can tell I have some classroom experience, right?) Don't be that kid in the class. Let's make sure the questions benefit everybody or can be applied to everybody.

Paul is not so good at reining you guys in on that but I will be the harsh one. I'm the bad cop. He's the good cop. I'm the sharp one. He's the sweet one. He'll send the email again for coaching. Those of you who qualified for bonus coaching you get to send email questions in Monday-Thursday related to the DIY content. Okay? It's not: *How do I start my business?* Not random questions but questions related to the weekly content.

Okay, raise your hand if that all makes sense. Okay, good. I was a little concerned. There was a pause there. I was nervous...like: *Is my audio on? Is this on?* Okay, so here's how this is going to work.

Paul is going to launch into the Epic Content Method and we will break every recording in-between. We will also make some pit stops along the way so you can refill your coffee, grab some lunch, whatever you need to do.

I am going to encourage you to keep your screen on this. I know that you're tempted to check your emails and go be on social media and all those kinds of things, but I really am going to encourage you to focus on this aspect of your business right now.

Be fully engaged. Be fully present. Take notes. Write down some ideas you have along the way and how this can apply to you even if you don't initially think that it does. Let me turn the mike over to my best friend and business partner, Paul Evans.

Paul: Alright. Good stuff. You all can raise your hands. Pretty awesome. I usually can't even do that. I'm pretty messed up on all the skill set of the techno stuff, and you guys that also qualified for the bonus of the

transcript or you ended up buying that later in the up sell, then you'll get all of these notes.

But Carrie said to take notes. The reason for that is there's a huge connection between our mind and our body. When we are writing things down it anchors things for us. I don't simply mean taking notes like...I'll cover a lot of points today. Don't simply put the points down. Circle the things that you relate to the most. Write down ah-ha moments. Write down anything that you feel like: *Oo, I see exactly how I can utilize that.*

You guys who have been with us awhile know that Carrie and I are not about teaching a precise system that is unalterable. Instead, we believe that you know best within yourself what the best work for you is going to be.

So even when we cover EPIC today there are going to be some aspects that we cover that are going to be super easy for you and you're going to say: *Man, that's it. That's exactly the way I want to produce content.*

Others will say: *Well, you know what? I'm not sure that I can use that particular mode. It may not be for me.* Love this...Carrie says: *Write down 'How can I use this for \_\_\_\_\_?' and fill that in all along the way.*

That's another reason it's important to stay engaged. We've all got email, Facebook, all that going on all the time and it's fun for us, but what happens is when we're not really engaged we miss some of the most critical content that we're going to be covering. Later on you're going to be thinking: *Huh. I wonder what that really meant?*

So stay tight. Take notes. Let's roll.

Carrie: You're going to see me get irate.

Paul: Yes, you don't want Carrie to get irate. It's embarrassing for everybody.

Jonathan Ellery: Be Fearful of Mediocrity. This is one of the biggest areas

that I see online right now...just how much mediocre content there is and how that's really taught.

You see, about 5 or 6 years ago online business was really all about setting up a website and you could somewhat control Google at that time and get some pretty good rankings. It really didn't take great content. So now with the onslaught of Panda, Penguin, and whatever other animal is coming down the track from Google, the content is critical...more critical than ever before because everybody has the opportunity to get out there and create a site.

Everybody has a voice. Everybody can make videos. Everybody can put up a blog. Everybody can do that. If we want to be like the crowd and just be mixed in then we can do what everybody else is doing or we can step out and really make a difference.

If you guys watched the video that was there on the sales page – I want to hit this again real quick- the 7 Advantages of EPIC Content. (1) It's a list launcher. You're going to build your list so much better when you're focusing on your content.

Carrie is dead on. Next week and even the offer week we will have a lot more people here because that stuff seems like magic. How do I get buying clients? That's exactly what I want. How do I make this perfect offer? That's exactly what I want.

Both of those have their anchor in EPIC content. We didn't just decide that we would do 3 DIYs - that we didn't have anything else to do. What's going to be the real catalyst for all these? What happens sequentially? What's important?

EPIC content is what is critical for all our businesses so it really helps us launch that list.

Secondly, it catapults our credibility. The better we write, the better videos that we make, the easier it is for people to trust us, believe in us, to stay in our space, to come back...all of that. I hear people all of the time saying 'I'm not an expert.' I've always said you don't have to be one.

I think you do have to keep attention. You've got to get and keep attention. So even if you don't feel like you know everything in your market, or you're the genius of your market...People will say things like: How do you become #1 in the world in X,Y,Z? The truth is...Today because of the size of the Internet you don't have to be #1 in all of the world, but if you can be #1 among 1,000 or 2,000 people or 5,000 people you can make an incredible living.

The only way to become #1 in the hearts of anybody is to have that EPIC content....return readers that come back time and time again. Some of the things I'm going to show you at the end of this segment are things that people ask me about. *When are you going to do the next drawing? When are you going to tell us another story?*

So return readers come back because of EPIC content not simply because you had a good instructional. I think a lot of times we get it in our head (I know I do) about being an instructor, being a teacher...that I'm teaching something that is extremely helpful and people will do this and their lives will change.

Then I can tell some story and people are captivated. Why? Because that's epic to them. It's life to them...an anxious audience. You've got people looking forward to the next thing. Again, asking you about what's coming up next. That's pretty cool. That's when you know that your content is really working. When are you going to do the next video? When are you going to write the next article?

I've got a series that I started on another site and I just quit the series. I wanted to see if anybody responded because if they didn't respond why



do I even continue, right? Well, they did. They responded: When are you going to release X? I'm ready for the next step.

Important invites...so that you're doing something great...something cool. People talk about it. People will contact me and Carrie and say: Will you represent this product? We may not know the people. But there have been plenty of times we've seen a great video or a great article and we sent it out without an affiliate link. Why? Because it was epic. It was good.

Here's another example. Did a webinar yesterday and this morning an affiliate manager for somebody else was on that webinar. The email comes in: *Hey, Paul. Was on the webinar. It was awesome. I think it's be perfect for our audience. Email me back and see if we can work something out.*

Okay, I wasn't out there pushing. Okay, I need to go find me some affiliates. There were some affiliates on there that were excited about it and I got an important invite because the content was really good.

Fame and fortune. You get known the easier it is to sell, the easier it is to make an impact, the easier it is to get people's attention, the easier it is to make money...simply because you're not having to squeeze people as much as them saying: *I simply want to be in his/her space.* Sometimes you can just have a release and it works automatically.

One of my good buddies and Carrie's as well, is Jimmy D. Brown and I'm going to tell you a story about him a little bit later on and the first time I ever actually talked to him and met him, but anytime he comes out with a product (We're good friends.) I buy it automatically because I've done that for years.

I don't know that I've ever read one of his sales letters, but the first product I ever bought from him was so good that I never had to read a sales letter again. That's what EPIC content does for you.

We create stuff that is awesome. Well, people stop reading the sales letters and start buying. I guarantee you that some of you guys bought immediately without really going through the sales letter. It was the next DIY and you've been on previous DIYs and you already knew (I've already got some hands being raised and I haven't even finished. They said: *Yeah, I bought that without even reading it because I knew what it was going to be like.*) Alright, more hands going up. Awesome, guys.

Fierce feedback. You don't have to beg people to respond or to make comments or to get back with you or to email you. You don't have to worry about your surveys because people can't wait to give you the feedback because the content is so good and they're so excited about it.

I know Carrie has seen this over and over again. I've seen this and I'm not even one that pushes for comments much. I've got to beat myself up a little bit here. I'm not great at just getting people to respond. It's one of the big mistakes of mediocrity I'm going to cover in just a second.

I don't do a lot of call to action. I've got to do more of that, but I tend to get – not blog comments- but I tend to get a lot of emails. People respond to my email and give me their thoughts, their ideas, ask questions. So I know if they're responding they're interacting and they're paying attention and they value the content.

So 5 mistakes mediocre writers and presenters make...write these down.

1. Saying what you think the audience wants to hear. This is one of the worse things we can do...not saying we don't get in the mind of our market. Carrie will tell you when she makes videos that she will picture one of her best friends there. Sometimes she's talking to me. Sometimes she's talking to Jenny. Sometimes she's talking to Eddie.

So each one of those has maybe a little bit different feel according to the mood she wants to create in that moment. But she's saying not

what she thinks that person wants to hear, she's having a conversation.

One of my friends that was doing some work for me one time sent me an email that he was about to send out. He said: *What do you think about this email?* I said: *I think that's one of the worst emails I've ever read in my life. It's horrible.* He started laughing and said: *Well, I thought it was pretty good.* I said: *No, all that email is about is what you think they want to hear...what you believe is going to make them respond. You're not speaking from your heart. You're not letting go with your head. You're trying to either manipulate them or create a thought for me instead of allowing them to create the thoughts based on what you're saying. So it's really bad.*

Avoid this. Avoid sitting there thinking: *What can I say that's impressive? What can I say that they want to hear? Instead, what can I say of value? What can I say that is going to be helpful? What can I say that's going to be funny? What can I say that's going to be engaging? If I were sitting here with my best friend how would this conversation go? What would this conversation feel like? What would I say to him or her?*

Often those are the very things that work best with our audiences. You don't hear Carrie and me getting on this call or webinar saying: 5 Mistakes...the first mistake is to not make a mistake. It's important that mistakes are not made because mistakes make you look like you're not an expert.

That would be dumb for me to come in and talk monotone or for me to use the word 'mistake' about 45 times in one sentence. You see it all

the time because people are trying to picture what's going to sound good instead of simply revealing their life.

2. Saying the same old thing in the same old way...just tired, weak writing, using a lot of clichés unless you're using them to be funny and make fun of and maybe go contrarian on them. If we say things like: *We've got to make every moment count*. Okay, who hasn't heard that? Goodnight! It's old and worn out.

You may have heard me say things like: *You can't make every moment count. It's impossible. It's too heavy*. Quit. Or people say things like: *You've got to change the world*. You've probably heard me say: *You can't change the world. You can't be responsible for the whole world, but you can change your world*.

That makes a huge difference, right? I may have taken an old concept and just twisted it just a hair to be slightly contrarian and it makes it different. It makes it fresh and it makes it new.

So let's not say what everybody else says. You're going to see that a lot online. You're going to see people saying things that are just driving you nuts because you're like: Did they not think? Were they not sitting down thinking: *How can I be me?*

Most of us don't use those clichés in our everyday life. Most of us aren't speaking in tired old language to our friends and family. It's alive and vibrant. Just be careful of that.

3. Being predictable. That wasn't even predictable. Nobody knew what #3 was. Being predictable and boring..hey, let's not put anybody to sleep out there. Let's not increase the rate of human tranquilization. Our goal is not to cure insomnia. Our goal is to be out there and interesting...to

engage, energize, to fire up, to make people want to stay with us, to produce creativity, to create new lines of thinking and new ways to live. That's what we're really doing.

We're not simply being out there (I hope) just to make a dollar but in the process of making money we create this exciting value. Let me see, I think Lorea (I'm not sure I'm pronouncing that right.) – the first thing she said this morning was: I cannot wait to get started! She was so excited about this.

A lot of you guys showed up excited about the concept. Why? I think because if you've been around us before you knew that there may be lull times and there are chances are I'll wander off the path into some unknown land, but I'll circle back at some point.

For the most part you know it's not going to be predictable and it's not going to be boring. Carrie's even going to make a comment: *Shocking...*that I would wander off topic...that my ADD would make me go crazy.

4. Not telling a story...one of my charms. Not telling a story. I'm guilty of this at times. I'm trying to do a little bit better at it, but the truth is, we just get on there and say: Alright. Here it is. Boom. Boom. Boom. Those of you who got here early – what did Carrie do? She talked about what was going on in her life- what was going on with the girls today- what the family was doing- about the cows that were at her house.

That set us a story. It's stuff that often we'll forget. We'll think it's not even important. That's the stuff people love. Then you can still make your points. You can still share those ideas and concepts, but in the middle of that story it really wakes people up.

As a speaker I can tell you any time an audience is waning...if you're in front of a Live audience and you can tell people are passing out...you can either say: Let me tell you a story – and they'll wake up or just launch into a story.

You don't even have to say you're telling them a story. You could just be teaching/training whatever and say: I remember really vividly being 5 years old and having a Big Wheel. For some reason I thought that the Big Wheel made me stronger, lighter, and I kind of thought it was a space ship.

So I built a ramp right at the bottom of our driveway. Our driveway was really steep. It certainly wasn't 45° but it was probably about 20°. It was really a steep driveway. I remember sitting at the top of the driveway with both my tiny feet in my Keds® on those pedals – one foot forward, one leg bent- ready to take off. I'd gotten a red towel out of our closet and wrapped it around my neck. I had it tight.

In my head I was Superman. In my head I was about to fly. In my head I was about to go places that I'd never been before. Faster than a speeding bullet. Able to leap tall buildings at a single bound.

Okay, so if I'm telling a story...Some of you want to know how that ends. Yeah, I was 18. No, that was when I was 26. (laughs) Reaching the pedals is still hard. Today a Big Wheel is still a giant toy. So if we don't tell a story it's not going to work, right? We need to be able to do that.

5. No call to action. We're not telling them to do anything. Call to action really makes our content EPIC. Now sometimes that's just making a

comment. Sometimes it's emailing us back. Sometimes it's an assignment and what happens is when there's a call to action people feel part of things. They feel like they're part of our lives, right? And you're a part of their lives and you give them something to do.

Everybody else is allowing them to stay right where they are but when you have a call to action you're calling them to something greater...something bigger and larger than themselves. SO it makes a huge difference when it comes to inviting people into your world, connecting with them, and making that impact.

Those are 5 mistakes of mediocrity. EPIC content. EPIC is spelled today as EEPPIIC. (I wonder if it's 3 'P's'? There may be 3 P's' in there. Hm.) We will find out in a few minutes, but that's the way we're spelling it today.

The 'E' for EPIC is emotional. Are you stuttering? I am stuttering. The E is emotional. This is USCCA (United States Concealed and Carry Association). Our good buddy, Tim Schmidt, (Carrie is good friends with him. I love his newsletter and love his site because these cats are emotional. Their right to bear arms...is not simply a logical amendment type of deal. They're not out there just going: *Well, I've got a right to do it and that's what The Constitution says so that's the end of it.*

No way. They are off the charts. Survivors not statistics on this issue right here. If you get any of his emails – and you should, you've got to sign up just to read his emails- it's always emotional. Sometimes it's fun emotion. Sometimes he's got something like: *A 73 year old grandma shoots intruder.* Do you think that's not emotional? It's highly emotional.

So is our writing producing an emotional response? Some of our videos and newsletters should actually make people cry. Some should make them laugh. Some should make them mad, but none of them (and I'm guilty of this- I'm preaching to myself as well), none of them should allow people to remain apathetic.

We're emotional. That's the way we're wired. There's got to be some sort of emotional connection. That's the way we think. It's why drama on television is so huge and sells so much. When we're emotional we're able to really connect with what people are feeling. That's the real question here.

Write it down. As you look at your content: *What do I feel? What will the reader feel?* You can send that to your family or your friends. *How do you feel about this article? What does it make you feel like?*

Most of the time people are going to come back and say: *Aw, it's okay.* Whereas, when you read Carrie's articles what does it make you feel like? Make you feel like you can do it? Sometimes it makes you feel like: *Okay, she kicked me on that one. She challenged me.* She's great at evoking that emotional response. That's super critical. I've got to work on that because I love just throwing out the thought, the idea, the concept, go do with it what you want. So emotional...

The second E is entertainment. This is Marie Forleo. Some of you are on her list. Her videos – I think Carrie has told me some are a little bit more suggestive- but these videos are just her straight teaching. They're teaching but they're entertainment. She has some fun. She has some out clips of what didn't go good. Those kinds of things are entertaining. The voices that she does and the faces that she makes are all super engaging.



When we're going through all these it's not just to say you're going to have every single one of these every single time, but there's got to be something there that's engaging. Entertainment is one of the most engaging aspects because it's what we really pay a lot of money for. We pay a lot of money to go to the theatre. Why? Because we want to be entertained.

Why do we watch television? Do we want to escape? We want to be entertained. If we go and hear some comedian what do we expect? To be entertained. If we go to a football game we're expecting entertainment. We're expecting this to turn out the way that we want...the way that we desire. We expect to feel good.

It's still emotional. Almost everything is going to be emotional so this entertainment produces this emotional response that makes us feel, hopefully, happy.

So when you read your articles (maybe not every single one) and you watch your videos say: Was that fun? Did I have a good time with that? Even if it's tough...Sometimes somebody can come in and stomp on you a little bit and it was still good. It was good for you. You felt alright about that. You were even entertained a little bit about it because they came in and popped you around some and that's it.

Carrie, you are welcome. (laughs) She does that. There's no doubt about it. It's a big key for us, guys. Make sure that there's that element of being entertaining.

Like the other day when I sent out a little bit of an article/sales piece. I said: *If I hear one more time: But Paul, I'm not an expert...blah, blah, blah, whine, whine, whine...I'm just going to throw up.*

Alright, so people who know me - it's a real light line. It's a little bit of a kick in the tail to say 'stop whining', but at the same time it's like Level

1 of entertainment because there's just a little bit of sarcasm in there and that's always hard to translate through anything written.

So think about that. Is it fun? Is it engaging? Will people like this? So think in those terms.

Now we've got emotional entertainment. Those of you who watched any of the NFL stuff this week...I loved this little image that came out. After further review the runner did not touch second base. Touchdown Celtics. That's what everybody felt like after that game on Monday night. They said that about a half billion dollars changed hands. The people that would've won money betting on that...a half billion would've gone out. Some people say a billion that you can't judge all the money that was illegally booked that way.

So when you look at it you think it was crazy. It was big time. It was emotional and it was entertaining. If you watched any sort of sports show (and maybe most of you ladies may not have) you guys may have watched it this week - not that I'm being stereotypical - ESPN was killing it all weekend long. It was not a light and easy conversation. People were irate but it was fun. It was really entertaining.

So sometimes you can combine and with all these EPIC points you combine these and this is where you get your massive leverage. So you may be a good emotional writer.

Let me give you a sidebar to that. Our clients or customers are not our therapy. We're not writing so that people will email us back and make us feel good. We're writing to help them, but them seeing our pain or even seeing our joy can be a tremendous help.

When I'm writing about Sherry (even though she's passed away over 19 years ago when Sam was 5 weeks old) I tell that story a pretty good bit because there's always new people coming on. There are things

you're going to be talking about that you're sick of talking about, but your new people need to know that story. We'll hit that some more in one of the Ps.

In fact, P is personal. So here's Carrie. She tells her story on her About page, The Voice of Experience, corporate life to teaching high school or direct sales. She talks about overnight mom to 2 toddlers and then 2 more children, losing over 110 pounds. You guys know that at one time she was over \$100,000 in debt. Why does she tell that? It's personal. People want to know about us.

We think we're not interesting. We kind of think we're boring. We're super normal. Carrie and I were talking about this a little bit the other day. Sometimes living in the fishbowl that within our world maybe we have some of that fame and fortune. Maybe the folks at church think that everything about us is ideal, but what do we know? We know we're flawed. We know that everything in business doesn't work out for us. We know all of that.

We share the personal aspects because people need to know that we've struggled with areas whether it's weight, finances, failed businesses...I've had tons of failed businesses. That's offline where it's expensive. Online I get to fail all day. It's a blast, but offline it's expensive to fail. I've had businesses that are really successful but if I tell you all about the successes what does that do? It makes you feel like something's wrong with you because all of your businesses are not successful, right? Everything that you do does not work out right, right? Well, it's the same way with us.

We're telling these personal aspects so that people get to see that we're real life. We're engaged in some of the exact same problems that we have very similar conflicts, and we go through very similar

ranges of emotions and we have challenges with our kids, too. We get upset when somebody does something to our families.

You're telling those stories, again, not to engage people and feel sorry for you or anything like that, but instead, people will see that you're real.

Then we launch into the content and the value as well. We're not telling personal stories all the time and that's all we talk about, but it becomes part of our engagement within our market.

Most of the people you follow you know a decent amount about their life and what's going on with them. You probably know what makes them happy. You probably know what ticks them off. We want the same thing within our markets.

My story- the story of Sherry passing away- Sam was 5 weeks old at that time. It's a personal story that I tell a lot. Carrie did a great job on the Q&A call that we had for ESCAPE the other night. I wasn't even thinking about the stuff that I do and she said: *Okay, I'm going to take a time out just a minute and kind of hammer brother just a little bit. It probably sounds like he just sits around all day. He just works 4 hours a day on the Internet and that's all he does, but he's a worship leader at church - teaches classes. He's a pro bono consultant to a nonprofit right now and goes in there 2 or 3 days a week.*

She just started a list of these activities that I do that I'm engaged in in life and I don't really talk about...learning to cook. Holy smokes. That's been an adventure this cooking business. Pretty much I'm just doing pasta and some canned sauce. There you go. Wife to one. Learning to cook. Team Life Ministries. Nicheology. DIY. Parent to 2. Worship Leader. Pro Bono Non Profit Consultant. You know, it's pretty wild.

We've all got all these things, right? So I'm not out here just freewheeling it and don't have a challenging or busy life. I do. Carrie's not just out here freewheeling it and not having a busy life. She's got a busy life.

Look at your life and think: *Man, I just don't have the advantages these other people have. They've just got it made. If I was able to have all of the time they've got, well, I could be rich, too.*

Listen. We've all got busy lives. You need to be communicating that to your market as well. I've got to take that – oh, the list is gone, but I'll get it on the replay. I'm going to take that list and share that with my people more. They need to know what I am engaged in...what's going on personally in my life. You need to write down instead of looking at your life and saying: My life is busy. Nobody understands me. Start writing all that down and that becomes part of your EPIC content because you're telling your story. It's personal.

It's often been said that people buy the product first but they buy the person every time after that. Once they're convinced that your product is good they're going to come back for you over and over again.

Passionate. He's not doing this anymore. He stopped with I think this episode of 1,000 Wine Library TV...actually this EPIC does have 3 P's. That was a sidebar back to what I mentioned earlier in case you're wondering about that ADD moment. So Episode 1,000 Wine Library TV, Gary Vaynerchuk. He is passionate.

You never watch that show and think: *I wonder what he really feels?* He's kind of a loose cannon...definitely over the top at times.

Now if you're more reserved, this may not be the part of EPIC that you get to really release, but I think that all of us have things that we are passionate about...we're excited about. Not everybody is going to be

hyper. Not everybody is going to be over the top and not everybody needs to be.

There are a lot of people out there that are very calm, but also have a very large following. I'm going to be mentioning Seth Godin here in a few minutes. I don't look at Seth and go: *That dude is off the charts. Somebody better rein him in.*

You watch Seth and you're just kind of like 'Huh. Wonder if that guy really gets fired up about anything? But he's really great with his information. He's really great when it comes to education. He's actually engaging because his emotion is not passionate. His emotion is based in belief...his conviction. So he's passionate but just in a different way.

So think about your passion – what you really connect to, what you really want to release.

Raise your hand real quick if you feel like you're pretty passionate. I just want to see how many people feel like '*Yeah, I feel like I'm a pretty passionate person.*' Alright. Pretty good bit. Rick put an X by his name. He's like: *No! I do not feel passionate.* That's alright. It's no big deal.

I think I can be fairly passionate but you know what? I don't release it as much in my content as I need to. If I'm onstage I think I'm pretty passionate. I'm pretty loose. I think even today and during Escape last week I was pretty passionate. Today a little bit less so and probably about level 5...because when I'm teaching and training it's a little bit harder to really just get released and get off the charts, right?

When you watch some of these old episodes of Wine Library TV you don't have to copy Gary by any means, but you can watch and learn and get some ideas about what makes people engaging, what makes them passionate, and what connects with people.

I think it would be a great assignment/great exercise to go and watch some of his videos, some other videos that we're really engaged by and don't simply go: *Oo, I was entertained. Oo, I like that.* But write down what it is...what you felt. Did you get angry? Did you get excited? What triggered that? Why did you feel that way? What really connected with you?

What is it that produced that emotional change inside or maybe a physical change? If you're watching somebody and you start to laugh it's a physical change that took place. We need to study all these things because we want to produce those same emotional and physical changes within our marketplace. That's when the client getting gets a lot easier. The offers get a lot more perfect because we're creating an emotional and physical response within people.

Then profits can be something else. If you're in a market of profits like we are... here's Pat Flynn ([smartpassiveincome.com](http://smartpassiveincome.com)). Every month he does an income report and share exactly where his income came from. This is a huge connective piece for him.

He writes a lot of great content every month but it's his income report that really keeps people engaged and coming back. So profits can seem like they're unexciting but he writes in a very exciting and engaging way. He writes about what he learned along the way. He writes why some things made more money last month and then more things have made more money this month.

So this profit report is super helpful. People are loving it. If he's ever late with it what do you think they do? *Hey, Pat! When are you coming out with your latest income report? I'm dying over here.* People want to be part of it.

So even things that can be as mundane as a profit report can be really big. If we're reporting back on anything that we do...if we say: *Hey, I'm*

*about to start...P90X.* They love you talking about your journey. Love it.

So profits doesn't have to just be money. It can be improvements. So when you're sharing improvements that you had with a product that you used, with a workout program, with anything...people really love that. The first I in EPIC is information.

Michael Hyatt is one of the best at this. I read his blog a lot. I actually scan his blog a lot, let me be honest. I don't really read it word for word, but he always has points so I just scroll down the points. It's high level information.

I know Michael and Carrie knows Michael even better than I do, but I've spent a little bit of time with him. I don't walk away going: *That dude is charismatic! He is magnetic. I felt like I couldn't go home. I'm not going to be able to sleep tonight thinking about him.* He's just not that type of person, but he's got great information and I go back over and over again because his information is epic.

So think about this now- those of you who may feel like I'm not mega passionate. I'm not through the roof. If you're producing great content people will come back over and over again and even if you're not making them laugh or cry but if you're going with information only you'd better bring it because almost everybody out there is just trying to share information.

If you're educating people you'd better bring it strong. The stuff better make sense. It better be clear. People better be able to do something with it.

If this is you I'd study his blog. I think it's really good. It's overwhelming. He over-produces. He's actually cut back. It was 5 days a week and he's down to 3 days a week but it's still a lot.



Impact. Here's Katy's story. Some of you know about Katy and Mazema Ministries. She went to Uganda in 2006; she was 18 and fell in love with the country. Saw that you could sponsor a child for 300 a month and she decided to get 40 people to sponsor. She ended up getting 150 kids sponsored. She went on to feed thousands upon thousands of children and has actually adopted 13 of the girls as her own. That's a huge story. That's impact.

You'll hear Carrie talk about her love for orphans and the amount of money she gives towards that is huge. You guys know that I have 100X Ministries and I'm also working with Agape now. They're both orphan related ministries.

So people want to know the impact. They don't just want to know that you've made money and got to take a vacation on them, alright? They're not too pumped about that, but if you went on a mission trip or if you gave to a humanitarian effort – whatever it is that you're giving toward you start sharing about that. Share the impact that's been made.

Share stories of how your clients have been helped...not just testimonials but real stories of how your clients have been helped...how things have changed for them. That's super important to be able to do that.

So share impact made through your clients. Share impact that you're making in your own life. It's not bragging. It's not acting like 'I'm doing stuff that you aren't doing.' It's simply highlighting the good things that are being produced through your life. I think that's critical.

I've been speaking a lot lately on Make More/Give More/Live More. On the Give More (this is a separate exercise altogether but it's tied into impact.) I'd love for you not to write down just what you'd like to make

but before you write down how much you want to make I want you to write down how much you want to give.

How much money do you want to give away this next year? That can become a big part of your impact story. You don't have to tell anybody. *Hey, I just wrote a check for \$100. I just wrote a check for \$5,000.* You don't have to share any of that on the amounts but you can share the result, the impact, of your giving. It's very important.

I think we've only got one C in EPIC. I'm sorry. The C is for captain. You need to be the leader. Here's Seth. This dude is leading a massive (as he would say) tribe. Now look at that photo. Are you going right now: *That's the dude I want to go into battle with? Are you thinking: Really, Seth? Yellow rims? What's going on?* But when you read his content, when you hear his conviction when he speaks...to his people he is the Captain. They listen. They follow. They go where he's leading because he is leading. Make no mistake about it. In his market he's leading.

I don't care if you don't feel like you're the expert. I don't care if you feel like you know enough. I do care if you think you're not responsible. I do care if you think you're not a leader. If you're going to produce content you're a leader. People are listening. They're wanting to see where you're headed and they want to follow you. So be the Captain.

If you're going to write some content be the Captain. Take the helm. Grab the wheel. Say: This is where we're going. *Hey, we're coming up on a harbor and if you need to get off the boat, get off because we're going to keep sailing.*

We're so light. *I don't want anybody to get offended. I don't want anybody to unsubscribe from my list. Every time somebody unsubscribes I want to cry.* This is ridiculous. It just escalated. It is. It's crazy. We've got people who have come on our list and why did they

come on? We made them a promise. We promised them that if they would just opt in they'd get this great thing, right? And their life would be changed. We basically said: If you'll opt in I'll be your leader. I will be your guide.

Well, let's lead, people. Let's guide them. Let's take them somewhere. And if people want to get off the boat get them off the boat. Walk the plank. I know we're not at shore yet, but maybe it's time for you to get on off now.

Then everybody else who wants to be part of the crew: Hey, let's have some smooth sailing. Let's have a good time. Let's have a blast, but please don't invite me to your list if you're going to be ho-hum, if you're going to be casual, if you're not going to make me make a decision, you're not going to make me think, and if you're not going to prove to me that you're the leader I really want you to be.

Get out there and lead. You're the Captain. You got that? Raise your hand if you got that. Do I need to keep going? Alright. Let's do it, people. There's no reason to hold back.

We've even got some clappers. Thanks, Jenny and Mike. Alright, we've got to do that, guys. It's our responsibility. This is why we have to do EPIC content.

Everybody out there is wanting to be a follower with followers. Stop it. I'm going to pull the Chat Room over. I've got another section to go but I want to pull the Chat Room over first for what we've covered so far just to see if there are any questions. Then I'm going to get into some case studies to show you some examples of some things I'm doing in business.

Any questions about any of this?

Carrie: You are fired up.

Paul: I don't like that non-leading business. That's stupid.

Lisa, I can provide URLs for these blogs. It will not be a problem at all. I'll do that. Good question.

Carrie: My question is this: Why would we need URLs for those blogs if you're just using them for examples? You know what I don't want to happen? What I don't want to happen ....

Paul: Yeah, you don't want to copy it.

Carrie: You don't want to go chasing other people's content. I think the idea of the snapshot example is just to kind of prompt but what is going to happen because we're all prone to this is then we're going to go and subscribe to those blogs, read the blogs, and get sucked in and then start to compare.

So Lisa, just be really careful and really cautious with that because it really can suck you into non-action, comparison, and highlight reel stuff. We compare our bloopers to their highlight reels. So I just want you to be super cautious.

My initial thought is don't go look at the blogs but that's just me. I'm super cautious like that.

Paul: Write that down: We compare our bloopers to their highlight reels. I'd make a sign for that, guys. I'd hang it up in your office. I guarantee you we all do that.

Marsha, yes, I still think it's important to tell the story even if you're doing information. So go back to Michael Hyatt. He does a lot of information but I think back in June or July when his daughter got married (Carrie?)...I can't remember, but whenever she got married he posted about it. What happened? Comments galore. So I think that's still important.

Walk the plank if you don't have passion. Well, over at [Plan and Presenter](#) my whole slogan there is: *Speak with passion or just leave me a note.*

Let's see: *How do you do personal if your style is a reporter?* Ooo, good question, Debra. Some of you other guys aren't familiar with this. One of the things I teach is that if you're a reporter that you're doing reviews and you may even post other people's content so that you're just kind of reporting on this market. You're not actually engaging the market to the highest level but you're reporting the market.

Debra you can still tell your story of what's going on. Let's say that you're really wanting to recommend a new book and you've read it and it really helped you. So you say: I really want to recommend this book. I think it's 4 out of 5 stars and here's why...blah, blah, blah information, information. But the first thing you could say is: The number one reason I want to recommend it is because of what it did for me personally. Here are my top 3 takeaways.

It's still personal and it's still informative. So #1- They did X,Y,Z which caused me to make this change. Boom.

Susie: Is there an easy way to determine when you fall over the line of your personal stuff into TMI? I would definitely ask friends and family about that if you feel like it's too personal and you're getting into the therapy region.

One of the ways I frame this is that everybody wants to see the wreck. Nobody wants to see the blood. If you're having an issue like say that I'm feeling really bad about my fitness level right now. So I'm talking about that a little bit. I'm 44 and Steven has said: *Daddy, you're past your prime.* So I'm telling some of those things. There's no problem with that.

What's not going to be good is if I take like an ultra close cellulite photo and post that online and start hammering myself and saying: *I'm just a no good human being and I don't even know why I'm here.* See? That's over the edge.

It's fine to say: *Here's what I'm struggling with. Here's what I'm wrestling with. Maybe you feel this way, too.* How do you guys deal with this when you feel like you're not where you want to be physically? Hey, you'll get great feedback on it and you've been open.

Any other things on this section? I think all that was pretty self-explanatory. Now was this helpful? Any take-aways? (I'm trying to use some of Carrie's techniques. I'm not very good.)

Any take-aways? Anything that stood out for you? Anything that you think is going to be extremely helpful for you? Type that into the Chat Room. Any take-aways...ah-ha moments...things that charged you up, revved you up...things you connected with and thought: *Oo, I've got to do that.* Fellows, you do this, as well. A lot of times the fellows sit back and like: I'll just let all the ladies answer.

I see a lot of typing going on. Good. *Captain. I have to be the leader.* That's right. Sharon: Be the leader. Good. Struck a nerve with that. Awesome. Keep typing it in. What else kind of stood out? Anything in the mediocrity section?

*Don't just train. Tell stories. Create epic content.* Awesome, Carol.

*Add more emotion to blog posts. Leave things incomplete on purpose.* Good, Meredith.

*I'm a Captain by nature but see how personal stories can help me connect with more light heartedness.* Good point, Jenny. Some of us are intense. Some of us are intense by nature. We've got to dial it back a little bit.

*The emotional part...I tend to just want to put out information.* I'm with you. I feel that way. Don't be afraid to make people mad. Yeah. We can't be ranting all the time, but Mike, you're right. We've got to get out there and engage people and sometimes make them a little bit ill. I've done that plenty of times. I've gotten plenty of hate letters through the years, but it

was always the minority. Everybody else writes in: *Hey, thanks for beating me up. I loved it.*

*Can still be an authority but still show vulnerability and struggles.*

Absolutely. That is so true. I think you definitely see that with Carrie. You see that somewhat with me. I've got to do a better job with that. A lot of like the talk show hosts on television do that.

*It's okay if they do not like your style.* Yeah. It doesn't matter. There are going to be people that connect with you no matter what. There are a lot of people out there just like us. Don't worry about everybody out there that automatically we repel. We're going to do that. Look at the election. Why in the world is everybody not on the same side? Doesn't everybody like America?

Those guys if they get to 51 or 52% they're like: *We rock!* They're not in there going: *48% of people hate me! I don't want to go on. I'm withdrawing.*

*Just the word mediocre itself, living in neutral, is negative.* Victor, so good.

*Be a real person. We need to remember that everyone is really flesh and blood.* Absolutely. I say 'market' a lot. A lot of times I say audience. I might say clients, but the truth is it's just people. These are just folks. They're going through a tough tough life.

I remember getting really mad going through the drive-thru one time. I just thought that the behavior was so bad – so rude. I was talking to one of my friends about it. She said: You know what? The truth is that almost every person working in that drive-thru is a single parent, usually a single mom, uneducated, walked out that morning not sure if her kids were going to be taken by DHR that day and they're just trying to survive.

Now we could say: hey, everybody's got problems. They need to suck it up and do a good job. The same time, the point I'm making is that I didn't

ever really think that way. I just thought: Why can't they give me my burger and fries with a smile. They kind of advertise that. Why can't my burger look like that photo that they advertise? (That's another subject.) But I'm not always very clued into what's going on in people's lives.

Lisa, you are supposed to be able to see the Chat Box. I'm not sure why you're not able to see it. Your system may be blocking it but I'm pulling the Chat Box over now. We'll keep going.

Sue's going to type in one more thing real quick. Or take it off full screen. Good job, Suz. Good setting. Take it off full screen, Lisa. It may be there.

Alright, I'm pulling back over. Just a little bit more in this section. We'll give you some examples. If you're on my list I mentioned about getting some JB's because of EPIC content. I'm going to talk to you about that a little bit. Maybe some of this will be helpful for you.

**Case Study One:** This is Audio C4. I'm not even sure I've ever even talked about this or if Carrie even knew it existed. So create explosive marketing audio messages with content, connection, and confidence so you can bring in the cash.

This may be my very first Internet marketing product. I think your head is photo shopped onto that body. That was back in the day I was in shape. What was going on? Yikes! Stretched out. I was thin. I was lean. Ripped to the gills. Oh, for youth. Alright, so improve your results from Audio Generator, Sonic Memo, or any audio tool.

What happened was that Audio Generator just came out. It was just released. I don't even know what year this was. This had to be early 2000s. I don't even know if anybody still uses that or not. I was super excited. I signed up immediately and was so pumped up about it and started using it.



I realized as I went around the web that everybody was talking about doing audio. You got to do audio! Got to do audio! I was going to people's sites and everybody was doing audio. But the audio was monotone and it was weak and it was not just unengaging. It was disengaging. I was like: *We've got to do something about this. Who cares if you have web audio if you sound silly, dumb, or boring?*

Discover how you can create great audio messages. So this is what I wanted to do. I've not produced it yet. I did not produce the content first but I just went out to all these big name gurus that were promoting Audio Generator and I went to Armand Moran who created Audio Generator and I went to his top affiliates and I did a screen capture of like this image.

I sent it out and said: *Guys, this is a great great product but what I'm basically saying on this webinar today is the truth is you're not going to be able to keep people because these people are creating bad audio. You've got them signed up for this month but they're not going to stay signed up because they're going to decrease. They're going to depress their response. Your product is not going to make them money. Your product is going to lose them money.*

How many people do you think honestly email big timers – I'm not saying this as a formula, I'm telling you what made me stand out. My personality allowed me to do this. But how many times do you think they get that email compared to: *Hey, I was in a butt kissing mood this morning. Saw yours and thought I'd write you an email. Everything you do is great. I'm in love with you and all your products. In fact, I'm thinking about doing a product, too. You've inspired me. I'm creating my first product and I want to make a lot of money from it and I thought that maybe I would give you the opportunity to make a lot of money, too, because my product is going to be great.*

I'm using this dumb example. All my personalities...I only have 53. So instead of me emailing them and talking about how great they are I told them they were going to wreck the industry. I wasn't doing it as a play. This is exactly the way I felt because communication to me is for real. I've made more money as a communicator than anything else on the planet. I believe it is the way we connect and change people's lives. That's why I need to record that right there and send it out to my list and tell them they got to get the replay of EPIC content because I'm convicted about that.

I went to them and said: *Guys, here's what I'm putting together. It's called Audio C4. What it's going to do is transform the way of the recording. I'm going to teach them all these communication principles. I'm going to teach them how to write their own scripts. I'm going to give them audio examples of great audio and critique it and tell them why it's great. I'm going to have* – I think I took this off but I had a coupon for anybody who wanted me to critique their video. Those were brutal.

So what did they do? They mailed for it. Jim Edwards was really big time back then. He still is doing really well online. You don't see him quite as much, but the first thing he said is: *I'm kicking myself for not creating this product. This is genius.*

I made somewhere in the category of a lot of money. I didn't know them. They didn't know me. I did not have a list. I did not say I would email them on the backend. I didn't say: *You're going to change my life.* I said: *You're not going to be able to keep this business.* That was pretty frightening. But I believed it was true.

Do you think that was some EPIC content to them? It was epic! It was emotional. I was the Captain. I was unknown but I was the Captain. Charged up...holy smokes.

**Case Study Two:** Jimmy D. Brown. I didn't know Jimmy. Everybody thinks Jimmy and me been friends for years and years. We kind of grew

up together. Both kind of talk alike. Nope. Didn't know him at all. I had bought Nicheology. Did not know him. Ryan owned it at the time and I never met Jimmy. Didn't know him. What I did know is that he liked easy money. I did know he liked somebody else do the work. I do know that he's got great faith and I do know that he loves missions.

He came out with a 6-figure formula. \$500 product - \$1,000 product- can't remember. Great product. Loved it. Actually bought it. I could've emailed him and said: Hey, dude. I'm a guru, too. But instead I bought it and I loved it but he didn't have an affiliate program. I felt like my people would really benefit from it and I didn't want to just go and do anymore training.

So I sent Jimmy a pdf...had pictures of his webpage what I thought was great. Had pictures of me and my background, me and my family. Had pictures of me in the missions zones. I talked about being a worship leader...all of those things. Filled it up with stuff I knew he liked.

I made him a video. I said: *Hey, Jimmy. Paul Evans here. You do not know who I am but I bought Nicheology from Ryan. But I loved Six-Figure Formula. You don't have an affiliate program and I think that the lives of my people would be changed for it.*

Get this. *Here's what I want to make an offer to you...I want to sell Six-Figure Formula to my people. The first time I launch it you keep 100% of the money and I do all the coaching for you. (You see it just a little bit different, right? He took a risk by me doing the coaching.) You keep all the money; I do all the work. After that we'll do it 50/50. I'll do the sales and I'll still keep doing all the work.*

I did that about 3 or 4 times. He made a pretty good bit of money. I made a pretty good bit of money down the road, but what did that do? I mean, I stood out. Jimmy said: *Nobody has ever sent me anything like this ever.* Yes.

I proved that I could do coaching. I had testimonials in there. I showed him stuff that I'd been doing, etc. Even though he really did not know who I was I provided evidence.

That doesn't seem right that I would give away 100% and do the work and then 50% after that. It doesn't seem like a smart business move, but I'll tell you right now I've definitely got Jimmy's cell phone number, don't I? I can definitely text him. He texts me. He'll text me...I could get one later today that says: Hey, buddy. We're doing something new at the church. Pray for me on X,Y, Z.

Man, I like that relationship a lot more than me trying to be out there clamoring for attention among people. It's because of this. I did this first and I think I did it right.

Please ask Paul to stop texting me. I know where that's going. That's so funny. I may not even be able to get up after that one, Carrie. That was great. So anyway, it makes a huge difference. So I think that we've got to look at what this is going to take. What am I being willing to put on line?

This is content outside of our blogs, right? EPIC content is not simply about our articles or about a video. EPIC content is about every single way that we communicate.

**Case Study Three:** Here's my Facebook stuff. I post up on Facebook a lot...lot of Scripture studies. I don't get much feedback on it but lo and behold, rules of air travel I've picked up on the last 5 minutes...I think I had a list of about 13 or 14.

**Number one-** You're welcome to stop absolutely anywhere. No. It doesn't matter if you're in the mass of humanity.

**Number two-** Washing your hands after using the restroom appears to be optional now. We've conserved water and saved trees.

**Number three-** You do not need to move out of the doorway of the tram even if it's empty and you could scoot in. Stay right where you are.

I had all this list so I get 42 Likes and 35 Comments. Now that's not completely off the chart, right, but it's still good. It's just life. It really is content. What does this content do? It reveals who I am. It reveals a little bit more of my sense of humor. It reveals how I view things. It got people engaged. They started adding things to the list. The next time one of these people read one of my articles they read it differently even if it's not sarcastic. They read it differently.

So airport check-in over there to the left. A little lady is working counter. It's so good to see that short people discrimination is not in play here. She can barely see over the counter which is awesome because I can barely see over the counter myself. Our eyes meet. We can see each other from the eyes up but that's it. We've got no clue if the other person has a nose or a mouth.

Alright, so I go on from there....50 Likes, 26 Comments...just sharing life. This believe it or not, is EPIC content. It's not necessarily informational but it's entertaining to people. People are engaged by that.

Couple more examples...Over here to the left I keep this in my wallet. Top 10 Reasons That I'm Glad I'm Paul's Husband. That's what I show Marlene when she's upset with me. I provide evidence. I never have to worry about things. I need to remember what that first one was...I never have to worry about stretching to kiss him or something like that. We're the same height. No, that's #9. Oh, waking up early....that was it. Because I'm always the alarm. He's loads of fun...blah, blah, blah. That's #10...I never had need for an alarm clock. He's always up. (I've got to memorize my own list.) Ridiculous. 61 Likes...21 Comments.

Then over here to the right I like to draw some articles so ART by Paul. Open up a can. Sidebar...I just remembered #1: I never have to worry

about making anybody mad or offending anybody because Paul's already done it. That was #1.

Okay, so open up a can. You have a mix of gifts, talents, abilities which leads to 'you can' so make big You Can lists. I'm saying open up a can. Here's a list. It's fun. It's just handwritten because I hate to type so I just wrote these out. Got a ton of feedback from that. So that's EPIC content because it's real to people.

This is actually a little bit informational. It's definitely motivational. It's a little bit emotional because people got hyped up and pumped about it. It was entertaining because it was hand drawn. I was the Captain because I was leading them somewhere. You see?

This is not just...hey, I wrote a simple little blog post but I'm inviting people into the way I think, the way I live life, what engages me, and what's important to me. I think we need to do the same thing.

I've not spent a ton of time thinking: Okay, now how can I do this so that the market is impressed? I'm simply trying to put on display what I believe the market needs to be led towards.

I think a lot of times I'm pretty close to right and other times I completely blow it and they say: *I ain't going*. But you've got to find out if they're going to follow you or not.

That is it for that section. I'll bring the chat back over if there are any comments, thoughts, ideas, questions, that you would like to add to this section or any questions about what you did with Audio C4 with Jimmy D. Brown, why I did that...anything along those lines.

We've got some who are typing. I was going to actually show you what I sent Jimmy but I've still not located it. I think it's on an old hard drive. I've got it somewhere. I'll see if I can find it.

Jenny says: *Love that having fun can be a form of leadership.* Listen, people are going to follow us more when we are fun than if we're no fun. We've all got people that- you know what the truth is? I don't want to follow them because I don't like them. So if they're fun we like them a little bit more.

*What's the number one take-away from these two examples?* Rick, that's really up to you to decide what you think the #1 take-away is. My #1 take-away is that you approach people just different from others in the way in which you want to do it. It doesn't mean that they're going to come back with it positively but here's what I know. I know what everybody else does and what everybody else sounds like and I went in those examples and said: *I'm not going to do what everybody else does.* SO that to me is the take-away.

I don't care what other people are doing. I want to learn from them and I may even want to tweak it but I really don't care that they're doing X,Y, Z and I'm going to follow them. I go: *That's a great example but I'm the leader over here. This is the way we're going.* I hope that makes sense.

Sharon: *Do I still teach this?* What are we talking about? I need a little bit more clarification on what I'm still teaching...like am I still teaching Audio C4? Am I still doing the Six-Figure Formula? Okay...Audio C4 is still a product up and for sale. I'm not saying go and buy that. I'm just saying it's still up and for sale.

I still make sales with it. I still get a check. Get this now. Half the audios on the site don't work because they're old and people have cancelled accounts. Can you believe that? I should go straighten that out. It's funny. I've just got it up there and it's still making sales. It's bizarre.

If you're into (this isn't a commercial) presentation go to [PlatinumPresenter.com](http://PlatinumPresenter.com) and get my Perfect Presentation Formula. That helps a ton, too.

Alright, let's see. *That's helpful.* Good, Rick. Excellent, Sharon. Evelyn and Jenny are typing. I need to turn on some air conditioning. I broke a sweat in here yelling at ya'll. Yeah, PlatinumPresenter.com. I'm not saying go buy that. Oh, Suz. Nice plug. I am saying everyone should go buy that and I'll split it with Carrie. Carrie's like: He's not going to quit. I'm going to upload my content.

Anything else related to this, guys? Was that helpful? Was that whole section helpful to you? Glad you came?

*Love how you focus on helping others.* You've got to do that. You've got to focus on others. That's what our business is about. Without others we don't even have a business. Thanks, Evelyn. Good. Good.

Let's see. I'm going to pull the chat over as soon as Mike's done.

*Doesn't Carrie say we must promote ourselves?* We do promote ourselves. Absolutely. She's going to talk about that most likely in the next section. We do promote ourselves and we are going to pump ourselves up. There's no doubt about that.

Carrie: Yeah, Mike. I'm not worried at all about him talking about other products. That doesn't faze me in the least. That was really natural, really organic, not pushy and not anything incomplete that he's leaving out of this training. So you're absolutely right. Yeah. We are never going to apologize for promoting ourselves.

Paul: Good times. Hey, let's...Carrie, do you have anything else or are you ready for a break?

Carrie: Let's take a break.





### Session 2 : EPIC Formats

Carrie: Suz says she's going to put more of her personality into it. Suz, I've tracked responses when I have stories, when I have pictures, when I don't have stories when I'm just being the reporter, and the fact is, engagement is so suppressed when I don't share those things.

People say: *Well, Carrie, you're just so good at sharing yourself.* Well, that's because I practice at it. The truth is, I'm a fairly private person. I use a very controlled intimacy. You only see what I want you to see, truthfully. I do feel like I share a good bit within that but for years it was about Baby Barefoot and Broadway Barefoot and Princess Barefoot and Jr. Barefoot Executive. You know, you didn't even know their names but you felt like you knew my kids and my family because of those kinds of things.

It's just a matter of tweeting silly stuff, Facebook silly stuff, with a mix of content, but everybody learns better within a story. They're not going to remember 'how-to'...1,2,3,4...unless you tie it to the Pumpkin Patch or unless you tie it to learning to tie your shoes as a kid. So that's just really key.

Maria says: Making sure you're talking to a friend. I have to tell you guys I was really nervous. Nobody ever believes me when I say this, but video was nerve-racking for me. Paul was at the first video shoot that I did. I don't know if he even remembers this but we were there.

A friend of ours was shooting the video. We had a couple of us shooting episodes. He was in the room and I literally was having kind of a panic attack about shooting. We had to clear the room of everybody – make-up artists...everybody but me and the camera person. I really have to focus just on the camera and whomever I put on the other side.

A lot of times it's just Paul because he understands my market and he's also a business owner. A lot of times it's Jenny. Sometimes it's a new market that I'm trying to communicate to, but I'm talking to a friend.

I don't have to rehearse too much or script it out when I'm getting on the telephone – when somebody calls me and asks me questions. So really my videos are about the fact that somebody has called or emailed or sent me a question and I'm answering that question.

It's really super easy now because I'm just talking to a friend or somebody who has a problem that I need to solve. Will uppity, know-it-all, snobby critics be watching or listening or reading? Sometimes, yes, but that's not who you're talking to so don't worry about them. They're not your demographic. Don't worry about impressing them.

Meredith, we're going to talk a lot about call to action here in a little bit. Super important.

Ann Perez, yeah, you can add real life drama. Like today, just since we've been on the webinar I told you guys about the silly cows that were crossing the street back and forth and tried to think of some 'why did the cows cross the road' jokes, but we had some cow drama today.

I've had my doorbell rung 3 times since we've been on the webinar because I'm having a tree cut down and the stump ground. Then the guy comes back and wants the paycheck made differently because it's weekend and payroll is different. Blah, blah, blah.

I mean, I've had some little drama around here this morning, but I could put some of that in a blog post and it would make sense because I'm communicating to you guys that I don't live in the city. I don't live in an accessible place. I live in the middle of Nowhere, Texas, where cows are a real concern and we don't want somebody to hit them coming around the S curve. We call 911 about stuff like that. I'm not playing, but it helps me be more relatable. So that's why I share that kind of stuff with you.

I don't know if there's such a thing a content coach, Gloria, but there are things that you can do like study this or what I tend to do is watch about one person a year. I watch how they develop their content...what resonates with me...what evokes an emotion with me or what doesn't.

For instance, I know Paul is high on Seth Godin. I can't read Seth's stuff. I tried. His lack of enthusiasm, his lack of energy...to me just doesn't make up for the part that he has great content. I just can't do it. If it's not fun I'm out. If it's not engaging I'm out. He does get a little preachy for me sometimes so I just can't do it. I'm sorry.

Anyway, adding more emotion, more passion, invoking more stories, and more questions, etc. Yeah, Carol, here's the thing about being concerned about every training point covered. Sometimes we cover too much in every blog post or every article.

Michael Masterson is the one that taught me this. It's about one big idea. It's not about the 3 big ideas you want to cover today. It's about one big idea. What's the one idea? Is the idea today content? Yeah, today is content.

We are spending 3 hours but if this were a blog series Paul could not have covered all of that in one article. He would not have covered EEPPIIC...however he spelled EPIC today. He couldn't have done that. He would've needed to break it out into the story about him and Jimmy D. Brown. Then the next day into the story about him and Armand

Moran...who we actually met a few weeks ago in New York. I got to meet him for the first time.

Sharon says: You're amazing the way you take a story and create a lesson. Thank you, Sharon. It's so funny. I've kind of trained myself to think that way. I was at a football game last night. My daughter's in the marching band. Not only is she in the marching band but she is studying leadership. She hopes to be Drum Major like her momma next year. She plays my flute that my parents sacrificed and bought for me when I was her exact age. It took my mom about a year to pay off that flute on a payment plan. It's still a real important part of our family.

So last night was an away game and as band parents (football parents) we pack up and we go. There was 100% chance of rain so we also packed the ponchos and as we're filing into the stadium, sitting in the stands, I look around and I see a sea of umbrellas every pattern and shape imaginable.

I see people in ponchos and the stand on our side- the away team- is actually more full than the home team. It's their homecoming! I had such pride as I sat there. We watched our team lose. It was a close game. We watched them lose.

The band didn't get to march because of the rain. I didn't get to hear my daughter's solo. She opens up halftime with a flute solo. But I was really so awash in pride as we sat there wet and shivering. I was really thrilled at how full the stadium was.

I was thinking: When you fill your stadium with like-minded people (fans) they will drive over an hour. They will sit in the rain to watch you lose because they are part of your fan base.

So to me as I sat there I took pictures with my phone, formulated those stories in my head, and of course, that will be part of a Fill Your Stadium

blog post that I'll write. It comes more easily to me now but you guys have to start looking around...How do I relate this story?

I really was emotional in the stands. I thought: *This evoked a response in me. How can I communicate this to someone else?*

So you can do that with your own stuff, too. Who else has one thing they're going to change about their content...so far from this morning session? Now we still have a lot of ground to cover but who else has one thing?

I do like what Meredith says...*Asking more questions*. At the end of that blog post I might say: When have you gone out of your way to go to a concert, an event, when you knew you weren't really going to like the outcome but because you were part of a fan base?

For instance, I'm making plans right now with my cousins. We're kind of spread out but we're really close in relationship. We've decided to go see George Strait on his final tour this next year. We've decided this is an occasion for new boots and cute pictures and for us girl cousins to go hang out together...because we're fans and it's his last tour. We may even go to the last concert of the last tour. We're going to travel 8 hours and spend a lot of money to go and be among the thousands of people because we're part of the 'fill your stadium'. So that's another blog post...another story that I could write an angle that way.

Okay, Jenny says she's going to be more vulnerable. Jenny, I will say that Lisa Sasevich calls that (I'm not a big follower of hers but she did say something once that I really liked.) showing your panties....where you show one thing that kind of makes you more vulnerable like 'oops, here's one thing that I've messed up on.'

I do that a lot when I talk about my weight and when I talk about my debt. Those are things I'm not proud of. I'm not proud of the fact that I got to 266

pounds. That's not a triumph for me but I do like to communicate to people I know how it is to struggle with that. I still struggle. I'm still back and forth 10-15 pounds all the time. It's a daily battle.

Weight. Finances. Infertility. Adoption. Child-raising. Special Needs Kid. Marriage Issues. I've been there and done that with all that. Jenny, that just makes you more likeable. As a matter of fact, I posted on my Facebook page last night. I said: I'm brilliant, talented, and witty. If I were also thin that just wouldn't be fair. You are welcome. (Laughs) I talk all the time about how I keep this extra weight on so you'll have something to like me about; otherwise, I'll seem too perfect and everything's too great. I love that you are willing to be more vulnerable.

Nice job. Nice take-aways this morning. Why don't we do some applause in the Chat Room if you enjoyed that session with Paul? I see some applause. I see who's paying attention. Applause in the Chat Room. Paul, we got 3 of them clapping in the Chat Room. No, I'm just kidding. There are more. Great. Good job.

Some of you are thinking and not saying...being kind enough not to say...Carrie, that all sounds great. Paul, that all sounds great. EPIC content sounds great. I'm pretty convinced I can maybe do that, but what do I create? What content do I create?

Let me pull up my Documents. Content Creation and Distribution. I'm a mom of 4. I taught high school for years. I taught pre-school for probably 25 years even since I was a teenager I taught pre-school Bible School. I taught all ages really. I've taught special needs kids. I've taught advanced kids. I've taught in my classes when I taught high school...I always had about the top 5 in the class because of the electives I taught. I had the achievers...the highly motivated kids.

Here's what I'll tell you. We all learn differently. Now this is one thing you guys will notice. Paul and I are super close. Paul knows I'm not razzing on

him except I am kind of a little. He tends to produce his content in the way that he learns. He has not repurposed the way that I want him to repurpose but we are starting to do that with DIY because I feel so passionate about it.

You guys will notice that one of your bonuses or maybe depending on when you came in, one of the upsells, is that we are now going to do DIY in audio and downloadable video so you can stop and start and rewind and put it on your mobile if you want.

We're also going to have transcripts done. Now that's going to be bonus material or upsell material. We'll talk about that framing a little bit more when we talk about the perfect offer in another session. So stay tuned for that.

Some people are also visual learners. Why do you think Pinterest is off the charts? People like the snapshot visual. People that don't have the patience for video maybe like the snapshot video. Info graphics are at an all-time popularity for that reason.

Written is still the number one way. These are not in any particular order. Written is still the number one way. People do still like to read. They still like to write. They like to combine what they're doing and then doing. That's for the kinesthetic learner.

My son is a big time kinesthetic learner. Let me just take a moment and say a lot of you know that Mark has... You'll see how I'm injecting a story here. I didn't plan on it but I'm going to interject story here and tell you that my son, Mark, who has permanent brain damage will likely never be an independent young man. He is 16 ½ years old and today, as we speak, he's leading his horse into the arena in Kentucky. He's competing in the Statewide Special Olympics for Equestrian Skills today.

Mark is not an audio learner, a visual learner, a written learner. None of that. Mark only learns by doing. This is why he's so strong in equestrian skills because that's how he learns - by doing. So he's doing that right now. He's learned it by doing. You don't really read about how to ride a horse, right? You could watch some videos but the only way to learn it is by doing.

My daughter, Emily, is very much an auditory learner and written also. Then one of my daughters, the youngest, can't read yet, and she is too busy to be listening a lot so she is very visual.

Now Catie Grace is very musical so she is an auditory explainer but she is my child that likes video the most. She likes to read some but she really has a lot more patience with video than anybody else.

I'm a visual snapshot and written and my husband is very much about doing and watching. So we're all different. In a household of six we're all different. I would speculate that if everyone who registered for this class – you learn in a different combination of ways.

When you are creating product for your audience just because you like to read doesn't mean you should only create written material...ebooks and those kinds of things.

Now if you're having hard time getting started I suggest you start there, okay? But then you can do what I did with my book, *The Barefoot Executive*...For those of you who are paying attention I think it was Mike who pointed this out earlier...Mike, that was a really subtle mention of my book on how I did. I'm not saying: *Hey, hey, go buy my book*; although, it's a great book. But this is how you guys that went through *Escape* can learn to integrate promotion, too.

I'm just going to reflect back to that for those of you who are connecting the dots and really doing the whole business learning.



So what I did with my book was I wrote it but then after the fact I went to the recording studio and recorded it. Along the way I combined some videos of snip-its of it and prompting questions about it and then I also have interactive exercises within the book. So my book really is a combination of multi-media and multi-learning styles in one package. So there's that.

The other thing is I actually wrote the book not by sitting and typing it all out. I did that with the Intro and I did that with the Conclusion, but my book was actually...I spoke my book on trainings like this, on audio classes, and then I had them transcribed. We're going to talk a little bit later about how to just really be a multi-tasking fiend without making yourself crazy.

So let's do a little poll in the room right now. Let's raise your hand if you prefer audio. If audio is your preferred style of learning raise your hand. You only answer this one time. Raise your hand if audio is your preferred. Not one person in the room raised their hand, but Paul, I believe that's your favorite. Am I right?

Paul: Yeah. I like audio a lot.

Carrie: I thought you did. So a couple of you raised your hand. Video. Whose preferred method is video? Raise your hand if your preferred method is video or watching. Okay. I'm going to predict that our results are going to be a little split on this. I've only got one that prefers video. That's really super interesting to me.

Okay, how many of you prefer written? Raise your hand. A lot. Okay, that's super good to know. Okay, what about visual? How many of you like the Snapshot visual like Infographics, Mindmaps, Pinterest...those kinds of things? *Just show me a chart, Carrie. Give me a spreadsheet.*

These are so evenly split like on almost every one. Text has a little more but that's super interesting.

What about doing? How many of you like the interactive and the doing? Alright. Really good to know. By far the interactive and the doing was the highest.

Now let's look at the format for this class. You are listening to Paul and to me and you are watching a presentation. You are reading slides that are on the screen. We are providing some visuals and we have interactive chat questions and application. We have -boom- hit 100% of learning styles for the people that are Live and watching the streaming replay; however, we're going to take it a step further and have the audio stripped for people who want to listen while they're doing their thing for reinforcement and we're going to have it transcribed for people who want to read it. We're creating every form of content with what we're doing.

Raise your hand if that's really clear to you what we're doing. Okay, good. Now I don't think every piece of your content has to cover everything, but I think it is important (1) be self-aware of how you learn; (2) be aware of how they learn. It's not always going to be the same.

Don't get lazy. Yes, I said lazy. I know that's harsh. Don't get lazy and say: I'm just going to create videos because those are easy for me and video is so popular right now.

If you do that you are only hitting 18-25% of the population max. If what you know is that at any given time only 3% of your population is ready to buy then that 3% that's ready to buy you want all 3% of them. You don't want 18% of those 3, right? So in order to get all 3-5% of them you need to cover every learning style in some way, shape, or form.

The truth is I'm probably not adamant enough about this with Paul because he has so much amazing content. He could just go in and repurpose some of it and make it so much more appealing even to his existing folks.

So if I were Paul's coach the first thing I would say is: *Stop creating new content. Go totally create the content that you already have* (laughs). If I were his coach or his best friend or if he ever listened to me that's probably what I would say.

Alright, so how do you learn? How do they learn? What's your easiest way to start? Then make sure you just keep expanding from there because here's the snapshot...those are 5 people in the room. Only one person there is going to be primarily visual. Only one person there is going to be primarily auditory. One person there is going to want to read it, etc.

This is why when you create a book now you have to create a book, an audio book, and a Kindle book. You have to do several things because you have to hit. Even within readers there are people who prefer ereading. There are people that prefer the tactile pages. There are people that prefer onscreen. So you have to work smart.

Now if we're looking at those 5 primary styles what I like to do is...see that middle circle that she's drawn there? I like to create maybe my favorite, maybe the easiest, and then have the other content created from there.

Now don't get freaked out by the technical stuff and the software stuff. Paul's going to cover that in detail later. We'll have lots of questions about that later, but let's just say in that middle that Lisa really likes to create audios. Maybe that's super easy for her. Maybe she doesn't like to be onscreen. Maybe video cameras vex her. Whatever it is, let's just say in that middle is audios.

So what I want you to do is to take out a piece of paper (blank paper or notebook paper) and just draw that same diagram right there. I will wait. Go ahead and do that now. Draw those 5 circles right there. In the middle put the one of the content that's most natural for you. Put the content that's the most natural for you. For me it might be written. The truth is, I'm pretty diverse on mine, but let's use Lisa as an example.

Lisa, I'm going to say you prefer audio in there. Now how does Lisa get to all those other styles from the audio? We don't want her having to create a lot of different things. We would like for the content to kind of create itself.

So Lisa is going to send that audio to a transcriptionist. So maybe in the upper right hand circle she writes: Transcription to text. Maybe she uses a budget transcription. I love Transcriptions Plus. (You guys know that's my mom. I think she's the best. She does a lot of research. She's very accurate.) But you could also use Elance. You could go to Fiverr and see who you could find. You could go to Escriptionist. Mechanical Turk...whatever makes you happy. Listen to the replay again for those recommendations. Also, Loretta Oliver is excellent.

So you could have audio to transcription from there. That's automatic. You don't have to do it. There's a small investment but you don't have to do it yourself.

If you're creating your offer right then your offer is paying for itself. TranscriptionsPlus.com or Loretta Oliver is also great. (They also do video into transcription. We'll talk about that in a minute.) I believe it's Escriptionist – you can Google that. Or Elance, Guru.com, Fiverr.com, etc.

I believe there was also Words Into Profit. These will not be in any resources anywhere so Becki Maxson and her website is wordsintoprofits.com. That's a treasure trove of tried and true resources right there, folks.

Back to Lisa. She's going to create the audio. Paul's going to tell you how. Whether you just talk into your computer like I am, whether you talk into the phone, whether you get a fancy microphone...whatever. Then you're going to have it transcribed and put into a Word Document, pdf, or whatever as your transcript.

Then maybe this upper left hand circle is a visual. Now what I love to do is I love to go to Fiverr and do a search on my maps or PowerPoint or flowcharts or infographics and you turn your audio and transcription over to somebody or maybe your transcription you go in and highlight the key points how you want that to go. You forward that to them and you pay \$5-10-15 for a mind map, a PowerPoint, a flowchart, or an infographic. Bam! It's done from the original content you created.

I do this for Barefoot Executive University. I create the audio and I have it created into a checklist, a mind map, an infographic because I don't have the skills to do that and don't want to. My time is too valuable to do that.

These other people rock at that and they can do it dispassionately without tweaking the heck out of it. So that upper left hand would be the visual component, right? That's the visual component.

You could then lower left hand corner of this little chart...you could then take that and create a video from it. Now something Paul trained me how to do is to use Keynote which is like the PowerPoint for Mac. Keynote you can do the PowerPoint that you had created on Fiverr right here...you could take that PowerPoint and put it into Keynote. I think PowerPoint will also do this, too.

Then you can just do a voiceover recording. You could probably splice your audio over the top of it or you could just talk through it and take 5-10 minutes and create a video.

The fact is, you could probably find somebody on Fiverr that would combine your PowerPoint and your original audio into a full length video. Paul, you can pop in if I'm way off base, but I think they have the capability of doing that, don't they?

Paul: Yeah, now you can do it with Keynote for sure. I don't really use PowerPoint too much anymore but Keynote you can do the recording right

there and then I'll show you how to edit it with something like Camtasia a little bit later on. Yeah, you're dead on with all of that.

Carrie: So now you have the visual aspects covered. You have the auditory which is the first thing you did. You have the transcription which is now your workbook or your ebook, and then you've also got your video done.

The last one is interactive or doing. What can you do with that? Well, the easiest way is in your ebook, or your video, or your audios create calls to action, questions for commenting, direct them to social media to interact with you. Go to a platform like Try Jigsawbox.com and do some interactive ecoaching. Do email coaching or you can do something with a Chat Room...a Facebook group perhaps would be a good part of a protected product. You can add something to all of it.

What I like doing and what I did with Social Media Made Simple is I didn't even have to be involved with the interaction. Ironically enough, I had questions and assignments at the end of every one. They didn't have to turn it into me but it was a call to action, something for them to go do. That was the part of that course that got the most feedback. *Thank you for encouraging me to go do and telling me how to apply it today. I felt guilty if I just read the assignment and didn't go do something.*

So you have essentially created maybe a 25, 45, or hour long audio and for very minimal investment you've now created 5 different learning styles. If you use something like Fiverr or Guru or even do it yourself it's really super minimal. Paul will teach you how to do it yourself, but some of this, honestly, if I can go to Fiverr and for \$5, 10, 15 get some of this really handled nicely, I really don't have a problem with that.

Now let's use a different example. Let's say we start with video. So my favorite example of this is I created something called 25 Ways to Keep Your Funnel Full. I did it for Paul for a nonprofit project. He wanted 25 videos.

What I decided to do was setup my Flip camera which now you could use Webcam or D8, whatever. I set up my Flip camera and wrote down 25 Ways to Keep Your Funnel Full. Now when I say wrote down I mean I wrote down blog. I wrote down #2 as blog comment, #3 as guest blog, #4 twitter, #5 Facebook. I didn't script this out.

I turned on the video and shot all of these videos in under an hour. Paul remembers when I did this. At the same time, because I didn't know how to strip audio from video at that point, I turned the recorder of my computer on which I use Audacity. It's free. He'll tell you about that later. I recorded my audio at the same time as I was recording my video. So that fills in two slots right there...video in the middle...audio let's say in the upper right hand side.

Then I sent it to a transcriptionist. I was on a really tight deadline. I had pushed it too late so I sent it to escriptionist.com or maybe Loretta because my mom couldn't fit me in for 24-hour turnaround. I paid for 24-hour turnaround on my transcription.

With that transcription I then went in and put one tip on every page. (Some of you have bought that product.) One tip on every page with a graphic.

It's a 25-page report. I've made thousands of dollars on that. It's been a great funnel to other things and it took me an hour.

I created video. I stripped the audio. I then had it transcribed. The visual I did not create for this; however, I could now take those and take that to Fiverr or someplace and have like a mind map or a chart done. I did not do that on this particular one. The interactive would be...it was a funnel that then encouraged them and asked them in an auto responder what they're doing and led them into Fill Your Stadium or my other products.

You don't have to hit all five but the more of them you hit the more you're going to resonate with people. However, this was a \$7 product that I did

so I wasn't going to get too worked up on getting too engaging, too interactive. I wanted to hit the 3 core ones which was the video, the audio, and the written. I'm not seeing any suppressed response on that; however, I could still develop that out.

I could create some graphics for Pinterest that would lead people back to that sales page. That would be really powerful.

Raise your hand if you see how you can use your primary style, your primary preference, and develop it into other things. Great.

Let's say that Rick prefers text. He likes to write. He doesn't want to record. He hates his voice. He hates himself on video, etc. Let's say he wants to write. How do you get that turned into that? Well, same thing.

You could outsource the recording. You could simply read it. You could have somebody else read it. You could hire vocal talent. You could have somebody in your house. You could go to Fiverr. I'm telling you there's no shortage of ways to do that.

Then you go through the same cycle of having it ...you wouldn't have to have it transcribed but you could have it turned into a PowerPoint or a video or you could simply take a couple of images and do the auditory you created as a backdrop. So many things that you could do and you don't have to do it all.

Those of you who think: Oh, I really hate to create mind maps. I can't even read a mind map most of the time. It's not my preferred style of learning. I don't like it. It confuses me. It makes my head hurt. I think that has a little to do with my ADHD but also maybe some of my vision issues.

If I'm there when a mind map is created, if I created the content that leads to the mind map, I can understand it. If Paul were to hand me a mind map of a product flowchart or something that he's created I probably wouldn't understand it because I wasn't there for the precept so it's not my style;



however, I know some people that mind maps are entire products that they sell because that's who they're catering to.

I think what's really important to know is you need to work smart. You need to not only know how you learn but how they learn and how you can use your preferential style not to just live there and be in that rut, not to just have all your products be audio, but so that you can then simply and quickly create those into other ways.

I'm going to bring the chat over and I want to know if you have questions. These can be some 'how-to' questions, but Paul is really going to get into the technical of this in a little bit. So who has an 'ah-ha' moment? Who has something they want to share or who needs something clarified from what I'm talking about right now? I'm going to ask you to use some of your brains for the application. Don't just say: How does this apply in my business? I want you to think through on how you would apply it.

Who has some questions or comments or is excited? I'm excited. I'm always excited when I go through this part.

Rick's excited. Rick, we're going to talk a lot more about this on Tuesday when you come to Dallas and hang out with Paul and me. We will talk about your entire product suite and product development. We'll go through pricing and funnel and all that.

Okay, Patty said: *Just came in. What is Escription?* You're going to need to listen to the replay but all the things that you see in the list above you are references to transcription services. You'll need to Google that.

Meredith says: *What if your natural learning style is not your best way of promoting content? You're a writer but you like learning through audio.*

Meredith, where you start is what's easiest for you...how you want to produce content. It really is irrelevant how you learn unless...like Paul says, he's an audio person. He likes also to produce audio. If he were to

just live there and get stuck there in audio he's going to miss 80% of his audience if not more.

So where you start is... what's your easiest way to produce, okay?

Evelyn says: *Can you clarify how to convert video to visual? Would that be video to PowerPoint?*

You can. Evelyn, I have taken PowerPoint like what we're doing right now and converted it to a pdf where I've added in the meantime little interactive questions on these slides and blanks and made it interactive pdf. It's as simple as that. Or you can turn it over to somebody to create a mind map, a series of graphics, etc. That's really up to you and what you like.

Carol says: *If you have a lot of blog content already and wanted to convert to another format, do you add it to an existing post or create a separate one even though it's the same topic?*

Carol, I like to use multiple posts. You'll see on Barefoot Executive TV it's just a video. I might hyperlink to another post that's the audio or that's the blog transcript. Now James Schramko, who I am working on with some other stuff is in Australia, and he puts all his on the same post. Totally up to you but I do have some of my reading posts that are just the transcript of the video and they're totally separate. That's a personal preference. There's no perfect formula.

Jenny says: *As a teacher I know all about modalities and used all of them in your product and put in Jigsawbox. Good job, Jenny. Yeah!*

Jenny says: *My goal is to turn several blog posts into one infographic, record the articles, and put the infographic with audio on a new post. Good job, Jenny. That would be awesome.*

Sharon says: *I did an 8-week Live webinar and want to edit and break it up into different modules. Good. Make sure you also strip the audio,*

create the transcripts, and have some worksheets with that. That's a big course.

That's how people create home study courses. The mistake is when people create the 8-week Live and then they don't do anything else with it. You need to strip it and make it into a different modality. Good job. Nice.

Okay, I'm going to move the Chat Room back over. I think that was super helpful. If you guys think that was helpful raise your hands. Helpful? Yes? Great.

Paul, here's what I think we should do. I want you to go ahead and stop this recording We're going to wrap up What to Create and we're going to move directly into How to Make Sure It Gets Seen.

Paul, if you want to wrap up section 2...



### Session 3 : EPIC Distribution

Carrie: Section One Paul went over EPIC content, how to create it, what makes it epic, etc. What makes you relevant? Our goal is not to cure insomnia. I love that.

In Section Two we did a little bit of recap. We also went into what should you be creating. We talked about people's ah-ha moments and what should you be creating. How are they learning from you?

This is Section Three. We're going to talk about you can write, record, shoot to create whatever you want but who is going to see it? Only in the movie, *Field of Dreams...If you build it they will come*, that's not reality. If *Field of Dreams* was a website no one would know it was there unless it was marketed and distributed appropriately.

So how many of you in the Chat Room feel like you have a problem getting your content seen? Raise your hand. *I create good stuff. I know good stuff. I'm pretty smart but nobody knows I'm here. Nobody knows my stuff exists. I need it seen by more people.*

Raise your hand if you need more eyeballs on your content and on your offers, etc. Raise your hand. Okay. I'll bet the rest of you lie about other stuff, too. Let's go ahead and put your hands down.

Now I want you to raise your hand if you feel like you have a really great handle on distribution. You feel like you have enough people seeing everything. Raise your hand. That's a better question apparently. So we're all in agreement we could use more methods of distribution.

Now I'm going to go strictly into unpaid distribution today. I'm going to go strictly into non paid traffic, strictly into the methods that I use to circulate content.

I call this the Carrie Cycle because the truth is it may seem too simple to you but I just can't do complicated. I may evolve some of this over the rest of this year with some things that I'm studying, but this has been super effective for me. Engagement is great. List building is great and a lot of people see my content. So let's move straight through it.

Here's kind of the goal with your content. I love what somebody asked a few minutes ago about already having a video but should they also do another article or another post with the same content.

How many times do you have to tell your kids something more than once? Anybody every experience that? Or your spouse something more than once before they understand? Anybody ever been through that or is it just me?

How many times do you have to communicate with your cable provider or your phone service provider something more than once? Guess what? Your audience is those same people. They're the same people.

We all have to hear things, see things, read things, learn, do things more than once.

A baby does not stand up, take a step and all of a sudden is walking. You have to repeat it over and over. We don't tie our shoes one time and then we've got it. We have to repeat some of those steps over and over. We have to be told over and over how to do some things.

It's good for your content to be out there in several different forms, several different ways, and for you to tell people about it several different times.

I'm going to talk about this a little bit now. Let's look at content.

Content might be audios, blog posts, visuals, etc. Now on my blog I do like to combine so this was a visual that I created for Pinterest. Let me tell you how complicated this was.

This is a picture from iStock Photo. I bought a picture. I typed a caption on it and I put my website on it because if it's going to be on Pinterest or Facebook it's going to be shared. It won't necessarily be attributed to me. The truth is, some people will even crop my name off but I'm just as secure; it's fine.

On my blog I like to include a powerful visual along with a text written post. Well, what I want you to see here is on this content this page is super share worthy. This page is very cycle worthy. Let's look at all these different components.

There's a Like button. There's a Comment. There's the ability to make comments. There's a G+ button. There are tweet buttons. There's a LinkedIn Share and there's a Pin It. Now we just added Pin It because I've started using better graphics and started putting quotes on the graphics and my site. I've just now added that. Yours may not be applicable or appropriate for Pinterest. That's just up to you.

So it's super share worthy. They can also get on my email list here. They can also go over here and connect with my on Twitter, Facebook, YouTube, LinkedIn. They can find out how to work with me. They can Like my fan page. They can scroll down, read the article, and make comments.

My comments are interactive. I use a plug in. First of all I do not moderate my blog posts. *But Carrie, I'm going to get SPAM.* Okay, then use this

plug in for SPAM and then use this plug in for interactivity - the Discuss plug in. These are all free.

Discuss helps them comment. It sends me an email saying they commented. I can reply in my email from my phone and it posts directly to my blog. It's real time interactivity and conversation. It turns your blog into a forum of sorts.

If they have to wait for things to be moderated and put up they stop engaging. If other people see a big lull in the comments being posted...you know, people only want to go to the busy restaurant, right? So they won't comment if they don't see other comments.

In order to encourage other comments do not moderate and use the Discuss plug in. So there's that. Those are free. Those are the big 3 things for your blog.

Then you want to make sure they share it. I know for a fact I have people that will click through the blog from Twitter, Facebook, whatever, and they'll Like it G+ it, tweet it, Share it, Pin It, before they ever read it! Some of them will do that instead of reading it. They'll say: Oh, I'll come back and read it later.

So they're sharing it even though they're not necessarily reading it because they're fans or because they trust my content or they like the picture or whatever. You have to first have the content.

For this example I'm going to use a blog post. For this presentation I'm going to use a blog post. The same could apply with an audio, a video, a transcript, a downloadable pdf, anything that you have to share. These methods can apply.

For this example ( I know I keep saying that) but for this example I'm going to use a blog post. I don't want you to say: *Yeah, but what if it's a video? What if it's an audio?* I'm going to use a blog post. You substitute in

whatever it is there that you want to share....a sales page, an offer, a quote series...whatever it is, but I'm going to use a blog post consistently throughout these next examples. Okay?

So that was a blog post I did a few weeks ago and what's funny...the reason you can tell that some people don't even read is because they'll comment on the picture like: *I would never do that*. Well, they've missed the whole point. They've missed the whole point. They aren't even reading what the content is about.

You can use your discretion if you delete those comments or if you want to go back and encourage them to read it. It's really not about bungee jumping because then they'll come in and go: When did you do that? It's not me. It's about your comfort zone. The article explains it. Do be prepared that the conversation does invite response and you may not always get the response that you want.

So call to action...super important. Paul already told you this is not his strongest thing. I would have to say I think (Paul could agree or disagree with me.) my call to action is stronger than my content. I am really good about answering the question: So what? Okay, so you watched the video. So what? You watched the video so go share it with somebody. You watched the video make sure you leave a comment below. You watched the video make sure you Like it or you ask me a question about it. So what? This is a great video. What are you going to do about it?

I would say that probably call to action is something I am super consistent with. My audience expects it. When I'm talking to my kids I don't just say: *Go clean your room*. I say: *When you go clean your room I would like for you to do this and then this and then this. Are we clear on that? Why don't you tell me back what I just said to you and then tell me what you're going to do about that?*



Call to action - I do clarify understanding and I do tell them what to do next or you might say I do invite them to take action next.

Somebody else that's really good about this is Matty B. He's a little singer. He's kind of viral on You Tube right now. He does a lot of cover music from the popular teen stars...really genius way that he's using to break into the industry. Matty B is excellent. At the end of every video he's got it pre-recorded. He'll say: *Hey! You know what to do next. You know you need to Like this, Thumbs Up, Star it, Rate it. Leave a comment. Share it and go tweet about it.* He's really solid on it every single time. I love it.

So nobody gets offended by that. It reminds them what to do. You have to be asking.

Social Media Calls to Action – latest video. Watch the video all the way to the end and then leave a comment. You have to tell them what to do. Watch the video all the way to the end and then leave a comment. If you know somebody who could benefit from that then please share it with your email network, Facebook network, or tweet it. You might even want to Pin it if you're into that sort of thing.

Make it nonthreatening. Make it friendly and give them some direction; otherwise, they're just going to go: *Oh, I like that. I wonder if my friends have seen that.* We don't want that. We want them to take some action.

The other networks that I like to use are Facebook, Twitter, and You Tube. You could also use Pinterest. You could use G+. Truthfully, G+ is a big network but I'm just not seeing a lot of interactivity over there. However, you can't afford not to be on G+. This is not a social media class, but you can't afford not to be on G+ because of the personal search rankings and how SEO is being taken from there.

When you do a blog post go post it at least once over in G+ just so it'll be there. Do have the +1 button in case your audience are +1 users. You will

see by that last blog post I showed you I didn't have a lot of +1's because I don't have a lot of G+ users in my audience it doesn't seem.

Call to action- Always make sure you're letting them know what to do. If you want more details on this offer, click here. Paul and I do that in all the DIY emails. Click here for more details. Click here to register now. Click here to grab your bonuses. Those are calls to action.

Crowds and congregation- That's the next C. Where are the crowds? Get in front of the crowds. Get in front of the congregations. This goes along with what I teach about Fill Your Stadium. You've got to be where the people are. You've got to put your content in front of people.

I've been experimenting a little bit on my Facebook fan page which is Barefoot Executive. I was trying to think of a short code for that. It's Barefoot Executive...not Carrie Wilkerson. Sometimes I will just pose questions. Like here on the right I posted that same picture and I referenced my blog there.

Now let's look at some statistics here. I have 15,000 people on my fan page. Well, you know how we are with Facebook. We're in and out. We're not always paying attention at the right time. This one was just a regular one and it was just a question. I was kind of hammering them like Paul was talking about earlier. I had 29 Shares, 79 people Liked it, 14 people commented, 3229 people saw this post. Those are not bad statistics.

I did not give a call to action. If I had said: *Tell me what's one thing you could do to improve your performance rating or if I had said: Share this if this stung a little bit or share this if it struck a nerve*, my Shares would've been tripled the 29. They would've been 100 or more, I think.

If you want them to comment tell them to comment. If you want them to share tell them.

I did one recently where I said: Share if you dare. The Shares were off the charts on that one. I thought: *Wow. This is super powerful. They respond to what you tell them to do.*

Now if you'll look at this blog post because it's going back to my blog which also references my products and services, this one I actually promoted. I clicked the right hand side where it says promote. I actually invested maybe \$10-15 and I did a promotion within Facebook. As a result, 19,310 people saw this post as compared to the 3,000 over here. Now why wouldn't I promote this one on the left hand side? Well, it didn't refer to my blog. It didn't refer to a product or any opt in. It was just kind of a 'hmmm'...kind of a thinking post. So I'm not going to spend money on that. But over here this led directly to my blog and a challenge post which sits on the same page as product recommendations.

It's also something that people can get fired up about like taking the lead like Paul said earlier. People go: *Heck, yeah. I'm going to take the lead. I want to be a leader. I want to follow her. I'm going to hang out with her because she gets me. She understands. I'm tired of where I am right now.*

As a result, 19, 310 people saw this post because I did a promotion with 15 bucks. Look at the Likes on this one. 298 people Liked it. 17 comments. 147 Shares. Now comments are fine. Comments are good and interactive, but the Shares means it goes to 147 different people's networks. I want those Shares. The 298 Likes means it's posted on their network pages. I want those Likes and I want those Shares.

Was that worth like 15 bucks to get my blog, my philosophy, my quotes, my voice in the heads of all those people? Absolutely. 19,310 people saw this post. So where are the crowds and the congregations?

Do you need to be doing LinkedIn posts? LinkedIn groups?

If you go to Facebook you can even look up Groups. Some of you have heard me talk about this before. You can look up Groups and find out where are the people that you want to be talking to hanging out.

If I'm going to preach I'm going to find congregations. I'm not just going to stand on a street corner where people are not interested in what I have to say. This is a really powerful way to get in front of...I know I said earlier I'm going to do all unpaid methods. The one on the left is unpaid. The one on the right I invested 15 bucks in. Okay? But you can see either way these are really good results.

This is on Facebook. This is on my Facebook fan page. I'm clarifying. One is a non promoted post. One is a promoted post.

You could also do something called a Sponsored Story. I have not done a Sponsored Story. It's a little bit like a promotion except you can even further drill down your demographics to English speakers only, people in this time zone, people in this geographic location, etc.

You can now do this with your content. This is going to be super duper powerful within Facebook if you have a Facebook crowd. So crowds and congregations...also very important to get your content.

Now notice –those of you that are worried about repurposing content- I have now put this on my blog. I've put this on Pinterest. Now it's on Facebook, too, being promoted.

Then we're going to cycle, recycle, and up cycle. This is Twitter. I love Twitter. Been on Twitter maybe 3, 4 years now. I've lost track. Look really specifically at what I'm doing here. Look at the tweet #1 here...guest spot...sell doesn't have to be a four-letter word. Short video. This is a video that's on my video blog that I shot months ago. We shot this in Atlanta, Paul, with Carolyn. Shot it months and months ago...maybe over a year ago, but it's on my video blog.

I use a plug in called Tweet Old Posts. It's a free plug in that you can plug into your blog that says: Play one of my old videos or circulate one of my old videos to Twitter every 6-8 hours. Only do videos that are this old or this young or whatever and make sure you don't do any that are offers or time specific. Tweet old posts. Works for not only videos but it works for other regular posts. It will circulate old blog posts...keeps your Content in front of new people. You have new people joining Twitter every day. And you have people who didn't pay attention the first time that you put it out there. Tweet Old Posts is free. It's one of my favorite content circulators.

Also, for those of you that are concerned about only circulating your own content I also use I think it's called Twitterfeed. (I'll look it up.) Twitterfeed is also a free plug in. See, I set it and forget it and never pay attention again. Yeah, [twitterfeed.com](http://twitterfeed.com).

[Twitterfeed.com](http://Twitterfeed.com) not only can circulate your blog when you update but if I have a few people in there whose content I really trust like Michael Hyatt, Bob Burg, Paul Evans, I used to also do Christ Brogan. I could list on and on people that I would plug into twitterfeed, I set the rules on twitterfeed. Guess what? It's a free service. It's not even a plug in. You just go sign up for a free account online. Every time they post it will automatically tweet it out.

Like this thing by Michael Hyatt: How to avoid procrastinating when you feel overwhelmed. Guess what? I haven't read that yet, but my twitter audience has seen it. That builds me some good capital with Michael who loves that I'm circulating his content.

You're only going to do this with the people you implicitly trust and that your market is going to be interested in. Okay? Be very careful with this. He's excited because I'm circulating his content. My audience resonates with it and it keeps my twitterfeed from looking like it's just all about me.

So twitterfeed.com, Tweet Old Posts...those are great ways to circulate content. I really like Bufferout.com. BUfferout.com will connect with LinkedIn, Facebook, fan pages, and Twitter. You can pre-program content and content sharing and quotes, etc. absolutely free and it will time drip them out through the day according to the rules that you set.

Now those of you that are overwhelmed by what I just told you I set up the Do Not Moderate one time. I set up the Ask \_\_\_\_ (20:07) one time. I set up the Discuss one time. Period.

Tweet Old Posts you upload to your blog. I set it one time. I never have to think about it again. Twitterfeed I set up one time. I should monitor that more and add or take away people more, but I've just been busy.

BufferOut I do go in every morning and program for about 10 minutes. I'll go in and throw in some things. Super helpful when I'm travelling and in different time zones, etc.

That's some things you set up one time. Don't use the excuse that you don't have time or that you're overwhelmed or whatever. It's just not going to fly with me. If you'll look at my tweetstream that's a video I did with somebody else. This is somebody else's blog. This is a video I shot 3 years ago but still promotes my products, services, and my content. Three Core Principles that Make You Unique...same thing. Posts by Bob Burg. Didn't even write it.

This is my choice. This is when I'm on Pinterest kind of surfing around and I just think: *Oh, that's cute and I'll tweet that.* That's circulating content, too. Other people are sharing mine...so. That is how you cycle, recycle, and upcycle your content. This doesn't just apply to Twitter.

You're looking at the twitterstream but you can do the same with Facebook, LinkedIn, Google Plus. It's a matter of...I created that article two years ago but is it still relevant? Is there somebody new with eyes on

what I'm doing now than what there was 2 years ago. I sure hope so. I sure hope you have new people listening and watching.

Cycle your content. They're not necessarily going to go to your blog and dig through it. You need to bring it to them. Okay?

Raise your hand if that makes sense so far. Raise your hand if you're with me. Set it and forget it. It's free. This is how I can be active and present in social media without being overwhelmed about it. This is how my content stays out there without me feeling like I'm being spammy and self-promotional.

Okay, so let's talk about Chatting and Chirping. I'm glad you guys are finding this helpful.

Chatting and Chirping. So I'm talking about Facebook and Twitter and how are you staying engaged? How much personal...We talked a little bit earlier about stories versus the how-to. So let's look at my tweetstream here.

Some of you follow me on Twitter. Some of you have seen this. So maybe playing with my hair while the girls were in the bath was not wise. LOL Like wet dogs but messier. Okay, what response does that invoke?

It makes people laugh, right? It makes people laugh if they know the song or if they have kids or if they wet dogs. It has nothing to do with my content but it has everything to do with personality, emotion, with keeping people engaged, and with humanizing me.

Underneath it...How did I get online? There's a short video that I shot eons ago. Lazy Saturday...very necessary. Again, it doesn't have anything to do with content. It does infer that I'm unplugging, taking the day off because maybe I've worked really hard this week. Again, all the same principles.

Then I'm tweeting Michael's post. Showing up is half the battle. That's a video about when Paul and I went skydiving. Mastermind. Michael Hyatt. Back in the U.S.A. Texas soon. Whew! That's when I was coming back from Australia. A lot of people really follow my travels pretty closely so...This is just being engaged. Connecting with people...some personal, some content, some human, some lifestyle, etc.

On my Facebook page there's a picture of us at the Inc. Mastermind. Paul and I were in New York City. We were there with Ray Edwards, Michael Hyatt, Stu McLaren...lots of big players that were there. So I posted some pictures for social proof. Also we had 62 people Like it. Why? Because they wanted to be there.

One person Shared it. It was probably one of these four people that shared it. Then people commented and I engaged.

Over here my guess is that Monday is probably very reactive so that's just a little quote. Look at that...I dare you. Look at how many people liked it. They like it when you dare them. They like it when you step on their toes. They like it.

Then here's Bob Burg sharing my video of my little girl singing *Annie*. It doesn't have to all be business. It doesn't even all have to be super planned out, but you do have to be present and it is a way to circulate your content. Good way to do social proof. A good way to get other people sharing your content.

If I were really smart I would write a blog post about how I use twitterfeed to share my friends content and do a tutorial on my readers on how they can use twitterfeed to share my content. That would be really smart. Hmm...note to self.

Alright, channel surfing. You can't void YouTube. If you're using all those learning styles like we talked about earlier, you need to be engaging in



YouTube. Look at this. 186,000 video views on my channel; that's 90,000+ people that have watched videos.

Look, there's *Tomorrow* that my little girl is singing from *Annie*, but there's CNN and below that is FOX video and below that are some content videos, some testimonial videos, and some videos that will point to blog posts and content and some videos of short snippets of content that lead to other content. Again, we talked about hitting all of the modalities. You need to hit them all in distribution, too.

Then this is super important. I know I'm going fast and I know we're going to have a lot of questions, but I'm trying to get through it all so that we can hit it where it addresses you.

So Catch and Don't Release. This is really really very important, guys. You can put content out there but unless you are getting people's email addresses and following up with them you are having limited results.

Email is the best way to get direct response. I don't care what anybody else says about mobile or social, I'm telling you people aren't buying directly from Twitter and Facebook. They are seeking, they're searching, they're getting their proof, they're testing out your email. They're testing out your quality of content. But email is what will cause the direct response.

Until mobile gets better at all that and establishes more trust and then we might move to mobile, who knows? But right now it's still email.

You've got to be catching and not releasing them. You've got to be following up with them with offers and content. Again, email is super powerful. People say: How does your list grow so fast so big? It's because in my emails I say: If this struck a chord with you, please share it. I tell them how to share it. Put it on Facebook. Share it with Twitter. Email your

list. Hit Forward and send it to your list. Super powerful. You have to be recycling this content.

Again, you could follow every single one of these steps with the same blog post or different modalities of the same blog post. Again, you could use pop ups or slide ups or capture forms or whatever you want to do to capture more emails and follow up with people.

You can use something like Barefoot Auto Responders which is what we call AWeber. Paul and I have used Barefoot Auto Responders. You could use Barefoot Cart. You could use Infusionsoft®. You could use Office Autopilot...whatever resonates with you. Don't say: Which one is best? AWeber is probably the most affordable for the most bells and whistles. That's Barefoot Auto Responders. Barefoot Cart is also combined with a Shopping Cart so it's your best all-in-one solution...really kind of depends on where you are in business.

The important thing is you can't say: Well, this week I'm really going to focus on sharing through Twitter. This week I'm going to focus on sharing through Facebook. It really does – you do have to put some of these in place so you can be juggling all those balls at the same time...circulating and recirculating that content.

Lather, Rinse, and Repeat. You can send out a newsletter. You can send out your blog posts. This is one of my favorite little pictures. It's a super popular article I sent out a few years ago. This is the 4 Barefoot kids on Halloween 2 years ago. Love those kids.

You follow up with them. You send offers. You send articles, etc., etc. The important thing is not to get your email list and not do anything with it.

We talked about all these facets of content of all the C's...Call to Action, Catch Don't Release, Chat and Chirp, Congregations and Crowds,

Channel Surfing...All the C's you need to remember for content circulation.

This is what you do with your EPIC content because EPIC content sitting on your blog being looked at by nobody is not so EPIC. In order to be EPIC it has to be shared, digested, consumed, and people have to take action on it.

Let me move the Chat Box back over. Paul, I'm going to ask you to turn your audio back on, if you please.

Paul: Hi.

Carrie: Who has a question about this section? Paul, why don't you share one of your ah-ha moments, if you were paying attention.

Paul: Attention? What I love...now this is just me. You were covering the 3 aspects but the whole promotion...just for \$5-10 you can get your post on Facebook in front of so many more eyes. I've done that occasionally and I love that. I forget to do it. So when you hit that again today I thought: *That's what I need to do. I need to make sure when I have an opportunity to get whatever I'm doing in front of a lot of people – I think that's important.*

The other thing is having a graphic with your blog post if you can do that so people can Pin it. I think that's real important. It's so easy to get focused on text only.

Carrie: Yeah. I totally agree. Here's one thing I'm going to suggest. Don't do a sponsored story or promoted post with money unless it takes them back to your blog or to something with an offer or a subscription. Make sure you're going to turn money into money. I don't just do my good quotes and my good pictures and stuff. I don't just spend money on those. It's usually when it takes them to a money page.

Automated recycling....it's the truth, Jenny. It's like being able to put your glass or paper or whatever into one bag and have it like split out for you. Recycling. Then if you look at – here's where it gets powerful- Paul will get excited about this. If you go back to the section I taught a minute ago and you say: So all I have to do is create an audio and then have somebody else turn it into these other 4 modalities? I have 5 modalities I can now put into this cycle/upcycle/and recycle funnel. So I've got text out there, PDFs out there. I've got audios/videos out there.

That's powerful. That's huge. That's distribution on steroids. When people say to me: *Carrie, you are everywhere. How is it that you are everywhere? How did you get so everywhere so fast?* This is how. It's by having my content in all these sharable forms and then encouraging people to share.

**Carol says:** *Another free way to share content from self and others is Paper.li.* I'm unfamiliar with that but I'm going to type it up here in the box so people can check that out. Thanks, Carol, for sharing that.

**Lisa says:** *Do you recommend a certain frequency of content to just info in your emails?* I don't have a certain formula. In social media I like to only promote about 10% of the time.

The rest of the time I like for it to be social, connective, and content sharing, but in my emails I think call to action all the time whether it's an offer to go subscribe for something, go check out something, or to buy something or do something. I think you always have a call to action.

You want to train them to click. You want to train them to act. You don't just want to train them to read. This is something that Paul has even admitted himself. He got into about a year maybe 14-15 months where his content was off the charts.

Every day was amazing content but he was not doing as many calls to action. He was training his audience to consume and not to click. Don't get

stuck in that. You've got to train them to click and take action and respond when you say respond.

**Sharon says:** *You have to have a certain fan base to do promoted posts but it's so worth it. Yeah. It reinforces know/like/trust. Absolutely.*

**Evelyn says:** *Do you use any article marketing service? I've done EzineArticles before just to hold my articles, but I do not use article marketing. I feel like Facebook and my own blog promotion is my own article marketing right now.*

If I were to move into article marketing I would probably use an article marketing service and also PRWeb™ and one of the press release distribution services. But again, I try to really focus on a couple of things at a time and I'm just a little too distracted for that right now.

You certainly can and if your content is keyworded out and really search engine friendly in a competitive niche, that might be a really smart idea. We might be covering that in Paid Traffic in the next few weeks.

Paul, are we?

Paul: Yeah, we're going to cover a little bit of that, but I also love what you just said about the way you're distributing right now is really the new article marketing. The other thing is you said that's too distracting right now.

Guys, we have all this stuff on our list and we think we've got to do all these things. Carrie is saying: *Here's what I know how to do. Here's what works well for me. That's what I'm doing. I'm not getting distracted by something else I COULD be doing. I'm maximizing what I AM doing.*

Carrie: Right. That's why you guys heard me cautioning Lisa earlier not to follow a bunch of people and model after them but to lead in her own way. Well, one, Lisa and I have coached before so I really want to caution her on not getting distracted, but the other thing is when we're doing training like this

it really is like Golden Corral all-you-can-eat buffet training. You really have to pick and choose a few things or you're just going to be sick.

You just can't do all of it. Pick one or two things that resonate with you. Test your results to see how it goes. Automate it if you can, and then move to something else.

**Victor says:** *Do you use RSS Feed tactics?* I do not, Victor.

Paul, do you use any RSS Feed tactics?

Paul: I've just found that a lot of people don't pay a lot of attention to their RSS – at least in my markets. So I've not done any of that.

Carrie: Yeah, not anymore. I think they're responding so much more to visuals, etc. So we're not the experts on that, Victor. Sorry.

**Jenny says:** *How big does your fan page need to be in order to make promoted posts worth the investment?* I don't know. I can't answer that because I just started using them. I have 15,000 people already but I would think...It's a sliding scale of money so it charges you based on how many people are actually on there. If you have less than...

Paul: Sharon has a note right down there, too.

Carrie: I see that. If you have less than so many people it's going to tell you: *This is only going to go to 500 people or only to 1,000.* So you have to gauge that.

**Sharon** does a lot of social media stuff and she says: *Best if you have over 500 fans.*

**Debra says** she's overwhelmed. Now, Debra, you know better than that. You've studied with us before. Don't be overwhelmed. You just need to focus on one primary sharing thing. I would say put your Share buttons on there first. You know? The Share buttons that are at the top of the....Let me go to that slide.

If I were just going to do one first thing on distribution it would be put Share buttons. Don't go crazy with one of those Share buttons that has 18 different networks. Pick the networks that you're engaged in and use those buttons first. That's the first thing I would do. If you're overwhelmed do that first.

Then the second thing I would do is go in here and use these plug ins. Pay somebody to install these or plug them in yourself.

\_\_\_\_\_ (36:54) discuss \_\_\_\_\_ posts, etc...whether you have a video blog or a written blog. Don't be overwhelmed, Debra. Just breathe and make a note of action steps. Okay?

Thank you, Sharon, for your input on that.

BufferOut is not like HootSuite. BufferOut only schedules posts. You don't go in there and interact and forward and all that. It only schedules posts. I use the free version.

Anybody else? Ya'll are welcome. Laree loves Pocket, too. I don't use Pocket but you guys can check that out. Just like in town, I tend to go the same route every time even though I know another route is faster. I go with what is working for me.

I probably shouldn't brag about that but I'm kind of the same way with my apps. I don't have a lot of patience for learning new apps.

I just got a new phone and it's making me crazy because I'm having a new learning curve. It's making me a little mad.

Anybody else? Have a question about this section? Okay, if you don't have a question here is what I want right now. I want to know what you're excited about. Is it the modalities? Is it about what you're going to create next? How are you going to share next? What are you going do next?

I want to know something good. Tell me what you grabbed from that all-you-can-eat right there.

Just got a little text from my husband. He's at a festival with my girls. My teenager and my 8-year old sing with a theatre group. The 8-year old was Annie and they just did a little cameo of some different music. They rocked it. Love it. So proud.

Okay. Epicycle, Lisa. I'm going to have to think of something for epicycle now.

**Meredith said:** *I need to recycle my old content.* Okay, Meredith, let's frame it this way. *I'm going to upcycle my relevant content.* Nobody wants old content. They want relevant content.

**Jenny says** she wants to build more content for Catch Don't Release. Yeah, Jenny, I tend to create content as I go for that. That really is my in-the-moment content.

**Sharon says** she's going to repurpose. Love it.

**Debra says:** *Excited to see that it's an actual plan that just needs to be put into place. Thanks for being so real with everything you do, Carrie and Paul.*

You're welcome. This whole SWAT series you're going to see us analyze the offer and the bonuses and everything we went through even to promote SWAT. You're going to love it.

**Suz says:** *If you're starting social media do you only put buttons up on what you're actively in and then add buttons when you start implementing other social media?* You can, Suz. That's up to you. I'm in those networks.

I'm not active on G+. I only put my blog posts there. I'm not active on LinkedIn. I only do blog posts there. Pinterest I really just use for fun but



it's a good traffic source for people to be drawn by images and come back to your blog. That's totally up to you...personal preference.

**Carol says:** *I need to recycle my evergreen content in different formats and add calls to action. My people have only been trained to consume.*

Okay, so Carol, Paul will probably tell you some of them will rebel. Some of them will get offended when you start making offers. Some of them will unsubscribe. *How dare you ask us to buy something?* It's okay. Let them go.

Paul, do you have anything to add to that?

Paul: That's pretty clear. Let them go. It is a little bit hard, Carol. You know, when you transition to that....what I did to begin with was still had an article so I had some content and then said: *Hey, if you'd like to take this farther, here's something I really found useful.* Then I moved from there into just making full throttle offers.

It wasn't really a long deal as far as the transition, but it softened it a little bit because it didn't look like I'd suddenly turned on them and was doing something crazy. You can integrate offers really easily. We'll hit that more in Week Three.

Carrie: Anybody else? Alright! So here's what we're going to do. Let's take 5. I know it's ten till noon. We always go over 3 hours. I would apologize for over delivering but I'm not going to. Let's take 5 and let's come back at 4 minutes till. Paul is going to upload this last section and we're going to go through that.



#### Session 4 : EPIC Tools

Paul: ...is not full blown every aspect of these tools because I don't even know every aspect of these nor do I use those. I have specific functions that I use things for and I am a minimalist. You can do some really swanky stuff with video and audio and you can definitely make it EPIC.

Here's another idea, though. Do you want to spend 10 hours on one video to make it so mega epic and take the risk of whether or not it's going to connect, or just do a really great job in an hour or less? Sometimes your videos are going to be 15 minutes or less. I'm talking about editing and everything.

I'm going to show you how to use some of these tools like Audacity® which is audio. Right under that I have GarageBand. For those of you who are on Mac I'm just saying that's really the equivalent – a hyped up version of like an Audacity®, but I want to use Audacity® because it's PC and Mac.

Also these other tools over here to the right you can use on PC and Mac whether you're using Snagit or Jing or Camtasia.

What I'm going to cover is Audacity® and Snagit and Camtasia to show you how to do some recording, how to do some very simple editing. Basically what I do with it and I don't try to do anything that is just off the charts crazy...

I've got my laptop open as well, so probably what we'll try to do like when we get to the screen capture...I might ask for a couple of your markets and I go out and do a real quick screen capture to show you what I might say, to make a real quick video that I might upload to the site. So we'll be doing that as well.

Let me see. I need to go and show my actual screen. Let's start with Audacity®. It's audio recording and this is what the little frame looks like here that you would record in. So with this I have my microphone plugged in. What I use personally is called the Yeti Blue Mic. Go to Amazon and type that in and it will show up.

I'm not saying to get this. But people always ask...*That audio came through real well. I was listening to your podcast. It's cleaner than most podcasts. What do you use?*

I have this plugged directly into my system. I don't have any mixing board or anything along those lines, alright? So it's a very simple setup. You can use a headphone microphone but it is not as strong.

Now if you have a laptop with audio built into it like my Mac laptop it actually picks up audio really well. Don't over-think this. You don't have to have the absolute best audio in the world. Your content is more important. Your audio is your delivery system.

If you've got great content and the recording is not 100%, people will listen. If you've got sorry content but it sounds like you own a studio, nobody cares. So don't over-complicate this.

Here I am in Audacity®. Here's what comes up right at the beginning. I usually use just one track. I've got all these things up here at the top. I mean, this can be so confusing. Look at all these. It's a vex. So you look at that and get overwhelmed. It doesn't matter. Just one track is really all you need.

Here are your tools...Pause. The green button is Play. Square- Stop. Back to the beginning. Skip to Start. Skip to the End. Then here's my little recording button. So when I'm ready to record I just press that button, start talking, let it go. You can see everything that's moving there. Then if I get messed up I pause for a little bit so I can see where I paused and I can go in and take that out.

Even as I'm recording I may have my notes here...just start talking, let it all just happen naturally. I can go back and edit it later. Let me press Stop. Come all the way back to the beginning. See how I can scroll down through here.

That's exactly where I messed up right there. So I may come in and I just highlight that. I just scroll over it and I pressed the Delete button on my machine and I took it out. See? I just highlighted that area. That was all my mumbling. Delete. And it's gone.

So when you're recording people get so scared thinking: *I've got to get it all perfect*. No, just pause. Give yourself about 3 or 4 seconds at least enough time so you can recognize where the break took place and just go in and take it out.

Record all the way to the end. When you get done you can come back and take out those breaks. You just stop and you start over.

So if I'm talking and I say: *You know, guys, one of the biggest mistakes I see people make*...so I go back to the beginning of that phrase and I re-record that and then once I've got everything edited down I don't have to

use any special effects. I don't have to drop any audio in here. You can do that on.

Don't worry about learning everything right off the bat. Then when I'm ready I'll come up to File Export. I'll select Export. Its format is an mp3 file. I've got it to my Desktop and I'm going to name it Smooth Southern Tones. Save. Artist Name...I can put that in. Track/ Title, if I want to do all that. Most of the time I skip it.

It's going to be mixed down to a single mono channel and exported file. That's fine for me. I click Okay. Boom.

Go to my Desktop...Smooth Southern Tones...right there. Man, pretty simple. Let's not over-complicate this.

So if you go to Sound Forge that's who...I'll actually put all these links within the Members area so you don't have to go and look those up. Audacity® is by Sound Forge. It works with a PC and it works with the Mac as well.

Usually the default settings are fine. Don't over-think it. Don't over-complicate it. It's going to make a pretty small mp3 file. It doesn't do these gargantuan files so I really love that a lot.

There's Audacity®. Now let me pull the Chat Room over. Any quick questions about Audacity®? Raise your hand if you feel like that was pretty clear.

You're just watching a video so you're going to have to go and take the steps. I just tried to make sure that I didn't go crazy on it and make it look like something too off the charts.

This is free. This is not a paid software. It's a free software. If you can click a Record button, click a Stop button, and drag a mouse across where you've made a mistake, you can do this.

Got multiple attendees typing. I'm actually looking at my chat on my other computer here if my voice goes in and out. Lots of people raised their hands and said this was good. Good. Love Audacity®.

Victor, you can mix music in here. See this top track? I would drag whatever music I had right into that top track. I'd just put it in right there or I can come to File and I can click Import Audio and bring my audio in.

Awesome, Lorea. Yeah. Absolutely. A \$20 headphone mike works out well for you, good job.

Awesome, Evelyn.

So I'm going to bring that back. Now how many of you –raise your hand if you use Snagit or Camtasia? Now both of these are paid. We've got a few that do. I don't consider it expensive, but sometimes you've just got to go with something that works well.

There are some free tools out there. Now Jing Project may still be free but Camtasia- the makers of Camtasia- Techsmith has actually acquired that. Some say they are going to discontinue Jing, but until then you can use Jing. It won't have an Editor but it's really good. It's very similar to Snagit that I'm going to show you right now.

So when would I use Snagit? When would I use Camtasia? I use Snagit for very brief screen captures and for picture captures of a screen.

Let me pull up my Internets. Let's say I want to take a picture here of Google. I've got 2 selections. I've got the camera mode- the image mode, and I have the video capture mode. So I'm going to use the image capture. Just click that button. Anything I want to draw a picture around I can. Just draw it and let go. It automatically shows up in Snagit.

You can see from making my screens I've got these other images. So then I've got some options now that this is here. (1) I can click this and

upload it to screencast.com and it's like \$15 a year for storage on that, I believe. I use that and like it. I can upload it to screencast.

I would just click that button and it uploads it and gives me a link. I can take that to my browser and paste the link in and then there's the image right there that I saved. It's uploaded and it's Techsmith.

I can take that link and pass it along to others. I can post it on my site. I can email it if I click this button for email. I can even open it in Camtasia because these are integrated.

If I want to draw I can do that. I can put a little message in here. Yoa. Then all that is automatically saved. I can upload that to screencast and then there's my new image that I just made. That's image capture.

I can also do video capture. So if I switch to video...click Capture, draw it around whatever I want to show - I do this a lot with coaching. Those of you who are involved with my coaching know that I send a lot of videos instead of typing things out.) You can see my little microphone is being picked up there. Click Record. Counts down for you. Yoa, check it out. My new video on Yoa, Green Arrowman. Press Stop. Finishes the recording.

Now I can upload that to screencast. So I can press Play...I can upload that to screencast or I can even upload it straight to YouTube. If I click YouTube...let's see if this opens for me with all my other functions that I have.

Look. It's already tied in because I've already put it with my account. The link to your capture is ready to be pasted. It's uploaded to my YouTube account. Boom. Done. I can go in and make it private if I want to. I can go in and edit it within YouTube, cut the ends off, if I needed to do that. So that's pretty cool.

Now if I wanted to edit it I could actually bring it into Camtasia and do it that way. Now it's in Camtasia. You can see where the audio is. I can come in here and I can edit that as well if I wanted to.

Alright, so I'm going to use Camtasia here in just a second. I'm going to delete this one. Come back to Snagit. I'm able to record some very brief little videos, snippets, images...they all stay within my account. I'm able to use them anytime I want to.

Let's say I don't have screencast and I have this image right here. I just tag it. See up here in the corner you can see that it's been selected. I just push Command C. Let's say I'm using my keynote. Let me open that up. Press Command C or Control C if you're using a PC. I'm pressing Command V or Control V and there's my image.

I'm not having to download images that I want to use as examples...just can copy and paste those into my presentation. If this was my presentation I'd select Snagit, draw around it, and press Record: *Hey, thanks for my presentation today. I want to talk a little bit about Katy and her ministry in Uganda. She says: helping to educate and empower the people of Uganda with God's love. She's got a huge mission. She's all about doing great things in the name of the kingdom. I want to spend just a few minutes today sharing with you her vision, her mission, her impact and hopefully that will translate into your business, your mission, your impact as well.*

So I could just record on that one screen, right? Here it is. I could upload it straight to YouTube and put it on my site, send it out via my email list, post it over on Facebook, tweet about it, etc. It's pretty easy to do. That's Snagit.

Let me pull the Chat Room back over and see if there are any Snagit questions. Camtasia's a little bit more because we're doing editing in Camtasia, but for the most part I keep all this super simple.



ScreenCast the only advantage is if you didn't want everything on YouTube and you also wanted a place to host your pictures. You could upload those directly to ScreenCast and it's basically a hosting service for these media styles. It's integrated with Jing and it's also integrated with Snagit and it's also integrated with Camtasia.

That's interesting, Evelyn. I didn't know that. Make sure you've got the latest version for sure. They may be trying to get you to use Camtasia instead of using Snagit for your uploads.

I'm on a Mac. Cool, Debra.

Jenny's got a great point. ScreenCast allows you to keep stuff private as well. Like you saw that one image but you don't get to go and look at my whole Library.

ScreenCast-O-Matic is what Carol uses...and Snagit. Good.

A few more are typing. Then I'll run through Camtasia and any questions you have as far as any of these or other software you're welcome to ask about that, but don't ask me like: *Hey, I found this software over in such and such place. How do you use it?* I don't use that. I use Audacity®, Garage, Camtasia, Snagit. That's pretty much it.

With Camtasia you can import your videos to edit. If you were to save this video it would be as an mp4 and you could actually pull that into iMovie if you've got a Mac or Movie Maker which isn't a great resource. You probably need something like Vegas for a PC and you can edit within that as well.

In fact, I'll import a video into Camtasia here in a second. I like iMovie if you like it a little bit more swankified. I like Camtasia if you want it fast and simple. Carrie likes iMovie and does a lot of stuff with that. I feel like for me Camtasia is a little bit easier to navigate...but it's what we use.

Carrie might come to Camtasia and say: *This is confusing*. She's used to iMovie.

Anybody else? Okay, I'm going to drag over. Let's go and look at Camtasia real quick. This is the latest version of Camtasia for Mac. The PC version is different but pretty much the same.

Tools are a little bit different. You see up here the very top of the screen it looks like a little piece of film. That is how we're going to record. What I'd like is somebody type in. (I'm going to pull Chat over for just a second.) Just type in a market real quick...just one of your markets. First one in is what I'm going to use.

Okay, organic cooking. I just started cooking. It's not organic. Okay, so organic food recipes. This isn't going to be mega epic because I'm doing it just right here off the bat, you know. Here's just an example.

Look at this guy's stomach over here to the side. That's a girl. Oh, my goodness. Oh well. Sorry. Okay, so I'm going to start recording. It goes ahead and tests. Now there are a couple of settings here. First you see my mike is just hot. It's going crazy.

Second there's system audio. I want to make sure that's off for this in particular. My camera is off. I don't have a camera on this machine I'm using right here; otherwise, I could be like in a little box down here in the corner. People could see my face and such. I'm going to click and select recorder region. Make it a little bit more movie size and click to record. It gives me a countdown.

*Hey, everybody, I want to tell you today about a cool new site. You guys know that I'm all into organic cooking since I quit eating 5 Guys every other meal. Love organic. Don't know what it means but I'm pumped about it. So I'm over here at the [organicauthority.com](http://organicauthority.com). They've got a decadent caramelized onion jam.*

*I was thinking just this morning when I got up: If I had some onion jam to go with this biscuit, this organic biscuit, I'd be so pumped about that. Where in the world can I get this? Most likely you're craving caramelized onion jam as well...not just any onion jam ...decadent.*

*So here's the recipe found right here on [organicauthority.com](http://organicauthority.com). I'm pretty sure that they won't mind me sharing this with you. You're welcome to go over there as well and check it out, but look at this. It's super simple. Five organic yellow onions, 2 tablespoons of butter (that's organic), 1 tablespoon of olive oil, 2 teaspoons of salt, 1 bottle of white wine. Ummm. The recipe's getting better all the time. One teaspoon of thyme. Now that is not as pronounced in Alabama...thyme, but this is optional.*

*You've got all the details right there. What I'm going to do, guys, is I'm actually going to invite Emily over to do a video and show you how to do this decadent recipe Live. I don't know if this has happened for you but it's happened to me before...I've tried to do these recipes. They don't turn out just like it. So I'm going to invite Emily over and then the next video we're going to have her showing us exactly how to do this recipe.*

Then I pop back up and grab my red little piece of film here, stop recording, and boom! It pops up right into Camtasia. Right here is where I stopped and started talking and giving you the rest of the instructions. So what I would do is come to the very end, click shift (This is the Mac version.), and I click that triangle at the top at the same time and drag it over that section. I click Delete and boom, it's gone.

I made about a minute and a half video, made fun of myself, talked about 5 Guys, decadent onion caramelized onions – which I was just to do that people would probably watch and think: What in the world? He's lost his mind.

I've got all this now. There are a bunch of tools in here. I can do animations. I can do transitions. But I don't do any of those. I think that

they make some videos better, but I think if you can come on and be engaged right off the bat it's going to be so much more helpful.

Now what are you going to do with this? Are you just making a video to make a video? I may go in and record at the very end. I would say: Hey, you guys need to come and visit me over at my website to make sure you get to see Emily Live. So I can go and make that video and bring it in right here at the end...and just add that in. I forgot to do it.

Like the instructions that Carrie talked about...about 'make sure you Like this video. Make sure you do X,Y, & Z with this video'...You could record that once and then Import it every single time.

So let me import media. We're going to pretend that I am importing – Here's the SWAT movie. Let's see if it lets me import the SWAT movie. I can Import it. I can drag it over here to the end. Yeah, it did. I can drag it. Imagine this isn't the SWAT movie but my close for every single video that I tell them exactly what to do and what instructions to take. I put it at the end. *'Hey, guys. Don't forget to visit me over at [organiccooking.org](http://organiccooking.org). Make sure that you Like this video. Like, Like, Like it and then make sure you tweet about it. Click the LinkedIn. Go social crazy. Freak out all your people. We've got to get them going organic. Listen, they've got to stop eating those preservatives. That is not a natural way to get embalmed. Alright, share it now.'*

There you go. You could have some clip like that that you drag in every single time.

Then once I'm done editing it I can share it on iTunes if it's a video podcast. I can share it on screencast which we've already talked about. I can share it on YouTube like if I click YouTube. Your YouTube account must be authorized to upload videos longer than 15-minute limit. Yes, it is. So I click Continue. I sign in as Nicheology, title, tags, description. I could make it Public, Unlisted, or Private. That's pretty cool. Cancel. Or I can

Export it to my Desktop if I want to and upload it myself or use another service like Bimia. It doesn't matter.

I can advance Export it but I wouldn't worry about that. I think the easiest thing to do is go straight to YouTube from here. That's a very simple overview of Camtasia.

Let me come back to the Chat Room and just ask questions about software...any of these tools that I'm using here or anything related to that.

Yeah, I've got the latest version of Camtasia.

Suz: Are there time limit recording restrictions on any of these? There's not a time limit recording unless it's on Jing. Jing has a time limit of 5 minutes. Snagit I think you can record as long as you want. Camtasia you can definitely record as long as you want.

ScreenFlow, Lisa, is very good. If you've already got that use it. It is for Mac, for those of you not familiar with ScreenFlow.

Can you Import it into Amazon? I'm just trying to out ScreenFlow right now so it's a great way to compare ScreenFlow versus Camtasia for Mac.

Evelyn, I'm not real sure, but you may be able to Export it as an mp4 and upload that to Amazon. That may work out well for you.

Existing video to use as only audio. Good question. Couple of things there. (1) You can use a tool that's called HandBrake. I'll put this in the Resources as well. HandBrake will let you strip out just the audio if you want to on some versions. It depends on if you're using a PC or a Mac version. But then I also use iSkysoft.com. They have a tool there that allows you just to strip that mp3 out of the audio. I use it a lot. I like it. I think that's pretty good.

The other thing you can do if you just don't want to learn any of that- there's nothing wrong, guys, with going to Fiverr and for 5 bucks telling people: Hey, I've got 5 videos that I need the mp3 stripped from and grab that.

I don't know about using Audacity® to strip the audio because I'm not sure I can pull a video in. Let's try that real quick. We'll go over here to Audacity® and Import audio and let me see if it will let me do this.

Here's SWAT movie. Okay, so it's going to Import it but it's going to take a long time and I may be able to Export that as an mp3. Great question. Look! It didn't take long and there it is!. We've discovered this right off the bat and it's in stereo.

I'm going to take that track out and go to File and Export and boom. Export as mp3. Evelyn, we have just discovered the answer and we could've used Google but it was worth the experiment.

I'm not sure about ScreenFlow, Lisa. I don't use it so I'm not sure if it has all the hosting. I just go to their page and look at their features.

**Jenny says:** *I saved my video as Camtasia projects before publishing so I can keep audio separate from video as well as having video. Awesome point, Jenny. Good deal.*

In some programs you can do the opposite. Record the audio in Audacity® and then hook it into your video. Yeah, you could actually do that within Camtasia. You could Import your audio and then you have your video underneath it. It'd need to be timed pretty well, but if you didn't have a lot of moving screens it would be pretty easy to do because you could just use pictures. That would be super easy.

Any other questions on equipment? That was pretty simple but raise your hand if you feel like that was helpful for you. Awesome. Good. I was afraid it was just so low level you might've been thinking you couldn't use it.

It's not really about making it off the charts as far as the production goes. Your content is what's really important.

You guys know I don't know a thing about organic cooking. It was pretty obvious, but I tried to inject a little bit of personality in there. Think about it in that term.

I could probably go and make some videos around some things like that and just kind of be engaging and be fun.

Good. Awesome, Carol. No, in case you thought I was too convincing. I'm not going organic. Let's not get insane.

I host my videos at EZS3.com, and it's actually a software tool basically. My videos are hosted with Amazon S3.

*Carrie says: I use 4 media ultimate converters to change formats in my content like that.*

Why am I not organic, Carol? I don't know. Maybe I'm scared of it. Ooo, I sure don't like green stuff. I did eat a green bean last week. Let me brag. It was an accident. No kidding. I know, Carol. No need to have a useless conversation on here about me going organic. Listen, Carrie needs to calm down.

Amazon, Lisa. Amazon is where it's hosted and EZS3 is where I make all my video players and stuff like that. I've used that for protected content and for commercial content because YouTube is not super excited about you using it for consumer content.

Carol, you are incorrect. I've looked up nutritional information and saw that there was no nutritional information and that the calories were through the roof.

Yeah, Wistia is pretty good. Carrie's heard some good stuff on that.

Marie, I'm glad it was fun. We try to have a good time. Carrie, come on back on as we close out if you've got any closing remarks. Be careful.

Carrie: Did you say be careful?

Paul: Yes.

Carrie: Carol, what lacks is the desire to change. It's not that he doesn't have the right information.

Paul: Ohhhh.

Carrie: That's okay. We love that about you...Lisa, I don't know. You just have to do a comparison. They're really good with analytics...players, etc. I've just been hearing a lot of buzz about it lately. We started hearing a lot about it at the Inc. 500 Mastermind we were at and then I heard a lot good about it in Australia for that Mastermind, too. I've been hearing a lot of good...I have not personally investigated it yet, but the people I've talked to are using it in addition to YouTube but instead of EZS3.

My desire is to stick with one or two things and not complicate so I haven't been over there yet. But the analytics are supposed to be really good.

Wistia is a media player, Evelyn. You'll just have to Google it. I probably shouldn't have mentioned it but I want you guys to know just what I've been hearing. Neither one of us could do a review or an intelligent assessment of it because we haven't used it. We just have a lot of buddies in a space that are using it. I'll have to go poke around.

Anybody else? Good stuff, Paul. Really good stuff.

Paul: Good times.

Carrie: Yep. Super fun. Ya'll will notice I was strangely silent during the technical aspects. I over-simplify mine so ya'll don't want to know.

Paul: I thought that was pretty simple right there.



Carrie: I just like your graphics.

Paul: Yeah.

Carrie: Anybody else? I'm going to start singing that Jeopardy music. 12:30?  
That's just really close to time. I'm so proud of us.

Paul: We've done good today.

Carrie: I want to know what folks are going to create next. What are they going to create first or what are they going to create next? Who is creating something and what are you excited about?

Evelyn, thank you for that; however, I don't want it to just be a good presentation. I want you to go do something. Ya'll tell me what you're going to do next.

Who let the bossy person back into the room?

Paul: Woo!

Carrie: Play with ScreenFlow. Yeah, Paul loves ScreenFlow. Yeah! Video this weekend. Evelyn, good job. Wohoo! Okay, Jenny, you can absolutely do that idea just use a different topic. Thank you. Jenny, another thing about that \$7 product – it's really good to be able to tell affiliates: You get 100% of that. That way you're actually getting good qualified leads in there. They're making 100% and they can get excited about that, too.

Okay, Larea says: Blog posts. Good. So you're going to do that this weekend, Larea?

**Sharon says:** *Guests on webinars...going to break those out.* Good. Half an hour weekly webinar stripping the audio...good, Carol. Yeah. Lisa, what product or what sharing of the current product...just what step are you taking next?

**Meredith says** she's finishing her press release cookbook. Good job.

**Mike says** he's going to create and recreate content in multi-media. Good, Mike. That's on Paul's list, too.

Paul: Yeah. I'm getting started today.

Carrie: Uh-huh. We have a call about that after. We have a plan. I've worked up a little plan.

Paul: Thank you.

Carrie: You're welcome. Who else? Jenny's next. Jenny's typing. See what Jenny's going to do and then we will wrap it up. I'm so glad you guys are here today. So impressed with that.

**Jenny** and Mike are typing. **She says:** *Is it worth time to do Squidoo/StumbleUpon or stick with a bigger platform?* I think that depends on you. I haven't gotten a lot of traffic from those other platforms but I don't mess with them much. I like to stick with Fabulous 4, but that's totally up to you.

**Mike says:** Five Guys is organic. Well, ideally, it came from cows somewhere. From the ground somewhere ideally. Speaking of organic, we were at the football game last night in the rain. Remember that story I told, Paul? We were in the rain and Catie has a little friend with her so I've got 2 8-year olds and a 5-year old and a 44-year old with me. The girls are taking their ponchos off in the pouring rain. I said: *Catie, what are you doing?* She said: *Well, I just decided to go ahead and go green and have an organic shower. That will just save me time later. I don't have to mess with all the plumbing.*

Organic shower...right? Okay, who else? Okay, Meredith changed her mind and quit typing. Alright, so I'm going to move the Chat Room over. Super glad you guys were here today.

Today was EPIC Content...How to create it. What to create. How to get it seen, heard, read, listened to, consumed.

I am so thrilled you were here today. I'm going to challenge you to take action on one thing today. Then I'm going to challenge you to go back and replay some things that were not clear. Make out a list of what you're going to disregard for now and what you're going to focus on in your business.

Debra and company...I don't want you to be overwhelmed. I want you to be over-excited and over-enthusiastic and then move yourself to actions. So good good stuff from Paul Evans from Nicheology, Instant Speaking Success, and TeamLifeMinistries.com.

My name is Carrie Wilkerson. I'm the author of *The Barefoot Executive*. My blog is [CarrieWilkerson.com](http://CarrieWilkerson.com).

You guys who have coaching Paul will send that out today. He'll send it out immediately today. I want you to go get busy on something. See you later.