



Module 1 Resources

Pre-course Training:

- Zoom:** www.Zoom.us (I prefer because you can screen share)
- YouTube Live:** https://www.youtube.com/live_dashboard Login to your YouTube Channel, You Tube Studio, Other features, Livestream Now
- Facebook Live:** Login to profile, go to group, page or profile you want to go LIVE from, under new post ... Live Video.

Welcome:

- Video Lessons added to members area on Monday November 18th , 25th Dec 2nd, Dec 9th and Dec 16th
- LIVE Zoom Group Sessions on Thursdays at 3:30 PM Pacific time Nov 21st, Dec 5th, 12th, 19th (additional meeting time TBD)

Lesson 1: **Set your intention: The Inner Work**

- Power Statements

I feel excited to share my brilliance with others

I have many gifts to share.

People need what I offer.

I am comfortable and at ease on camera.

I feel confident and safe sharing my passion and expertise.

There is no one quite like me.

I am unique. I have value!

I stand in my power. I value my experience and talents.

I attract the perfect clients to my work.

My teachings are a gift to others.

My work transforms lives.

I am determined to get my gift out to the world.

I no longer hold back. I step up with self-assurance.

I appreciate myself and give myself permission to get seen and noticed for my expertise.

I GO LIVE with CONFIDENCE!

Lesson 2: Planning your LIVE Topics

- Answer the Public: <https://answerthepublic.com/>
- Amazon: <https://www.amazon.com/> (Search best-selling books + keyword)
- YouTube Search: <https://www.youtube.com/search> (Search keyword + letters)

Lesson 3: Preparing Your Talking Points Example

Main Topic: Energy and Mindset in Business

Sub-Topics and Discussion Points

- (1) Why Your Brain is NOT your Friend
 - a. How your brain works against you
 - b. Tame that barking dog
 - c. Who's in charge anyway?
- (2) How to Manage your Mind and Energy
 - a. Thoughts and Neuronal pathways

- b. Natural Uppers
 - c. Things to avoid
- (3) Tapping into a Sales Success Mindset
- a. Own your Value
 - b. Tap into inner Confidence
 - c. Creating a Winning Mindset

Lesson 4: Writing a Juicy Title for your LIVEs

- CoSchedule: <https://www.coschedule.com/headline-analyzer>
- Advanced Marketing Institute: <https://www.aminstitute.com/headline>

Lesson 5: Desired Outcomes for your LIVE (see checklist)