

# The 3 Phase Framework to Build a Profitable Brand of Your Own Online

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WEBINAR WORKBOOK



Which one resonates with you the most in building a brand of your own?

1 – Income

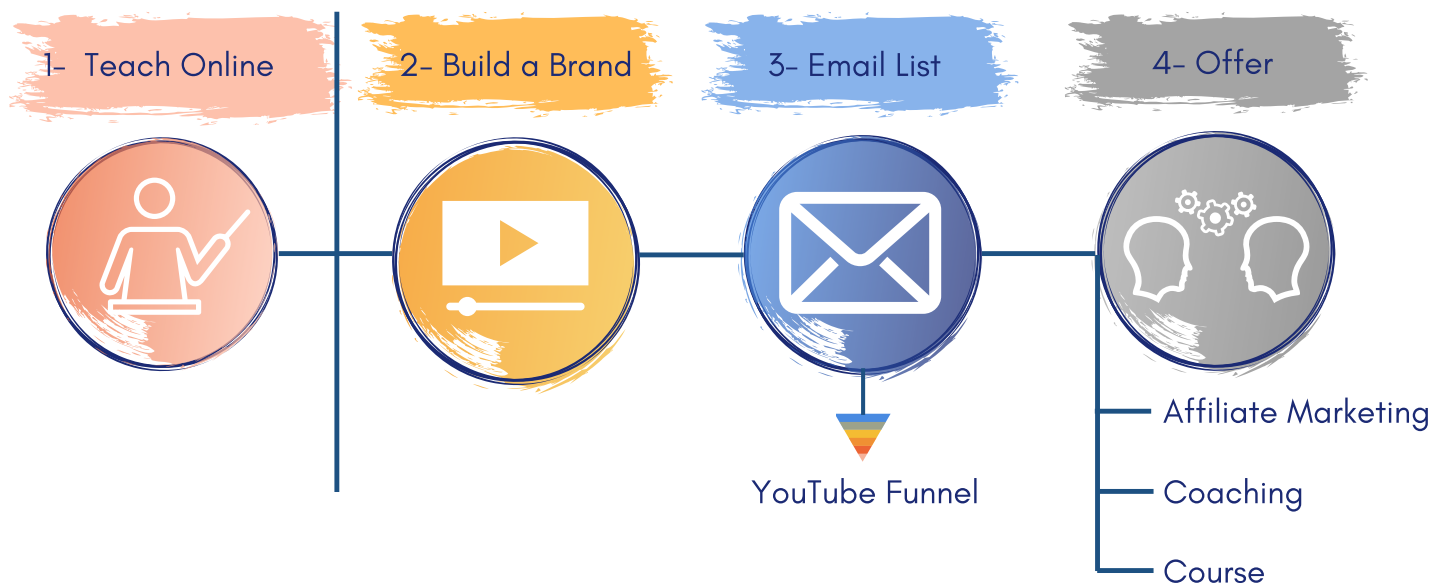
2 – Influence ♥

3 – Autopilot ✈

Why?

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## *Teacher Business Journey*



Where are you at in your teacher business journey?

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Where do you want to be in the next 3 months?

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# 3 MAJOR MISTAKES TO AVOID WITH YOUR YOUTUBE CHANNEL



## Mistake #1

Not Knowing Who & What



We need to be posting specific content, consistently to a specific audience.

Who do you teach?

What problem do you solve?

When will you share free, value-packed content?



## Mistake #2

Not Using Keywords

*Keywords are target words that your ideal audience member uses and types when using search online.*



You need \_\_\_\_\_ titles!

Good example:

Bad example:

# 3 MAJOR MISTAKES TO AVOID WITH YOUR YOUTUBE CHANNEL

- ▶ Mistake #3  
Not Growing Your Email List



No Funnel = No CTA (Call to Action) to your email list

*Freebie*



*Email List*

## The YouTube Funnel

Free Valuable Content



Call to Action

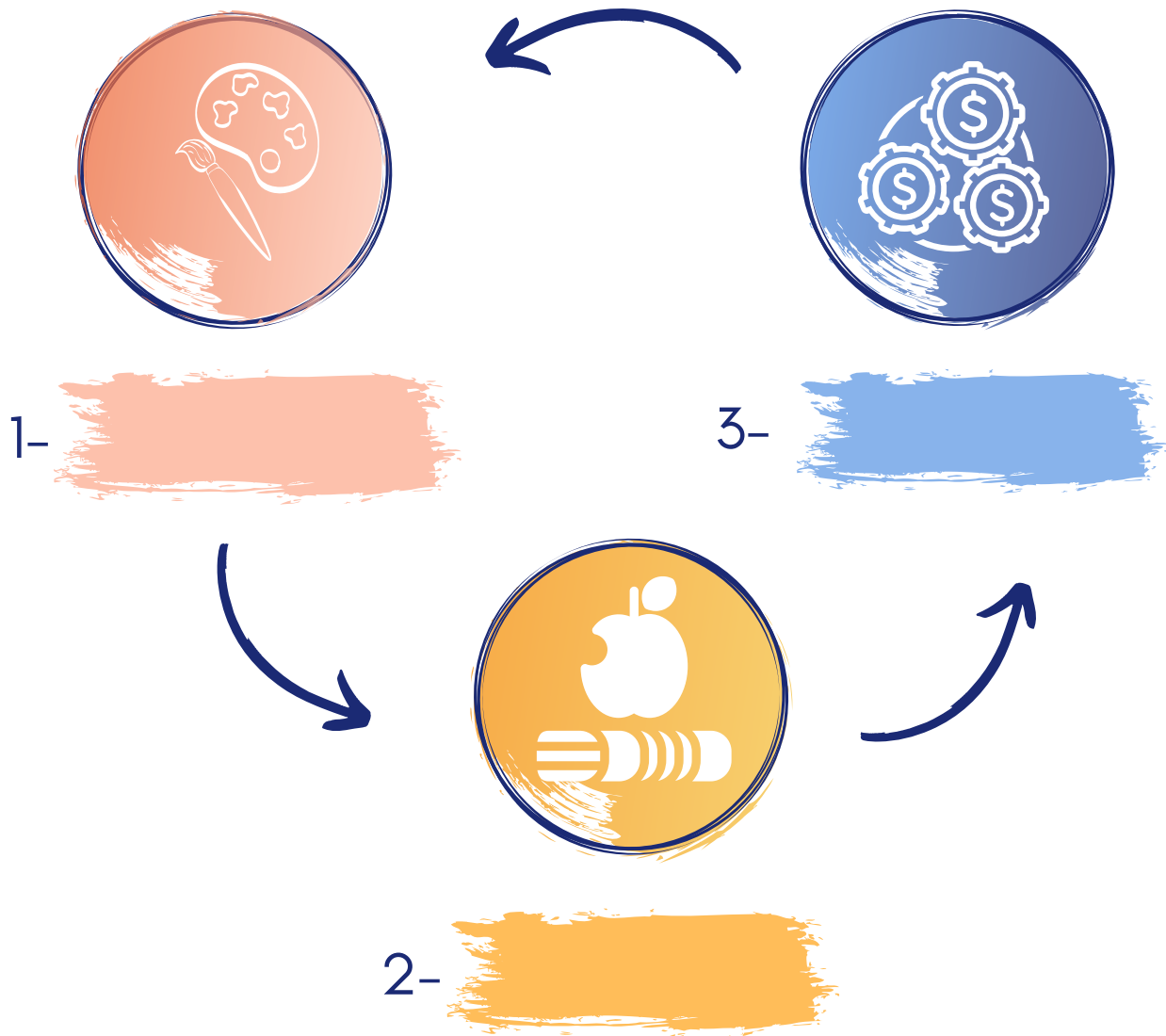


Referral, Email List Subscriber,  
Customer, Client or Student





# 3 Phase Process



*For a Profitable  
YouTube Channel*

# 3 PHASE PROCESS

## 1- CREATE



- Who do you want to attract and serve? BE SPECIFIC

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- *Pick one*
- *Niche down to blow up!*
- *It's okay to repel some who aren't a good fit.*
- *Stay focused on your ideal customer.*

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- If your YouTube channel is lacking engagement it is often because there is NO FOCUS.

- Channel growth happens when an audience shares a \_\_\_\_\_ or \_\_\_\_\_.

GET TO KNOW YOUR AUDIENCE!

# 3 PHASE PROCESS

## 2 - EDUCATE



- Establish Yourself as an authority on your specific topic on YouTube.  
-Teach what you are passionate about and love learning about within your specific niche.
- Your YouTube channel has the ability to grow quickly with minimal effort. All you need is....  

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- More traffic means helping \_\_\_\_\_ people, coaching \_\_\_\_\_ referrals, seeing \_\_\_\_\_ customers & clients & generating \_\_\_\_\_ sales!  

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*What holds most people back is the fear of failure, the embarrassment of starting small & the thought that it has been done before, well..... these are all true....*

# 3 PHASE PROCESS

## 3 - GENERATE



- ▶ How will you make money with your free content?

- ▶ Where does your content lead?

*-Give value first & ask second*

- ▶ Your YouTube channel is a recruiting & sales funnel machine! (& it is all organic traffic too!)

## *Teacher Business Journey*

4- Offer



Affiliate Marketing

Coaching

Course



# 3 PHASE PROCESS

## 3 - GENERATE



- ▶ In order to generate revenue you have to have an offer in place.

Offer: What is the transformation you want for your customer?

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*Video combined with email creates raving fans because your audience gets to like, know & trust you bringing in warm traffic daily! They are ready to buy when you have an offer.*



## BIGGEST TAKE AWAYS

*If you focus on building your YouTube channel & YouTube funnel you will easily attract your ideal referrals, customers & clients on autopilot.*

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