

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

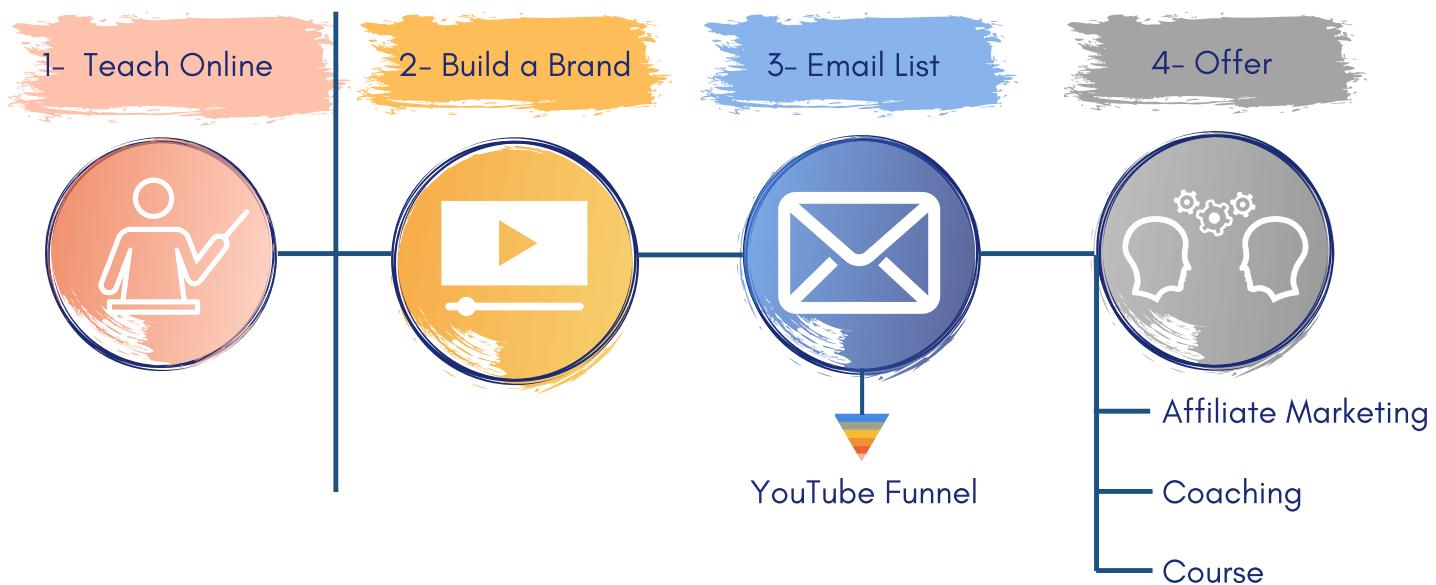
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Which one resonates with you the most in building a brand of your own?

- 1 - Income
- 2- Influence ❤
- 3- Autopilot ✈

Why?

Teacher Business Journey



Where are you at in your teacher business journey?

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

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

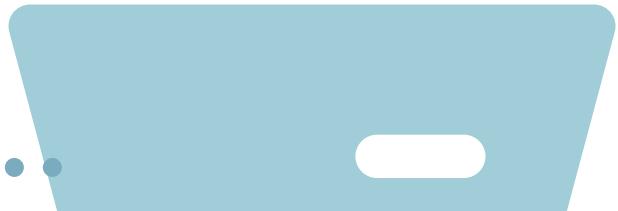
Freebie



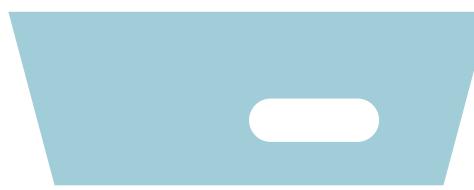
Email List

The YouTube Funnel

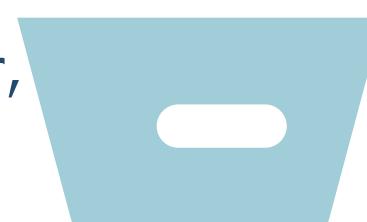
Free Valuable Content



Call to Action

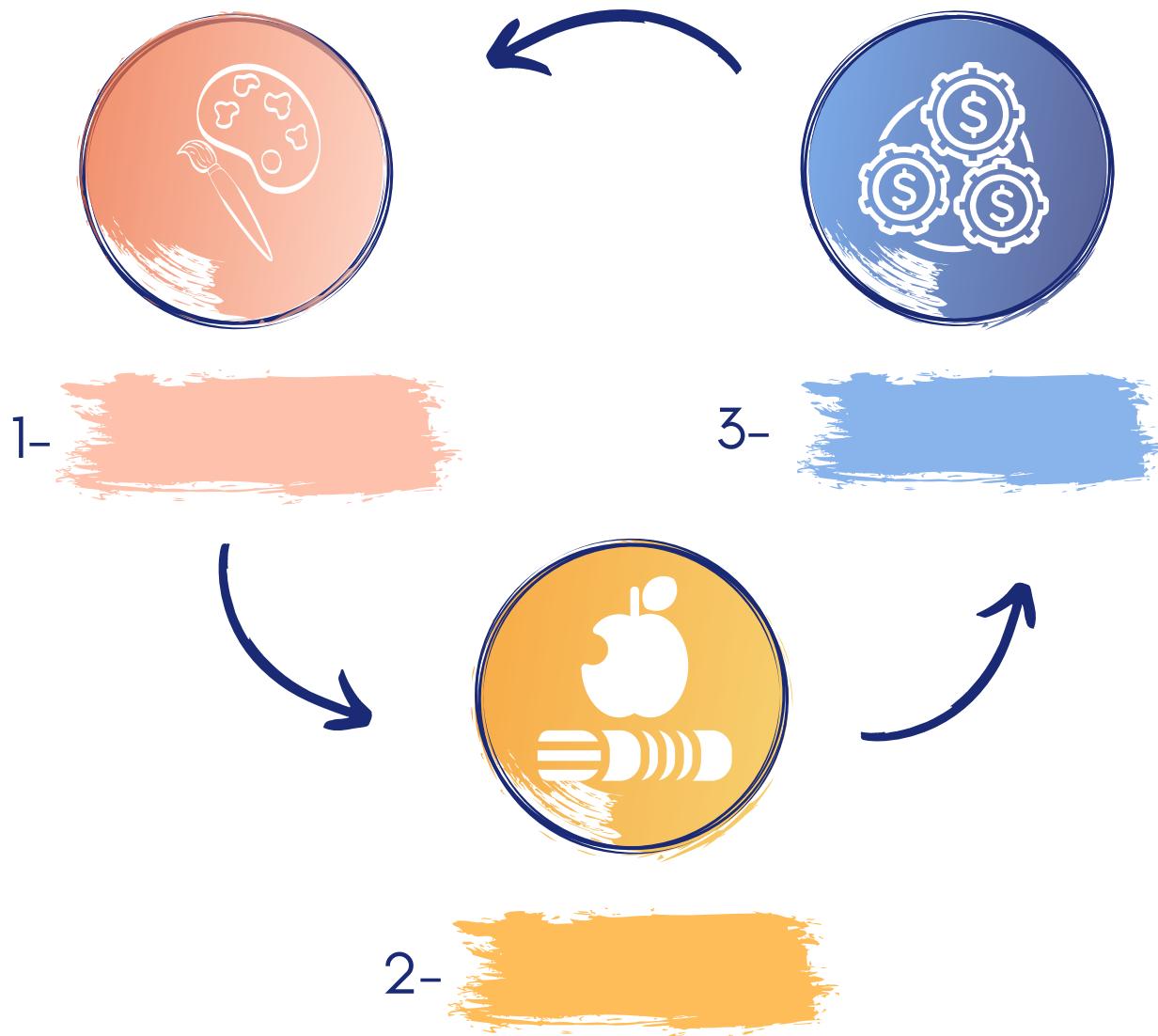


Referral, Email List Subscriber,
Customer, Client or Student





Phase Process



For a Profitable
YouTube Channel

3 PHASE PROCESS

1 - CREATE



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

- *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.*

- ▶ 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....
- ▶ More traffic means helping _____ people, coaching _____ referrals, seeing _____ customers & clients & generating _____ sales!

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?

-  *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.