



THOUGHT LEADER

Study hall



The Sellable Video Course

with Sarah Benoit

Welcome

You do amazing things.
More people should know.



MEDIA INSTITUTE



Who Are You?

7 Steps to Being Your Brand

James Heaton of Tronvig Group

“Branding should both precede and underlie any marketing effort. Branding is not push, but pull. Branding is the expression of the essential truth or value of an organization, product, or service. It is communication of characteristics, values, and attributes that clarify what this particular brand is and is not.

Marketing may contribute to a brand, but the brand is bigger than any particular marketing effort. The brand is what remains after the marketing has swept through the room.”

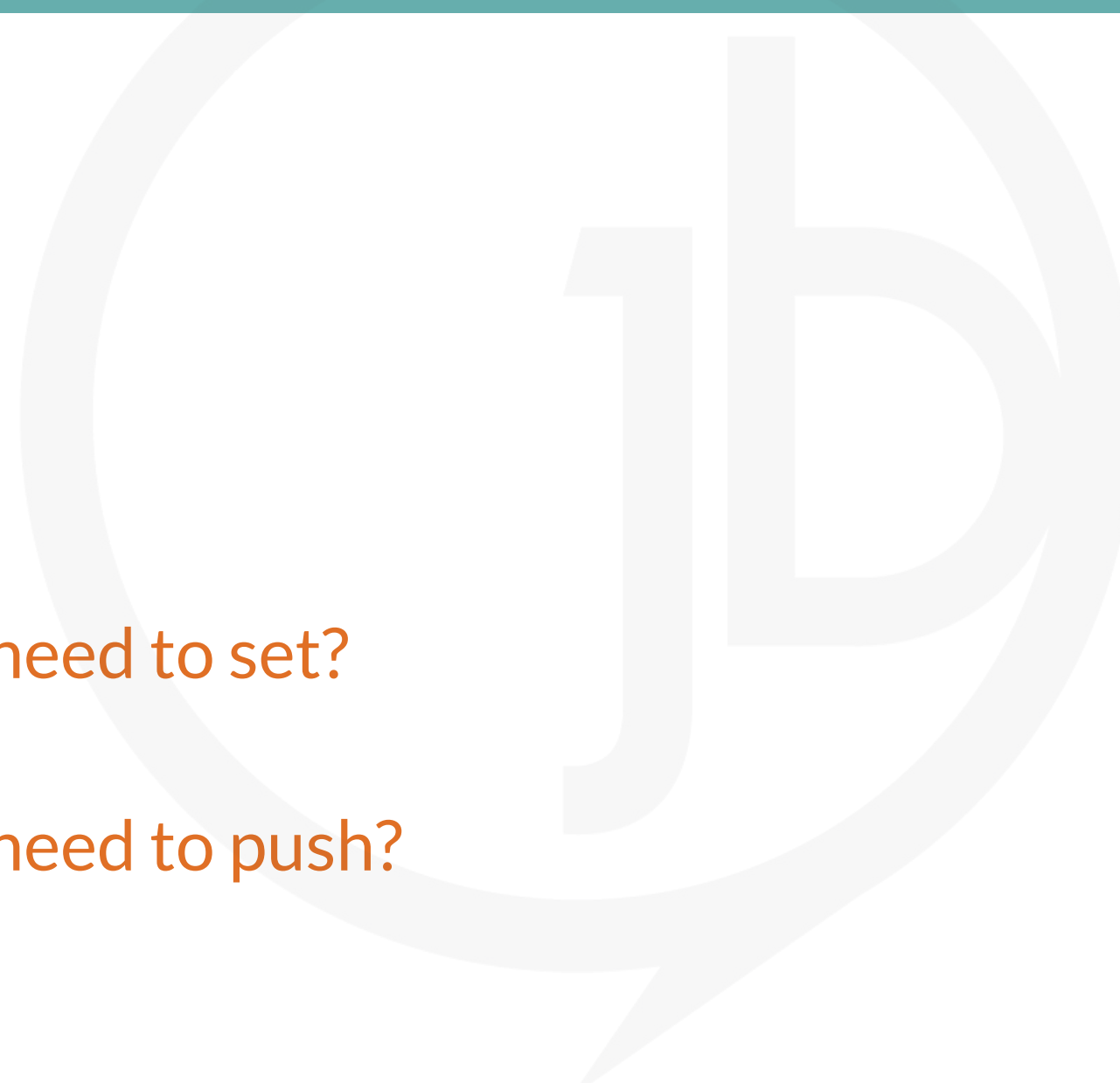
1. Authenticity

What are your strengths?

What are your struggles?

What boundaries do you want/need to set?

What boundaries do you want/need to push?



2. Purpose

Why was the company/organization/brand founded or started?

Why do you want to share yourself and your brand with the world?

What do you want to be the same about your company, organization, or brand in 100 years?

3. Core Values

What do you consider sacred about your business?

List three things are you NOT willing to give up or compromise in your business or organization?

What do you expect current and future staff, partners, or employees to know, understand, and represent?

Additional Steps

- Mission and Vision
- Character Archetypes
- Storytelling
- Culture

What is emotional intelligence?

Institute for Health and Human Potential

Also called EI or EQ, emotional intelligence is the ability to:

- Recognize, understand and manage our own emotions
- Recognize, understand and influence the emotions of others

In practical terms, this means being aware that emotions can drive our behavior and impact people (positively and negatively), and learning how to manage those emotions – both our own and others – especially when we are under pressure.

What is emotional intelligence?

Harvard
Business
Review

Emotional Intelligence Domains and Competencies

SELF-AWARENESS	SELF-MANAGEMENT	SOCIAL AWARENESS	RELATIONSHIP MANAGEMENT
Emotional self-awareness	Emotional self-control	Empathy	Influence
	Adaptability		Coach and mentor
	Achievement orientation	Organizational awareness	Conflict management
	Positive outlook		Teamwork
			Inspirational leadership

SOURCE MORE THAN SOUND, LLC, 2017

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Why does emotional intelligence matter?

Social and Emotional Learning - SEL

Daniel Goleman

In Illinois, for instance, specific learning standards in SEL abilities have been established for every grade from kindergarten through the last year of high school.

Curriculum includes:

- early elementary years - learn to recognize and accurately label your emotions and how they lead you to act
- late elementary years - lessons in empathy should allow you to identify the nonverbal clues to how someone else feels
- junior high - analyze what creates stress for you or what motivates your best performance
- high school - listening and talking creates ways to resolve conflicts instead of escalating them and negotiating for win-win solutions.

How to build emotional intelligence.

1. Be mindful, i.e be present
2. Read more, stories promote empathy
3. Write more, document your experiences
4. Choose your words wisely
5. Ask for feedback and listen
6. Develop a pause button
7. Know what depletes your energy
8. Practice optimism and a problem solving approach
9. Cultivate curiosity
10. Identify what motivates you



Who Are Your Audiences?

What is Search Intent?

Search intent has to do with the reason why people conduct a specific search.

What is Search Intent?

Informational intent

Searches with the intent of looking for information, to answer specific questions, or to know more about a certain topic.

Navigational intent

Searches with the intent to get to a specific website.

Transactional intent

Searches with the intent to buy stuff on the internet and browse the web to find the best purchase.

What is Keyword Intent?

Keyword intent

The words people use in their search queries will give information about their user intent.

- If people use words as *buy*, *deal*, or *affordable*, they are ready to purchase
- If people use us words like *class*, *course*, or *programs* they may be investigating the options or looking to buy.
- If people are searching and use words like *how to*, *best way to*, or *learn* you'll know they are gathering information.

Keyword Research Tools

KEYWORDTOOL.io

<https://keywordtool.io/>

- Use the free tool to research search terms
- To view search volume sign up for 30 days and cancel

Google Adwords Keyword Planner

<https://www.google.com/adwords/>

- Sign up for Google Adwords
- Complete all relevant information as if you are signing up to advertise
- Set a budget and add in your billing information
- Once your account is set up click the Campaigns tab and then in the left hand column pause the campaign
- Go to Tools and then to Keyword Planner

Latent Semantic Indexing Graph

<https://moz.com/explorer>

- Use this free tool to find semantic terms
- Google associates certain topics with others, understand what it relates

ANSWER THE PUBLIC

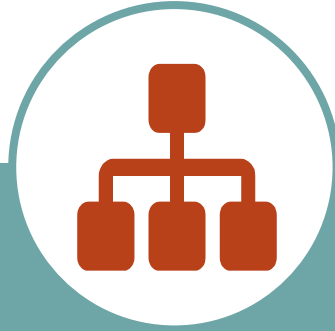
<http://answerthepublic.com/>

- Use the free tool to research search terms
- Research limited topics each day

Google Related Searches

<https://google.com>

- Use Google.com to see what other terms and phrases people look for related to your original topic
- Click on related terms to dig deeper



Course Outline

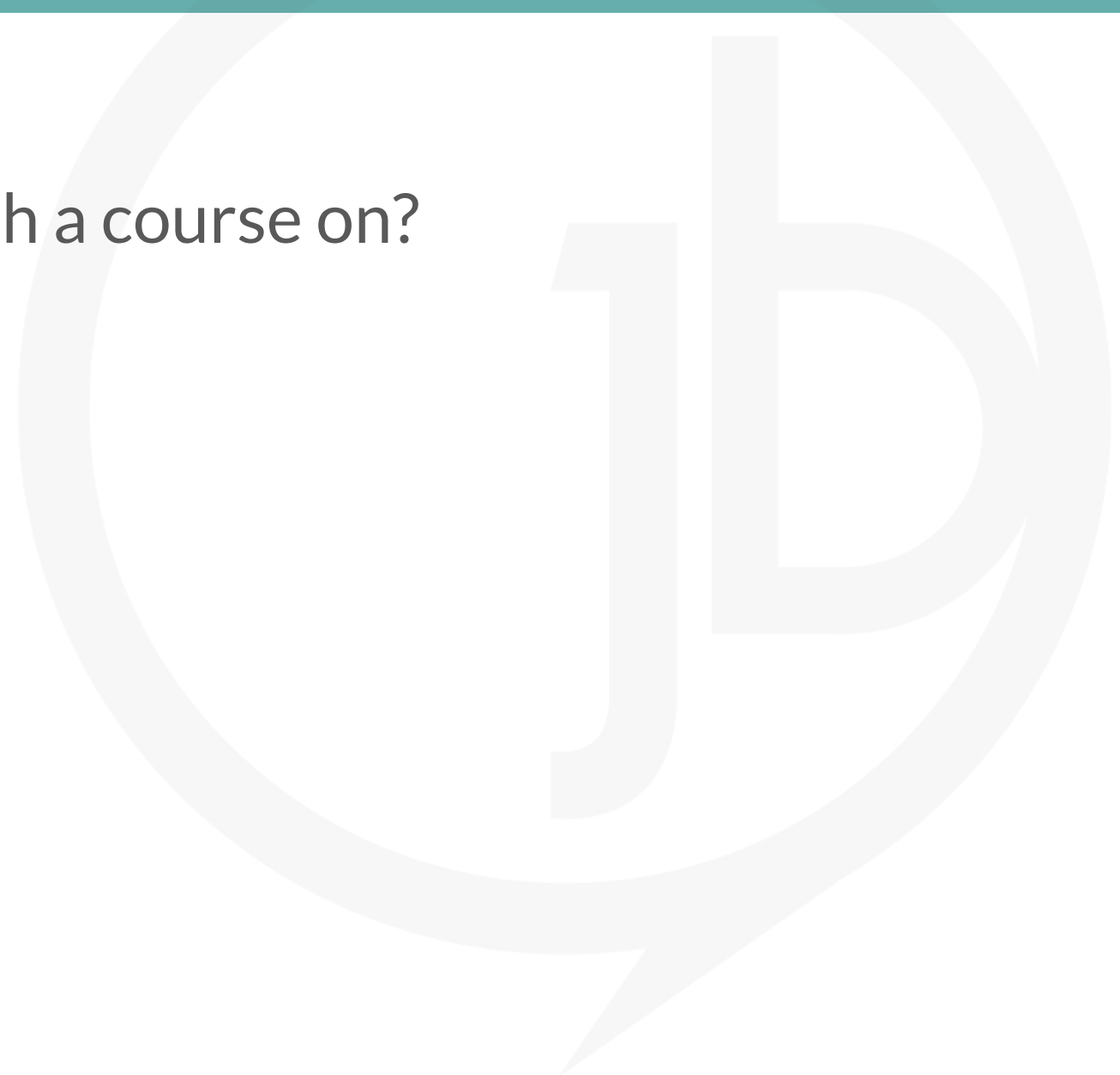
Course Topic

What do you want to teach a course on?

1.

2.

3.



Course Motivations

What problems will you help people solve?

1.

2.

3.

4.

5.



Course Benefits

What questions will you help people answer?

1.

2.

3.

4.

5.



Course Activities

What can people do to demonstrate their understanding or show what they have learned in action?

1.

2.

3.

Course Credibility

Who else is an expert in your field? What do they say about your work and/or the industry? Back up claims with experts and data.

1.

2.

3.

NEVER STOP LEARNING



Resources

Free Learning

- [Free Monthly Webinar](#): Our next Digital Drop-in is Wednesday Dec. 4, 2019
- [Free Digital Marketing Toolkit](#)

Online Learning

- [Content Strategy Roadmap](#) On demand online course that can be done in your own time. Learn SEO, Instagram and Facebook marketing/advertising, Google Ads, and partnership marketing. 2 options: DIY \$69/month or +coaching \$99/month

Thank you!

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