Your path: 14 days and a 90-day season

The same path our clients follow, written so you can run it on your own: 14 days to set up, a bridge to plan the first shoot, then a 90-day season.

LESSON 1 OF 4

The first 14 days

Do these in two weeks:

- **Days 1 to 3.** Write what you deliver, your skill and your method. Write your four customers.
- **Days 4 to 7.** Pick your lane, your hero type and your micro show. Build one page for each of your three sites.
- **Days 8 to 10.** Set up your gear and start yapping daily.
- **Days 11 to 13.** Write your shot list and your scripts: the infomercial, the ads, the webinar.
- **Day 14.** Post every two hours for a day. Tell everyone you know what you are building.

LESSON 2 OF 4

The bridge: finish the sizzle

Between planning and filming, settle every detail of your first shoot: locations, who is in each scene, the scenes, props, the look (as you are or dressed up) and a backup for each shot.

Then the camera plan: what films where, and where you sit to talk straight to camera. Then the shot list, numbered and grouped by location.

When all of that is written, set your first shoot date. That day is day one of your season.

LESSON 3 OF 4

The 90-day season

Run three months, one for each corner of the triangle. Pick the order that fits you. If you need money first, start with the business month.

- **The show month.** Build your own platform, like a group for your viewers. Join three groups: one around something you love, one local, one that does good work.
- **The story month.** Start a podcast or written series. Turn your big idea into a book.
- **The business month.** Find partners who serve the same customers and agree on referrals.

Each month has four weeks with a checklist. Week four is for launching, counting and fixing.

LESSON 4 OF 4

Your numbers and your first team

Pick one number per month and count it weekly. Up is good. Flat or down two weeks in a row means change something.

As it grows, you will need three roles: someone who brings people in (social, posting, talking to the public), someone who sells (makes sure people understand what they get), and someone who runs operations. At first that is all you. Hire from your own viewers and students first. They already believe in the mission.

Read the whole course free at realityshow101.com. Module 17.