

THE BUSINESS OF SPEAKING

earn a six-figure income doing what you love

Hugh Culver

www.hughculver.com



MY PERSONAL COMMITMENTS**MY COMMITMENT****DATE** complete**1**

.....

ACTION step(s)

1.

2.

3.

2**MY COMMITMENT**

.....

ACTION step(s)

1.

2.

3.

3**MY COMMITMENT**

.....

ACTION step(s)

1.

2.

3.

4**MY COMMITMENT**

.....

ACTION step(s)

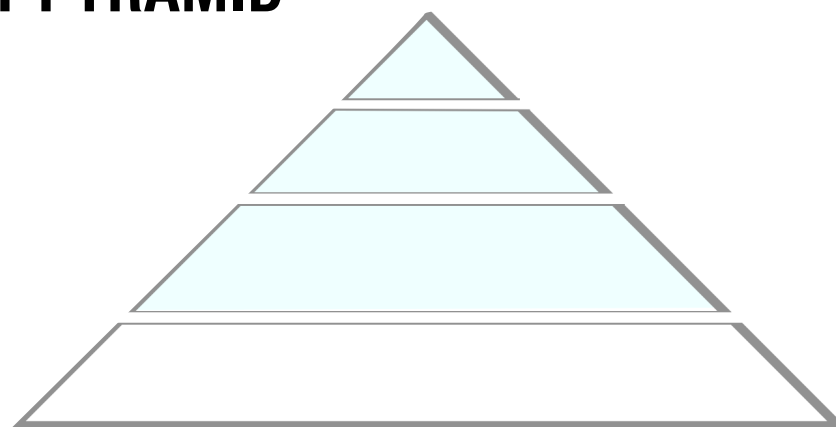
1.

2.

3.

_____	1	2	3	4	5
_____	1	2	3	4	5
_____	1	2	3	4	5
_____	1	2	3	4	5
_____	1	2	3	4	5

PROFIT PYRAMID



tier 1(free)	tier 2\$	tier 3\$\$
☐ blog ☐ vlog ☐ ebook ☐ webinar ☐ "tool kit" ☐ templates ☐ video(s) ☐ self-assessment ☐ check-list	☐ ebook ☐ book ☐ paid video series ☐ paid webinar ☐ coaching ☐ membership ☐ public training ☐ one-time consult ☐ audio program	☐ consulting ☐ coaching package ☐ keynote ☐ in-house training ☐ facilitation ☐ private retreat ☐ on-line course ☐ affiliate product ☐ on-line summit

PRODUCTS

1. opt-in _____
 2. ebook _____
 3. handouts _____
 4. webinar _____
 5. video course _____
-

GROW YOUR LIST

1. Main opt-in _____
 2. Content upgrade _____
 3. At events _____
 4. Webinars _____
 5. Get on OPP _____
 6. Slideshare _____
 7. LinkedIn Pulse _____
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-
-

WRITING DISCIPLINE

- ## 1. START WITH A CAMPAIGN CALENDAR (project goals)

- ## 2. WRITE EVERY DAY

- ### 3. CREATE BETTER CONTENT

- ## 4. WRITING TECHNIQUES

- ## 5. SHARE YOUR CONTENT

- ## 6. MEASURE RESULTS

This image shows a blank sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook paper. There are no margins, text, or other markings on the page.