

JFDI with Bon Mastermind Live Zoom Chat 13 December 2023

11:33:44 From Stephanie Bergeron: Solar flare, perhaps?
11:34:53 From Stephanie Bergeron: A lot of my client's incoming emails have been landing in spam all of a sudden... so that's weird.
11:35:13 From Stephanie Bergeron: Missed a few... at least it wasn't TOO late, lol.
11:35:16 From David Manship: Bon - Kathi mentioned retrograde a time to REDO and we experienced that in spades yesterday
11:36:47 From David Manship: Promote!!!~!
11:37:47 From David Manship: procrastinate=linger longer
11:37:58 From Kathi Carey: We did this yesterday — went into the recording studio and "redid" a recording and it worked out perfectly
11:38:49 From Stephanie Bergeron: ^I'm considering re-doing my recording studio itself, Kathi. I hear ya! (Glad your rec turned out perfectly!)
11:41:02 From Stephanie Bergeron: Full plate today, yummy.
11:42:17 From Jaki S (They/She): Jaki just general encouragement I think <3
11:42:26 From Jaki S (They/She): if we get to it
11:44:20 From David Manship: Jaki, Want to let you know I admire IG efforts and commitment you are making too consistency. You make me smile every time I see your feed.
11:45:00 From David Manship: Ugh!! So confusing - sorry
11:45:53 From David Manship: Jaki, Want to let you know I admire your IG efforts and the commitment you are making and your consistency. You make me smile every time I see your feed.
11:45:55 From Jaki S (They/She): aww dave <3 thank you 🙏
11:48:05 From David Manship: When opportunity meets enoughness
11:48:59 From Kristen Girard: Welcome Tiffany! Glad you are here!
11:51:56 From Sarah McLean: fyi, i have to leave at 1230
11:54:16 From Stephanie Bergeron: Clever!
11:58:35 From Stephanie Bergeron: What if you didn't talk to the camera, but you talked to a friend for a minute? Like a super-quick Live?
11:59:30 From Stephanie Bergeron: I like the VO idea... you could shoot a ton of footage in a store, then do the VO on your phone, even.
12:00:04 From Kristen Girard: Not an actor type, but I see talking to the camera as talking to a friend.
12:04:32 From David Manship: Sarah, I like Bonnie's suggestion of "walking into Amoeba" — you can buy an iPhone body harness for \$6.. you are not on camera and you can just talk about your discoveries.

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Bonnie Gillespie

12:04:33 From Stephanie Bergeron: Maybe something's coming to meet you, and you're in that state of waiting for it to show up... Who knows...

12:05:10 From Jaki S (They/She): 🙌🙌🙌

12:05:41 From Stephanie Bergeron: SO EXCITED FOR YOU!!!!!!

12:06:05 From Kathi Carey: AWESOME!!!

12:06:11 From David Manship: Congrats1111

12:06:44 From L T: HOORAY!!!!

12:07:06 From Kristen Girard: So great Sarah!

12:08:31 From Sarah McLean: thank you for the music shorts ideas. all good things to keep in mind should I get to a place where I want to put more effort into it.

12:13:06 From David Manship: It's like the restaurant that offers the super premium item on the menu which they rarely sell. It tells your "shoppers" that discerning people shop here too.

12:14:29 From Bonnie Gillespie (she/her): Is it something their studio could buy FOR THEM?

12:15:40 From David Manship: I like selling to the studio -- access to a ready made lesson for substitutes or teacher who needs a bit of help on a day.

12:18:51 From Stephanie Bergeron: The ready-made lesson thing is one of resistance for me, Dave. But I agree... it's a "just-add-water" strategy that is probably attractive for a lot of dance teachers. (I have a semi-copy-cat that is trying to do similar, actually.) So, I will take another think on it. Thanks, Dave!!

12:19:07 From David Manship: 5x5 for Awareness

12:20:42 From Jaki S (They/She): yup

12:22:50 From Stephanie Bergeron: I'm having a time with that right now, so thank you for this convo.

12:26:10 From Jaki S (They/She): its super helpful

12:26:15 From Jaki S (They/She): it reminds me of the triangle of different types of clients

12:26:24 From Jaki S (They/She): if all my clients are unaware i gotta do aware marketing

12:28:17 From Sarah McLean: about to hop off. will catch you all in the replay and comments. happy holidays and happy new year to you all.

12:33:25 From Stephanie Bergeron: I've seen people do Patreons where subscribers get to vote on the next game/topic/thingy you work on... maybe that's a helpful idea?

12:35:39 From Stephanie Bergeron: Ko-Fi does the same thing.

12:36:11 From Stephanie Bergeron: Buys LT a coffee, at least, right?

12:36:14 From Kristen Girard: Subscriber only content.

12:39:18 From Stephanie Bergeron: OOOH- do you have game-related coffee mugs to use?!

12:39:40 From Stephanie Bergeron: Maybe it leads into a coffee mug swag thing for subscribers to get/purchase?

12:40:14 From L T: I'm totally working toward coffee mugs, but I don't have money yet lol

12:40:29 From Stephanie Bergeron: To sell them, perhaps? Redbubble?

12:42:31 From Tiffany Polite: Are you a niche gamer or is it open gaming? Perhaps you ask subscribers how they'd like to see things shaped. This might also help with burnout so you aren't putting effort into things that they are less receptive to. human-centered design principles are great for streamlining what you create + offer to others

12:42:38 From Jaki S (They/She): can confirm

12:42:59 From Kathi Carey: Can confirm

12:45:08 From Jaki S (They/She): can confirm again

12:45:36 From David Manship: For us creativity needs open space and time — we create best on a road trip

12:46:12 From Kathi Carey: We're in NEED of a road trip

12:46:25 From Stephanie Bergeron: Just a question... do you have any stuff that's already done that you can repurpose?

12:47:06 From Stephanie Bergeron: Resonates with me, that world.

12:47:50 From Jaki S (They/She): this is a big one for me. lower the stakes.

12:49:47 From David Manship: Latrice, do you need to "create something new" ie. a new concept, a new story every time?

12:51:18 From David Manship: Latrice ... do you do remotes from local gaming tournaments? Seems easier to create "editless" content.

12:51:49 From David Manship: Sorry I don't know enough about your content/audience

12:53:27 From L T: Sorry y'all, I couldn't read the comments quite fast enough...thank you sooo much for all the support, help, and tips!!! :)

12:54:49 From Kristen Girard: Can you claim multiple? Like your name and business name?

12:55:29 From Kristen Girard: Where do we claim knowledge panel? Google gmail?

12:56:10 From Jaki S (They/She): have to bounce y'all, thank you for the energy!

12:56:16 From Stephanie Bergeron: Bye, Jaki!

13:10:04 From Stephanie Bergeron: Can you have two versions? TL;DR, and the more in-depth below? Maybe that's a step in between.

13:12:05 From Stephanie Bergeron: Do you have a couple testimonials that speak to that effect, too?

13:15:39 From Kristen Girard: Will try Stephanie!

13:15:40 From Tiffany Polite: Nice to be introduced to you all, looking forward to future convos. Have a wonderful holiday season to those who celebrate!

13:15:56 From Kathi Carey: Great to meet you Tiffany

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Bonnie Gillespie

13:16:11 From Stephanie Bergeron: And you too, Tiffany! Looking forward to working with you. :)

13:16:19 From David Manship: Tiffany, welcome to our JFDI community

13:16:25 From L T: Thank you Bonnie, thank y'all sooo MUCH!!!