

JFDI with Bon Mastermind Live Zoom Chat 15 March 2022

11:33:53 from Z.: i'm here; in the background & listening. hey y'all - !!

11:34:03 from Bonnie Gillespie (she/her): 😊

11:34:25 from Z.: y'all look gorgeous, btw!

11:37:26 from Z.: I was a lurker for a very long time (pre-FB)

11:37:38 from Z.: to Bonnie's point

11:37:51 from kathi carey: That was me, too

11:39:28 from Jaki S (she/her): it's the same thing with calling out a racist or other -ist remark online. mostly im not going to convince the person I'm arguing with. I'm letting the audience know that there are other people who think it's not ok. (talk about allergies lol)

11:42:37 from Kristen Girard: What about doing your book story time before or after a dance class at area studios?

11:43:37 from Kristen Girard: Also my sister in law is so your target person, and she always looking at local events and hashtags for them.

11:43:47 from Kristen Girard: Girl Scouts?

11:45:37 from Kristen Girard: Like an event for Girl Scout events or even camps. Or as a camp activity for camps that include dance.

11:45:54 from kathi carey: It's basically cost plus postage to print them as the author

11:46:26 from kathi carey: So if you order a bunch of them the postage is less.

11:46:54 from Kristen Girard: Summer activity groups for Moms.

11:54:01 from Z.: yes, they would want that syllabus!!

11:54:23 from Z.: all new teachers need a template!

11:58:24 from Jaki S (she/her): must be a Laurel/Yanni :p

11:58:32 from Z.: you said stephanie

11:58:37 from Z.: MONICA!?!?

11:58:51 from Z.: i get Candance -- fucking hell

11:59:41 from Kristen Girard: Nice to meet you!

11:59:43 from Stephanie Bergeron: Z, Kathi, I was a lurker, too. That's an eye-opening thing to know (and also a duh).

12:02:04 from Z.: what was the video content?

12:02:13 from Stephanie Bergeron: Kristen- right now, I'm offering my book to baby ballet teachers as "story time"! Actually... I could take your idea and do that at a library...

Girl Scouts is also an awesome idea, and I'll look for camps!

Re: your sis-in-law, I'd be interested to hear more of her process...

12:02:45 from Stephanie Bergeron: Lol, Laurel/Yanni!

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Bonnie Gillespie

12:03:10 from Sarah McLean: I watched it, Carlease! You were great.

12:03:24 from Z.: you are totally correct, Carlease!!

12:04:09 from Stephanie Bergeron: Carlease, this is true in dance, too. I'm hitting a wall on it... where there's nothing for the more advanced.

12:04:54 from Stephanie Bergeron: (Oh, going back because I got distracted- THANK Y'ALL for your help and additional ideas/energy on my book!)

12:06:42 from Jaki S (she/her): It's why I came to Bonnie in the first place! I had a 7-year gap from when I had A-list feature film credits to when I started acting again

12:09:32 from Z.: quick question: what was your video content pre-series that you discontinued?

12:11:59 from Sarah McLean: i'm still in my jammies. all good!

12:12:08 from Stephanie Bergeron: Immediately TeeSpring, RedBubble, Society6, Tee Public all come to mind...

12:12:12 from Z.: i was in a nighty earlier...

12:15:20 from Kristen Girard: Stephanie- her kids are her whole world. She posts every day multiple times a day all about how amazing her kids and husband are. She's always doing location posts and hashtags and lives for connecting with other Moms about activities for her #blessed family life. And her daughter is of course in ballet! Every day of her kids lives is documented and posted and she loves connecting and highlighting things that add to her kids and husbands lives. Like ballet and books.

12:16:17 from Jaki S (she/her): are suits Saturn-ruled bonnie? is that a big ol' Capricorn Hat

12:17:33 from Stephanie Bergeron: Ooh, Kristen. I'm researching HER, lol. That's a lot of who my Heather is! (Would you be willing to share her handle with me privately so I can do a little peek for my Heather-editing?)

12:17:54 from Stephanie Bergeron: Jaki, I think I have a Cap suit, a Virgo suit, a legal-y Libra suit...

12:18:17 from Jaki S (she/her): 😊

12:19:30 from Stephanie Bergeron: What about a VA?

12:21:04 from Stephanie Bergeron: Another idea- when you're social media-ing, you could get all sorts of people to be stars where they are. Use their photos (maybe even with your merch when it exists) and highlight their ways of being stars...

12:22:27 from Jaki S (she/her): so lovely to "meet" you Carlease!

12:22:36 from Stephanie Bergeron: Ask some close friends about their Etsy experience as well- maybe a family member would be willing to forward their customer service emails to you so you can see their experiences as well.

12:22:47 from Stephanie Bergeron: Yay, Carlease!

12:24:23 from kathi carey: It is the BOMB!!

12:27:19 from Jaki S (she/her): NO LINK TO DAVE!

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Bonnie Gillespie

- 12:29:22 from Carlease Burke: Hello everyone, so nice to be here. Thank you for all of your feedback. I will read and execute each and every one.
- 12:30:03 from Stephanie Bergeron: I've been guilty of that, too, Kathi. It's like a dessert buffet... all the cakes look delicious, but 'tis a lot.
- 12:30:49 from Stephanie Bergeron: Ghostwriter Dave. ;)
- 12:30:49 from Z.: this is fucking HILARIOUS!!
- 12:32:25 from Z.: welcome Carlease! yayayayayay!
- 12:33:21 from Z.: Carlease, this is the fab triangle Dave, btw!
- 12:33:59 from Stephanie Bergeron: Thank you for bringing that up as a learning point.
- 12:34:07 from Carlease Burke: I had a feeling it had something to do with Dave's pyramid!!!
- 12:35:08 from Carlease Burke: I love your name. ~ z.
- 12:36:04 from Z.: @carlease, thank you! mutual admiration society. & btw, i'm usually more present than i am today... cannot wait to hear more about your work!
- 12:37:32 from Z.: congratulations!!
- 12:37:36 from Z.: sarah!!
- 12:39:12 from Kristen Girard: Sarah have you heard of the Society of Children's Book Writers and Illustrators? They are an amazing resource.
- 12:41:56 from Carlease Burke: Does anyone know exactly where to find the information about Bilateral Stimulation in The Vault?
- 12:42:05 from Stephanie Bergeron: Is there an elementary school you could ask? Maybe one teacher in one 5th-7th grade class that would be gung-ho about offering their comments from a "reading period"? Or long-shot, but does your school teacher still teach at your old school that you could ask/reconnect with?
- 12:43:30 from Stephanie Bergeron: Ooh, Carlease... might be in one of the Tracks? I want to say it could be the body track? I'd have to check my notes...
- 12:46:09 from Stephanie Bergeron: At the very least, you own the handles, even if you choose later not to use 'em.
- 12:47:08 from Stephanie Bergeron: I learned to knit off Youtube, and continue to go back and watch people when I need help with new patterns....
- 12:47:43 from Carlease Burke: Crapting!!!
- 12:47:54 from kathi carey: HAHHAHA
- 12:48:14 from Stephanie Bergeron: OOH: what about a special bonus for people to buy into! Watch your thing being made! And then you get some extra bucks to make up for the extra work of filming?
- 12:49:45 from Stephanie Bergeron: I need to get 30SecondBallets today. After we're done here.
- 12:52:29 from Stephanie Bergeron: FOR THE LOVE.
- 12:53:09 from Stephanie Bergeron: Mascot. Lol.

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Bonnie Gillespie

12:55:22 from Stephanie Bergeron: Or you could split out the magnets from the coasters... if you're making multiple sets, you could take the two magnets out, add it to the other two from another set...

12:55:33 from Z.: so cute!

12:56:06 from Z.: i like that, bon

12:56:07 from Stephanie Bergeron: But does your buyer WANT to show off that it's a puzzle piece?

12:56:51 from Stephanie Bergeron: So the irregularity of the pop-out paper tabby piece is a feature!

12:57:58 from Carlease Burke: Sarah, What is your Etsy address? I love puzzles!

12:58:48 from Z.: football players who knit!

12:59:32 from Z.: i LOVE THIS!!!

12:59:40 from Z.: popping them off of photos

12:59:45 from Z.: that's really cool

12:59:48 from kathi carey: So creative!

12:59:55 from Stephanie Bergeron: If it helps, RedBubble does this stuff in a larger print company way... the clocks run about \$40-50 and that's with very little artist profit, customization, personalization...

13:00:48 from Z.: love y'all so much! gotta bolt. smooches!

13:00:56 from Stephanie Bergeron: Bye Connie!

13:01:05 from Z.: bye sugar!

13:01:13 from Carlease Burke: bye z.!

13:07:29 from Stephanie Bergeron: I was poking around on the Disney angle, and found a bunch of very simple trinket dishes that people were selling.... literally a 4" clay dish they made with that Mickey head tri-circle stamped in. So maybe searching trinket-y stuff would help, too?

13:07:32 from Sarah McLean: will look at all these comments after. thank you!