

JFDI with Bon Module 2 Live Zoom Chat 18 March 2020

- 10:12:23 From Khalid Rivera: It was fab!
- 10:12:30 From Deanna Anthony: that live in Feb was amazing!
- 10:13:51 From Rhianna Basore: PLEASE LOVE MEE!!!
- 10:14:04 From Alex Ryan: Not ENOUGHNESS BABY
- 10:18:22 From Rhianna Basore: Scriptnotes podcast!
- 10:18:27 From David Manship: Breakdown Services
- 10:18:39 From Tanya Perez: Jacob kruger
- 10:18:41 From Lenka Šilhánová: For me it's Heidi Dean
- 10:18:47 From Rhianna Basore: Twitter followers of successful showrunners and writers
- 10:18:50 From Alex Ryan: good one Lenka!
- 10:19:24 From Khalid Rivera: Heidi Dean is amazing
- 10:19:48 From Alex Ryan: Tanya love that you know Jacob!
- 10:20:56 From Rhianna Basore: For me, Reese Book Club, Oprah (hee hee!) and Belletrist, Marie Claire
- 10:21:10 From Rhianna Basore: Roxanne Gay
- 10:28:35 From Rhianna Basore: Like Lenka's buyer guide she shared in the dojo - so inspiring with its specificity!
- 10:29:27 From Rhianna Basore: Results
- 10:31:25 From Khalid Rivera: Yes I can. I like that idea
- 10:33:05 From Rhianna Basore: Advocate
- 10:33:16 From LDS: I just recommended you today
- 10:33:18 From Khalid Rivera: Me!
- 10:33:33 From Victoria Prather: I heard it FROM you - but I'm always recommending you
- 10:33:51 From Alex Ryan: haha me too Victoria!
- 10:34:46 From David Manship: Yeah, I immediately thought of one of my existing clients. She is the model of the clients I want to have
- 10:35:53 From David Manship: This is great I try too hard to please everyone
- 10:37:13 From Tanya Perez: Gawd, I love "they pick books like they pick plants"
- 10:37:23 From Lenka Šilhánová: Me too!
- 10:37:49 From Kathi Carey: I love that!
- 10:37:51 From Victoria Prather: -Apologies! I have to bounce - just got a last minute audition that I have to get into my agent ASAP! will catch the replay or re-join if this is still going on after recording! xoxo
- 10:37:53 From Desiree Mee Jung: Love this image!
- 10:38:07 From Constance Zaytoun: bye Victoria!
- 10:38:15 From Tanya Perez: Good luck, Vicki Sue!!
- 10:38:21 From Alex Ryan: Good luck Victoria!
- 10:38:26 From Lenka Šilhánová: Fingers crossed, Victoria!
- 10:38:27 From Constance Zaytoun: i just got here. busy launching at 85%. holy fuck!!
- 10:40:03 From Tanya Perez: Connie!! Get that launch on!!
- 10:40:41 From Thalma de Freitas: is my target buyer one of my fans?

- 10:41:27 From Thalma de Freitas: should I research the people who populate my posts?
10:42:38 From Berry Newkirk: the curation of ideas and images
10:43:18 From Rhianna Basore: curator is a great word for it @berry!
10:44:52 From Alex Ryan: poor Lenka!
10:44:54 From Khalid Rivera: That 11 day challenge was fab!
10:45:00 From Lenka Šilhánová: Haha yeah :D
10:45:17 From Lenka Šilhánová: I do love my job tho! ♥
10:45:24 From Alex Ryan: we love YOU!
10:45:30 From Rhianna Basore: :)
10:45:35 From Lenka Šilhánová: Awww ♥
10:46:27 From Rhianna Basore: A Beautiful MInd
10:46:29 From Brigid Abreu: Beautiful Mind
10:46:30 From Berry Newkirk: Life.
10:46:33 From Desiree Mee Jung: Homeland
10:46:33 From LDS: sheldon
10:46:34 From Brigid Abreu: The Mentalist
10:46:34 From Alex Ryan: The blonde from Superstore
10:46:35 From Rhianna Basore: Homeland
10:46:42 From kimberley dashiell danza: blacklist
10:46:57 From Rhianna Basore: MindHUnter
10:47:08 From Thalma de Freitas: olivia pope
10:47:13 From Rhianna Basore: I love pinterest boards for inspiration!
10:47:14 From Bradley Nikoal Williams: so a dossier on your buyer?
10:49:05 From Rhianna Basore: good copywriting trick - use the buyer's language back at them
10:49:08 From Berry Newkirk: same
10:49:12 From Alex Ryan: love that rhianna
10:49:41 From Rhianna Basore: <3
10:49:54 From Tanya Perez: I am loving all the zooms and insta stories with the kids & dogs coming into the rooms to show off. LOVE IT!
10:49:56 From Constance Zaytoun: could we take one step back? does our superpower necessarily equate a product/service we can sell?
10:50:23 From Thalma de Freitas: gotta go to class now, much love Ninjas! stay blessed
10:50:23 From Constance Zaytoun: or are we really investigating all of the dimensions of our SP?
10:50:41 From Rhianna Basore: @ constance I think it's one aspect for this month
10:50:57 From Rhianna Basore: each month we can tackle a different aspect or superpower and create a biz from it
10:52:12 From Rhianna Basore: How to hold your own at the Sports Bar
10:52:31 From Constance Zaytoun: that's delightful!
10:52:41 From Constance Zaytoun: how to hold your own bit
10:52:44 From Tanya Perez: The impress your boyfriend level of talking sports
10:52:50 From Alex Ryan: yes tanya!

10:53:56 From Alex Ryan: WHat's your question Constance? And what's SP?
10:55:38 From Constance Zaytoun: thank's alex! superpower. i'm looking at identifying our SP and who benefits from it -- does that equate a product or are we just looking at what we do??
10:55:57 From Constance Zaytoun: bonnie and Rhianna just answered, i think!
10:56:25 From David Manship: YAMBA!!!!
10:56:48 From Alex Ryan: Ok good! Sorry I was so confused! ☺
10:56:52 From Alex Ryan: NOT sorry!
10:56:53 From Alex Ryan: ;)
10:56:58 From Khalid Rivera: Cool!
10:57:02 From Jen Ponton: RIP YAMBA, I loved that booger statue!
10:57:32 From Bonnie Gillespie: Yesssss. Me too, Jen!
10:59:18 From David Manship: Your buyer will telly you what they want
10:59:27 From Desiree Mee Jung: Nice David!
10:59:30 From Rhianna Basore: Cocktail a day for each day of quarentine
10:59:39 From Rhianna Basore: #SurvivalMode
10:59:46 From Desiree Mee Jung: YES!
10:59:46 From Tanya Perez:
hooooohohohohohohoo
hhohohooohohI loved all of that!!
10:59:57 From kimberley dashiell danza: whats your insta constance?
11:00:03 From David Manship: I always look at my editing by starting backward. Who is the audience and what are they expecting
11:00:10 From Alex Ryan: smart david
11:00:17 From Rhianna Basore: yes @david
11:00:32 From Berry Newkirk: There's a tweet I've been seeing of someone vid calling people, telling them how to mix cocktails while they listen to people talk about their lives as they clean nonstop.
11:00:46 From Rhianna Basore: VIRTUAL cockatail party?
11:00:50 From Berry Newkirk: And they charge via venmo
11:01:04 From Rhianna Basore: I have a zoom cocktail hour with my friend in NYC this week
11:01:09 From Rhianna Basore: jewels and cocktail attire required
11:01:14 From Alex Ryan: Love it!
11:01:15 From Berry Newkirk: love that.
11:01:18 From Desiree Mee Jung: yesssss!
11:01:41 From Bradley Nikoal Williams: omg I just imagined my girls post pandemic party lol!
11:01:42 From Lenka Šilhánová: Omg you'd make a fortune in the Czech Republic. We are born acoholics. :D
11:01:48 From Alex Ryan: HAHAHAHA
11:01:50 From Rhianna Basore: hahahaha @lenka!
11:02:01 From Rhianna Basore: target market

- 11:02:06 From Alex Ryan: stalk the Czechs!
- 11:02:07 From Brigid Abreu: What if when I try to picture my ideal buyer I can only picture friends who are already interested?
- 11:02:10 From LDS: Constance, I just saw you IG post! Brava!
- 11:02:27 From kimberley dashiell danza: I have questions if there is time
- 11:02:35 From Tanya Perez: and the Puerto Ricans too! We drink so much booze
- 11:02:41 From Alex Ryan: hee hee!!
- 11:03:00 From Berry Newkirk: Same with the Finns
- 11:03:28 From David Manship: But they probably know people like themselves.
- 11:03:31 From Alex Ryan: Is it the cooking thing @constance?
- 11:03:50 From Constance Zaytoun: y'all ROCK! thank you so very much!!
@constancecooks
- 11:03:55 From Constance Zaytoun: so many smooches!!!
- 11:04:19 From LDS: this is a business fyi Constance, show me your pantry. I ADORE it.
- 11:06:17 From Alex Ryan: For you guys who really liked my idea, I'd love to receive some opinions. If you're up for it, email me at alex@alexryanentertainment. Thanks! ☺ ☺
- 11:07:41 From Rhianna Basore: #gwyneth
- 11:07:49 From Alex Ryan: oh GAWD
- 11:08:51 From LDS: would we do this research on folks who already buy other things from you?
- 11:09:59 From kimberley dashiell danza: every time I have gotten specific about who my buyer is I am proven wrong by those who show up and buy from me. Am I doing this wrong?
- 11:10:30 From Alex Ryan: good q kimberly!
- 11:10:31 From David Manship: Finding buys is never wrong
- 11:10:48 From David Manship: your buyer is telling you what they want they are responding
- 11:12:54 From Constance Zaytoun: oooo! i love that!
- 11:13:04 From Alex Ryan: LOVE IT!!!!
- 11:13:13 From Rhianna Basore: that is stunningly gorgeous
- 11:13:18 From Alex Ryan: SO. GOOD!!!!
- 11:13:46 From Constance Zaytoun: it's like the more specific you are as an actor the more your character relates
- 11:14:21 From Alex Ryan: Yes constance
- 11:14:31 From Rhianna Basore: Your buyers like the way you talk to your idela buyer
- 11:14:40 From Rhianna Basore: They self select based on how you speak to them
- 11:14:54 From Constance Zaytoun: and often our buyer is an extention of ourselves, yes?
- 11:15:12 From David Manship: They are keeping themselves fit for the person they are becoming in 10 years
- 11:15:12 From Rhianna Basore: I think like a character it is an aspect of ourselves
- 11:15:36 From Rhianna Basore: but sometimes it is part of us we need to talk to and haven't yet
- 11:15:40 From Khalid Rivera: I love that idea of conversation and language to our buyer
- 11:16:35 From Rhianna Basore: like terrible networking!

11:16:53 From David Manship: 1/3. 1/3. 1/3
11:16:53 From Lenka Šilhánová: ew
11:16:54 From Tanya Perez: invitation to play!
11:25:55 From Lenka Šilhánová: Oh yeah!
11:26:03 From Jen Ponton: I'm wondering--hustle aside, would there be lots of opportunities to apply this to podcasting in a way that could blow open the financial returns?
11:26:04 From Rhianna Basore: Love the expanding out of SHow Bible work here - it applies to EVERYTHING!
11:26:28 From Constance Zaytoun: Bon - has your buyer to whom you write evolved or is it the same person?
11:26:29 From Alex Ryan: It really does
11:26:36 From Rhianna Basore: @jen I think you could target brands for the podcast to sponsor podcast
11:27:18 From Constance Zaytoun: oooooo! yes! love that. thank you!
11:29:32 From Berry Newkirk: What's the name of your podcast Jen?
11:30:24 From Berry Newkirk: Look at Joe Rogan as a biggie.
11:31:12 From Rhianna Basore: Cocaine and Rhinestones monetized after first season = Patreon
11:32:08 From Khalid Rivera: Thanks!
11:32:08 From Jen Ponton: Berry: All The Fucks :)
11:32:14 From Jen Ponton: Thanks Rhianna!
11:32:15 From Berry Newkirk: LOL
11:32:19 From Berry Newkirk: love the name
11:32:24 From Jen Ponton: It's v on-brand
11:32:37 From Rhianna Basore: my pleasure @jen <3
11:33:25 From Khalid Rivera: send them away
11:33:30 From Khalid Rivera: bye
11:33:31 From TATIANA CESSO: Thanks!!!
11:33:34 From Jen Ponton: <3 <3 <3
11:33:37 From Rhianna Basore: THANK YOU! <3
11:33:37 From Lenka Šilhánová: Thank you!