Digital Products & More Mastermind
Webinar #1 – An Exploration of Digital Planners

What We'll Cover

- The focus of our program and what you can expect.
- Tips for making the most of this opportunity.
- Researching ideas for types of planners you can create.
- Mastermind – Idea Sharing – Laser Coaching
- Action Steps

Program Schedule and Calendar

- Each Monday you'll receive an email with details about that week.
- The 1st and 3rd Fridays of May and June are our webinars.
- **The Monday before** each webinar, you'll have access to a tutorial based on that week's focus. **Watch the training before Friday.**
- **The Monday following** our webinars, you'll receive an email with details about that week's action steps.
- Print out a copy of the program schedule and calendar.

We Have a Mastermind Forum

- For ongoing idea sharing, support and week check ins… we now have a private Facebook group, just for our mastermind.
- Moving forward, we'll post our weekly check ins there.
- That will enhance the mastermind aspect of the program.
- And by interacting and sharing ideas with other participants, we'll all benefit from the group synergy.
- Be sure to bookmark the link to the group so you can find it.
- You'll also find a link to the group on our program dashboard.
- Facebook.com/groups/DigitalPlannersMastermind

Weekly Check Ins

- Our weekly check ins will take place via our Facebook group.
- You can check in at any point during the week – however I'll post a message in the group on Wednesdays.
- Weekly Wednesday Check Ins.
- That will give you time to hopefully go through the tutorial on Webinar week and the action steps on alternate weeks.
- Refer to the schedule as I've created an easy to access and easy to remember pattern. Everything is listed on the schedule.

Tips for Making the Most of This Opportunity

- To get the most out of this program, schedule times in your calendar to go through the training & complete the action steps.
- Set recurring times for the next 8 weeks – you'll be glad you did.
- Print out a copy of the program schedule and calendar.
- Here's an overview of our activity schedule in a nutshell:
- **1st & 3rd Weeks of May and June:** Monday tutorial on the weekly topic plus a live webinar on Friday.
- **2nd & 4th Weeks of May and June – Focus on the Action Steps.**

The Focus of This Program

- **The focus of our program is on implementation.**
- You'll learn how to create unique digital planner content.
- I'll provide you with different types of digital planner templates, so you can focus on adding your unique content.
- Rather then spending 10-20 hours learning how to shape, shadow and configure each element of a digital planner, our program focuses on developing your unique content.

Learn How to Use Your First Set of Templates

- **In the module two area of our program, you'll find a tutorial and a collection of done-for-you digital planner templates.**
- Rather than direct you to the Club dashboard, I've added the training and templates to our mastermind dashboard.
- In this training you'll learn how to create a digital notebook.
- **As you view the training, stop and apply each step.**
- You can rewind and rewatch sections as needed.
- **Download the templates and take action as you follow along.**
- This training will equip you in being able to use additional program templates, which you'll receive in module three.

Your Weekly Activity & Accomplishments Journal

- Keeping track of your daily activity and results will turbocharge your efforts and provide you with a roadmap to success.
- Download and print out your Daily Activity & Accomplishments Journal. Make multiple copies to use throughout this program.

Colorful Version

Black & White Version

Create a Research Library on Etsy

- To get ideas and see examples of digital planners and planner based products – you can set up a research library on Etsy.
- There are so many possibilities! Head over to Etsy to search for content based on your interests as you'll be learning how to add printable content to your planners.
- Also search for different types of digital planners and content.
- Click on the image of a little heart on listings that intrigue you and add them to favorite's folders so you can study them and refer back to them.

This Module's Focus: Explore Digital Planners

- There are so many different types of digital planners you can create. You are not limited to appointment type planners.
- Be sure to watch the module one tutorial *Introduction to Digital Planners*.
- This is packed with out-of-the box ideas.
- For more planner ideas, visit Etsy.
- Etsy is a fantastic place to look for inspiration.
- Let's take a virtual field trip over to Etsy…

Capture and Save Ideas and Examples

- In the coming week, spend some time researching and exploring Etsy.
- You can also look through digital planner products that you've purchased.
- Additionally, go through your computer hard drive, to get ideas for types of content you'd like to transform into a digital planner.
- Set up a dedicated file folder on your computer desktop for this course.
  - Inside that folder, create a "Planner Ideas" sub-folder. In that folder you can save images of planners you see on Etsy, that inspire you.
- You can also create another sub-folder called "Possible Content."
  - In that folder, save COPIES of content from your hard drive that you'd like to transform into digital planner format.

Create Content Based on Your Zone of Genius

- With so many digital planners on the market, find ways that you and your customers can benefit.
- Create content **you** are interested in
- Create content **they** are interested in
- Create content that's unique and sets you & your planners apart.
- What ideas come to mind? _____
  _____
  _____

Notes

Mastermind - Idea Sharing – Q&A - Feedback

Question from Kim and Ron

- *I'd like to change change a printable planner into a digital one.*
- *How can I create a digital workbook based on a physical book and create a product I can sell from my website?*
- I go into this a bit in the training on how to use the templates. We'll be going into this topic in more depth during webinar 3.
- In essence, you want to save to image format, the pages you'd like to add to digital planners. (In A4 size format – 8.25x11.75)
- Digital planners are unique sizes so saving your pages in A4 size usually works out best. I'll demo this in upcoming webinars.

Question from Kelly

- *I've tried to design planners before and they don't come out nicely at all. Along those lines, I don't feel I have much creativity relating to planner content. How do you get creative and then make something beautiful and useful?*
- Great questions Kelly. You are in the right place. Really dive into the training and action steps, especially in modules 1 and 2.
- I believe that you'll have a comfortable grasp of this by then.
- Take action, be brave, apply what you learn, gather ideas, honor your style, tap into your zone of genius.

Question from Gail

- *Do I need to create different versions for use on iPad and Android tablets or will the same PDF file work on both (Especially when it comes to the hyperlinks)?*
- The tricky thing about digital planners is, there is no standard size as there are countless different digital devices.
- That said, I'll be teaching you how to use the size & dimensions that I was taught to use. There is no set standard at this time.
- Dive into the module 2 tutorial as I go in depth into putting together a planner and how to add hyperlinks to your planner.

Question from Sue

- *I'd like to understand the sizing of the planners. I see many are different sizes, when selling what's the most recommended size?*
- There are sizes that the planners are **created in**.
  - There is no standard size. Go with what you are taught and you can always make adjustments.
- There are sizes / orientation of the **finished products**.
  - Landscape facing single page spread
  - Portrait facing double page spread
  - Portrait single page view

Questions from Ron

1. *What are the step-by-step actions I need to follow to create a digital planner or workbook?*
   - In this program we will create the foundation for our planners using the templates I'll create for you.
   - I'll create several sets – and you get commercial use rights.
   - View Tutorial #2 to learn how to use the first templates.
2. *What are the digital tools or applications to use in this creation of a digital planner or workbook?*
   - PowerPoint for PC Users / Keynote for Mac / Affinity for both

Questions from Silver

- *Can I completely build a digital planner on my iPad vs. laptop?*
- You can create the planner elements on an iPad but at this time you cannot add hyperlinks for planner navigation.
- *What size do I build the planner in to fit the most apps... and look good on tablets. Will it work on phones?* (Small / Stylus)
- As mentioned previously, there is no set standard. Each person who teaches digital planners recommends a different size.
- I know this can be frustrating, but don't let this hold you back.
- I provide you with templates in sizes I was taught to use.

Questions from Nancy and Silver Regarding Providing Instructions to Customers

- *Silver: How would a consumer add extra pages and how would they import page templates to personalize their pages?*
- *Nancy – How would I provide instructions for a complicated planner to include how to use each of the 4 sections.*
- I've found the most effective way to do this is to use the Canva templates that already have most of this information filled in. You can then add additional, specific info. (Next slide…)

Marketing Templates for Digital Planners

- I've found the best instructions templates to be Canva templates created by **María Alejandra.**
- Use this attractive template to create digital planner instructions for your customers. Equip your customers to use your products so that you can start selling with confidence!
- ShareYourBrilliance.com/infotemplates

Action Steps

- Spend some time thinking and brainstorming ideas for types of digital planners you could create.
- **Monday May 6th Action Step**: Explore Etsy and save your ideas to a public or private list so you can easily refer back to them.
- As you explore, create an ideas folder of styles, colors, components that appeal to you.
- **Monday May 13th Tutorial**: How to use your Digital Planner Templates. On May 20th I'll show you the next step and how to add your pages and transform printable planners.

Module One Weekly Activities and Action Steps

- Download this week's Action Guide and print out the worksheets.
- Schedule time in your calendar to complete this activity.

Have Fun Creating!