

PICKING A TOPIC FOR YOUR ONLINE SHOW

Think of your ideal client. What is a big concern she or he has? Make it something that keeps this person up at night that they would be thrilled to have resolved.

What topic(s) would love to interview people about? If you could talk with 21 world-class experts about one or two things, what would they be experts on?

CREATING A TITLE AND TAGLINE FOR YOUR ONLINE SHOW

It's time to start creating your title and tagline.

Here are a couple more good examples:

Empty Nesters

How to reconnect with your partner and
have fun again after the kids are gone!

The Mom Entrepreneur

How to turn your passion into income while raising kids!

Remember, your title should be just 3-5 words that say something about what your show is about and/or who it is for. And your tagline tells what exciting benefit the audience will come away with.

IDEAS FOR MY TITLE:

IDEAS FOR MY TAGLINE:

WRITING YOUR GENERATOR EMAILS

A “generator email” invites experts to participate in your online show. This email says what drew you to them, lets them know about your event, states that you’d like to interview them, and finally asks if they’re interested.

Basically, you want to communicate 3 big things:

1. I love the work you’re doing
2. I’d love to highlight you on this project
3. Let me know whether you’re interested

Here’s an example:

[Use a straightforward subject line]

Subject: I'd love to interview you!

Hi Susan,

[Open with a couple sentences about them and what you love that they’re doing.]

I’m a fan of your cookbooks and the way you promote consuming plenty of raw foods but not being 100% strict about it (my approach as well). I’m also very impressed by how you’ve built a business around your deepest convictions.

[Invite them to participate, and tell them what the event is, clearly and succinctly]

I’d love to interview you for a virtual event I have coming up in May that I think would be an amazing fit for you.

The event is called *The Tasty Life: How To Turn Your Love of Healthy Food Into A Successful, Creative Business that Serves the World!*

[Say one thing that reveals why your audience would be a good fit for this expert]

All of the listeners love healthy eating and are looking for inspiration and guidance on how they might turn that love into a successful business that helps people.

[Clearly and directly ask them whether they’re interested in participating]

Would you be interested in participating?

Warmly,

Jennifer Cornbleet

CREATING YOUR OPT-IN VIDEO SCRIPT

Your opt-in video script should be no more than 2 minutes, and it should get the viewer excited about what's in it for them if they watch or listen to your online show.

Here's a sample script with the various parts identified. (**Note:** Remember, to use this for inspiration not to copy word-for-word...it hurts everyone if all our opt-in videos start to sound exactly the same!)

[Intro and hook: Identify the big, exciting thing you're going to solve for people who tune in.]

Hi. I'm Jennifer Cornbleet, and I want to show you how you can build a successful business around your passion for healthy food that serves the world and brings you tons of fun and fulfillment.

[Address objection: Speak to the viewer's likely doubt about your promise]

Now, maybe you think that's not possible for you because you don't have enough culinary or recipe development skills, or you're short on business know-how, or you just don't even know where to start.

[Credibility story: briefly tell why you care and are personally qualified to help with this topic]

I totally get it. I definitely didn't start out thinking I could become a cooking teacher and a bestselling cookbook author. For years I thought of my interest in healthy food as just a hobby.

Even though I loved creating vegan and then raw dishes for a long time, for work I forced myself to do things that seemed safer and more sensible, like teaching high school English. But people kept asking me about the healthy food I was eating and the recipes I created just for fun.

So I started thinking, "What if I could do this all the time?" And then my new career direction just grew out of seeing how much I could help others simply by being myself and doing what I loved.

[Statement of how you now want to solve this problem for the viewer]

And I want you to know how creating an amazing business around your personal interest in healthy food can be totally possible for you, too.

CREATING YOUR OPT-IN VIDEO SCRIPT (contd)

[Give name of your event, say what it is, and identify some topic things viewers will get from it]

That's why I've organized this free event called **The Tasty Life: How To Turn Your Love of Healthy Food Into a Successful, Creative Business That Serves the World**. I'm interviewing over 30 top food experts to show you how you can take what you love and make a successful business out of it. There are actually lots of ways to do it.

You'll hear the personal success stories of star chefs and cooking teachers, coaches, restaurant owners, cookbook authors, food activists and educators and many more.

We'll cover some business how-to's, like how to find clients or customers, how to teach a cooking class, how to run a retreat, and how to develop recipes. But we're also going to take a deep look at the inner journey of discovering what you feel most passionate about when it comes to food.

[One more statement of who your show is perfect for]

If you're ready to spark your creativity and boost your confidence so you can start developing a creative career that you love, then you'll definitely want to join us!

[Call to Action: state how to sign up and what happens when they do]

To get access to this free event, just enter your name and email in the box on this page and hit Get Access—I'll send you an email with all the details you need to get into The Tasty Life Interview Series.

[One more inspiring statement about the promise of your show]

Imagine if even one of these interviews helped you get in touch with the unique contribution you're here to make and gave you the inspiration to start turning your dream career into reality. You could wind up making a lot of lives much better, including your own!

[Repeat Call to Action]

So just enter your name and email and hit Get Access.

[Brief sign off]

I'll see you there!

CREATING YOUR OPT-IN VIDEO SCRIPT (contd)

Now start brainstorming the hook and credibility story for your script:

HOOK:

MY CREDIBILITY STORY:
