COURSE · MODULE 00 · START

Start here

Real people are the scarce thing online now. This module explains the shift, how the course works, and the one map the whole method follows.

LESSON 1 OF 3

Real people are the scarce thing now

A phone can now make a face, a voice and a whole video that never happened. Every month it gets cheaper. When anything can be generated, the thing people trust is a real person doing real work on camera, on a schedule, over time.

That is what a reality show is. It is a person, a place, a goal and a camera that keeps showing up. The networks used to own that format. Now anyone with a phone and a plan can make one.

This course gives you the whole plan. It is the same method our team uses with the business owners we film, written out so you can do it yourself.

WHAT YOU WILL BE ABLE TO DO BY THE END

- Pick a show idea that fits who you are and what you sell.
- Film it with gear you can afford, at home, in the car and on the move.
- Cut it into episodes and daily clips that people come back for.

- Turn the attention it brings into money, with an offer people can buy.

QUICK CHECK 0 OF 1 DONE

QUICK CHECK

Why does a real person on camera matter more each year?

A Phones are getting better cameras.

B Generated content keeps getting cheaper, so real people doing real work become the thing people trust. ✓

C Networks are paying more for reality shows.

ANSWER

When fakes are free, the real thing is what stands out.

LESSON 2 OF 3

How to use this course

Everything here is free. Read it on the site, or download each module as an ebook and read it on your phone.

- **Go in order the first time.** Each module builds on the one before.
- **Do the quick checks.** They take a minute and tell you if a lesson landed.
- **Make a free account if you want your progress saved.** We email you a 6-digit code. No password.
- **Do the work as you go.** Most lessons end with something to write down or film. A show gets made in small pieces.

If you get stuck, or you want our team to make the show with you, there is a page at the end that tells you how to reach us. You never need it to finish the course.

LESSON 3 OF 3

The map: show, story, academy

The whole method fits on one triangle. Each corner is a place people can run into you.

- **Communication (top).** Your show and your daily clips. This gets your name out. It is where people meet you.
- **Reality (bottom right).** You: your story, your book and your own website. This teaches people who you are and what you do.
- **Affinity (bottom left).** Your academy, class or shop. This is the paid way to get closer to you. It sells and it teaches.

Every time someone meets you in one corner, they understand you better. The show gets your name out, your story teaches people who you are, and your academy or shop is where they pay to get closer.

The course follows the triangle. First you learn why reality works. Then you find your show, build the engine that feeds it, make it, and set up the ways people pay you.

Read the whole course free at realityshow101.com. Module 00.