The A·R·C triangle

Every person who wins with a show has three homes: the show that gets your name out, the story that teaches people who you are and what you do, and the academy, class or shop where people pay to get closer. This module sets up all three.

LESSON 1 OF 4

Communication: your show and your clips

The top of the triangle gets your name out. It is your show and the short clips you post every day, and it is where people meet you.

The five episodes are the core of a season. The volume comes from the clips. Every day you post short pieces that send people to the long episodes. The long episodes send them to you.

DO THIS

- Pick the two apps your customers already use. Post there every day.
- Give every clip one job: make someone curious enough to watch the episode.
- Keep a list of what got the most comments. That list tells you what to film next.

QUICK CHECK — 0 OF 1 DONE

QUICK CHECK

Where does most of your reach come from?

A. The five long episodes.

B. The short clips you post every day, which send people to the episodes. ✓

C. Paid ads only.

ANSWER

Clips bring people in. Episodes keep them.

LESSON 2 OF 4

Reality: you, your story, your site

The bottom right corner is you: your story, your book and your own website. This is where people learn who you are and what you do.

Write down three things before you film anything:

- **What you deliver.** The finished result someone gets from you.
- **Your special skill.** What you are naturally good at.
- **Your method.** A simple, catchy name for how you do it.

Your site should say all three in plain words, show your face, and offer one free thing in exchange for an email.

LESSON 3 OF 4

Affinity: your academy, class or shop

The bottom left corner is where people get closer to you, and it is the paid corner. It is your academy, your class or your shop: it sells and it teaches. People start free, then pay to get closer and learn to do what you do.

Your academy does not need to be big. Start with one free lesson and one paid step. Aja's Always Amazing Academy starts with a free checklist of the first seven steps to a business. The paid step teaches the rest.

The show gets your name out. Your story teaches people who you are. Your academy or shop is how they get closer.

LESSON 4 OF 4

Your three websites

Each corner gets a home online.

- **Your show site.** Episodes, clips, the cast and a way to follow. This is your own network.
- **Your business site.** What you sell, who it is for, and how to buy or book.
- **Your personal site.** Your story, your book, press and appearances.

Link all three to each other. Someone who finds one should be one tap from the other two. Start with one page each. A simple page that is live today beats a big site you never finish.

QUICK CHECK 0 OF 1 DONE

QUICK CHECK

Why link all three sites to each other?

A. It helps search rankings only.

B. Someone who meets you in one corner can reach the other two in one tap. ✓

C. It looks more professional.

ANSWER

Every corner people touch raises how well they understand you.

Read the whole course free at realityshow101.com. Module 02.