One show, start to finish

Watch one made-up business owner go from an idea to a sizzle to a 90-day season, using every module in this course.

LESSON 1 OF 7

Meet Dana (a made-up example)

Dana is not a real person. We made her up so you can watch one show go from idea to season without anyone's private details. Every step uses the lessons in this course.

Dana runs a mobile dog grooming van in Phoenix. She has done it for nine years. She has no following. She wants more clients and, one day, to train other groomers.

- **What she delivers.** A calm, clean dog, groomed in the driveway in under an hour.
- **Her special skill.** Nervous dogs settle for her.
- **Her method.** She calls it the Quiet Van.

Step 1: three lanes, one pick

Dana writes three lanes:

1. Dog makeover show meets a road trip show, in Phoenix heat.
2. A rescue show meets a makeover show: she grooms shelter dogs before adoption day.
3. A cooking competition meets grooming: two groomers, one dog, one hour.

She picks lane 2. She can film it every week, viewers can root for each dog, her skill shows without explaining it, and it connects to what she sells. Hero type: transformation, with a real goal of 50 shelter dogs groomed by June.

Step 2: the micro show and the bible

Micro show. "Guess the Breed." Every day she posts a 30-second clip of a matted dog before the groom. Viewers guess the breed in the comments. The reveal goes up the next day.

Show bible. People: Dana, the shelter coordinator, the adopting families. Places: the van, the shelter, a family's front yard. Episodes: the underdog (the van she bought with a loan from her uncle), the special gift (a dog nobody could touch), the struggle (a 112-degree week and a broken generator), the special method (the Quiet Van), the payoff (adoption day).

LESSON 4 OF 7

Step 3: film study and the sizzle

Dana writes a 14-shot list, grouped by place: van, shelter, front yard. She makes a one-minute sizzle from phone clips she already has and three drawn frames, labeled as a plan. The shelter coordinator watches it and says yes to filming.

On her first shoot day she films the real sizzle shot by shot and swaps it in.

Step 4: the engine and the first shoot

Dana mounts her phone in the van and buys a clip-on mic. Weeks 1 and 2 she answers one question a day: "What do dogs hate most about grooming?" Weeks 3 and 4 she tells one story a day in five steps.

Her first shoot makes five things: the sizzle, her van and kitchen yapping setup, an eight-minute infomercial for a free "Calm Groom Checklist", ten ads, and a webinar for groomers who want to work with nervous dogs.

LESSON 6 OF 7

Step 5: getting paid

Dana's offer ladder:

- **Free.** The Calm Groom Checklist.
- **Small.** A $49 video course for owners: grooming a nervous dog at home.
- **Service.** Her van, booked online.
- **Big package.** A training week for groomers who want to start their own mobile business.

Her first-dollar plan: sell the $49 course to the 40 clients already in her phone, by text, the week the first episode goes up. A pet food brand her viewers already use is first on her media kit list.

LESSON 7 OF 7

Step 6: the 90-day season

Dana's season starts on her first shoot day. She picks the business month first because she wants bookings: she finds two vets and a pet store that serve the same owners and agrees on referrals. Month two is the show month: a group for adopting families. Month three is the story month: a short book called The Quiet Van.

She counts one number a month: van bookings, then group members, then book sign-ups. That is the whole method on one made-up person. Your version will look different. The steps are the same.

Read the whole course free at realityshow101.com. Module 18.