Session 5

Everybody, Welcome to the Session 5.

This is going to be all on the tangibles. These are the things that you give your students so we're going to start off with certificates.

So, certificates are really easy to make. You can do certificates in a couple of different ways. One can be a Certificate of Course Completion. Another one can be what I gave everybody here was a Commitment Certificate.

The reason for a certificate is really nice, and you could put it up on your wall as a sense of accomplishment. They are really easy to make. And one of the things that’s really good about certificates, especially if it's a Commitment Certificate, they have to write something and there is a connection between the brain and motor skills. Meaning when you write, it lights up parts of the brain that has to do with creativity.

It also has to do especially with a commitment certificate. You're putting what you want out to the universe; I want to do this. So, you're putting that in your brain, I want to do this. So, we're going to just make a quick trip over to **Canva**, we'll show you how easy it is to make a certificate and a lot not.

Let's find it first and over to Canva. In Canva, it has a little purple box here and it says *Create*, and you can just simply put in certificate and that's the basic size of it. If you go over to, they will have different options choose however you wanted to look, you can alter these into your brand colors. If I go over to, I believe shops home have a standard one that I use for Pawsitive educational training for the Summit's.

What's nice about the pro version is that you can have and this is just one of the standard ones that are in the templates. And I just changed the logo, I just put in the colors to match the logo. And it's a Certificate of Completion. So those are certificates.

After *Certificates*, we have *Workbooks*. And you can do workbooks in Canva, too, which is what I do as well. They are very easy to set up and create. And what it is, again is something simple for people to take notes with; that is what my workbooks are just for note taking. so that they're there again that motor connection between them, listening, writing it lights up part of the brain that helps them to actually remember what to expect. Alright, that was made in Canva, however, they were all Etsy certificates I got them off sensitive offer.

**Etsy**, so if I go over to Etsy and if you purchase anything from Etsy as far as workbooks are concerned. Make sure you have Canva open so if I do simple *workbooks* or *worksheets*, workbooks and *calendars*. So, let's go workbooks or worksheets and there's tons of them. Okay, you can go through them, see which ones that you like and it makes it easy to have a template to do it so you don't have to recreate everything that needs to be done.

I've purchased several of Etsy, it simply makes my life easier. Oh of course the share screen would have been good for there. So, the share screen. This Etsy did workbooks or worksheets tons of come up if I just wanted workbooks

Again, there is a lot of them that are up here, they all have maybe something a little bit different to them. But nonetheless, you can go out here and they're fairly inexpensive. This one, probably one of the more expensive one is $2. And it just simply makes it easy to do a workbook.

After workbooks comes checklist. I love my checklist. *Checklist* is what makes my world go round and then there's different ways of doing a checklist. So, a checklist is just in fact going to show off one of mine get rid of the background filters.

Okay, so checklist for one of the summits that I put off. It's just everything I need to do. This is a living, breathing document because as I do them, and sometimes I change things so I need to add things into them or take some things out but just go with a checklist on things that need to get done in order to get your program up and running.

There are various ways you can do this. This is a simply a Word document that I created. There are services again and make it easy. They all have free versions of it. They all do things just a little bit differently. So, I would tell you take advantage of the free and see what works for you. There are ***Clickup, Asana, Airtable, Notions,*** and ***Trello.***

They all are just a little bit different from each other. They're a great way to make checklists, and to be able to print them out. And then there's templates and skin, my background back. There we go.

And so, there are templates. So basically, that checklist is actually a basic template. And then I just printed out and I just put in the pertinent information in it so I don't have to. I don't have to reinvent the wheel every single time.

And the first time you do a checklist, the first thing you create a template, it does take you a little bit longer and you're going to have to go back and forth with until you get the checklist exactly how you want it. Then when I do another shopping, I just print out the templates already made. Then I'm printing out my checklist. I just saved so much time off my day.

Okay, templates can also be in the version of Flipbooks and I believe I have a Flipbook. So let me just go get that up and you know I like going to search, let me see if I can get it up on the template, Flipbook crash is not readily available thing. And anyway, a flipbook to the stop, share.

So anyway, what a *Flipbook* is, it has directions on it and its direction you do this, flip it over, do this flip it already do this. It's just a different way of doing it a checklist.

Then we have *Slide Decks*. You could do Slide Decks any way you want to do. You can download templates again from Etsy. You can do it in *Canva PowerPoint keynote*, but I'm going to go over some of the basic elements of any given what should be in a PowerPoint type presentation, so let me just get my last one that I did to client testimonials There we go.

These are going to be the basic elements of any given slide presentation. No matter how you do it, you have the title slide, the name of the programs. Again, whatever your naming, it should be exactly what it is.

So, if you look at this client testimonials, this is a workshop about client testimonials. I've got my logo on here; I've got my copyright information. And my business Pawsitive Educational Training is its trademark, so it's got the little *r* on it.

Alright, the second slide is contact information. This could also be the last slide however you as you want to do it. Most of the time, I put it in two places; I put in the beginning and I put it in the end. And this is how people can reach me afterwards. I will always go over what my preference is for them to do so.

The next slide is, *what is the goal?*

This is now the third slide. The goal sets what this presentation is all about. Just very simple. Like today, we're talking about tangibles. These are the things you put in students’ hands. Just so the brain knows it sets up, it's a little file cabinet.

And the name of the file cabinet is client testimonials. This is what the brain is expecting to learn in it. Then afterwards, it's a topic. These are like all drawers and your filing cabinet. So, they know what to expect, so they have the goal. Now this is what we're going to cover in it. Those are the four main parts of any given workshop.

Okay. Stop this share.

And then there are Manuals. This is a difference between a *Manual* and a Workshop, I mean and a *Workbook*. A *Workbook* really is just for taking notes. It's got some information in there. But a *Manual* is detailed.

Okay. Think of the textbooks when you went to school, those textbooks would be considered Manuals, right? It's more like a book and an e book or a book. Those are all examples of manuals and how you can deliver your content.

Right there we got videos. Like what you're watching, you can record videos anywhere with any decent phone. Okay, you can upload it via an app on your phone to like a dry folder so you can access it on your computer. What I'm using here is **Zoom**, and Zoom is to record.

I could also do *closed captioning* on here if I so desire. But closed captioning is generally only for it, we'll get into that. It's a couple pages into the workbook. Okay. So, you can record on your computer, this programs on your computer.

I have a Mac so it's quick time. I personally like Zoom, but there's this yard, **StreamYard**, right? You can record up on YouTube. So, there's always to record any given workshop that you're doing or any kind of material that you're doing.

However, you do want to protect it, and that's where **Vimeo** comes in *vimeo.com.* So, let's go over to my Vimeo account really quick.

Alright, let's turn on screenshare.

So, Vimeo is a paid thing. I do not believe they even have a free option or they might. But anyway, if I go to any given, I'll take this one right here. This is why I love Vimeo; they have a creator studio here. You can also create videos on Vimeo instead of Zoom.

There are two differences, the two different setups in Zoom. So, we're going to go over to Zoom just momentarily, but in the advanced. I have it set to unlisted. So, I get the link, I put it up on my, in fact, this is where you're watching it.

This is a Vimeo link. Okay, people can download this video, it's not check. So, it protects your work from unauthorized downloads. So, if we head over to Zoom really quick, you have two options on Zoom, you actually have several options on Zoom. You can have a free account on Zoom just for the meetings. They're up to *40 minutes*. If that is all you need, that's fine.

But they have *Meetings* and they have *Webinars*. A difference between the two of them is a *Meeting*; it's like a group of people sitting around, people can interrupt unless you mute everybody. So, if you're doing a live workshop and it's at a meeting, and somebody’ dogs are barking or kids cry, that can interrupt your presentation, right?

If you're pre-recording it, it doesn't matter. Like on this one, I'm pre-recording it using my meetings now using the webinars. Webinars is going to add like an extra 400 bucks to what it's going to run you for Zoom.

However, if you're doing live workshops and you're doing a fair number of them, it might be worth the investment to do that because nobody can interrupt you, nobody can actually answer a question. They have to put the questions into the chat box, so that it's a little bit more professional.

After that, you can color code, especially in a manual. It can make really easy to find things. Okay. So, it's just you can get the little tabs, you can get them over at any supply store like **Staples** or **Office Max**. You can use a different color tab to make things easier to find.

For example, you can use it if you have different types of programs. So, let's say you're doing safety like for business manual; You have your worksheets, and your how to do things that might be one color. And if your safety protocols might be read, client information might be under a blue tab so that you need to find something you can easily flip through it.

Alright. What I've done on your manual that you have gotten; it is color coded on the session. So, there are 6 sessions. Each session is a different color so that you can flip through it if you need to find something a little faster.

And then Transcripts; there are lots of different services that you can use for my closed captioning. Let me just jump ahead to closed captioning. I can just discuss a buy here. So, *ava.me* is the most cost-effective transcribing service that is out there.

It's running me at the time that this is being recorded $1,400 for the year and like unlimited. They will do the closed captioning it. They do work with Zoom, and you have to follow the directions on connecting the AVA to the Zoom so they will close captioning, it will show up for it.

It also will provide a transcript for you so that the transcripts are okay. *otter.ai* is like $99 for the year. It's an okay transcript. The *ava.me* isn't okay transcript. If I wanted to hire somebody who could be here live from ava, I could do that as well. It'll be way better. Right?

I personally don't have the time to do transcriptions. It's tedious work. I hire somebody out there, she’s an Online VA. I've hired mine through *onlinejobs.ph.* I send it out and doesn't cost me too much. And I don't have to do it and it is way better.

I will send her either the otter transcription or the AVA transcription and she puts it into something that's just a little bit more readable. Where closed captioning and transcripts really shines for people who may be deaf or have some sort of learning and I'm not going to use the word disability, learning difference.

Alright, so those are your neurodivergence who need to have either closed captioning or they need to have a transcript. I personally am not neurodivergent and I appreciate a transcript. Okay, so we covered those captioning, then you have to decide how you want to get this information to your students, right?

Do you want to make it a download? All right? Do you want to have it on a website like a membership site? So, when you're accessing as an example, as you're accessing this, it is on a membership site. And that's what I've chosen to present my materials. So not only do I have it available as a download on my website, the manual for this particular program was also mailed to you.

That's a hardcopy. Okay, you could also email it. You can go into your CRM, whether that's *Drip* or *ActiveCampaign* or *Constant Contact,* or whatever it is you have, and you can set it up where the automation and if anybody needs any help with their setting up automation, we cover that in technology, but we get also, if you need more help with that, we can get more one on one with that to help you out.

Decide how they want to get the information, then you can do a test, or especially if you're going to do like a certificate. If you offering like certification, there are online options for it. If you do a *Google* for online test, I know *Microsoft* has one. You could do *true or false*. You could do it online, you could do an essay practical; anything that's hands on that can be done via Zoom.

If they have to demonstrate a skill for your certificate, you can do that via Zoom. Then there's group and individual calls. What you're getting here is you're getting some group calls. You're also getting some individual calls. Alright, there are pros and cons to both, you have to decide how it is you want to do it.

The way I've set it up here is that there are 6 group calls each following one of these sessions. So, the video is general information, the group call is to get a little bit more specific and specific questions that the group has.

And then individual calls; that is very personal to whatever the student needs. It's not like 3 or 4 who need help with this. That's a group call. So, the pros, especially for the individual call is that one on one time, so you're not just putting up workshops.

And then just you when you can do email questions. Alright, you can put them in a group which we'll talk about that next. But the one-on-one calls or the group calls that is more personalized depending on your program and the cost of the program is really going to determine how much how many group calls and individual calls you want to do.

Okay. And then there's **Facebook**. Facebook groups are really good at satisfies if all you're doing is recording and not offering live calls at all. You can do Q&As in a private Facebook group. You could live stream into a Facebook group. The Facebook groups are great for networking among students in your classes.

There they have their use. So, if you're not doing anything like as far as your materials concern, in order for it not to be digital product, you have to have some sort of live element and a Facebook group can satisfy that live element to it.

And the last page of this workbook is the checklist, and for which, after this call, you should have gone through all of the steps here and ready to start thinking about your individual calls so that we can work one on one, right?

There's still one more recorded session after this and that's on the business end of doing this, because what you're doing is still a business. Alright, so anyway, check on the date for the group call and you may want to start thinking about setting up individual calls with me at this point.