

APRIL 2020

Speak Up & Lead Academy

• Building Global Players •

3 - DAY FREE
WEBINAR SERIES

**3 STEPS TO CREATE A
SOLID & SUSTAINABLE
ONLINE PRESENCE**

TUESDAY 21ST
WEDNESDAY 22ND
THURSDAY 23RD
11AM CET



With Tilia Lopes

www.speakupandleadacademy.com

www.tulialopes.com

Day #1 - Planning

WHY DO YOU WANT TO GO ONLINE? (3 reasons)

HOW COMFORTABLE ARE YOU OF DOING SO? (1 not at all - 5 very)

WHAT IS YOUR EXPERIENCE ONLINE? (1 None - 5 Very)

WHAT MEDIA ARE YOU MOST INTERESTED? (Select all applicable)

- BLOGGING
- VLOGGING
- PODCAST
- WEBINARS

Day #1 - Planning

CREATE YOUR INTRO

Hi, I'm..... (your name)

I'm a(your expertise)

and today, I'll share with you.....
(a specific topic you want them to learn that day)

Welcome!

WRITE YOUR OUTRO

It is a "slogan" that will define your brand, and what you do.

Ex.

"Remember, every voice matters, every story needs to be told.

Stand Up & Speak Up!

Thank you for watching."

Day #1 - Planning

CHOOSE ONE OF THE MEDIA LISTED PREVIOUSLY AND
OUTLINE THE FOLLOWING...

YOUR MAIN TOPIC:

YOUR MODEL:

THE FREQUENCY:

RESOURCES NEEDED TO GET STARTED:

DEADLINE TO GET STARTED:

WHAT DO YOU WANT TO TEACH, TALK ABOUT?

WHAT IS THE PROBLEM YOU ARE SOLVING FOR YOUR AUDIENCE?

WHAT WILL THEY TAKE HOME WITH THEM AFTER YOUR TALK?

Day #2 - Preparation

**TAKING YOUR NOTES FROM DAY 1, WRITE DOWN THE
OUTLINE OF YOUR FIRST VIDEO**

THE TITLE OF YOUR VIDEO:

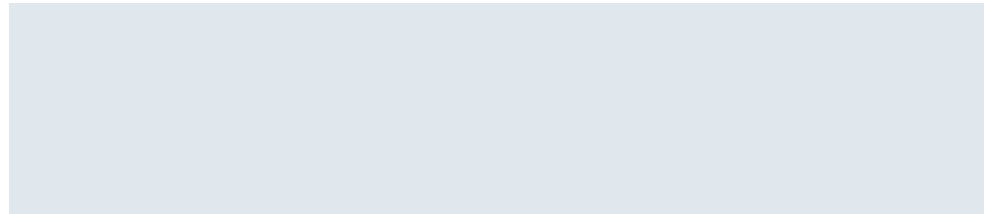
THE DESCRIPTION (WHAT WILL YOU TALK ABOUT)

THE TAKE AWAYS (3 MAX) OR CALL TO ACTION (CTA)

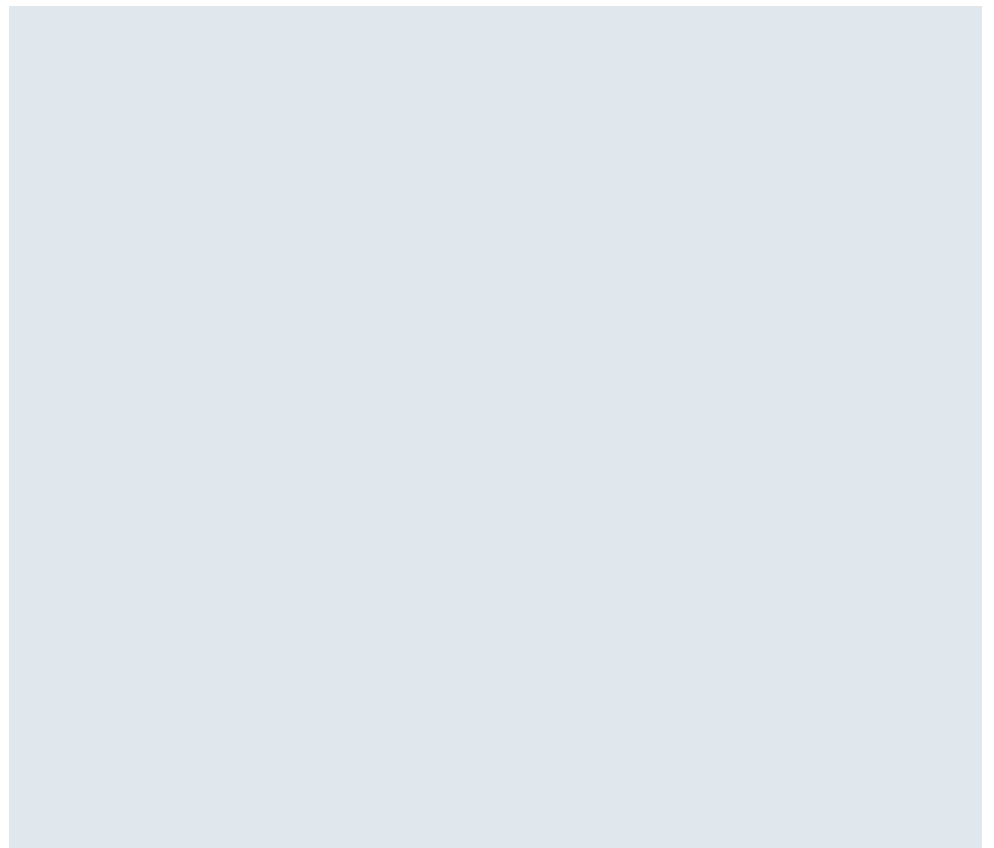
Day #2 - Preparation

OUTLINE THE 3 CORE ELEMENTS OF EVERY PRESENTATION

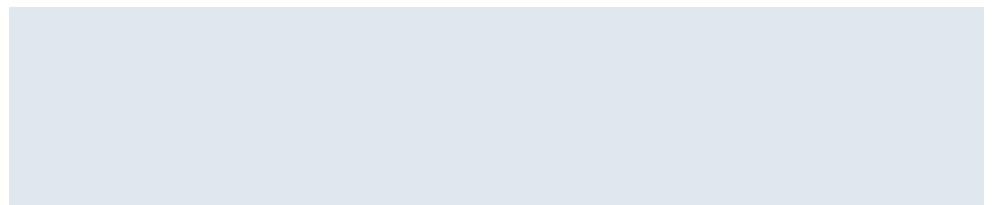
OPENING



BODY

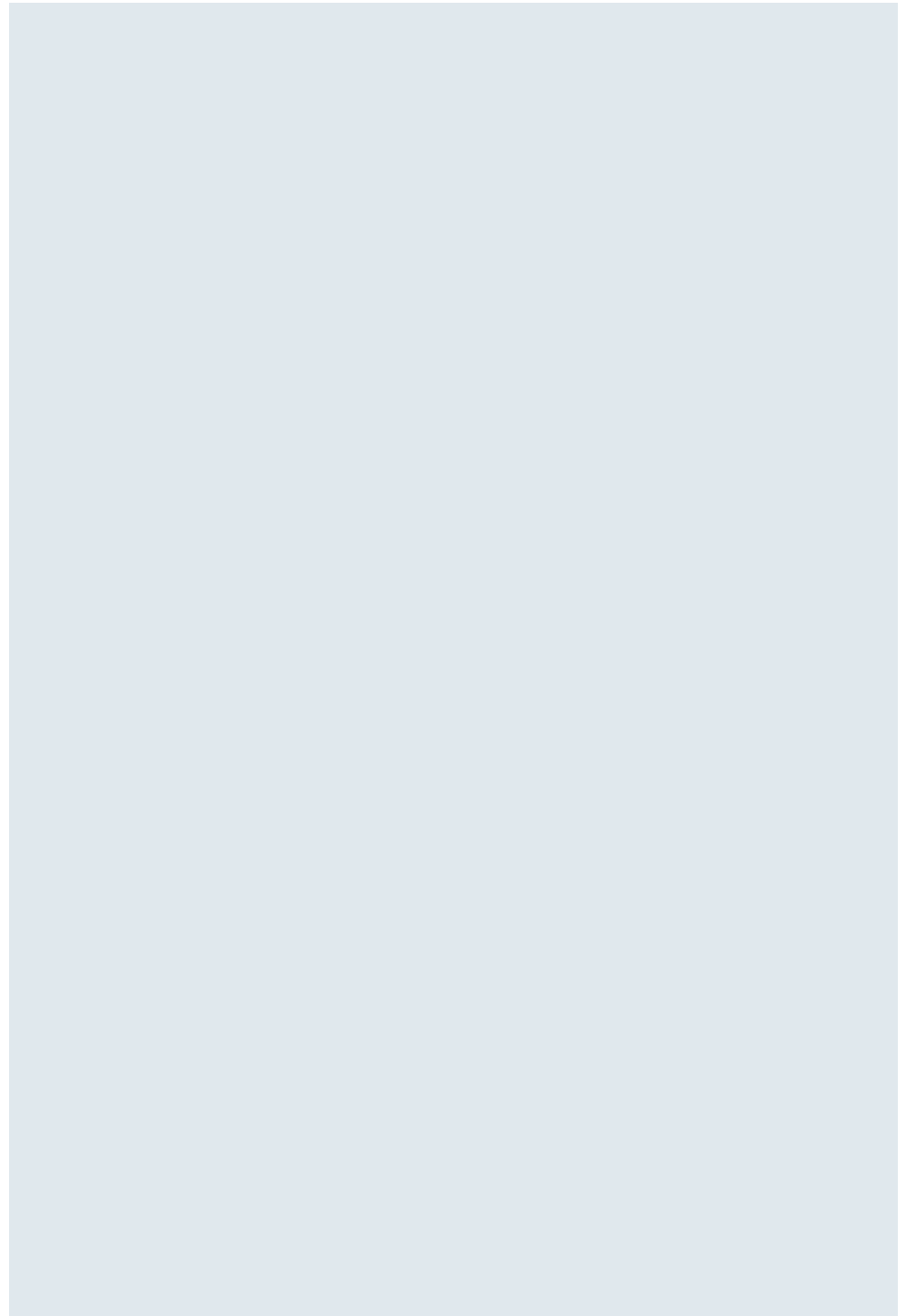


CONCLUSION



Day #2 - Preparation

EXTRA NOTES



Day #3 - Presentation

THE DOS AND DON'TS OF PRESENTING ONLINE

WRITE YOUR OWN

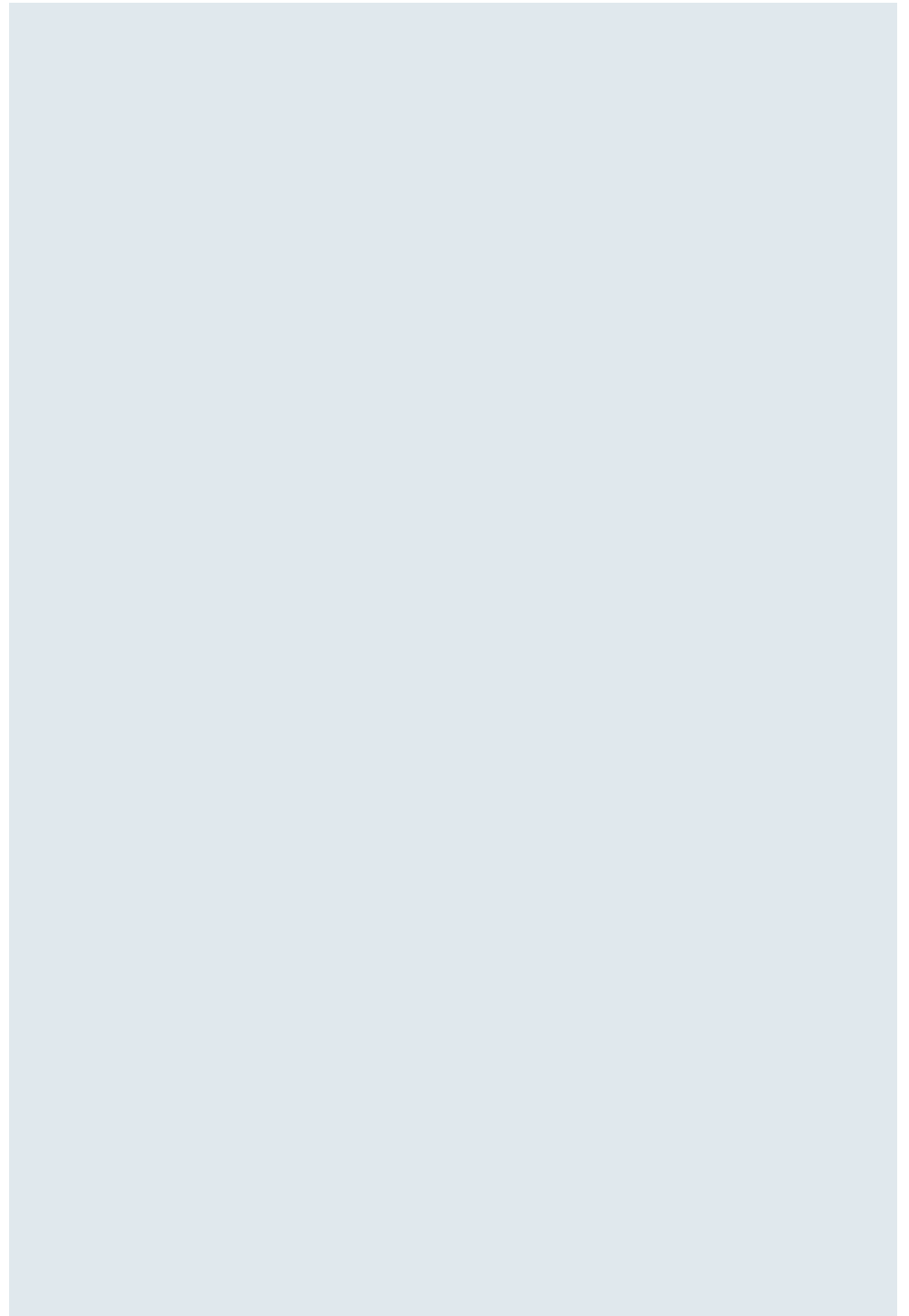
DOS

DON'TS

WHAT IS THE IMAGE (PERSONA) YOU WANT TO EXUDE ONLINE?

Day #3 - Presentation

EXTRA NOTES



Resources

HERE ARE SOME RESOURCES TO HELP YOU TO GET STARTED WITH THE EQUIPMENT AND SETUP OF YOUR ONLINE WORLD

PODCAST

- **BUZZSPROUT:** <https://www.buzzsprout.com/how-to-make-a-podcast>

VIDEOS

- <https://www.adorama.com/alc/youtube-video-equipment-list-what-you-need-to-start-recording-videos>
- <https://en.99designs.de/blog/video-animation/video-production-tutorials/>

WEBINARS

- **webinarjam:** <https://home.webinarjam.com/index>
- **gotowebinar:** <https://youtu.be/rl3kVf87hew>
- **zoom:** <https://support.zoom.us/hc/en-us/articles/206618765-Zoom-Video-Tutorials>

INTERACTION TOOLS

- **mentimeter:** <https://www.mentimeter.com/>
- **miro:** <https://miro.com/>

AUDIO TRANSCRIPTION AI

- **trint:** <https://trint.com/>

DESIGN TOOLS

- **canva:** <http://www.canva.com>
- **designrr:** <https://app.designrr.io/>
- **3Dmockups:** <https://diybookcovers.com/3Dmockups/>

DONE FOR YOU (DFY)

- **fiverr:** <https://www.fiverr.com/>
- **freelancer:** <https://www.freelancer.com/>
- **funnel rolodex:** <https://funnelrolodex.com/join>

If you need further support, you can reach me at
contact@tulialopes.com

Resources

HERE ARE SOME RESOURCES TO HELP YOU TO GET STARTED WITH THE EQUIPMENT AND SETUP OF YOUR ONLINE WORLD

VIDEOS

- **How to look good on video calls**
<https://youtu.be/ACNGhPKnmok>
- **How To Use Zoom (plus Breakout Groups)**
<https://youtu.be/6i-NA563Ojk>
- **Teleprompter** (<https://cueprompter.com>)

If you need further support, you can reach me at
contact@tulialopes.com