

Course 2, Lesson 12: Monetization Models & Authentic Brand Deals

1. Core Concept & Learning Objective

Concept: You are a "Creator CEO," not just a "Creator." This means you have a *plan* to monetize your attention. Your "MVO" (C1) is your *primary* monetization. But as your "Character" (L2) grows, you'll have new opportunities: 1. Brand Deals, 2. Affiliates, 3. Your *own* products. You must learn how to "price" your brand and *only* work with partners who are 100% authentic to your "Girl Boss" voice.

Learning Objective: By the end of this lesson, you will **analyze** 3 "Creator" monetization models (Brand Deals, Affiliates, Own Products). You will **develop** a "Brand Deal" 1-page "Media Kit" and **write** a "Pitch" script to authentically partner with a brand you *already* love.

2. Interactive Content Activities (3 Activities)

Activity 1: The "3 Monetization Models" (Strategic Exercise)

- **Description:** We're analyzing the 3 ways to "monetize" your video content.
- **Instructions:**
 1. **Model 1: Your Own Products (Best, 100% Profit)**
 - This is your "MVO" (C1, L7) and your future courses (C5).
 - *Pro:* 100% control, 100% profit.
 - *Con:* You have to build it.
 2. **Model 2: "Affiliates" (Good, 10-50% Profit)**
 - You *love* a tool (e.g., "Stan" or "Kajabi"). You "affili-ate" for it.
 - *Pro:* Easy, authentic (if you *really* use it).
 - *Con:* Smaller %; you don't own the customer.
 3. **Model 3: "Brand Deals" (Okay, 1-Time Payout)**
 - A brand (e.g., "Athletic Greens") *pays you* to make a video.

- *Pro*: "Fast" cash.
- *Con*: "One-time" payout; can feel "salesy" if not authentic.
- **Expected Outcome**: You understand that your *own* products (C1, C5) are *always* the #1 priority.

Activity 2: The "1-Page Media Kit" (Tool Exploration)

- **Description**: A "Media Kit" is your "Brand Resume." It's what you send to a brand you want to work with. We'll make a 1-page version in Canva.
- **Instructions**:
 1. Open Canva and search "Media Kit."
 2. Page 1:
 - Your "Character" Bio (L2): "I'm the [Character]..."
 - Your "Niche" (C1, L1): "I reach [Niche]..."
 - Your "Analytics" (L10): (Screenshots of your *best* analytics, e.g., "Avg. Watch Time: 70%," "Avg. Shares: 500").
 - Your "Pillars" (L2): "My topics are..."
 - Your "Rates": (e.g., "1 TikTok: \$500," "1 Reel: \$500." *Never* under-price).
- **Expected Outcome**: A 1-Page "Media Kit" (PDF) that proves you are a *professional* partner, not just a "kid with a phone."

Activity 3: The "Authentic Pitch" Script (Creative Development)

- **Description**: We do *not* wait for brands to find us. We *pitch* the 3-5 brands we *already use and love*.
- **Instructions**:
 1. **Pick 1 Brand**: Pick a tool/product you *already use* (e.g., "CapCut," "Canva," "Stan," "your \$20 Lav Mic").
 2. **Find the "Partnerships" Email**: (Usually at the *bottom* of their website).
 3. **Write the "Pitch" (Email)**:
 - *Subject*: "Partnership Idea: [Your Name] x [Brand Name]"

- **Body:** "Hi [Name], I'm [Your Name], the [Your Character (L2)]. I've been using [Your Product] for 6 months... it's *why* my [Analytics (L10)] are so high. My audience of [Your Niche (C1)] is *always* asking me what [tool] I use. I have 3 video ideas (using my 'PAS' framework, L7) that I know would crush it for you. My Media Kit is attached. Are you open to a 15-min chat?"
- **Expected Outcome:** An "Authentic Pitch" script that is 100% *you* and feels like a "partnership," not a "handout."

3. Assignment & Project Milestone (Portfolio Deliverable)

Assignment: The "Creator CEO" Monetization Kit

- **Description:** This is your "business-in-a-box" for monetization. It includes your "Media Kit" and your "Pitch Script."
- **Step-by-Step Instructions:**
 1. Create a new folder titled "[Your Name] - Monetization Kit."
 2. **File 1: The "Media Kit"**
 - Save your 1-page Canva "Media Kit" (from Activity 2) as a PDF.
 3. **File 2: The "Authentic Pitch"**
 - Save your "Pitch Script" (from Activity 3) as a Doc.
 4. **File 3: The "Dream 5"**
 - Add a doc listing your "Dream 5" *authentic* brands you want to partner with.
- **Evaluation Criteria:**
 - *Excellent:* The Media Kit is professional, *data-driven* (uses L10 analytics), and aligned with the L2 "Character." The "Pitch" script is *authentic* and strategic (mentions "PAS," "Niche," etc.).
 - *Adequate:* The Media Kit is just a "selfie" and "follower count." The "Pitch" is "Hi, I like your stuff. Give me money."
- **Connection to Final Project:** This "Monetization Kit" is Section 12: The Monetization Plan of your Viral Velocity Strategy & Portfolio. This is your final

step, proving you have a plan to *monetize* the *attention* you've worked so hard to build.

4. End-of-Lesson Assessment (7 Questions)

1. (MC) What is the #1, *most profitable* monetization model for a "Creator CEO"?
 - A) Brand Deals
 - B) Affiliates
 - C) Your Own Products (e.g., your MVO)
 - D) TikTok "Creator Fund"
2. (MC) A "Media Kit" is a:
 - A) "Brand Resume" that you send to potential partners.
 - B) "Tool Kit" of all the gear you use (L5).
 - C) "Kit" of all your best videos (L6).
 - D) "Folder" of your brand colors (C1, L3).
3. (MC) The *strongest* "Brand Deal" pitch is:
 - A) "Hi, I have 10k followers. Pay me \$1,000."
 - B) "Hi, I'm a *huge fan* of your product. I *already* use it. My audience of [Niche] would love it. Here are 3 *specific* video ideas."
 - C) "Hi, I am poor. Please give me free stuff."
 - D) "Hi, I'll make 1 video for \$100."
4. (SA) What are the 3 "Monetization Models" we learned?
5. (SA) What 3-4 *key pieces of data* (from previous lessons) must be in your "Media Kit"?
6. (SA) Why is "Model 1: Your Own Products" (e.g., your MVO) *better* than "Model 3: Brand Deals"?
7. (Scenario) A "Fast Fashion" brand (that you *hate*) offers you \$5,000 for one video. Your "Character" (L2) is "The 'Sustainable Solopreneur' Coach." What is the "Drill Sergeant" *correct* answer, and *why*?

Correct Answers: 1(C), 2(A), 3(B) 4. 1. Your Own Products, 2. Affiliates, 3. Brand Deals.
5. (Example) Your "Character" Bio (L2), Your "Niche" (C1, L1), Your Analytics (Watch
Time, Shares, L10), Your "Pillars" (L2). 6. (Example) Because you get 100% of the
profit, you own the customer relationship (they go on your email list), and it builds
your asset, not someone else's. 7. (Example) The answer is "No." Because your
"Character" (L2) is your brand. Your authenticity is your #1 asset. That \$5,000 "fast