

The Basic Hardware Setup

You can get away with poor video, but you will rarely get away with poor audio. You don't have to buy everything on this list, but you will at least want to invest in a high quality microphone so that your content is perceived as high quality. The best content in the world means nothing if it sounds like it's coming from a 1980's AM radio station.

Your Next 5-10 Year Setup

- [Webcam](#) - 1080p/4k decent webcam
- [Webcam](#) - 1080p budget webcam
- [Microphone](#) - Shure SM7B (What Eben, Sacha, & Warren use) low end studio quality expensive microphone with built-in pre-amp
- [Microphone](#) - Rode PodMic USB budget microphone, no pre-amp required
- [Microphone](#) - Audio-Technica ATR2500X-USB, good enough for now super budget option microphone
- [Microphone Stand](#) - High end boom arm that won't start sagging over time, professional quality, buy it for life (you only need this if you buy a mic without a stand)
- [Lighting](#) - RGB LED light bulbs with light diffusion boxes, tripods, and carrying bag, budget option, lower light wattage so weaker lighting
- [Green Screen](#) - Retractable fancy screen
- [Green Screen](#) - Simple pop up budget screen

Getting Attention & Motivating With Your Content

We humans are motivated to move toward the things we want, and away from the things we don't want. When creating information and content, grab attention with that which is most motivating and curiosity creating, then provide value and insight to keep it. Finally, lead to an action step that delivers more benefits and solutions, that also generates a prospective client lead for you.

What is motivating your client most right now?

What could give them an insight or “ah-ha” moment?

What action step could get them more benefits and results, and also create a prospective client lead for you?

Content Formulas To Attract Clients

An important “future skill” is the ability to create a short, attention-getting, interesting and motivating piece of content in written, audio, or video form. Use these formulas to make content that is inherently fascinating to your prospective clients. Remember to always include an action step to help them get great results, and ideally to lead back to a next-step toward becoming your client.

Content Formulas That Work

A dilemma and a solution: “Does losing belly fat feel impossible? Eat these three foods to make it easier.”

An opportunity and a barrier: “I found the love of my life, but he wasn’t interested in me!”

A mistake of intuition: “I thought that exercise would help me lose weight, but I was completely wrong.”

News: “New laws make it faster and easier than ever to launch your own online business.”

A hack: “1 simple trick to lowering your golf score.”

A story of failure or success of a client: “How this busy corporate executive launched her own business in a weekend.”

A story of failure or success from your life: “Here’s how my marriage ended up in divorce, and how you can avoid this in your relationship.”

An insightful quote and explanation: “It’s easier to resist at beginning than the end.” Wise words from Leonardo da Vinci on weight loss!

Start with this formula: “How To [Avoid Fear] or [Get Benefit] (then choose one) Quickly, Easily, Low Hassle, Guaranteed]”