



# Tanya Fox

SPEAKER - PODCASTER - COLLABORATOR

## Collaborate and Generate

Collaboration has become a buzz word lately but truly understanding how to use it for your business can not only open doors but start generating more revenue. Best of all, sometimes you don't even need to spend any money to do them. In this workshop I take you through the 4 main collaboration types, how to choose which one(s) will work best for your business, how to create and design a specific plan, how to target key collaborators to work with, how to approach them and close the deal. I will also work with people in the room to show how to start training your mind to think outside the box and start opening those new doors!

## YouTube for your business

Starting your own Channel can bring your business to a new level, besides bringing more awareness to your business it can also set you up as an expert in your field and bring in some passive income. What you will learn?

Preparing to film: equipment, scripts and video types

Filming Tips: lighting, wardrobe, location, speaking tips, getting comfortable in front of the lens

Editing Software: minimum you need to maximum you can use

Uploading: Accounts, Branding, Creating your Channel, Publishing, Monetization

Tips: launching preparation, how to get people to Subscribe