



PLAN

01



a TV SHOW format that you can monetize
that you can leverage
that you can re-purpose easily to create a TV SHOW strategy

PRODUCE

02

a TV SHOW now you need the equipment, to setup and practice and the right guests for your TV SHOW



PUBLISH

03



Once the audio and video of TV SHOW is optimized and press release developed now it is time to upload and schedule to Roku AmazonFire Apple TV and iTunes

PROMOTE

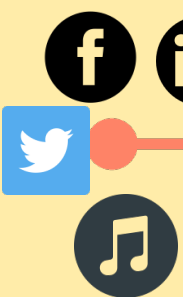
04

Coordinate the press release with the live episodes on television and podcast and send press to interviewee(s) to promote with their audience



RE-PURPOSE

05



Use full TV SHOW video or snippets to promote and re-purpose on your Website
Roku, AmazonFire and Apple TV
Youtube Channel
Medium.com
Podcast
and all the social media platforms



***Your Business
and your Message are
EVERYWHERE!
by leveraging an
ULTIMATE TV CHANNEL***

WHY ADD A TV SHOW TO YOUR BUSINESS?

You can leverage the TV SHOW for more credibility, authority, exposure and leads with the Easy TV Show Blueprint .

Knowing what is your GOAL for having a TV SHOW will determine the TV SHOW format you will use.

YOU CAN MONETIZE \$\$

1. You can sell ads , get sponsors within your TV SHOW
2. You can get sponsor for your TV SHOW whose logo is shown throughout the show
3. You can promote your own offers on your TV SHOW

YOU CAN LEVERAGE YOUR TV SHOW for AUTHORITY OR EXPERTISE

1. You can do Trainings or educate on your TV SHOW to new audience
2. You can invite others in for a discussion panel on your TV SHOW
3. Invite other influencers on your TV SHOW and they would be happy to promote their presence on the TV SHOW increasing your audience reach
4. You could have TV SHOW format that is easily formatted into a PODCAST on iTUNES and other media such that you as an expert seen everywhere
5. HAVING A TV SHOW gives you instant CREDIBILITY as an EXPERT and people will want to come to your business seeing you as an Influencer

YOU Re-Purpose Your TV SHOW

--strategically means less work and time to be everywhere

1. With strategic TV SHOW FORMAT, you can use audio for a Podcast
2. With a strategic TV SHOW FORMAT, you can use snippets and sections of the TV SHOW all over to 10 media platforms from your website, Medium, Youtube channel, iTunes, Roku, Amazon Fire, Apple TV and onto social media platforms like LinkedIn, Facebook, Twitter and Pinterest
3. With strategic snippets, quotes and sections of your TV SHOW you would have content for 12 months just from one T SHOW!

EASY TV SHOW SUGGESTED EQUIPMENT AND SOFTWARE

1. Desktop Computer
2. Logitech 1080pm or newer webcam
3. Blue Yeti or AUDIOTECHNICA USB Microphone or equivalent
3. Video STUDIO LIGHTING KIT with GREEN SCREEN BACKDROP CLOTH(S)AND STAND
4. Xsplit Broadcaster Livestreaming software from Xsplit.com
5. Use of Zoom software for Guest interviewee

With this simple setup (\$500 or less) , you can make professional quality TV SHOW episodes to TV STANDARDS

For more trainings on the EASY TV SHOW BLUEPRINT for your business, go to <http://jgtips.com/easytv>

Presented by Jane Gardner of
<https://ultimatetvchannelsystem.com>