



Wisdom To Wealth Mastery - Introduction

Welcome to Wisdom To Wealth Mastery, where - to give you my quick spiel - I show you how to craft your wisdom to create long lasting wealth, using all the tools of the New Marketing, with a focus on video.

I offer you three core programs and will give a very brief summary here, before discussing why I created these three very specific programs tailored to your needs. Later, I will return to more detail about the programs.

Here's the rub - today over 75% of all web content is video and rising rapidly, yet as of April 2016, only 9% of small businesses in the United States are using video to market themselves. If we looked at women owned businesses or businesses outside the United States, the figure would be less than 9%.

The World is changing at an exponential rate and by ignoring video, a ton of money is being left on the table.

But video - both the tech and being on camera - is a challenge for many. My programs are all designed to allow you to move online with video, taking you from A to Z, from beginning to end either, regardless of where you are in your journey and business, by following my "click by click" videos or with a "Done With You" program.

You do not need any prior tech skills - just follow my "click here" videos or have me help you with a Done With You Service.

- You do not need any expensive programs, indeed most of the resources I recommend are free.
- You do not need to hire a videographer, you do not need to spend vast amounts of money.
- You do not need any expensive equipment, you likely already have all you need.
- You can do this yourself - simply and easily.



If an elderly lady in her 7th decade (me!) can do this from scratch in a few years, I assure you, You Can Do This Too.

My programs increase your efficiency, enabling you to attract and help a much wider audience.

Very briefly, my three programs are -

1. Video Signature Suite - a Done With You program, where together, we create your compelling signature story, your story which attracts your ideal client, has them come to know, like and trust you and realize they must work with you. We record your story on video, which you receive. You also receive the audio podcast of your story. The transcription of your signature story for articles and an ebook and physical book of your story, making you a published author.

2. Web Wisdom - how to showcase yourself online, with a simple repeatable system, on how to market yourself and your products with video, build a YouTube channel, live stream and distribute your message via social media.

3. Purse Power - how to create and upload video, using the HD TV Studio, you carry around with you in your purse, to market yourself and boost your business and income.

In my next short video, we will look at why today video is a must for business. Let's look at why today, video is no longer a "would be nice" but is now a "must".