

BE THE SHOW, NOT THE COMMERCIAL

Duce Raymond & Shawn Walchef



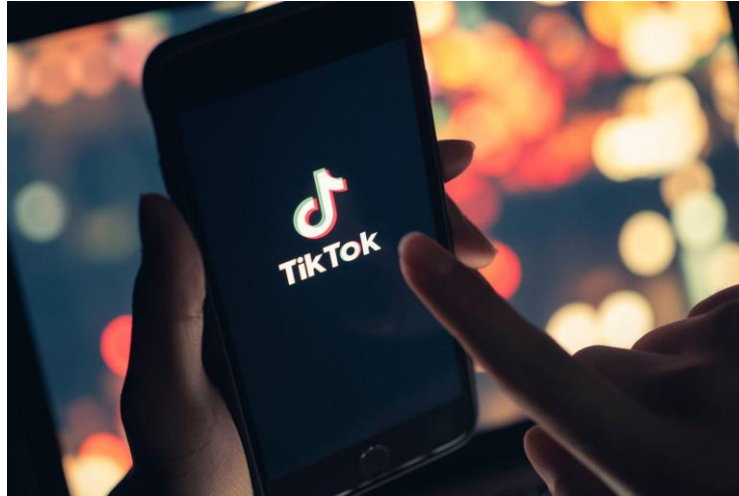
How many of you are posting to social media?



Who is Shawn? Who is Duce?



Why “Being the Show” Matters



**GIVE
VALUE**

**WHY DID WE BECOME A
MEDIA COMPANY?**

“SOCIAL FIRST”

**ATTENTION &
ENGAGEMENT**

What are the key principles of “Being the Show”?



**SMARTPHONE
STORYTELLING**

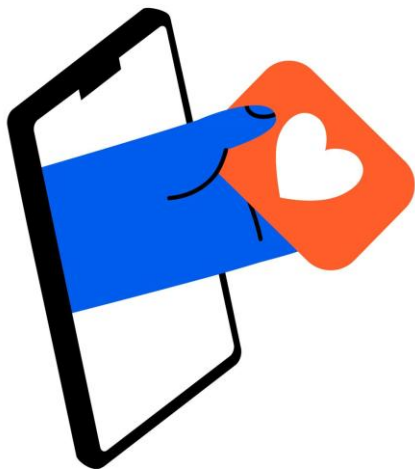
**SHORT FORM
VIDEO IS KING**

**PILLAR
CONTENT**

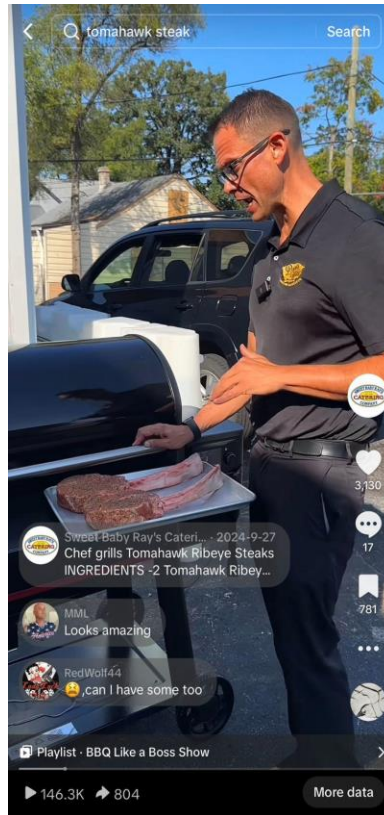
**AUTHENTIC &
CONSISTENT**

**OUR FIRST 100 EPISODES
WERE PRODUCED WITH JUST
A SMARTPHONE!**

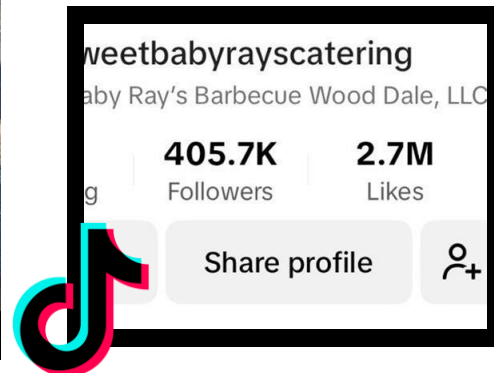
Tools and Techniques for Social Media Success



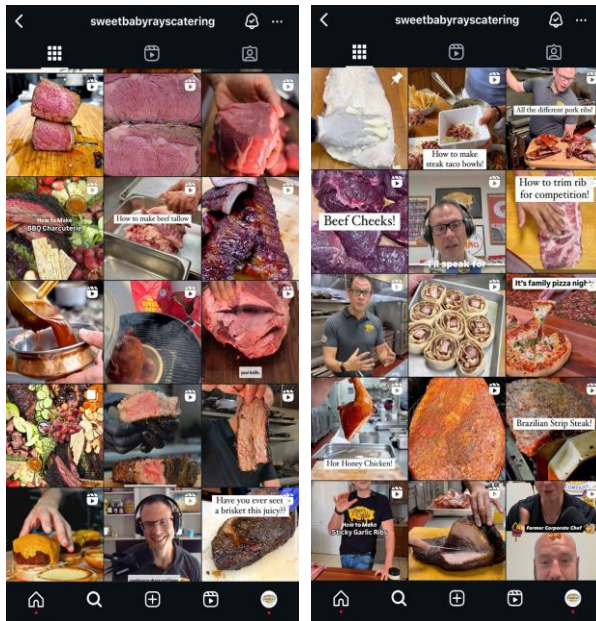
COLLABORATION & PARTNERSHIPS



- **BUILD UP YOUR INVENTORY OF EQUIPMENT AS YOU GO**
- **UTILIZE IN-APP NATIVE FEATURES**
- **CHOOSE YOUR NICHE**
- **DEVELOP YOUR STYLE**
- **PERSONAL BRAND**



ROI Beyond Dollars: The Long Game



**SOCIAL PROOF,
BRAND DEALS,
& AWARENESS**

**750,000
FOLLOWERS**

**DREAM BIG &
PUT IN THE REPS**



Managing Challenges and Missteps



**UNDERSTAND
YOUR AUDIENCE**

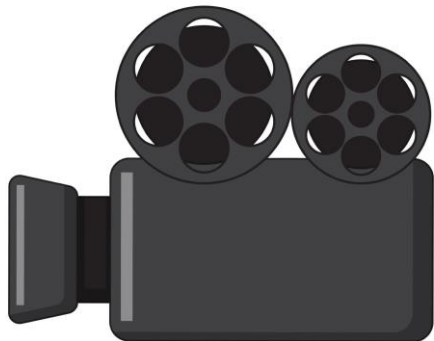
**ENJOY
WHAT YOU
DO**

**IDEAS VS
BANDWIDTH VS
EXECUTION**

JUST GET STARTED

Partner Up and do a Short Form Video Pitch

**IT'S TIME TO START
BEING THE SHOW**



Podcast

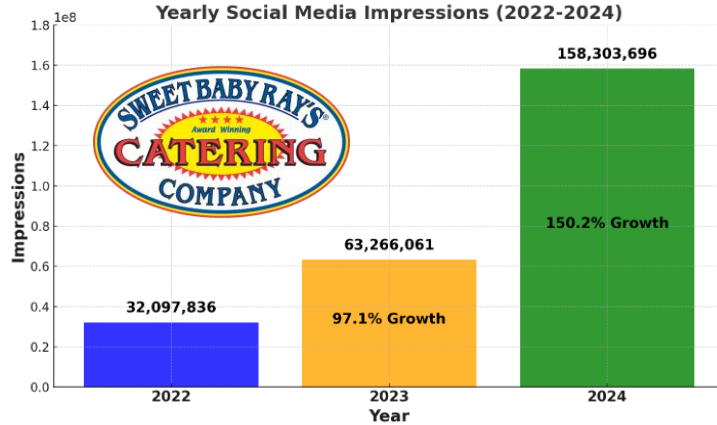


Copywriting



Photo

Takeaways



Total Impressions (2022-2024): 253,667,593

**STOP SELLING
START STORYTELLING**



**GIVE
VALUE**

DOCUMENT

Q&A

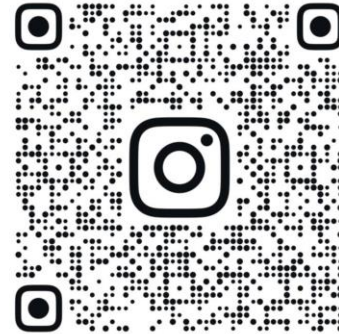
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