

THE 3 SIMPLE TWEAKS

**TO PRODUCE 10X MORE
CONTENT FOR YOUR FOOD
BLOG**

(WITHOUT WORKING MORE HOURS)

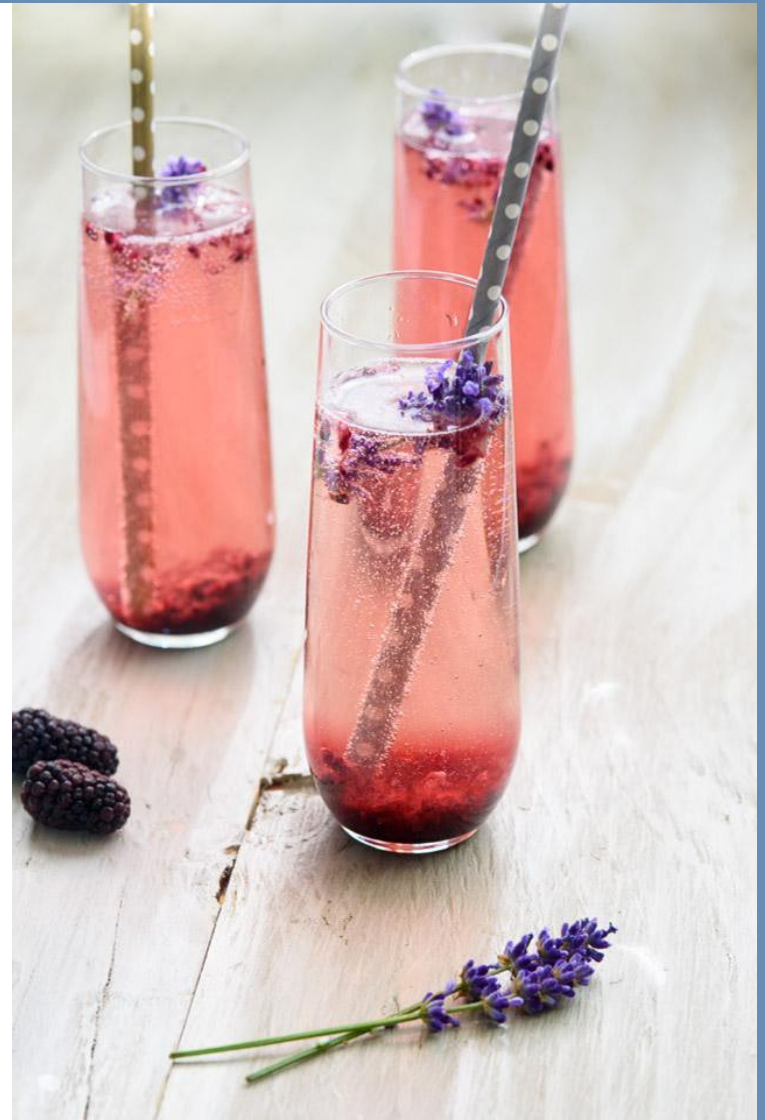
YOU ARE IN THE RIGHT PLACE IF...

- You know that the more optimized you become, the *more money you can make in less time*.
- You know that you have areas in your blog where you feel like a hot mess.



DO YOU EVER FEEL THIS WAY?

- “I feel like I’m **constantly running around** like a chicken with it’s head cut off...between emails, FB messages, and the constant notifications distracting me. When I finally have time to cook and shoot I realize I **need to run to the store for something forgotten instead.**”





HAVE YOU EVER FELT THIS WAY?

- “Everytime I get started I get interrupted. I’m a stay at home mom so most of my work is tucked in around outings and nap times. I rarely get a chance to do a project from start to finish and **then I waste time trying to find where I left off.**”
- “On shoot days I find it utterly overwhelming trying to prep, cook, style, shoot and clean up. **It feels like it’s almost impossible to do everything well.**”



DO ANY OF THESE DESCRIBE YOU?

- “I’m currently struggling to stay afloat. I’m burning the candle at both ends, yet I just can’t seem to make a living.”
- “I’m making good money but I find myself doing less important, less profitable tasks and have become a slave to my own business.”
- “I’ve mastered many areas in my business and am feeling successful. But I don’t feel like I have a clear path on what is driving my success, how to replicate it AND how to outsource parts of it so I can have more time...”

FAIR WARNING:

- I'm going to try really hard to mind my mouth (don't tell Kami if I mess up 😊)
- I'm going to share some of my story and I'm a total crier don't be alarmed





MY GOAL FOR THIS WORKSHOP..

is to accomplish 2 things:

For those of you who already have an established blog or business, my goal is to help you isolate ways to make it **even more profitable & less stressful**.

And for those who have a new blog or haven't started your blog at all yet, but would **LOVE** to start one...my goal is to **inspire & encourage** you to get started the right way. So that you aren't wasting precious time and resources in the many areas that don't matter.



A close-up photograph of a wire mesh basket filled with ripe peaches. The peaches have a mix of red, orange, and yellow hues. Green leaves are interspersed among the fruit. The basket is resting on a white surface, possibly a tablecloth.

MY PROMISE TO YOU...

If you dedicate the next 50 minutes to being here, I will teach you exactly the process I used to optimize my company to produce 10x more content and easily double our revenues...year after year.

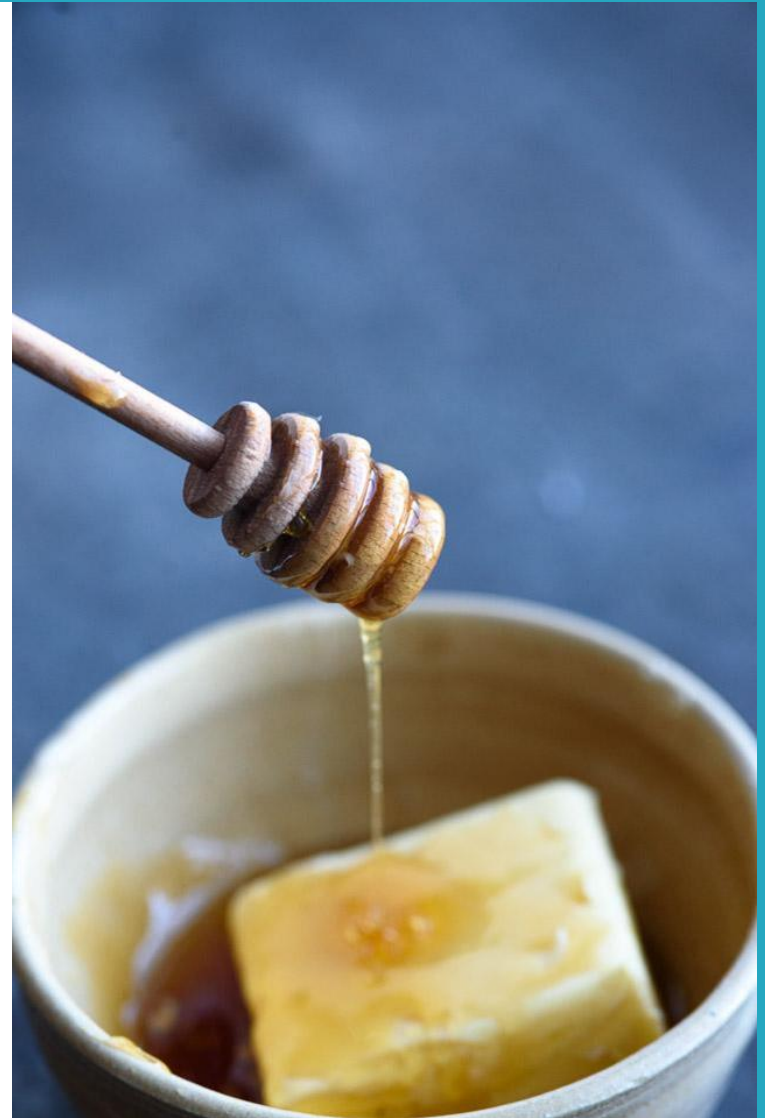
WE WILL COVER...

How a **simple mindset shift** can dramatically lower your stress, increase your productivity and improve your end results.

The **complete list of workflows** you **MUST** have in your business to streamline production & generate more revenue.

How to **revolutionize your content creation process** in less than 10 minutes, even if you hate planning!

AKA exactly how I organize my google drive and how our team organizes projects with our project worksheets



WANT A COPY OF THE SLIDES & PROJECT WORKSHEETS?

Text 10xclass to 444999.

These worksheets will immediately stop extra shopping trips, reshoots, and forgetting crucial shots and the slides are going to cover a ton of different systems that you need to have dialed in if you want to optimize you business.



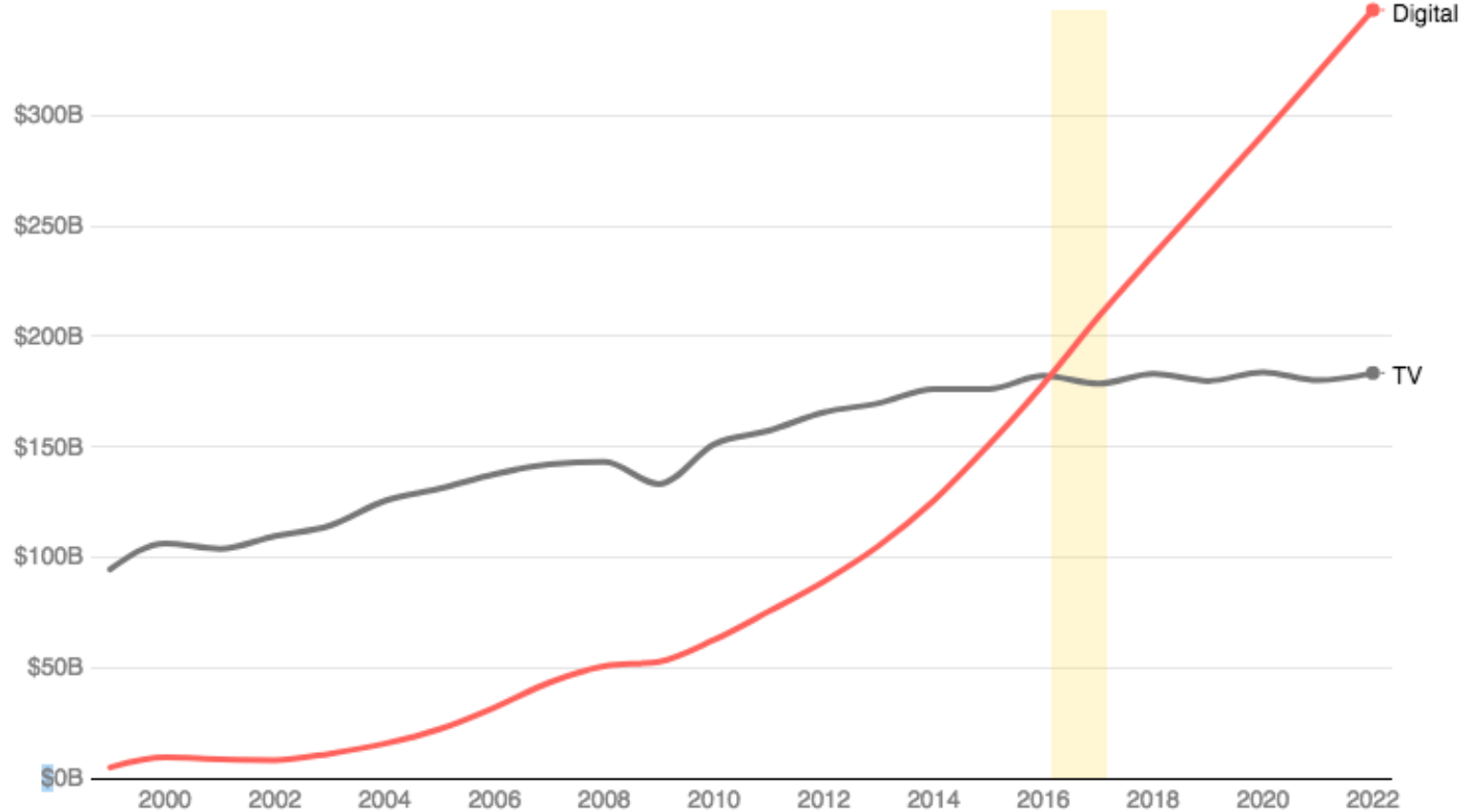
Now before we get started jumping in I want to take a minute to crush a belief that I hear ALL THE TIME from people right now (including old time bloggers) that is driving me crazy.

People have been saying that **BLOGGING IS DEAD**. This opportunity is dead and you should look elsewhere. That the market is too saturated.

Well I have to tell you, not only is this not true but I truly believe that right now is the **BEST** time to be in this industry and I'll tell you why!



Global digital ad spending beat TV for the first time in 2017



Source: MAGNA | Data for 2017 and beyond are forecasts • Created with Datawrapper

By 2020, Magna expects digital ads to make up 50 percent of all ad spending!

2019 NATIONAL RATES

Effective January 2018 Issue

Ratebase: 7,600,000

4-COLOR	
Page	\$680,900
2/3 Page (vertical)	\$539,400
1/2-page (digest)	\$443,800
1/3 Page	\$329,300
BLACK & WHITE	
Page	\$563,100
2/3-page (vertical)	\$429,000
1/2-page (digest)	\$355,100
1/3-page	\$234,800
COVERS	
2nd Cover	\$851,100
3rd Cover	\$817,100
4th Cover	\$987,500

WHAT DOES THIS MEAN EXACTLY?


- The market is **saturated**...primarily with amateurs.
- The budgets dedicated to this market are **rapidly** growing.
- Clients are most often not going to come looking for you...because **they can no longer FIND you.**
- It is almost **impossible** to tell if an influencer is a solid influencer from network data (and they admit that!)



A close-up, slightly blurred photograph of a white bowl containing a light-colored, creamy substance, possibly yogurt or ice cream. In the background, a yellow banana is partially visible on a blue surface. The lighting is soft and natural.

The opportunities have NEVER been higher than now.

If you have a clear strategy and can consistently produce high quality work at volume you can cut through the crowd and earn amazing ad revenues AND easily gain & keep high paying clients.

A close-up photograph of a white bowl filled with a dish that appears to be a mix of white rice or mashed potatoes and a dark, chunky sauce or meat. A wooden spoon is resting in the bowl. The bowl is placed on a blue surface, and a white cloth is visible to the right.



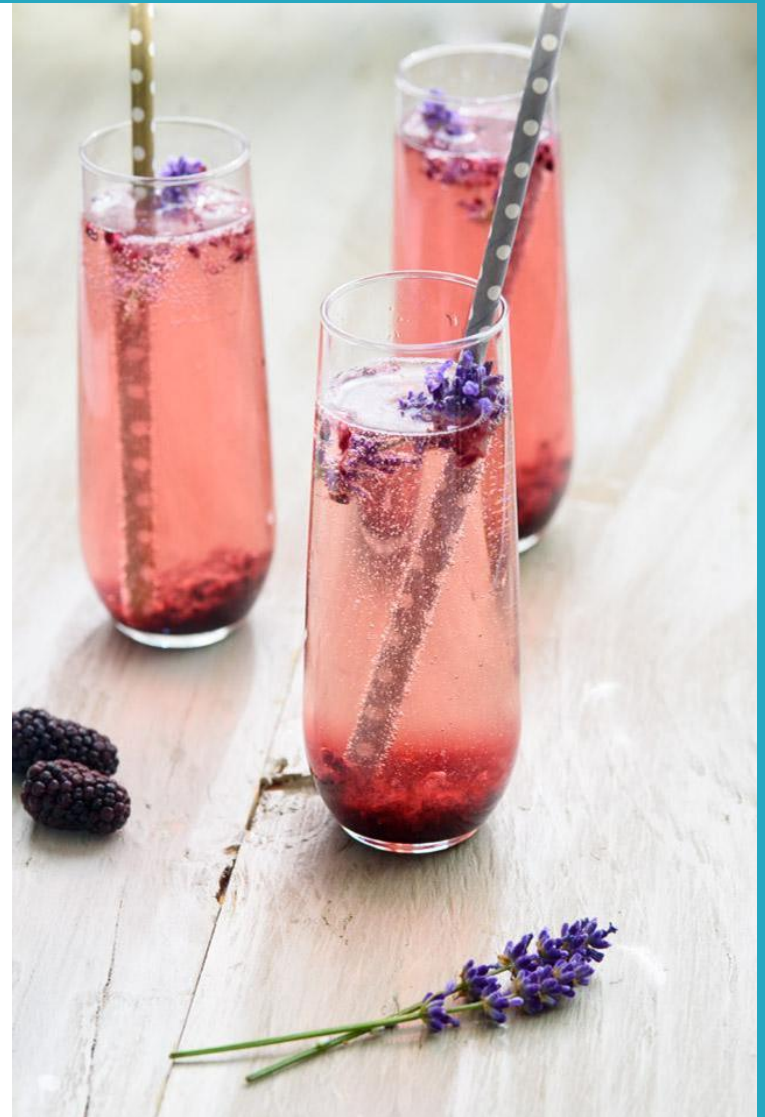
The next thing I want to completely put out here and obliterate (because I feel morally obligated too) is to tell you that the old idea that “content is king” and “build it and they will come” are complete and utter wasted statements that people throw at you when they can’t be bothered to actually help you.

It’s like someone handing you a hammer, nails and wood and telling you that good framing makes a house! (Oh geez thanks!)



SO WHAT IS TRUE?

- **YES** content is king (good properly tested and optimized content that is).
- **NO** everything will not show up, some things you have to go grab proactively.
- It **ONLY** works if you understand **WHAT** you are building and **HOW** to build it.
- **Most people fail.** There's so much noise and free information out there that it becomes a spiral of not knowing what to do and focus on.





I WANT YOU TO UNDERSTAND

That it's not your fault if this hasn't worked like you thought it would. It's not your fault if you feel like a scattered mess 24/7.

The volume of skills you have to master in this industry is NUTS.

Would you hand a child a bunch of tools and nails and expect them to build a stunning house?
Of course not!





THE REAL PROBLEM...

Is that you are stuck in “The Old Model” and haven’t moved to the highly leveraged, highly profitable model of doing business.





ONCE YOU MOVE TO THE NEW MODEL

- You will be able to create huge volumes of content with ease.
- You will gain predictability and consistency that allows you to scale your business to unseen levels.
- You will know exactly what to do to generate new business anytime you need or want more money.



AND MOST IMPORTANTLY...

You will finally have a proven, repeatable business model that is custom to you that will deliver revenues consistently & in increasing volumes every year!





Dani Meyer

- Full time food blogger/photographer.
- Have a team that runs blog and studio with me in Central Oregon.
- Ran a thriving freelance food photography and videography company for 4 years
- Mama to 3 wild sweet boys (7, 5 and 16 months)
- Trained & mentored by some of the top food bloggers and photographers and the top digital marketers in the world
- Over 7 years experience in the food blogging world and 12 years on the internet.
- (Almost haha) a certified yoga teacher
- My specialty is straddling the world of digital marketing and food blogging

- Featured on Huffington Post, Prevention, MSN, Food Network CA, Country Living, Parade, Fox News Magazine, Delish, BuzzFeed, FeedFeed, Daily Burn & many more.
- Worked with national & international brands including KitchenAid, Kroger, Anolon, The International Housewares Association, Sabra, California Giant Strawberries, Blue Diamond Almonds, The American Lamb Board, The NFRA, Safeway and many more.
- Created & remodeled 2 physical studio spaces outside the home over the last 4 years.
- Founder of Food Blogger Entrepreneurs community, FBE Academy and the Foodie Presets





SOME FIRST FOOD PHOTOS



Progression



2013



2014



2017

2013 - MY FIRST "PHOTO AREA"



2014 MY SECOND “PHOTO AREA”



2016 Studio #1



Dream Studio





WHAT I AM MOST PROUD OF...

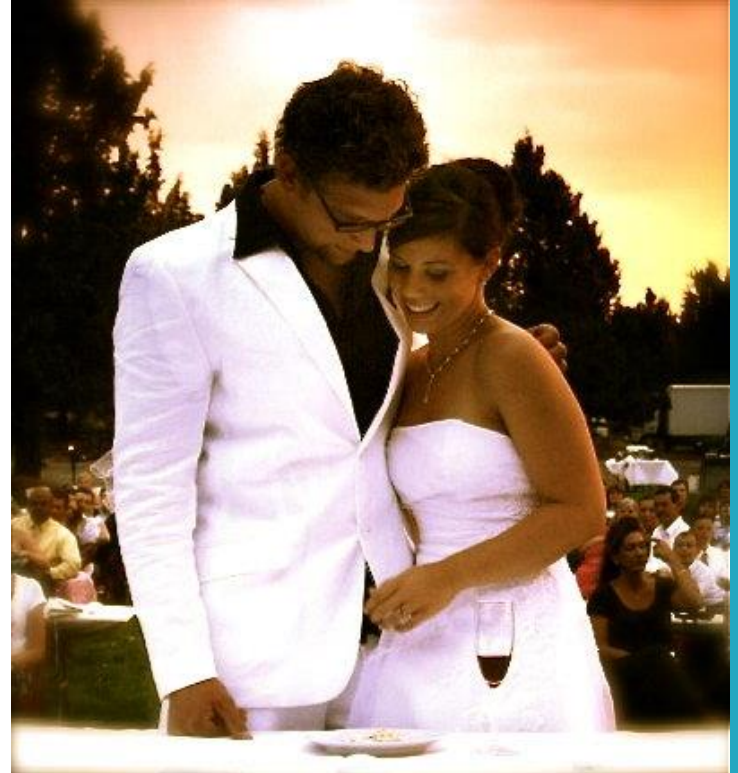


It Wasn't All Cupcakes & Rainbows

- I am NOT an overnight success story. My biggest strength is that I **REFUSE** to quit.
- I started this business at 23 years old...with a 3 month old baby, as a first time mom on a single minimum wage income (\$8 an hour), WIC & food stamps, 3000 miles away from family with postpartum depression.
- I had massive amounts of fear, doubts, and money baggage I had to work through.
- I felt like a failure for *years*.

But This Wasn't A New Story

- Started antidepressants and intense therapy at 12, depressed, anxiety, suicidal, and family troubles.
- At 16 my body shut down. I lived a life in complete fear and cortisol exhaustion. I was massively introverted, didn't fit in with my peers, I would not even answer the phone or call for pizza.
- In 2007 as a high school senior I installed my first wordpress site on my friends server in his basement
- Got married at 19. Laid off my job the day after we got married and his seasonal business ended 2 weeks later.



- The only job I could get was at a call center doing tech support. 😂
🙄
- We worked all day at the call center and then would work nights cleaning banks and insurance companies.
- Started my blog in 2010. Taught myself to code. Showed NO ONE except my parents.
- 2011 Shut down Kev's business. Closed blog, moved to Georgia and had our first son.
- Minimum wage/food stamps/gov.

- 2012 Restarted blog with the love dollar.
- Made \$2.54.
- Took me 15 months to make \$100.
- Launched a physical product Kickstarter for the Blog Buddy
- In 2014 I stumbled into freelance food photography and recipe development.
- 2 life changing scholarships
- Met my mentors
- I had a vision.



“Perfectionism is the voice of the oppressor, the enemy of the people. It will keep you cramped and insane your whole life, and it is the main obstacle between you and a shitty first draft.

I think perfectionism is based on the obsessive belief that if you run carefully enough, hitting each stepping-stone just right, you won't have to die. The truth is that you will die anyway and that a lot of people who aren't even looking at their feet are going to do a whole lot better than you, and have a lot more fun while they're doing it.”

-Anne Lamott



**OK...SO WHAT IS THIS
NEW MODEL?**





How a simple mindset shift can dramatically lower your stress, increase your productivity and improve your bottom line.





**THE PROBLEM
IS YOU'VE BEEN TOLD THE SECRET IS
“WORK HARDER”**

**BUT THE TRUTH IS...
YOU NEED TO WORK SMARTER**

I WAS OVERWHELMED...





**I REALIZED I MUST
IMMEDIATELY BECOME
“SYSTEMS MINDED”**





-
- Our businesses AND OUR LIVES are *machines*...they are the result of primary systems composed of sub-systems.
 - Every condition in your life, and your business, was preceded by one of these linear step-by-step systems.
 - Everything you touch in life is a collection of independent systems....

it's NOT RANDOM!



- Change your mindset. **Elevate yourself** above your business and look down on how things are produced.
- **STOP** running around just putting out fires.
- **STUDY** the fire, then **KILL** it and put a system in place to **PREVENT** it from happening again.



WHAT DOES THIS MEAN?

- Errors and omissions no longer hold **emotional power** and **frustration** in your business.
- Problems are seen as **red alerts** to trigger an immediate system improvement.
- **Empowers** your employees and subcontractors to **locate** and **eliminate** failure points without *emotional upheaval and blame*.




IN ORDER TO CREATE THE RESULTS YOU WANT...

you must make **IDENTIFYING, CHANGING
AND MANAGING** these systems your #1
priority.



YOU MUST RECOGNIZE THAT...

**Constant system improvement is YOUR job
as the CEO to tackle as your #1 MOST
IMPORTANT task.**



**There Are 3 Vital Questions
You Must Answer For Your
Business If You Want To
Play At The Next Level...**



How Do You Make Revenue?

How Do You Produce?

How Can Someone Else Do This For Me?

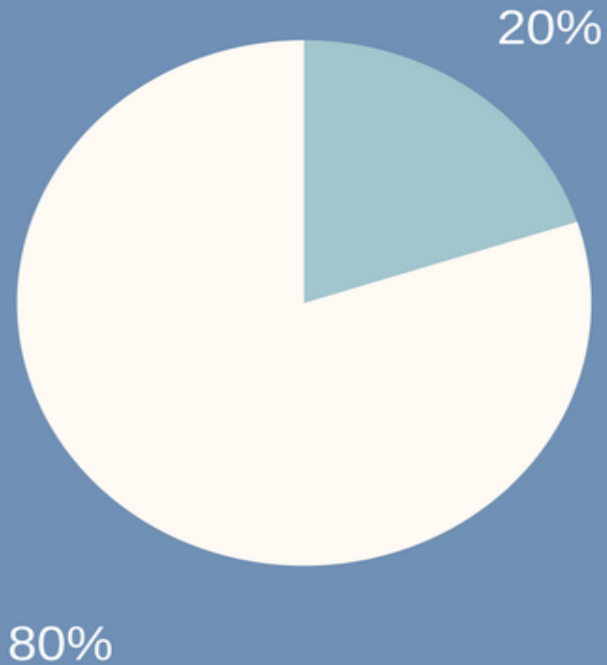


**The MOST important thing that you MUST
do is systematize and streamline your
company.**

**Fail to do this and your business will
consume your entire life OR straight up
FAIL.**

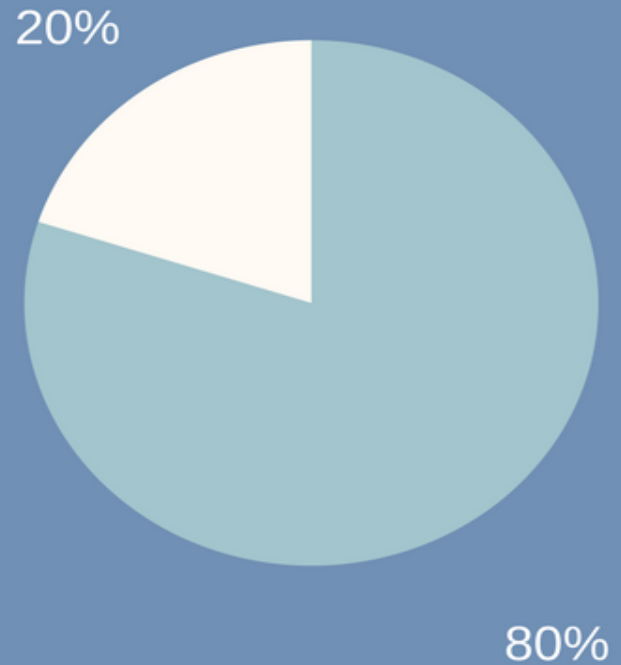
THE PARENTO PRINCIPLE

EFFORTS



=

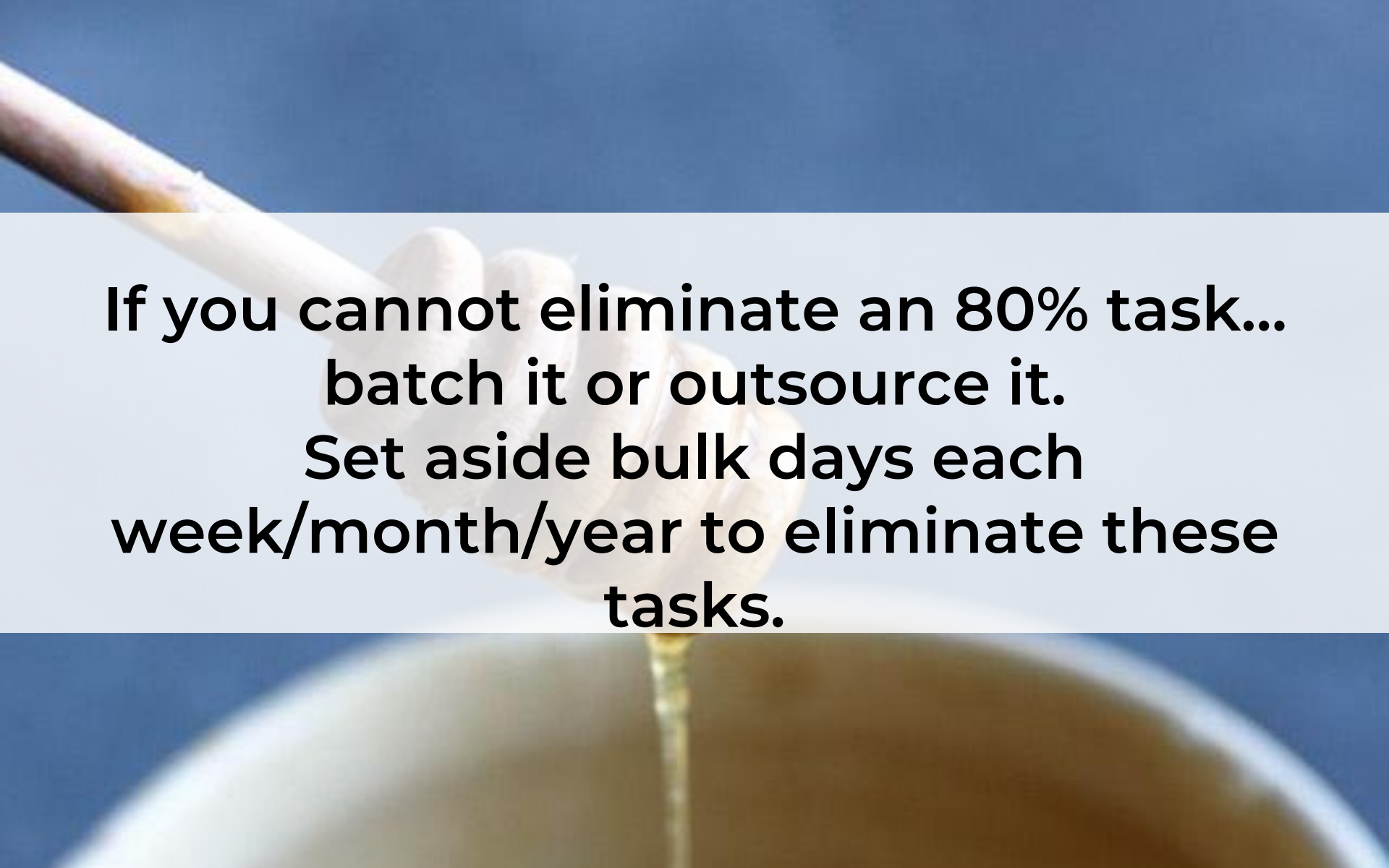
RESULTS



“WORK SMARTER” not HARDER.



**IDENTIFY and COMMIT to the “20%” tasks,
projects, and responsibilities that output
80% of the results you seek.**

A close-up photograph of a hand holding a wooden spoon, with a stream of yellow liquid (likely oil or broth) dripping from the spoon into a bowl of soup. The background is a solid blue color.

**If you cannot eliminate an 80% task...
batch it or outsource it.
Set aside bulk days each
week/month/year to eliminate these
tasks.**



HOW TO BUILD A SYSTEM

- **DOCUMENT** each step *as you currently do it*.
- **ISOLATE** the bottlenecks.
- **ELIMINATE** the bottlenecks.
- **DOCUMENT** the proper process
- **PRACTICE** the process until it is perfected
- **UPDATE** the documentation to what worked
- **OUTSOURCE** it.
- **MANAGE** and maintain it.

ONLY 4% OF COMPANIES MEASURE AND MANAGE THEIR DOCUMENTED PROCESSES

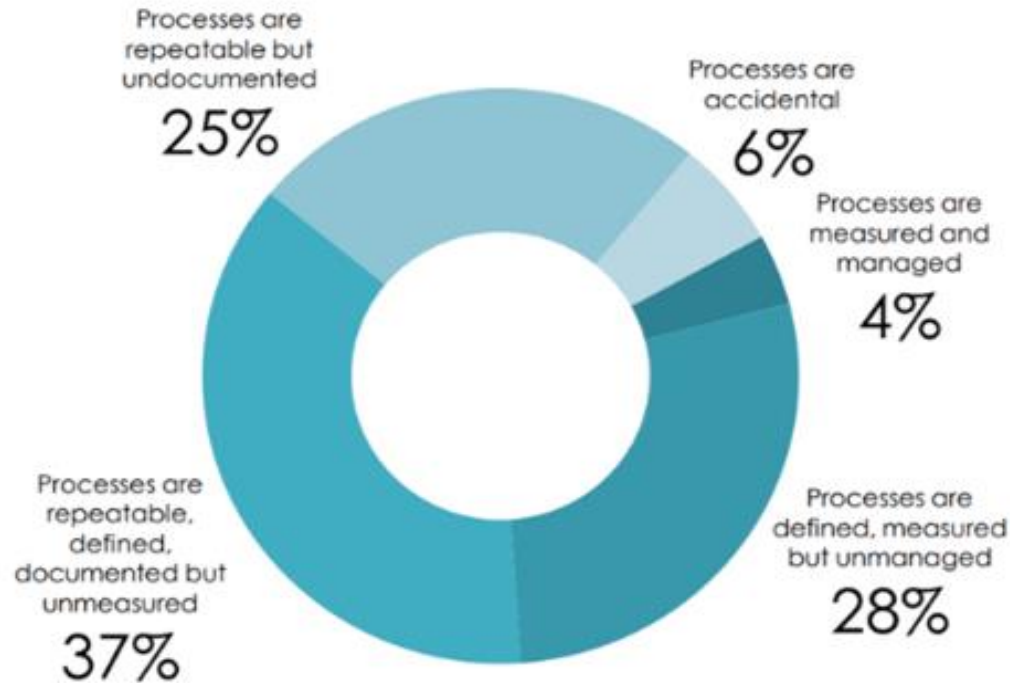
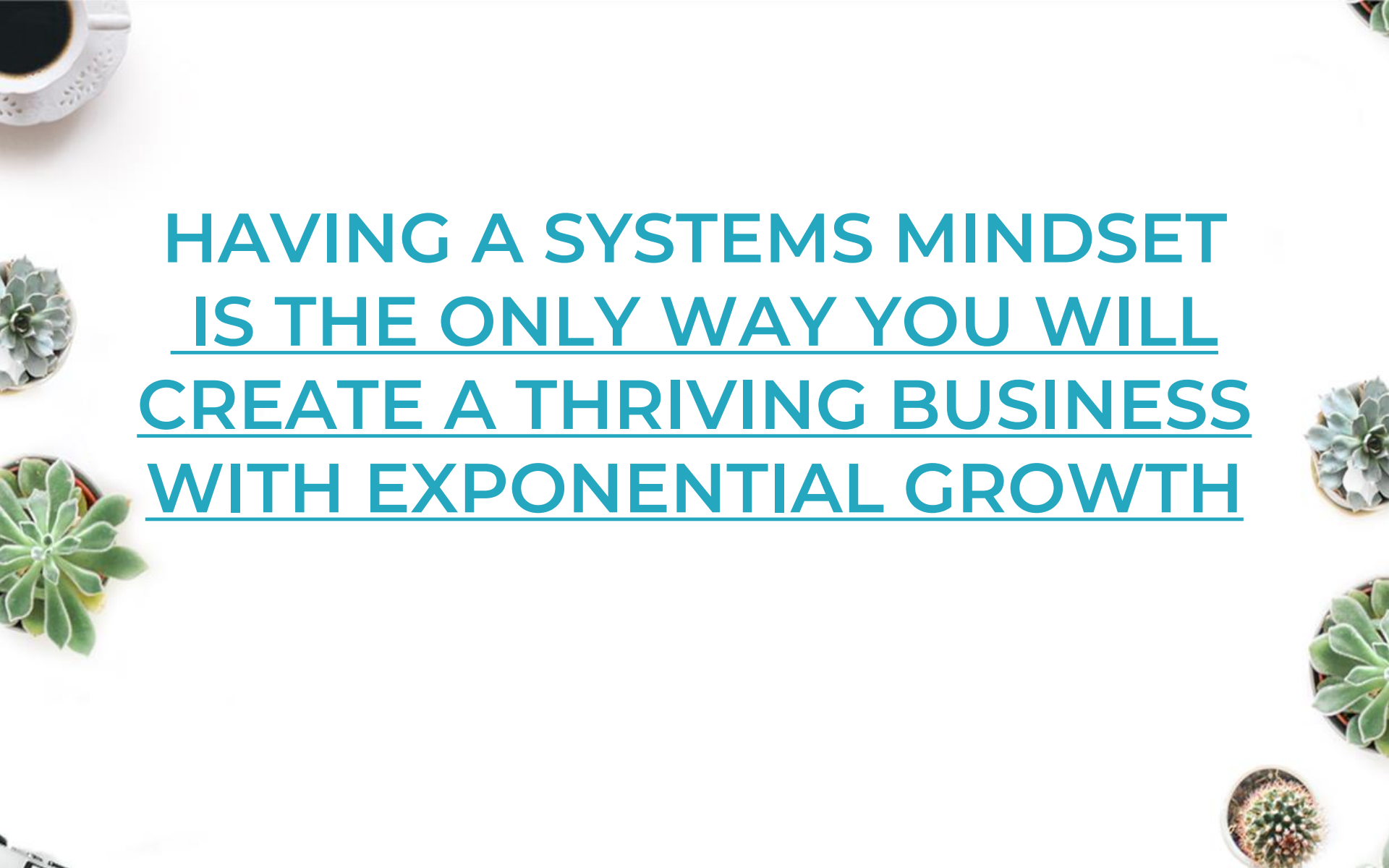


Fig. 8. Actual process maturity of the organisations functioning in Poland
Source: PROCESOWCY.PL's own elaboration

*“When performance is measured,
performance improves. When
performance is measured and
reported, the rate of improvement
accelerates.”—Thomas S. Monson*

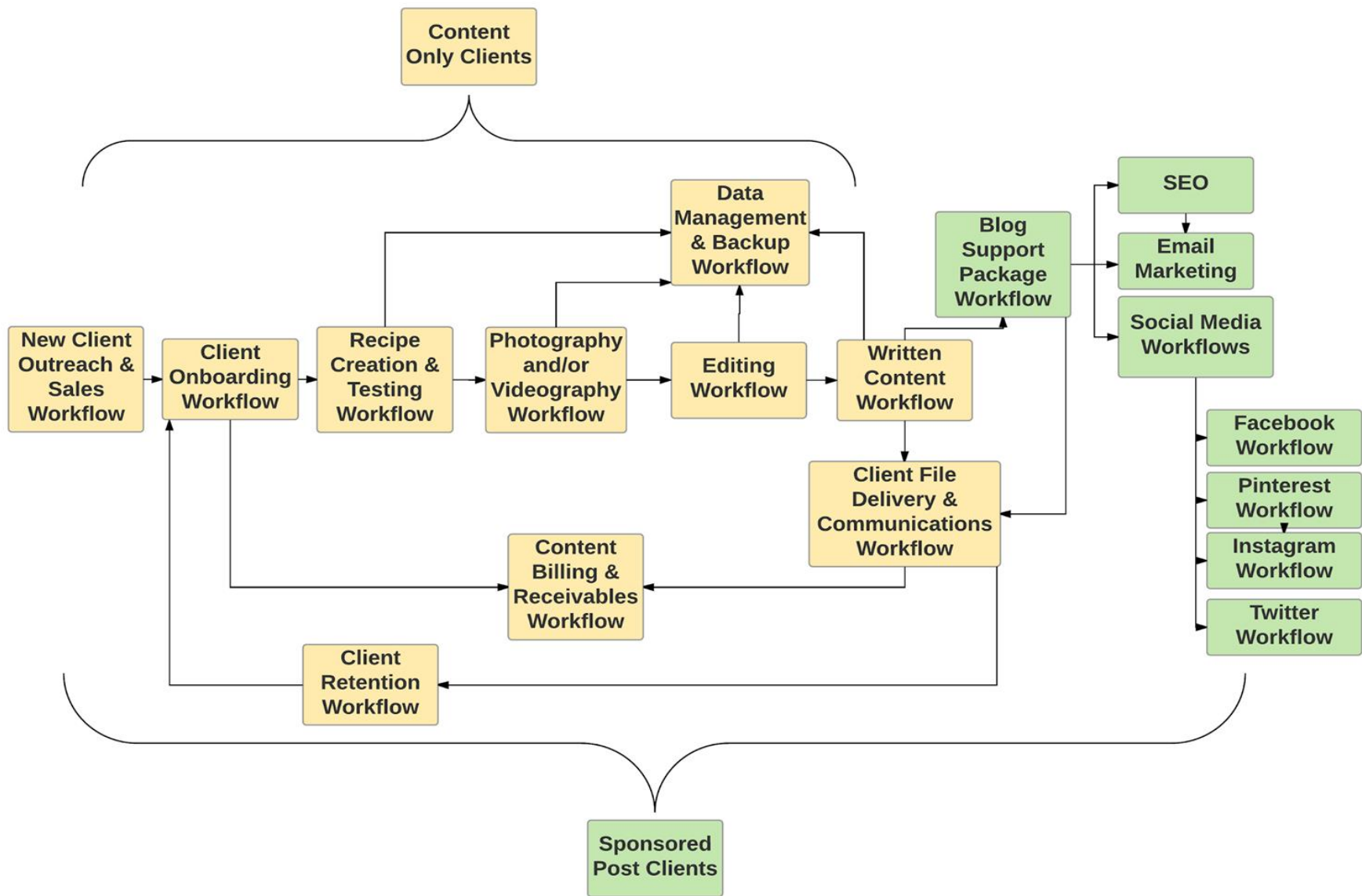
The background is a clean, white surface. In the top-left corner, there is a white ceramic coffee cup with a dark liquid inside. Scattered around the edges are several small potted succulents of various types, including Echeveria and Sedum. The text is centered in the middle of the image.

**HAVING A SYSTEMS MINDSET
IS THE ONLY WAY YOU WILL
CREATE A THRIVING BUSINESS
WITH EXPONENTIAL GROWTH**



The complete list of workflows that MUST be in place in your business to streamline production & generate more revenue.





A wooden cutting board with several slices of blood orange, a knife, and a bowl of blood orange juice.

New Client Outreach & Sales Workflow

Exactly how you (or your team) reach out to clients, create initial bonding and ultimately close and sell them your services.

Media kits, email swipe copy, outreach tracking etc.

Client Onboarding Workflow

Smoothly bringing new clients into your workflows.

Contracts, project scheduling, pre-planning content,
and initial invoicing happens here.





Recipe Creation & Testing Workflow

Going from concept to a delicious accurate recipe.

The crucial pre-production planning, grocery shopping, weekly planning, proper recipe testing, proper recipe writing guidelines, prepping recipes for shoots



Photography & Videography Workfow

Creating and capturing the emotion of the recipe in media.

Laying out your work area, building your set in layers, lighting the set properly, food styling, camera setting cheat sheets, capture lists, keeping track of client notes.



Editing Workflow

Processing the RAW images into beautiful publish ready media.

Importing, sorting and categorizing, applying bulk presets, hand editing, compositing and repairing images, naming and exporting, creating custom client exports

A top-down view of a dining table with white plates, cutlery, and a small vase of flowers. The table is set with white plates, cutlery, and a small vase of flowers. The background is a dark, textured surface.

Written Content Workflow

Creating written blog posts or articles to accompany media.


Importing, sorting and categorizing, applying bulk presets, hand editing, compositing and repairing images, naming and exporting, creating custom client exports



Client File Delivery & Communications

Delivery of files to clients seamlessly & managing emails.

Syncing softwares, timeline and scheduling communications,
project wrap ups, client follow ups.



Data Management & Backups Workflow

Making sure your data stays safe and protected 24/7.

Constant backups, periodic backups, archives, 3-2-1 backups,
how to build a backup system, working with multiple cards,
protecting data during shoots



Content Billing & Receivables Workflow

All about the money.

Invoicing, tracking late invoices, late fees, how to bill in milestones, working with new clients, managing cash flow

The background of the slide features a close-up photograph of several ripe peaches with a mix of red and yellow-orange hues. Some green leaves are visible in the upper right corner. The image is slightly out of focus, creating a soft, natural aesthetic.

Client Retention Workflow

Turning existing customers into repeat clients.


Segmenting your list, running special promos to existing customers, FB ads, holiday gifts, quarterly mailings/outreach, meeting in person on trips



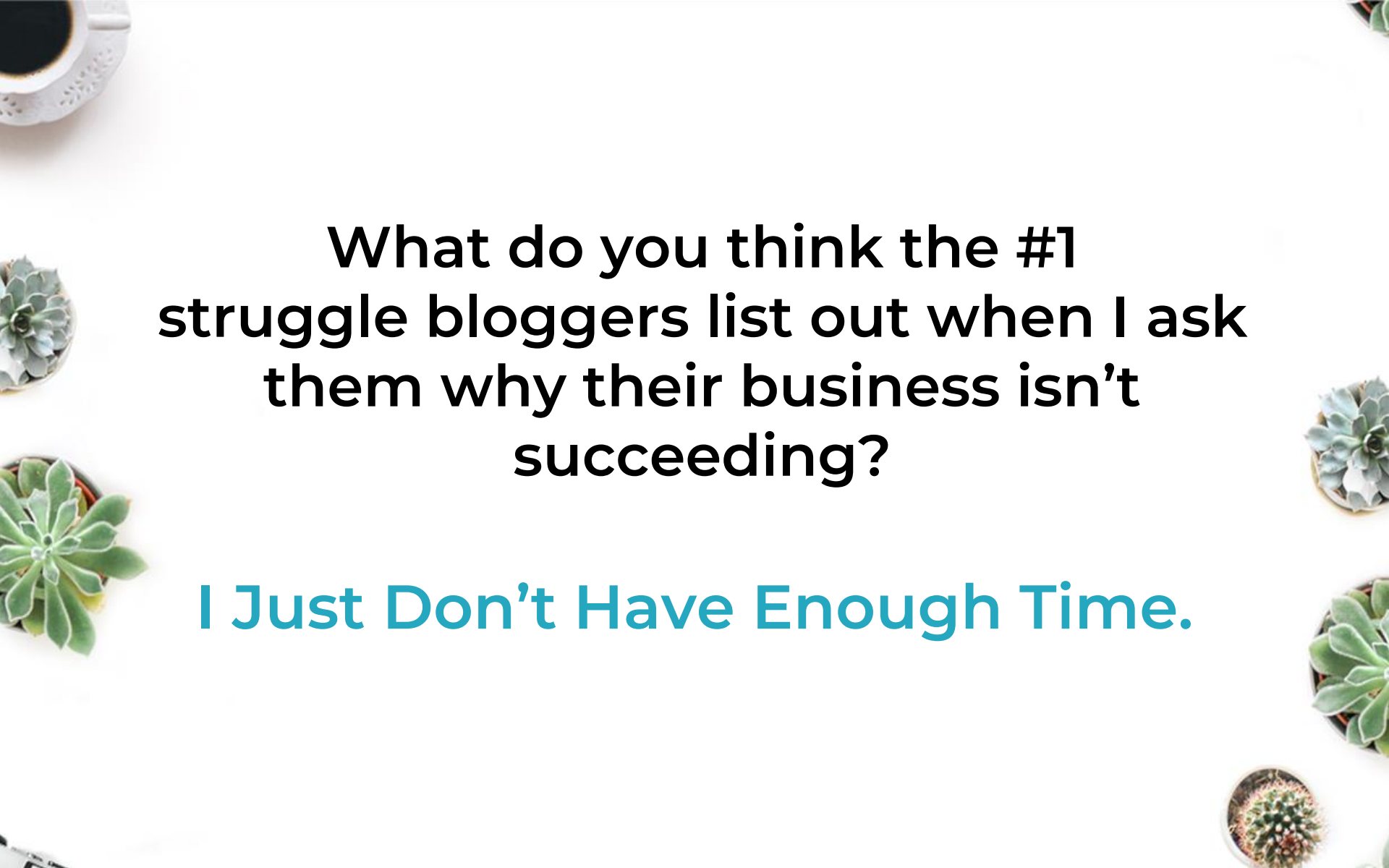
Blog Support Package Workflows

All the workflows specific to sponsored posts and blogging.

**SEO, Email Marketing, Social Media: Facebook, Pinterest,
Instagram, Twitter, LinkedIn, etc.**

A top-down view of a wooden cutting board. Several slices of blood orange are arranged on the board, showing their deep red, juicy segments. A large kitchen knife with a white handle and a silver blade is positioned diagonally across the upper left. In the bottom left corner, a white bowl is partially visible, filled with a vibrant red-orange juice. Green leaves of the orange tree are scattered around the fruit slices.

How to transform your content creation process in
less than 10 minutes, without spreadsheets,
apps, or calendars!



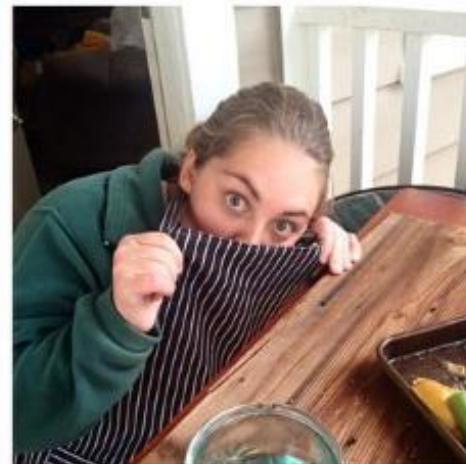
**What do you think the #1
struggle bloggers list out when I ask
them why their business isn't
succeeding?**

I Just Don't Have Enough Time.

I GET IT. WHEN I STARTED PRODUCING A
COUPLE BLOG POSTS A WEEK FELT LIKE A
HERCULEAN EFFORT.

I SPENT SO MUCH TIME GETTING JUST 1-2 BLOG
POSTS OUT A WEEK...I WAS CONVINCED
THERE WAS NO WAY THAT I COULD PRODUCE
ENOUGH CONTENT TO BLOG EVERYDAY

But slowly I cracked the code...





I STARTED REALIZING HOW INEFFICIENT OUR
SYSTEMS WERE.

I LAID OUT MY FIRST VERSION OF BULK
SHOOTING AND AFTER A TON OF WORK WE
HAD DONE IT WITH 4 RECIPES IN A DAY
(I THOUGHT I WAS A FREAKING SUPER HERO!)

WE REFINED AND REFINED UNTIL SLOWLY IT
BECAME 8, 9, 10, 15 WHEN WE PUSHED IT.



**THEN THIS LAST SUMMER WE
DECIDED TO SHOOT AN ENTIRE
COOKBOOK...IN A WEEK.**

AT MY HOUSE.

60 RECIPES IN 5 DAYS





**WHILE I CAN'T OBVIOUSLY
TEACH YOU ALL OF THE SKILLS
YOU NEED HERE TODAY
I WANT TO TAKE YOU
THROUGH ONE TINY PIECE
THAT YOU CAN IMPLEMENT
IMMEDIATELY**

**“Perfection is achieved,
not when there is nothing
more to add, but when
there is nothing left to
take away.”**

-Antoine de Saint-Exupery

It's called the Recipe Project Worksheet

00/00 Recipe Name
BRAND:

YIELD: ____ servings PREP: ____ mins COOK: ____ mins

Ingredients

Directions:
1.

GARNISHES: mint, coconut yogurt swirls, apple slices, cinnamon sprinkle
PROPS: white soup bowl, silver antique spoon,
LINENS: light blue napkin
BACKGROUND: white background (solid)

SHOTS NEEDED:

Focus/Feel of Shoot:

<input type="checkbox"/> Process Shots:	All Steps?	Artistic Steps?	HORIZONTAL OR VERTICAL?
<input type="checkbox"/> Product Shots?			
<input type="checkbox"/> Overhead	<input type="checkbox"/> Vertical	<input type="checkbox"/> Horizontal	<input type="checkbox"/> Square

Client Notes:



WHY DO I NEED THIS?

- **ORGANIZATION:** no more lost notebooks, loose sheets of paper and chicken scratch.
- **MENTAL PROMPTS:** stop missing or making up important information simply because you forgot to record them.
- **DUPLICATION:** digital backup of base recipe at a minimum if printed sheet is lost.
- **STANDARDIZE & OUTSOURCE:** everyone on the team knows where to put the information...*no excuses!*

RECIPE: _____ DUE DATE: _____ CLIENT?: _____

GARNISHES: _____

PROPS: _____

STORY?: _____

INGREDIENTS OR PROPS NEEDED TO PURCHASE:

SHOTS NEEDED:

- ☐ Artistic Process Shot ☐ Story Telling Shot ☐ Behind The Scenes Photo
☐ Horizontal ☐ Vertical ☐ Overhead ☐ Square ☐ Closeup Shot

☐ PRODUCT SHOTS

<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____

RECIPE TESTING DATE: _____ YIELD: _____ PREP: _____ COOK: _____

INGREDIENTS:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

INSTRUCTIONS/NOTES:

FURTHER RECIPE DEVELOPMENT

RECIPE TESTING #2 DATE: _____ YIELD: _____ PREP: _____
COOK: _____

INGREDIENTS:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

INSTRUCTIONS/NOTES:

RECIPE TESTING #3 DATE: _____ YIELD: _____ PREP: _____ COOK: _____

INGREDIENTS:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

INSTRUCTIONS/NOTES:

SECTION #1

00/00 Recipe Name

BRAND:

YIELD: _____ servings

PREP: _____ mins

COOK: _____ mins

Ingredients

Directions:

1.

SECTION #2

GARNISHES: mint, coconut yogurt swirls, apple slices, cinnamon sprinkle

PROPS: white soup bowl, silver antique spoon,

LINENS: light blue napkin

BACKGROUND: white background (solid)

SECTION #3

SHOTS NEEDED:

Focus/Feel of Shoot:

- | | | | |
|---|-------------------------------------|--|--|
| <input type="checkbox"/> Process Shots: | <input type="checkbox"/> All Steps? | <input type="checkbox"/> Artistic Steps? | <input type="checkbox"/> HORIZONTAL OR VERTICAL? |
| <input type="checkbox"/> Product Shots? | | | |
| <input type="checkbox"/> Overhead | <input type="checkbox"/> Vertical | <input type="checkbox"/> Horizontal | <input type="checkbox"/> Square |

Client Notes:

My Drive > 5 Production Workflow > *Recipes & Media > Adventure Bite ▾ 

Name ↑



**MASTER* Adventure Bite



*2019 Completed



*Postponed



3/11 Chicken Tacos



3/12 Instant Pot Taco Pasta



3/13 Best Brownies



3/15 Chicken Posole



3/16 Bloody Mary Cocktail recipe



*****Digital PROJECT SHEET*****



Printable Blog Post Work Flow



Holli's Recipe Ideas

**In order to produce efficiently you must
quickly pre-plan your recipes and
keep all the information for each
recipe project in ONE spot!**



CULTIVATE A SYSTEMS MINDSET

FIND THE 20%. ELIMINATE THE 80%.

CREATE & DOCUMENT YOUR SYSTEMS.

TRAIN & OUTSOURCE.

WANT A COPY OF THE SLIDES & PROJECT WORKSHEETS?

Text 10xclass to 444999.

These worksheets will immediately stop extra shopping trips, reshoots, and forgetting crucial shots and the slides are going to cover a ton of different systems that you need to have dialed in if you want to optimize you business.