



Tina  
**MITCHELL**  
Team

## Join us Virtually on May 19th

***Power Hour Lunch & Learn*** is a powerful hour-packed lunch designed and tailored for professionals like you. We bring in top-notch experts to enlighten you with knowledge and resources. This is a great way for you to network and get to know other professionals in the area!



### **Marcelle Allen of Dreamosity**

*"Establish Goals, Pathways & Tactics for Growing Social Influence Online"*

Whether you want your 1st 100 fans or your first 100,000, Marcelle has ideas for you! She'll present her Social Audience Matrix and help you establish goals, pathways, and tactics for growing your social influence online.

- See examples of successful YouTube channels and how to organize playlists
- Ideas for stellar social imagery and why you shouldn't over 'brand' your community
- 3 tips for Developing Digital YOU

#### About Marcelle

This will be a highly visual presentation and there will be plenty of room for questions, engagement, and sharing.





Download  
[dreamosity.com/PowerHour](https://dreamosity.com/PowerHour)



Random is rookie, intentional is  
impressive.



# Define Your Networks

Facebook Groups

Networking Groups

Family Circles

Church groups

Fitness groups

Associations

Memberships

Meetups

Alumni associations

Toastmasters

Masterminds

Volunteer clubs

Cliques from school

Vendors

Your neighborhood

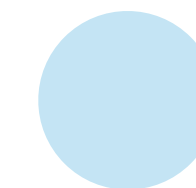
Tribes

Committees

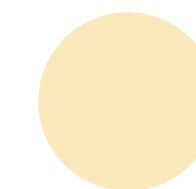
Conferences

Define your COMMUNITY

Each community is represented by a circle



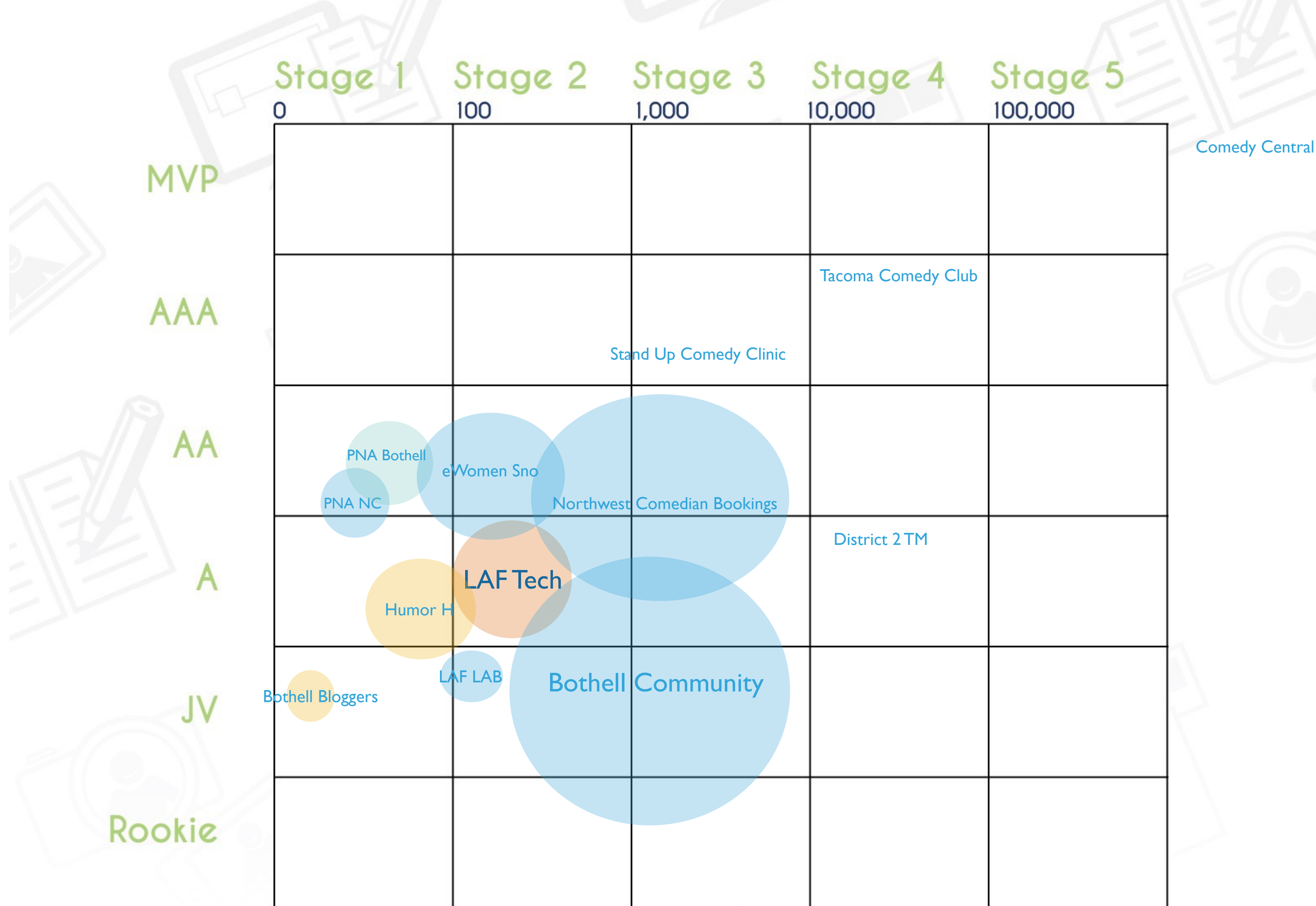
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Not owned

DREAMOSITY

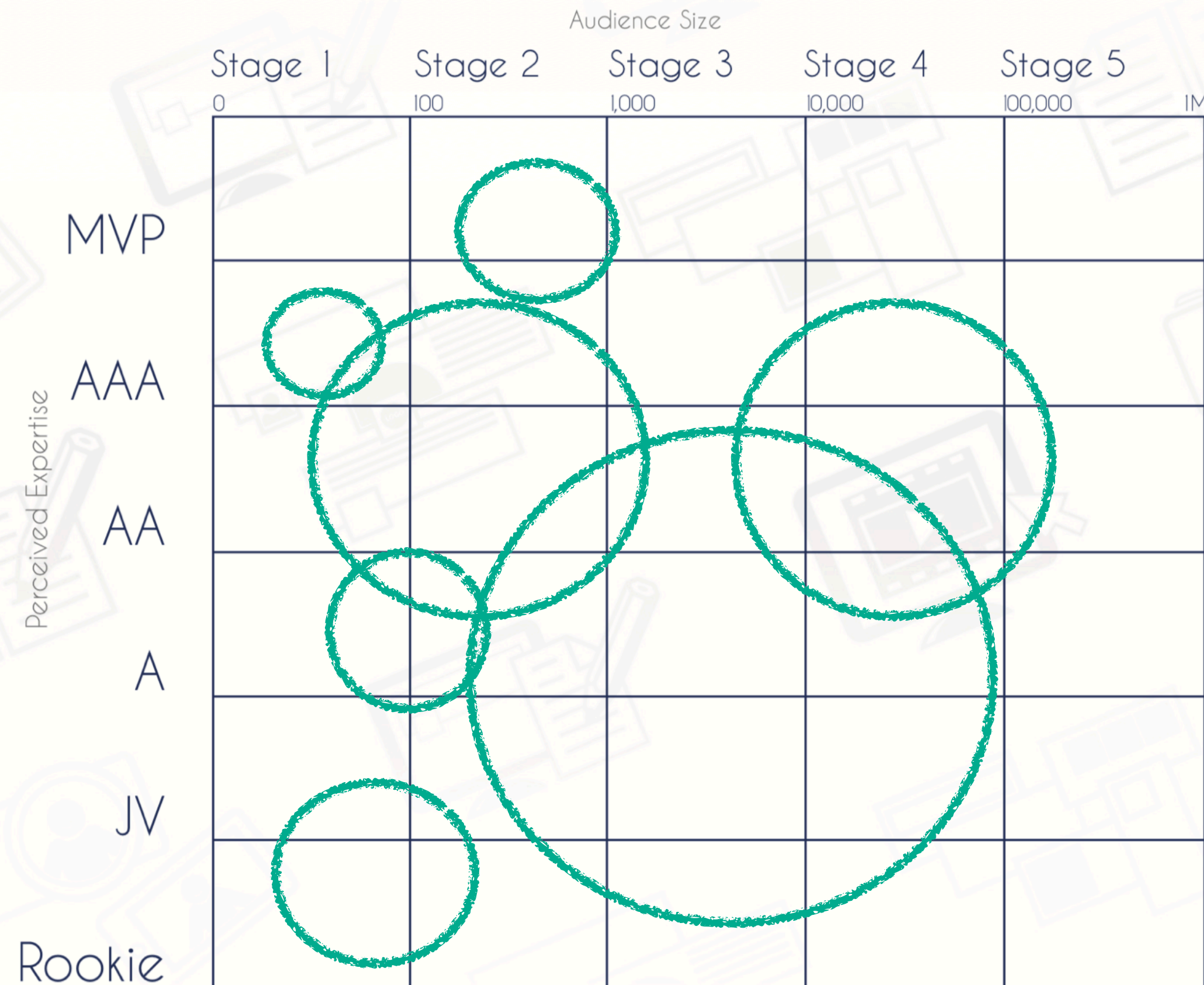




Social Audience Matrix



This matrix will help you understand where your business, competitors and collaborators stand. This can be used to measure video views, followers, community sizes and overall engagement. These results will vary based on marketing tactics and strategies.

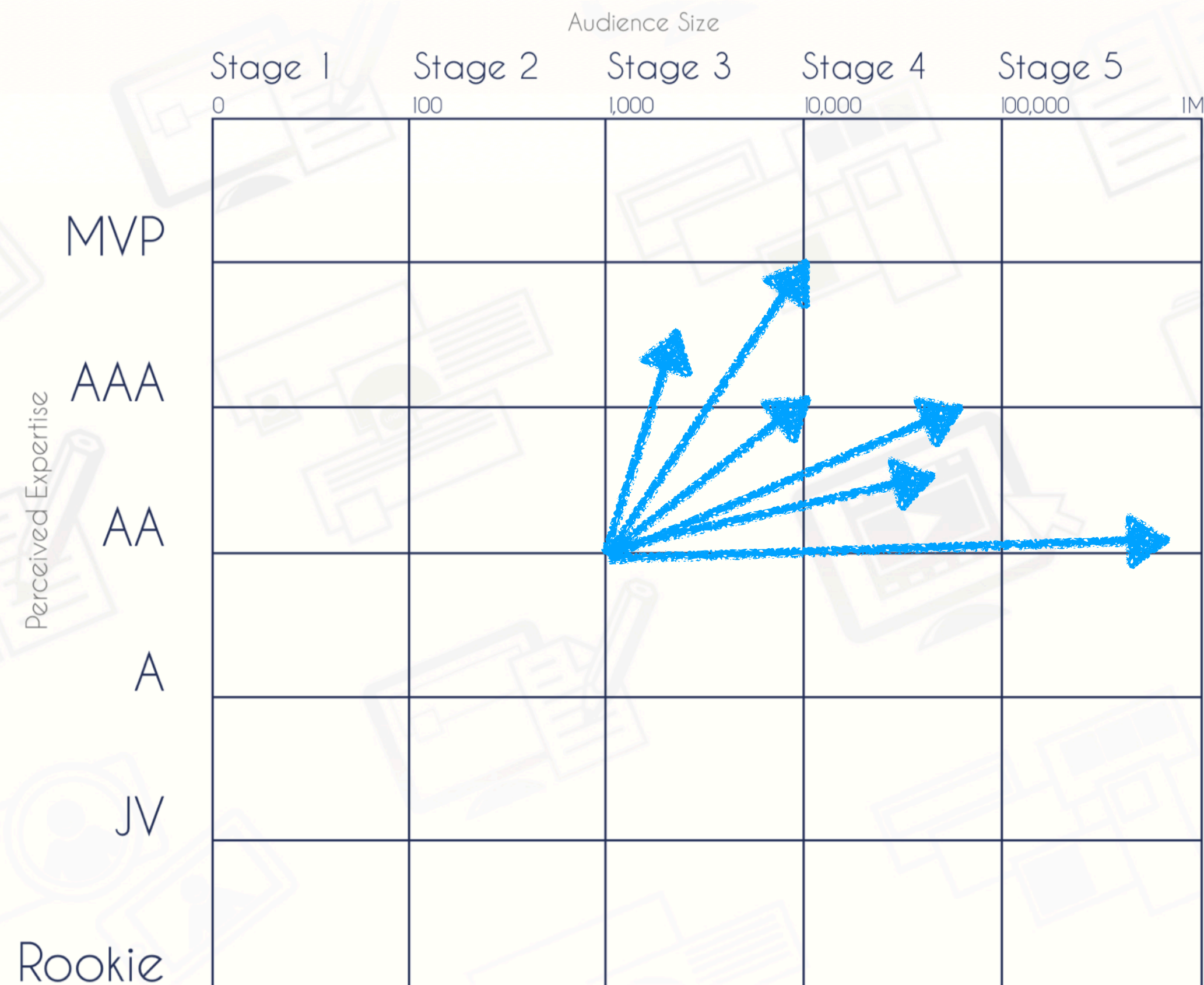


## The Fisherperson

- Networks diligently in several groups
- Posts content in an attempt to fish out the perfect person for their solution.
- Results are mixed but unlimited pools of people online



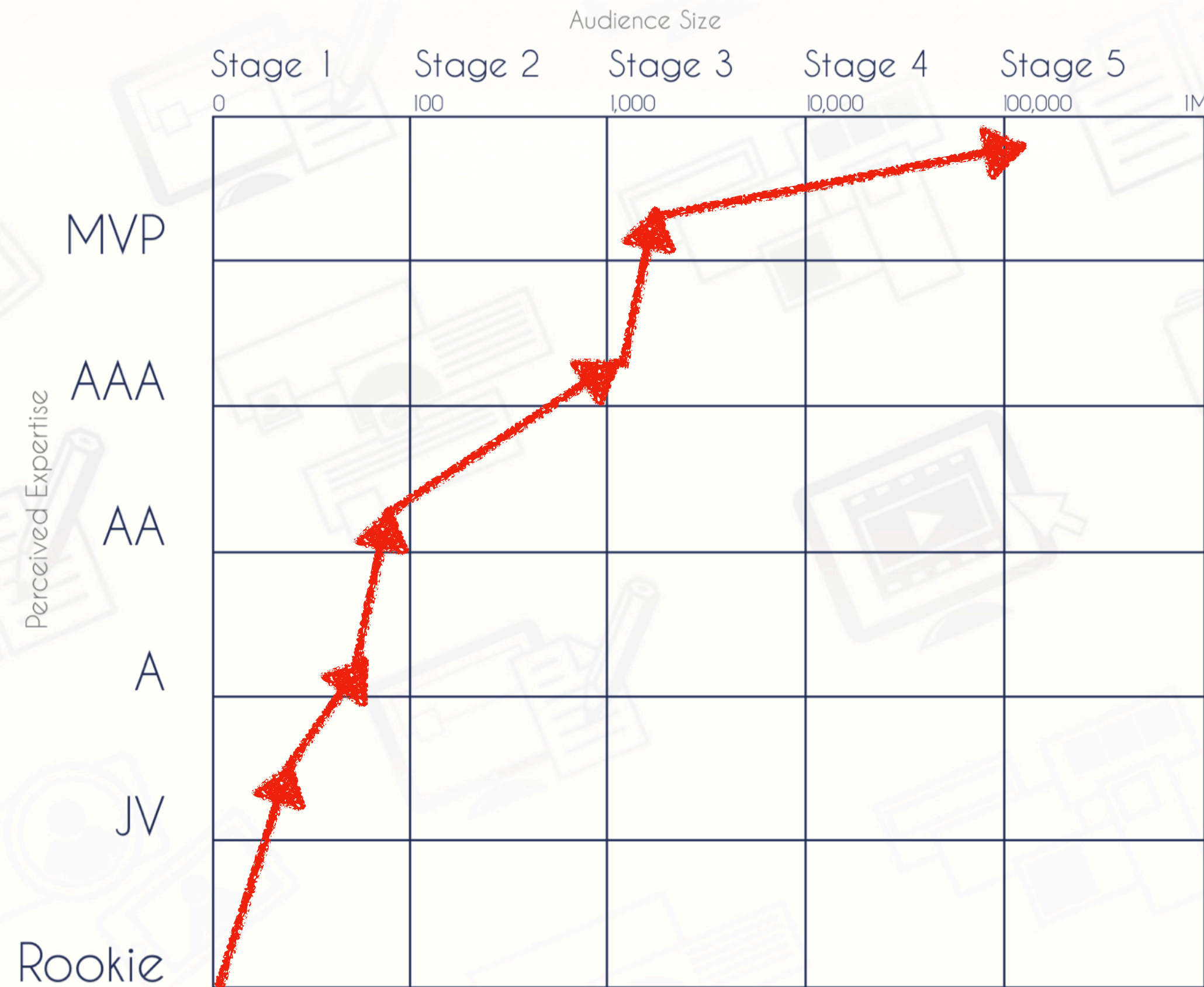
This matrix will help you understand where your business, competitors and collaborators stand. This can be used to measure video views, followers, community sizes and overall engagement. These results will vary based on marketing tactics and strategies.



## The Fan

- Established body of work
- Tons of Memes and Videos
- Contest to get others sharing
- Advertising over 1M eyes

This matrix will help you understand where your business, competitors and collaborators stand. This can be used to measure video views, followers, community sizes and overall engagement. These results will vary based on marketing tactics and strategies.



## The Advancer

- Intentional goals about growth
- Advertising campaigns annually
- Selling digital content



- Delegate who will capture you
- Design a contest with a win, incentives them to share.
- Social imagery is FREE!



- Images that invite sharing
- Downsize chat without being too “real - estatey”
- Intentional is Impressive





# Results Per Hour



Sunny Lenarduzzi

435K subscribers

SUBSCRIBE

HOME

VIDEOS

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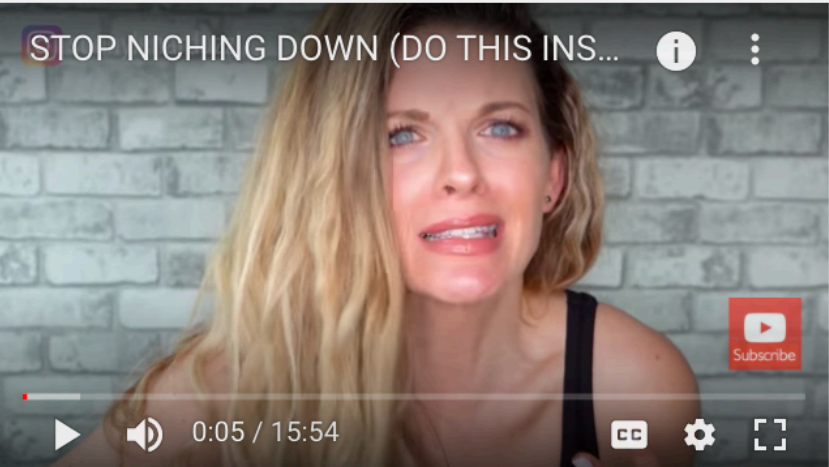
COMMUNITY

CHANNELS

ABOUT



CHANNELYTICS



STOP NICHING DOWN (DO THIS INSTEAD)

46,274 views • 1 month ago

STOP NICHING DOWN (DO THIS INSTEAD) / In this video I'm sharing an alternative strategy to 'niching' that I've been working on with my clients. You probably think I'm crazy, because I've always emphasized the importance of a niche - but this approach is slightly different and will make it easier for you to grow your audience on YouTube.

It's really good on YouTube to figure out a category that you want to be in, but picking one particular niche doesn't have to happen right off  
READ MORE

RECOMMENDED CHANNELS

TED TED

SUBSCRIBE

OWN OWN

SUBSCRIBE

Marie Forleo

SUBSCRIBED

GabrielleBernstein

SUBSCRIBED

Prince Ea

SUBSCRIBE

#AskSunny 2020 Q and A Series!! #

PLAY ALL

THE MOST UPDATED SUNNY Q AND A SERIES!!!! Subscribe and follow this playlist to get ANSWERS FOR the best insights and insider information on business on YouTube



Does THIS actually grow your YouTube channel faster? #ASKSUNNY

Sunny Lenarduzzi 18K views • 2 months ago

Does THIS actually grow your YouTube channel faster? / If you've ever thought about growing your YouTube channel, you've wanted to know the answer to this question! Today, in the newest episode of ...

CC



RING IN THE NEW YEAR!! (Q&A)

Sunny Lenarduzzi 10K views • 4 months ago

RING IN THE NEW YEAR!! (Q&A) / You asked me a bunch of questions on Instagram and I'm opening up about things I've never talked about to give you my honest answers. From how much I've spent on

CC

\$ \$ MILLIONAIRE MINDSET SERIES\$ \$

PLAY ALL

Millionaire secrets, millionaire habits, millionaire mindset! My journey to becoming a millionaire, and secret business strategies to reach the million dollar mark!



ONCE I FIGURED THIS OUT, I BECAME A MILLIONAIRE...

Sunny Lenarduzzi



SIMPLE STEPS TO FINANCIAL FREEDOM

Sunny Lenarduzzi



HOW TO WRITE A PROFITABLE BUSINESS...

Sunny Lenarduzzi



\$8 MILLION AN HOUR? (#1 LESSON FROM A...

Sunny Lenarduzzi



THINK LIKE A MILLIONAIRE

Sunny Lenarduzzi 27K views • 5 months ago



😄 THE ULTIMATE WORK FROM HOME GUIDE 😄

▶️ PLAY ALL

Passive income secrets from yours truly Sunny Lenarduzzi! Learn YouTube passive income strategies and up you online business game watching this playlist!



HOW I BUILT 4 INCOME STREAMS THAT GENERATE OVER \$250,000 PER MONTH (FROM HOME)

Sunny Lenarduzzi ✓ 12K views • 6 days ago

HOW I BUILT 4 INCOME STREAMS THAT GENERATE OVER \$250,000 PER MONTH (FROM HOME) / In this video I am breaking down exactly how I've built my 4 income streams and how I've simplified my

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5 CREATIVE WAYS TO MAKE MONEY FROM HOME (TODAY!)

Sunny Lenarduzzi ✓ 17K views • 3 weeks ago

5 CREATIVE WAYS TO MAKE MONEY FROM HOME (TODAY!) / If you're looking for some creative cash ideas while we're self isolating, they're ALL in today's new video! A few days ago, I sat down and brai...

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9 HIGH PAYING ONLINE JOBS YOU CAN DO FROM HOME IN 2020

Sunny Lenarduzzi ✓ 164K views • 1 month ago

9 HIGH PAYING ONLINE JOBS YOU CAN DO FROM HOME IN 2020 / In this video you'll find all the resources you need to build your online business and to create a work from home job. I also give you my

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THREE PASSIVE INCOME STRATEGIES (100% EVIDENCE BASED)

Sunny Lenarduzzi ✓ 45K views • 5 months ago

THREE PASSIVE INCOME SECRETS (100% EVIDENCE BASED) / In this video I'll share my top three secrets to a passive income. When it comes to passive income, it does take time. Passive income isn't a

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✨ YOUTUBE BUSINESS BOOTCAMP ✨

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SUBSCRIBE FOR NEW VIDEOS IN THIS SERIES! YouTube Business Bootcamp by Sunny Lenarduzzi!  
How to make YouTube videos, How to grow your YouTube business, How to use YouTube for



5 DEADLY MISTAKES NEW YOUTUBERS MAKE

Sunny Lenarduzzi ✓  
31K views •  
Streamed 7 months ago



10 steps to wake up MOTIVATED EVERY...

Sunny Lenarduzzi ✓  
14K views • 7 months ago



\$13,000 IN ONE DAY FROM YOUTUBE

Sunny Lenarduzzi ✓  
18K views • 7 months ago



GROW WITHOUT A NICHE ON YOUTUBE (MY STRATEGY)

Sunny Lenarduzzi ✓  
49K views • 7 months ago

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5 WAYS TO INSTANTLY MAKE BETTER VIDEOS

Sunny Lenarduzzi ✓  
24K views • 7 months ago

YOUTUBE TUTORIALS for 2019 - Top Secret YouTube Tips for MASSIVE Growth!

▶️ PLAY ALL

YouTube Tutorials for 2019 from Sunny Lenarduzzi. The Master playlist for all things YouTube:  
YouTube videos, YouTube secrets, YouTube Algorithm hacks, YouTube strategy and much more! If



6 THINGS TO DO TO GROW YOUR YOUTUBE CHANNEL...



HOW I RECORD YOUTUBE VIDEOS WITH MY PHONE



HOW TO MAKE \$300 A DAY ON YOUTUBE



Giving it all away for free

Sunny Lenarduzzi ✓



Get people to WATCH your videos



YOUTUBE TUTORIALS for 2019 - Top Secret YouTube Tips for MASSIVE Growth!
▶ PLAY ALL

YouTube Tutorials for 2019 from Sunny Lenarduzzi. The Master playlist for all things YouTube: YouTube videos, YouTube secrets, YouTube Algorithm hacks, YouTube strategy and much more! If




6 THINGS TO DO TO GROW YOUR YOUTUBE CHANNEL...

Sunny Lenarduzzi ✓  
51K views • 1 week ago  
CC




HOW I RECORD YOUTUBE VIDEOS WITH MY PHONE

Sunny Lenarduzzi ✓  
19K views • 2 weeks ago  
CC



HOW TO MAKE \$300 A DAY ON YOUTUBE

Sunny Lenarduzzi ✓  
22K views • 3 months ago  
CC



Giving it all away for free

Sunny Lenarduzzi ✓  
14K views • 3 months ago  
CC




Get people to WATCH your videos

Sunny Lenarduzzi ✓  
15K views • 4 months ago  
CC

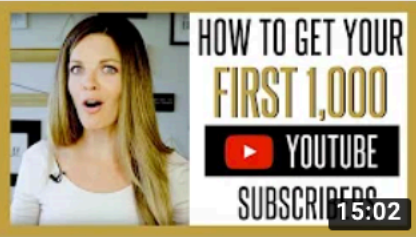
YOUTUBE GROWTH STRATEGIES & TIPS - How to get more views!
▶ PLAY ALL

Looking for YouTube growth strategies and tips? You've come to the right place. How to get more views, How to get your first 1000 YouTube subscribers, How to make YouTube videos for beginners




How to Get More Views on YouTube

Sunny Lenarduzzi ✓  
876K views • 4 years ago  
CC




How to Get Your First 1000 YouTube Subscribers FAST ...

Sunny Lenarduzzi ✓  
621K views • 2 years ago  
CC




How to Make YouTube Videos for Beginners

Sunny Lenarduzzi ✓  
612K views • 3 years ago  
CC



How to Create YouTube Branding Watermark for Yo...

Sunny Lenarduzzi ✓  
392K views • 2 years ago  
CC




GROW WITH 0 VIEWS AND 0 SUBSCRIBERS (SECRETS...

Sunny Lenarduzzi ✓  
394K views • 1 year ago  
CC


YOUTUBE FOR BUSINESS - for entrepreneurs, side hustles, and YouTube bosses!
▶ PLAY ALL

If you're doing YouTube for Business, this is the master playlist for you. YouTube for entrepreneurs, Making money from one YouTube video, YouTube business strategy, YouTube hacks that work and




GROW WITH 0 VIEWS AND 0 SUBSCRIBERS (SECRETS...

Sunny Lenarduzzi ✓  
394K views • 1 year ago  
CC




HOW TO POST YOUTUBE VIDEOS TO INSTAGRAM &...

Sunny Lenarduzzi ✓  
348K views • 11 months ago  
CC




How to Script YouTube Videos (for HIGH...

Sunny Lenarduzzi ✓  
269K views • 2 years ago  
CC



HOW I MADE \$100,000 FROM 1 YOUTUBE VIDEO

Sunny Lenarduzzi ✓  
231K views • 1 year ago  
CC



PASSIVE INCOME STARTING FROM 0

Sunny Lenarduzzi ✓  
215K views • 6 months ago  
CC



# DREAMOSITY

Dreamosity



Marcelle Allen

534 subscribers

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Where are you today on this scale?



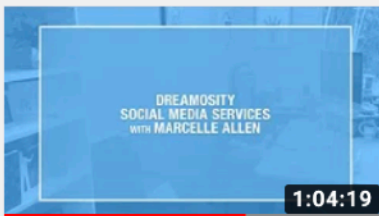
Financial Joy scale

Marcelle Allen • 76 views • 1 year ago

Financial Joy scale Have you noticed your range of financial confidence? This scale shows the range I experience on any given topic around finances. Check it out and let me know what questions you...

Interviews

▶ PLAY ALL



Coloring with Jeremy – Dreamosity Social Media...

Think Tank Creative Branding  
23 views • 8 months ago



Financial Joy: Know the Data Behind Your Dreams:...

Tina Mitchell  
149 views • 1 year ago



How To Grow Your Business with Technology

Marcelle Allen  
60 views • 2 years ago



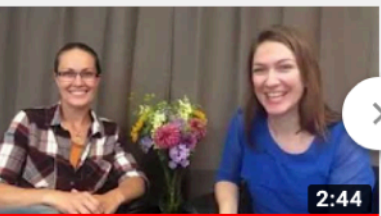
Know the Data Behind Your Dreams – Puget Sound...

Tina Mitchell  
43 views • 1 year ago



Gut Microbiome and Visualizing Fiber with Kristi...

Marcelle Allen  
121 views • 2 years ago



Dig it Flower Farmer interview

Marcelle Allen  
109 views • 3 years ago

Recent Presentations

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21 Visuals Every Brand Should Have For Social...

marketplaceseattle  
130 views • 3 years ago



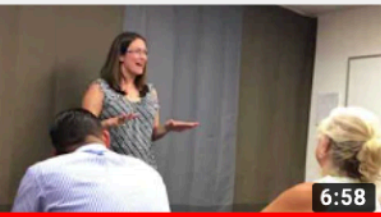
The Power Of Story For Business

marketplaceseattle  
62 views • 2 years ago



Illuminating Women & staying remarkable

Marcelle Allen  
40 views • 3 years ago



Marcelle at LAF Tech 201 graduation

Marcelle Allen  
84 views • 2 years ago



LAF Tech goes to King 5!

Marcelle Allen  
74 views • 4 years ago



South Everett Referral Partners

Marcelle Allen  
33 views • 5 years ago

For remarkable leaders

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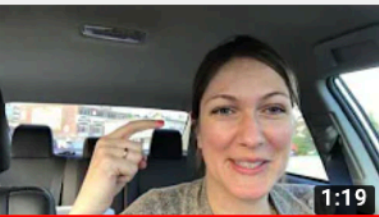
How can I help you?

Marcelle Allen  
189 views • 4 years ago



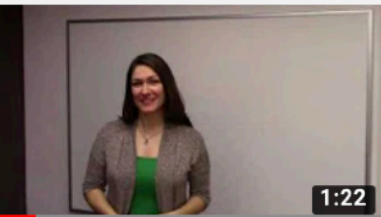
Who will you interview?

Marcelle Allen  
81 views • 4 years ago



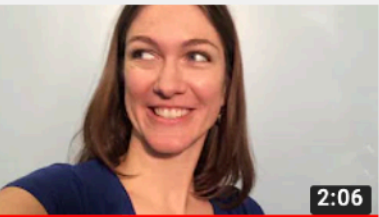
How will you repurpose your wisdom?

Marcelle Allen  
48 views • 3 years ago



What is the data behind your dreams?

Marcelle Allen  
54 views • 3 years ago



What is your visual opportunity?


Marcelle Allen  
139 views • 4 years ago



Who captures the memories of your industry?

Marcelle Allen  
45 views • 4 years ago





Teresa Barthol

6 subscribers

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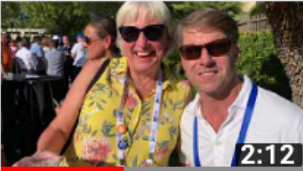
Artsy Fartsy invite

17 views • 5 months ago




Garry Gerardo and Teresa Barthol

6 views • 7 months ago



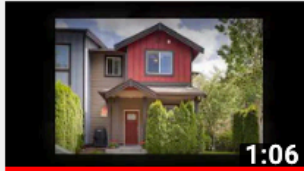
Teresa Barthol interviews EXP...

54 views • 7 months ago



Teresa Barthol and Lifestyles to Live

6 views • 10 months ago




16416 1st Park SE Bothell WA

13 views • 11 months ago

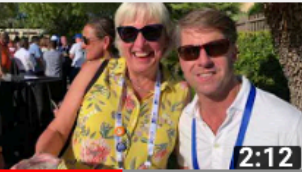
The EXP Experience with Teresa Barthol

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Tom Truong || 2019 Las Vegas Leadershi...

Brent Gove  
438 views • 8 months ago



Teresa Barthol interviews EXP...

Teresa Barthol  
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An Introduction to eXp Realty for Agents

eXp Realty  
8.6K views • 7 months ago


Ted Talks I love

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The power of vulnerability | Brené...

TED  
13M views • 9 years ago  
CC



Brené Brown 7 Super Tips

Power Shift  
151K views • 1 year ago




Brené Brown: the Call to Courage | Official...

Netflix  
379K views • 1 year ago  
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Tips from Teresa

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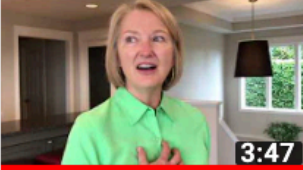
Teresa Barthol interviews EXP...

Teresa Barthol  
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Deborah Peterson - Women Business...

Magnus Media Group  
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An introduction to Wise Transition with...

Karen Randall  
18 views • 2 years ago


Lifestyles to Live in Mill Creek, WA

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Restaurant Review: Tablas Woodstone...

The What Else Show  
26 views • 2 months ago




Keeping Mill Creek Street Clean

City of Mill Creek, Wa...  
24 views • 1 year ago




Mill Creek Town Center - Best Lifestyle Cente...

OfficialBestOfAmerica  
7.1K views • 6 years ago




A Taste of the Mill Creek Police...

andrewkim101  
683 views • 8 years ago



Testimonial from Gary in Mill Creek...

Stewart Armour  
83 views • 6 years ago



Ride through Mill Creek Wa 9.12.18

Far Side  
234 views • 1 year ago

You don't have to create the content to leverage the content

When you thinking about ONE TIMING your business, how do you leverage videos in your sales process?




Step 1.

Click Playlists


Step 2.





New Playlist

534 subscribers53,199 viewsVideo Manager



DREAMOSITY





Marcelle AllenView as: Yourself

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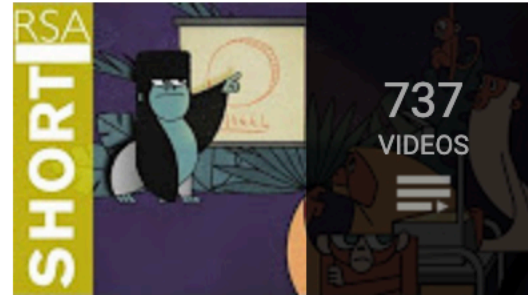
←

All playlists

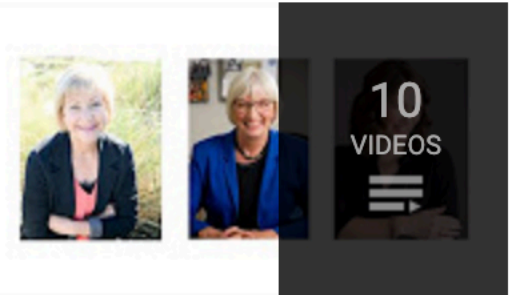
+

New playlist


Created playlists




Liked videosUpdated 4 days ago




Financial Joy



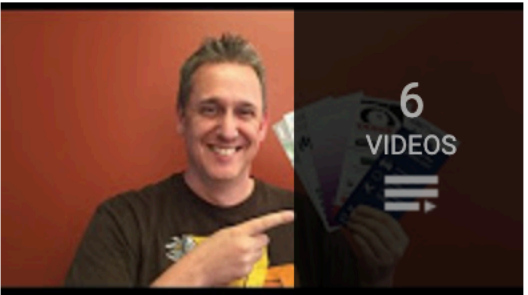
Video editing portfolio



For remarkable leaders

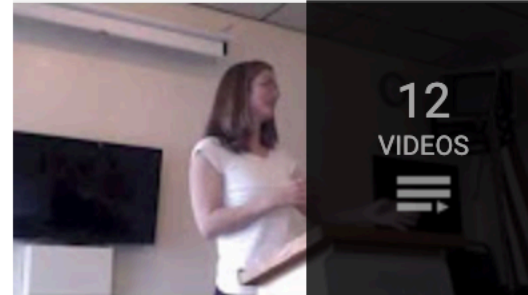


Recent Presentations

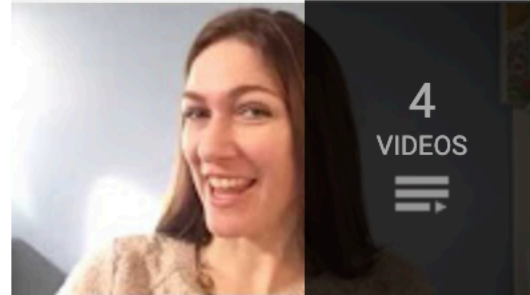


Video examples


Suggestions for a Rainy Day



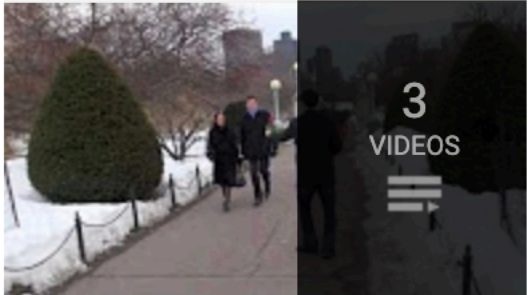
My speeches at ToastmastersMarcelle Allen




The Remarkable RoomMarcelle Allen



Favorite Tedx TalksMarcelle Allen



Random Acts of KindnessMarcelle Allen



For remarkable leadersMarcelle Allen



# Step 1.

# Click Customize.



**Melene Thompson**

View as: Yourself ▼



**Home**

## Videos

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### For returning subscribers

For new visitors

Choose a video or playlist to feature here.

Note: Featured content won't show if you're live streaming.

## Feature content

Cancel

Done

## Featured Channels

**+ Add channels**

## Uploads



## Melene On The Scene with Ryan Green of Green Home...

No views • 5 hours ago



## Melene on the Scene: Curt Gordon

26 views • 2 weeks ago



## Melene On The Scene: Financial Joy for Wealth Builders

27 views • 1 month ago




## Meet Tammi Moses of The Hoarding Solution

12 views • 2 months ago



## Meet the Mangers of Useless Bay Golf & Country

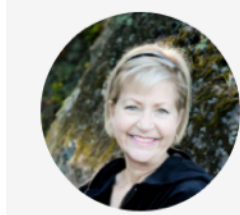
28 views • 4 months ago

 **Add a section**

## Step 2.

# Click Add Section.





**Melene Thompson**

17 subscribers

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**Melene On The Scene with Ryan Green of Green Home...**

No views • 5 hours ago



**Melene on the Scene: Curt Gordon**

26 views • 2 weeks ago



**Melene On The Scene: Financial Joy for Wealth...**

27 views • 1 month ago



**Meet Tammi Moses of The Hoarding Solution**

12 views • 2 months ago



**Meet the Mangers of Useless Bay Golf & Country**

28 views • 4 months ago



**Meet Mynda Myers of Boatyard Inn in Langley...**

36 views • 4 months ago

Step 1.

Click Customize.



Step 3.

Select content.



CONTENT

✓ Select content

Videos

Popular uploads

Uploads

Posted videos

Live now

Upcoming live streams

Past live streams

Playlists

Created playlists

Single playlist

Saved playlists

Multiple playlists

Posted playlists

Channels

Subscriptions

Custom grouping

LAYOUT

Horizontal row

States

Restricted Mode: Off

History

Help

Cancel

Done

Step 4.

Pick horizontal or vertical display.

# Developing Digital You

- Random is Rookie,  
Intentional is impressive
- Define Your Networks
- Results Per Hour



Additional special offers and resources  
[dreamosity.com/PowerHour](https://dreamosity.com/PowerHour)

