



# A BDSM Educator Primer

**Accessibility:** Decide some classes or peripherals to offer for free, to maintain accessibility. Don't put everything behind a paywall.

**Pro Bono:** Pro bono means you don't pay anything and you don't get paid. When doing a pro bono event, promote paid things like classes, books, merch, etc.

**Payment:** Create a top line and bottom line rate. Top Line - "Holy shit they'd pay me that much?" Bottom Line - "I guess I could do that." Never turn down money or say your bottom line is zero, this undercuts other educators.

1. Ask "how do you compensate your presenters?"
2. Decide if that works for you. If not...
3. Throw out your top line and see what they say.
4. As long as the offer is above your bottom line, take it!

**Boundaries:** Decide your days on and/or off. What do you require to teach virtually? What do you require to teach in person? What are your deal breakers?

**Bio/Photo/Class List/Logo/Contact Cards:** Must be located in one easy to find place. A High quality photo. Bio under 100 words. Class titles: less than 10 words. Class descriptions: 30-50 words. Choose brand colors. Logo must be simple and easy to ID. Contact cards should be simple and contain vital information.

**Marketing/Social Media:** A website saves time and makes you look professional. Advertise upcoming classes, help promote other educators, share relevant social media posts, and educate in comments. Check out Youtube and Udemy to learn more about social media marketing. Create a content calendar. Engage on each social media platform for 20 minutes/day (start slow and work up to it).



# Devyn Stone

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## Class Creation

1. Idea>Title
2. Class description
3. Post to Class List
4. Info Dump (class bones) in Google Doc
5. Create cue cards
6. Create slideshow & handout (using template)
7. Update Class List weekly

## Books

1. Idea>Title
2. Info Dump into Google Doc
3. Reedsy.com
4. Edit book
5. Typeset & Cover Art
6. Publish book or work with a publisher  
Amazon (KDP) vs Lulu vs IngramSpark

## Amazon Affiliate Program & Wicked Grounds Ebooks