

Who Pays Stays

Own Your Audience: The Economics of Depth

Workbook and challenge questions

Marilva Berrenstein · MCJ Studio

How to use this workbook

Each lesson below follows the slides in the Genially course for this lesson: the cover slide sets what you will learn, the teaching slide carries the idea, the activity slide is the work, and the quiz is a quick check. This workbook goes deeper than the slides and ends each lesson with questions that challenge you to apply the idea to your own business.

LESSON 1

The Economics of Depth

In the Genially deck: the cover, teaching, activity, and quiz slides for this lesson.

WHAT YOU WILL LEARN

- Explain why warm leads outperform cold leads.
- Set up one opt-in and one tracking link.

THE IDEA, IN DEPTH

The slides start the build with a single instruction: gather email addresses fast. An email address is not a contact detail, it is a warmed-up prospect, someone who chose to hear from you. The number that justifies the whole move is on the slide: warm leads convert at around 14.6 percent against 1.7 percent for cold leads, roughly 8.5 times better. The slides also tell you to track where people come from and why, using tools like Google Analytics, UTM parameters, and an email platform such as MailerLite or ConvertKit. The framing that keeps this healthy is that data is a direction-finder, not your reason for existing. It tells you where people came from and what they want, so you can serve them better, not so you can chase metrics. For you, this lesson is the first concrete brick. Set up one opt-in and one tracking link, and you have started converting borrowed attention into something you own.

WORK IT THROUGH

Set up your first capture.

1. Create one GDPR-compliant opt-in this week.
2. Add one tracking link (UTM) to a post or page.
3. Write where each one will live.

Outcome: You start turning attention into owned, warm leads.

QUESTIONS THAT CHALLENGE YOU

- Where will your first opt-in live, and what will you offer in exchange for the address?
- If warm converts at roughly 8 times cold, what does that change about where you spend your effort?
- What are you currently measuring that is vanity, and what would a direction-finding metric look like instead?
- Who are your warmest fifty people right now, and do you have a way to reach them directly?

LESSON 2

Community Building

In the Genially deck: the cover, teaching, activity, and quiz slides for this lesson.

WHAT YOU WILL LEARN

- Explain why how you attract people sets what they expect.
- State the specific problem you solve, and for whom.

THE IDEA, IN DEPTH

The slides carry one rule that decides everything downstream: how you get them is how you keep them. If you attract people with a gimmick, you are committed to performing that gimmick forever, because that is what they came for. If you attract them with genuine value, specific expertise, and honest depth, they stay for those reasons, and those reasons are sustainable. The slides make the case for the smaller, specific audience: 5,000 people who need your depth are worth more than 100,000 who came for memes, because the first group buys, subscribes, and forms a community, and the second group churns. For you, this lesson is about choosing your entry point on purpose. Decide who you are for and what specific problem you solve, then attract on that basis. The discipline is to refuse the gimmick that would spike your numbers and trap your future. Community is not a size, it is a fit between why people came and what you actually do.

WORK IT THROUGH

Define your specific promise.

1. Write the specific problem you solve, and for whom.
2. Name the gimmick you refuse to rely on.
3. Draft one line that attracts the right people.

Outcome: You attract people for the reason you want to keep them.

QUESTIONS THAT CHALLENGE YOU

- Write the specific problem you solve and exactly who you solve it for.
- Name the gimmick you could use to grow fast. Why will you refuse it?
- Would you rather have 5,000 who need your depth or 100,000 who came for entertainment? What does your current behavior say?
- How you get them is how you keep them. What are you currently getting them with?

LESSON 3

Paywall Strategy

In the Genially deck: the cover, teaching, activity, and quiz slides for this lesson.

WHAT YOU WILL LEARN

- Explain why subscriptions beat one-off payments.
- Sketch a free tier and a paid tier.

THE IDEA, IN DEPTH

The slides make the case for subscriptions over one-off payments. A subscription is predictable. One-off payments leave you guessing about next month, which makes every plan fragile. The market data on the slide is the backdrop: 41 percent of creators now rely on recurring subscriptions, 54 percent offered paid memberships last year, and the creator economy is projected to grow from \$252 billion in 2025 to \$1.35 trillion by 2033. If you take commissions, the slides advise pricing them high enough to cover a month of expenses or more, so a single piece of work buys you real runway. For you, this lesson is about building the spine of an income model that does not depend on constant new sales. Sketch a free tier that acts as a breadcrumb and a paid tier that holds your depth, and set a real price on the paid tier. The free tier earns trust. The paid tier earns a living.

WORK IT THROUGH

Sketch a two-tier offer.

1. Design a free tier: the breadcrumb.
2. Design a paid tier: the depth.
3. Set a price for the paid tier.

Outcome: You have the spine of a predictable income model.

QUESTIONS THAT CHALLENGE YOU

- Sketch your two tiers: the free breadcrumb and the paid depth. What exactly sits in each?
- What price will you put on the paid tier, and what justifies it?
- If subscriptions are predictable and one-offs are not, what in your current income is fragile?
- What would a single high-ticket commission need to cover for it to be worth your time?

Build your economy. Who pays stays.