

Who Pays Stays

Build & Defend Your Economy

Workbook and challenge questions

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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

Scarcity and Value

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

WHAT YOU WILL LEARN

- Design a breadcrumb trail from free value to paid depth.
- Write a clear go-deeper call to action.

THE IDEA, IN DEPTH

The slides connect scarcity to a simple funnel. First, know what you offer, how you offer it, and why it is exclusive, in specific detail, because vague value cannot be sold. Then use breadcrumbs: free value leads to a next step, which leads to paid depth. The slides stress rewarding people the moment they go deeper, when they subscribe, level up, or take a workshop, so that going further always feels recognized. The call to action underneath all of it is one invitation repeated: do you want to go deeper into this? You reward people for asking for more, never for staying on the surface. For you, this lesson turns your free content from a giveaway into a trail. Every free piece should end by pointing somewhere, and the somewhere should be worth arriving at. Scarcity here is not a trick, it is the honest signal that the real depth sits behind a step the visitor has not taken yet.

WORK IT THROUGH

Design a breadcrumb trail.

1. Write the free piece that starts the trail.
2. Write the next step that deepens it.
3. Write the paid depth and the 'go deeper' call to action.

Outcome: You can lead people from free attention to paid depth.

QUESTIONS THAT CHALLENGE YOU

- Design a breadcrumb trail: the free piece, the next step, and the paid depth. Write all three.
- What makes your offer exclusive, in concrete terms a stranger would understand?
- Where does your free content currently dead-end instead of pointing deeper?
- Write your go-deeper call to action in one line you would actually use.

LESSON 2

Protecting Physical Presence

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

WHAT YOU WILL LEARN

- Explain why oversharing weakens your authority.
- Replace one overshared item with evergreen content.

THE IDEA, IN DEPTH

The slides give a warning that runs against common advice: do not overshare. Oversharing turns you into one more creator fighting for attention, and it erodes the distance that makes people trust your judgment. The phrase on the slide is be the expert, not the court jester. People do not want you to be their friend, they want you to be the one who knows, and that role needs a little distance to survive. The slides also point to leverage: evergreen content and management tools let your work keep working without you being online all the time. You let people make and justify their own decisions instead of performing for them daily. For you, this lesson is about protecting two things at once, your authority and your time. Trade some of your oversharing for evergreen assets that carry your expertise without your constant presence. The goal is to be present enough to be trusted and scarce enough to be valued.

WORK IT THROUGH

Trade oversharing for evergreen.

1. List three things you currently overshare.
2. Pick one to stop.
3. Replace it with an evergreen piece that works for you.

Outcome: You protect your presence and your authority.

QUESTIONS THAT CHALLENGE YOU

- List three things you currently overshare. Which one will you stop first?
- What is one evergreen piece you could build that works without you being online?
- Where are you being the court jester when you should be the expert?
- How much of your presence is necessary, and how much is habit?

LESSON 3

Workflow Automation

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

WHAT YOU WILL LEARN

- Repurpose one piece of content into three new formats.
- Identify which step in the process to automate.

THE IDEA, IN DEPTH

The slides give the final operational rule: do not become a worker bee in your own ecosystem. The point of building your own platform is that people reside there and return, not that you grind to feed it. The method is repurposing: take content you already have and transform it into new formats, blogs, newsletters, native WordPress stories, rather than recreating everything from scratch. AI workflow automation belongs here, transforming what exists into new forms, not generating endless new surface. The slides keep the focus on why you built the platform in the first place, with automation moving your existing work into new shapes so you are never starting from zero. For you, this lesson multiplies your output without multiplying your hours. Pick one strong piece of work and plan three formats it could become, then decide which step a tool can carry. Done well, this is how one person sustains a platform that would otherwise need a team.

WORK IT THROUGH

Plan one transformation.

1. Pick one piece of existing content.
2. List three new formats you can turn it into.
3. Note which step you can automate.

Outcome: You multiply your work without multiplying your hours.

QUESTIONS THAT CHALLENGE YOU

- Pick one piece of existing content. Write three new formats it could become.
- Which step in that process can a tool carry, and which must stay yours?
- Where are you a worker bee in your own business right now?
- What would change if your platform became the place people reside rather than a feed you service?

LESSON 4

Join the Resistance

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

WHAT YOU WILL LEARN

- State clearly what the resistance is and is not.
- Write a one-page plan to build your own economy.

THE IDEA, IN DEPTH

The final slides name the why. The resistance is not refusing technology, it is insisting that complexity stays visible and building an economy that rewards depth over surface. The choice is stated plainly: stay and fight for attention on someone else's terms, or build your own platform, community, and economic system. The line that holds the whole series together is who pays stays. The people who pay for depth are the ones who remain and form your economy, while attention that came for free leaves for free. The slides close on the future: not surface, not engagement over depth, not AI content at massive scale, but depth, complexity, and resistance, and they hand that future to you to build. For you, this lesson is the capstone. Write a one-page plan: the off-platform home, the depth behind your paywall, the first email opt-in, and the gimmick you refuse. That page is the proof that you did not just understand the argument, you acted on it.

WORK IT THROUGH

Write your resistance plan.

1. Name your off-platform home and the depth behind your paywall.
2. Name your first email opt-in and tracking step.
3. Name the gimmick you refuse to perform.

Outcome: You leave with a one-page plan you can start this week.

QUESTIONS THAT CHALLENGE YOU

- Write your one-page resistance plan now: home, paywall depth, first opt-in, refused gimmick.
- What does who pays stays mean for your specific business?
- What is the first thing you will build, and what is the date?
- If the future is yours to build, what are you choosing not to build, and why?

Build your economy. Who pays stays.