

# Welcome to the Workshop

Pull up a chair.

We'll take it  
one step at a time.

WHAT IF...?  
Ask.  
Explore.  
Create.  
Make a Difference.

ASHBY NAVIS  
& TENNYSON  
THE WORKSHOP  
IDEAS • SYSTEMS • STORIES • SOLUTIONS

IDEAS  
SYSTEMS  
SOLUTIONS

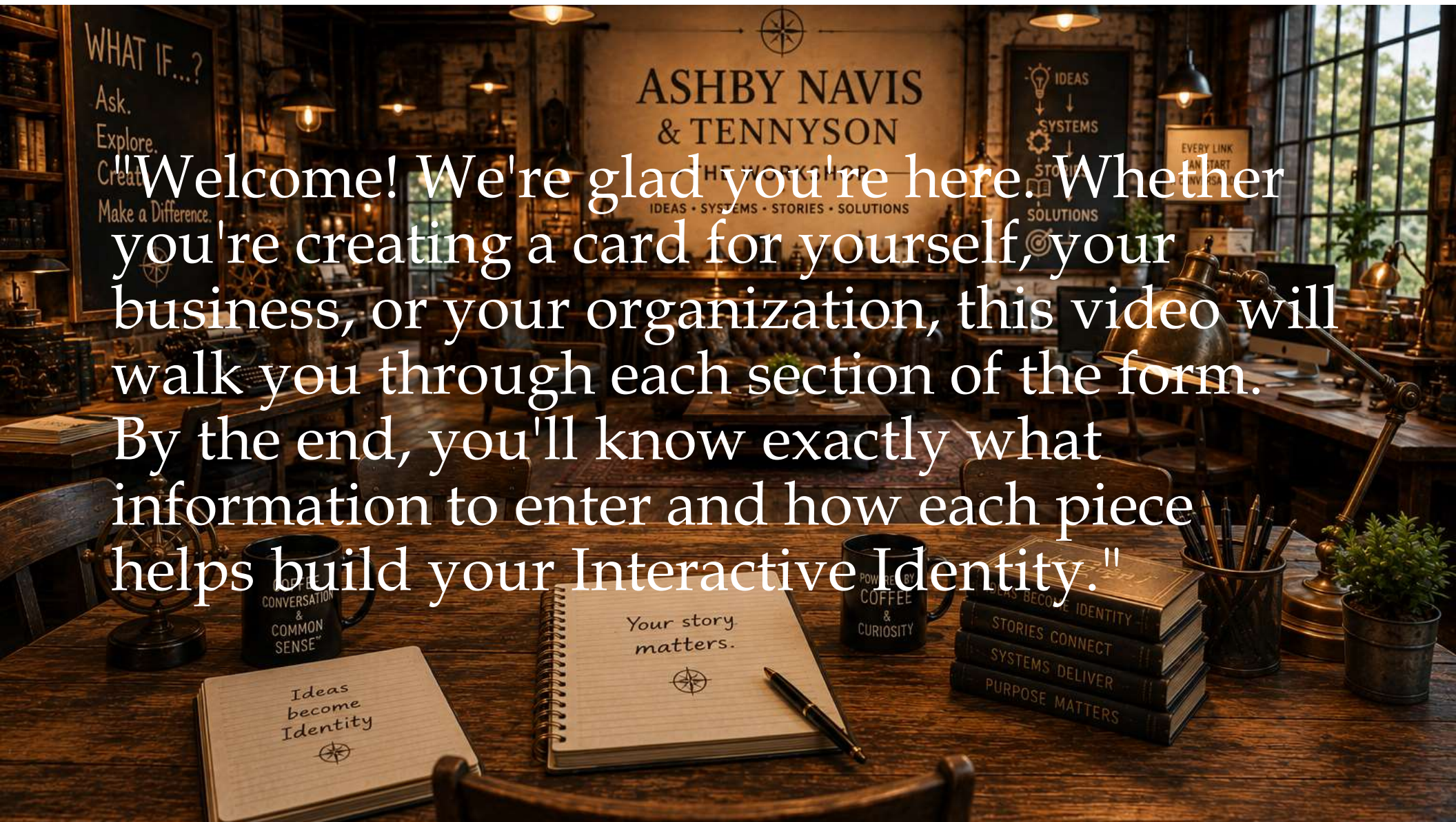
COFFEE.  
CONVERSATION  
& COMMON  
SENSE™

POWERED BY  
COFFEE  
CURIOSITY

Your story  
matters.

WHAT IF...?

IDEAS BECOME IDENTITY  
STORIES CONNECT  
SYSTEMS DELIVER  
PURPOSE MATTERS



"Welcome! We're glad you're here. Whether you're creating a card for yourself, your business, or your organization, this video will walk you through each section of the form. By the end, you'll know exactly what information to enter and how each piece helps build your Interactive Identity."

### Brand, Organization, or Project \*

For creators this can be a channel, podcast, ministry, author name, or public identity.

Ashby Navis and Tennyson

← Your name, your company,  
your brand, it's up to you

### What kind of card is this?

This helps us show the right prompts and gives the factory better context.

Business / Professional

← Creator / Media Personality  
Business / Professional  
Ministry / Outreach  
Educator / Speaker  
Author / Publisher  
Community / Nonprofit  
Other

### Short tagline or introduction

Example: Texas history, storytelling, and immersive digital media.

Content, Reimagined as Conversation

← Slogan or Tagline

### Field, niche, or subject area \*

Examples: local history, real estate, ministry, ranching, education, publishing.

Digital Media Publishing

← What's your specialty?

### Main website or profile link \*

ashbynavis.com

← Where do you live on the net?

## Optional Location

Street address

Company Address - Line 2

City

State

ZIP

Service area or audience region

Example: Texas, nationwide, online only, San Antonio area.

This is the cool part – you don't HAVE to enter this information. If you ordered a card online and the payment processor filled in this data, you can simply clear out the fields.

*NOTE: if you're a content creator and leave this info in, people might be able to find you on maps. So be careful*

*If you're a business or other type of person, fill it in to help people find your operation*

Where's your audience?

## Public Contact

Your Name \*

What's your handle? your name?

What should people call your role?

Examples: Founder, Host, Pastor, Author, Historian, Consultant.

What is your role? Not necessarily your title, but your role. What do you want people to think of when they think of your job or gig?

Public contact email \*

If someone wants to email you, what's that address? This is also where we'll send you the notice your card is ready

Administrative / purchase email

Used for account or delivery notices; it can be different from the public email.

Someone wants info, but not necessarily from you ,i.e. Company info, that's this email

Public phone number

Let's say a major client wants to reach you, here's where you put the company or your office phone #

Mobile Phone

Here's the # most of us use with friends etc..

Availability or business hours

M-F, Tues Only, 24/7, or when?

## Card Look & Literary Persona

Choose the literary personality for your card \*

David Copperfield-David Copperfield

Choose your card style \*

Classic

**Spotlight** is the creator/media-forward card style. The back of the card remains the standard information panel.

Overall communication style \*

Friendly

Conversation tone \*

Reassuring

What would you like visitors to do? \*

Visit Website

Booking / appointment URL

ashbynavis.com



Preview a Card Style



Navigation buttons grouped to the side. The back

'Professional', 'Friendly', 'Humorous', 'Luxury',  
'Technical', 'Educational', 'Warm', 'Authoritative',

'Empathetic', 'Concise', 'Authoritative', 'Playful', 'Reassuring',  
'Polished', 'Energetic', 'Patient', 'Professional', 'Friendly',

'Schedule a Call', 'Request a Quote', 'Email Me', 'Call Now',  
'Visit Website', 'Book Appointment', 'Download Brochure',  
'Learn More',

Your website or a page on your site

## Social & Media Links

### LinkedIn URL

example.com/your-page

### Facebook URL

example.com/your-page

### Instagram URL

example.com/your-page

### X / Twitter URL

example.com/your-page

### YouTube URL

example.com/your-page

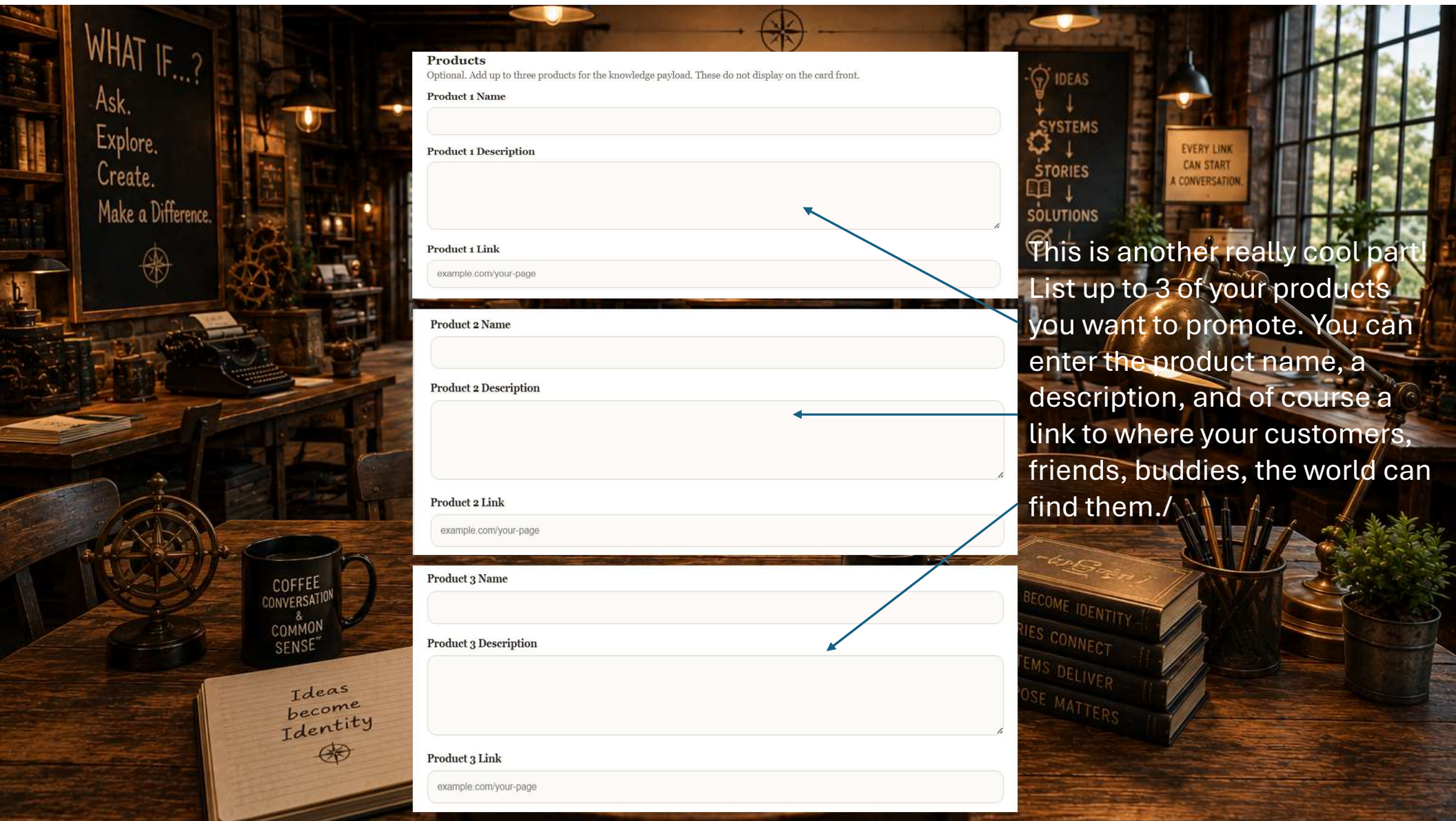
### TikTok URL

example.com/your-page

### Pinterest URL

example.com/your-page

Here's where you put in all your social media links. I'm pretty sure y'all know how to do this. These links will show up on the front of your card – there's a couple more that aren't on this image ---



### Products

Optional. Add up to three products for the knowledge payload. These do not display on the card front.

#### Product 1 Name

#### Product 1 Description

#### Product 1 Link

#### Product 2 Name

#### Product 2 Description

#### Product 2 Link

#### Product 3 Name

#### Product 3 Description

#### Product 3 Link

This is another really cool part! List up to 3 of your products you want to promote. You can enter the product name, a description, and of course a link to where your customers, friends, buddies, the world can find them./



Upload headshot or profile image (optional)

Choose File No file chosen

## Your Story

These answers give the interactive card something human to talk about. Short, natural answers are fine.

### What do you help people with? \*

Example: I help small businesses explain their services clearly, or I help listeners discover overlooked Texas history.

Here is where you get the chance to truly tell your story. Tell folks what you want them to know about you. What makes you different from everyone else out there. Be creative

### Who do you most want to reach? \*

Examples: customers, readers, students, church members, fans, business clients, or the general public.

Talk about your audience. Who do you want to reach. Pick the most important and start there...

## Personality & Knowledge

Here's where you can be really creative!

Now add the background information that helps the persona sound useful, accurate, and personal.

### Tell visitors about yourself

A short bio, background, or personal introduction.



This can be one of those confusing boxes. Now this isn't a resume, so tell folks about yourself in a way that is relaxed and informative. Pretend it's a date and you're trying to impress the other person.

### What are you trying to accomplish?

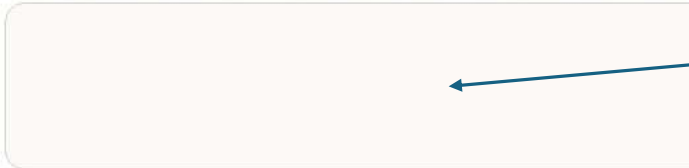
Mission, purpose, ministry focus, creative goal, or business vision.



What's your goal or goals? Let people know what you're all about. What you're trying to achieve

### Describe your work, organization, or project \*

This can describe a company, podcast, ministry, author platform, channel, project, or personal brand.



This can be the 'nuts and bolts' of what you do. Give the person a good idea of exactly what it is you're up to

### What should the card be able to talk about? \*

Summarize services, books, podcasts, classes, topics, products, or areas of expertise.

Here's where you get to brag. Tell people about your stuff. You've given them 3 products earlier expand on things give them a reason to think you're all that and a bag of chips.

### Common questions visitors might ask

Enter one question or topic per line.

This is the world famous F.A.Q. – one question and answer per-line. Don't worry, it'll word wrap for you. So at the end of the line just hit the old 'enter' key.

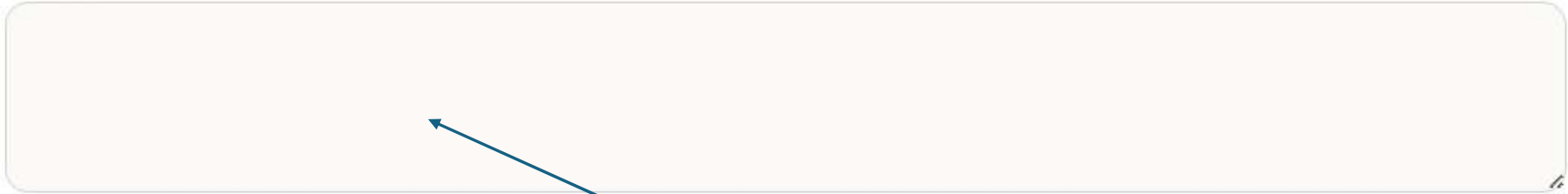
### Returns / refund policy if relevant

Optional

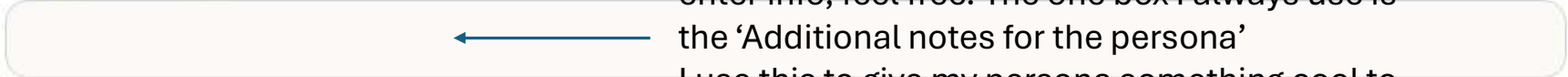
Let people bring stuff back? Have a real policy, enter it here, or put a link to your policy page on your website

### Shipping / delivery policy if relevant

Optional

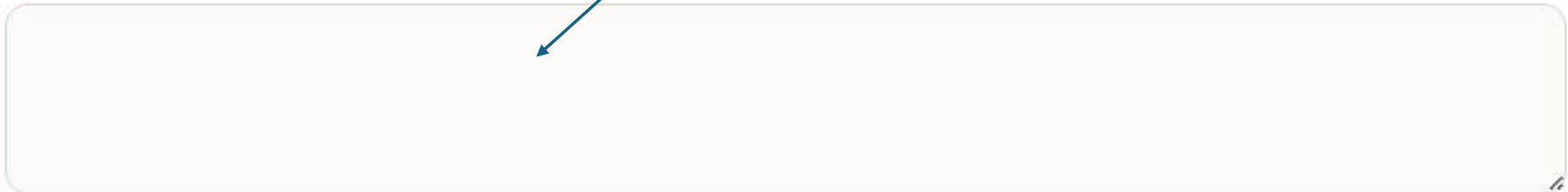


### Support or response hours



### Additional notes for the persona

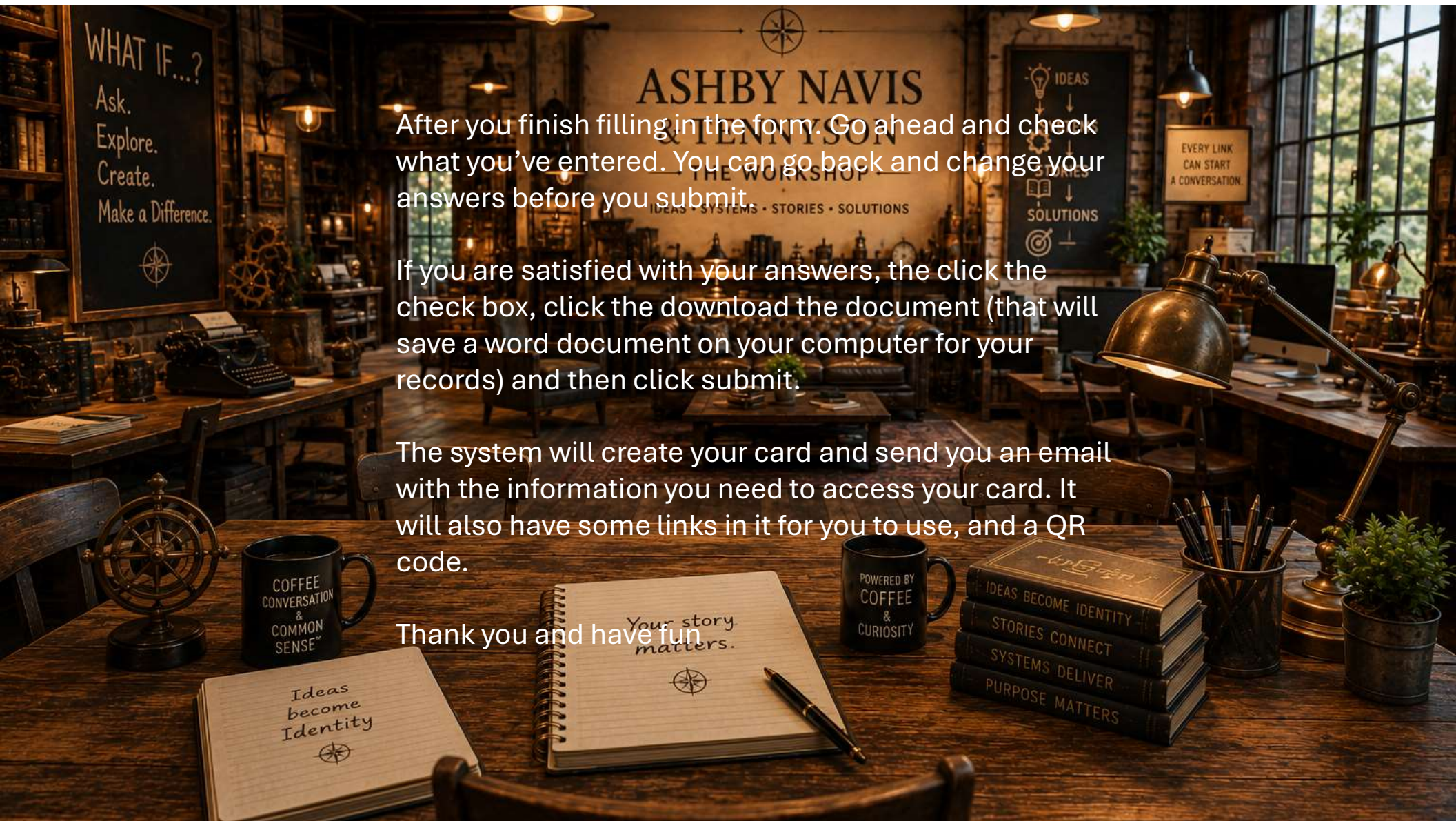
Optional



These three boxes are optional! If you want to enter info, feel free. The one box I always use is the 'Additional notes for the persona' I use this to give my persona something cool to talk about that isn't covered in the other areas.

Back

Save & Continue



After you finish filling in the form. Go ahead and check what you've entered. You can go back and change your answers before you submit.

If you are satisfied with your answers, then click the check box, click the download the document (that will save a word document on your computer for your records) and then click submit.

The system will create your card and send you an email with the information you need to access your card. It will also have some links in it for you to use, and a QR code.

Thank you and have fun