

Session 4

IDEAL Marketing Accelerator



Session 4

IDEAL Marketing Accelerator

3 June 2019



What's Coming Up

- IDEAL Moments
- Study Task Review (Marketing Mountain Project)
- Getting more of your ideal clients to the bottom of your Mountain
- Case Study
- Questions



Marija Castellari
May 24 at 1:02 PM · Add Topics

so excited! I've just implemented
lements of an Effective Offer" from the last call and I'm offering it at
end of a Workshop I'm running tomorrow called:
Art of Happiness - 5 Key Things Happy People Do"

ould love your feedback (any glaring omissions or improvements).
ank you Ladies! 🍷

Marija Castellari
May 24 at 1:02 PM · Add Topics

I'm so excited! I've just implemented "7 Elements of an Effective Offer" from the last call and I'm offering it at the end of a Workshop I'm running tomorrow called: "The Art of Happiness - 5 Key Things Happy People Do"

I would love your feedback (any glaring omissions or improvements).
Thank you Ladies! 🙌



Limited to 15 spots

Design My Happy Life Program

INCLUDES

\$197

1. **Design the Happy Life**
90-minute coaching session (in person, or online)
2. **Discover Your Values**
Compassionate Workbook
3. **Unlimited email contact** before the Coaching Session

BONUS - Regular Today
Complimentary follow up 60-minute phone call to keep you on track after your coaching session.

100% Money Back Guarantee.
If you complete the exercises and you're unhappy with your program, you will get a full refund.

More Information
Email: maria@unleashintuitive.com



Limited to 15 spots

Design My Happy Life Program

INCLUDES

\$197

1. **Design the Happy Life**
90-minute coaching session (in person, or online)
2. **Discover Your Values**
Compassionate Workbook
3. **Unlimited email contact** before the Coaching Session

BONUS - Regular Today
Complimentary follow up 60-minute phone call to keep you on track after your coaching session.

100% Money Back Guarantee.
If you complete the exercises and you're unhappy with your program, you will get a full refund.

More Information
Email: maria@unleashintuitive.com



Franchine O'Rourke
@franchine - Nov 24 at 9:15 AM · @All Topics

I was reflecting on my journey thus far and found some images that normalise my experience and inspire me (and share some... ah... on the down side from the Tech crunch?? hope not - I lived in the trough of sorrow for a few months...)

In the last 3 weeks - I have taken on 6 of my ideal clients (am at capacity) and yesterday I was approached by a new Magazine - Health Ireland to be featured - they have global readership of over 200,000... excited/inspired/credulous/grateful

Things are finally happening - 4 weeks ago I was ready to pack it all in... One focus, persistence, backing self and GETTING THE RIGHT SUPPORT... I am so grateful I feel I am finally on the right way for Sydney!

As for clothes... whatever fits in my hand luggage 🙄

Pranctine O'Rourke
@Pranctine · May 14 at 9:15 AM · @Add Toots

I was reflecting on my journey thus far and found some things that normalise my experience and inspire me (and someone... am I on the down side from the Tech crunch?? hope not - I lived in the trough of sorrow for a few months...) :

In the last 3 weeks - I have taken on 6 of my ideal clients (am at capacity) and yesterday I was approached by a new Magazine - Health Inside to be featured - they have global readership of over 200,000...
[excited@news@credentialed@grateful](#)

Things are finally happening - 4 weeks ago I was ready to pack it all in...
One focus, persistence, believing first and GETTING THE RIGHT?
It was so crucial I feel I can't give up now... I can't wait for Sydney!
As for clothes... whatever fits in my hand luggage

WAIT A SECOND, MY LIFE IS GREAT!

I'M GOOD, I DON'T KNOW WHAT I GET SO DOWN ON MYSELF.

GIVE UP THE GOOD FOR GREAT.

The Congressman's next journey isn't nearly as [light-hearted](#).

HOW TO BE WISE
by David Shields

The Process

David Shields' next journey isn't nearly as light-hearted.

WAIT A SECOND, MY LIFE IS GREAT!

I'M GOOD, I DON'T KNOW WHAT I GET SO DOWN ON MYSELF.

GIVE UP THE GOOD FOR GREAT.

The Congressman's next journey isn't nearly as [light-hearted](#).


HOW TO BE WISE
by David Shields

The Process

David Shields' next journey isn't nearly as light-hearted.


[illegible]

IDEAL Moments



Frances Pratt
 May 29 at 1:01 PM · 🌐 Add forces


I had a quick discussion with [Michelle Fajore](#) (thank you not about my business and book) I am writing about the Minimum Loveable Product... she encouraged me to look at what URL's are available.
 So...
 Have now got [YourLoveableBusiness.com](#) and [com.au](#)




👍👍👍 24 0 Comments Seen by 28

🔖 Love 💬 Comment 🌐


View 0 more comments



Dianne Irving Nice and suits you perfectly!
 Like · Reply · 2x



Kaye Lyle Brilliant name, & you have both. Well done.
 Like · Reply · 2x



IDEAL
BUSINESS
accelerator

IDEAL Marketing Accelerator



IDEAL Moments

Karina Prokhorova
May 24 at 9:47 PM · W Add Yours

I'm so excited to share that tonight I'm shipping out of my comfort zone as I have collaborated with another new jewelry designer for the Carnal Fashion Week show here in Budapest. I have 52 of my spectacular jewelry collection pieces that will be on display. This is all new and exciting, as it fills me with fire.

I've also managed to connect 2 client interests this week.

👍👍👍 1x 20 Comments · Shared by 20

1 Like · 0 Comments

View 15 more comments

Fanni Horváth · How amazing! Well done! There is a real life saying: "Change is not the enemy of life. It's making it ripe of it" Well's truth. Definitely want to see pictures!



Like · Reply · 1x

Karina Prokhorova · Fanni Horváth thank you, it was such an exciting experience

Like · Reply · 1x

Willya · Reply · 1x

Willya · Comment: Amazing that done!

Like · Reply · 1x

Karina Prokhorova · Willya thank you, it was such a great experience

Like · Reply · 1x

IDEAL BUSINESS
accelerator

IDEAL Marketing Accelerator

IDEAL Moments

Study & Implementation Tasks

1. My IDEAL 30-Day Action Plan
2. Your Marketing Mountain™ Project



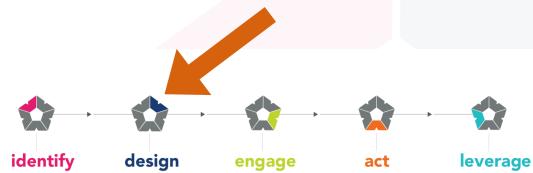
IDEAL Marketing Accelerator

It's an ongoing process...

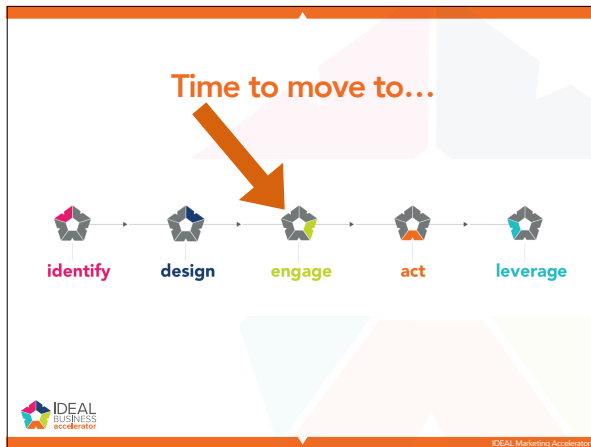


IDEAL Marketing Accelerator

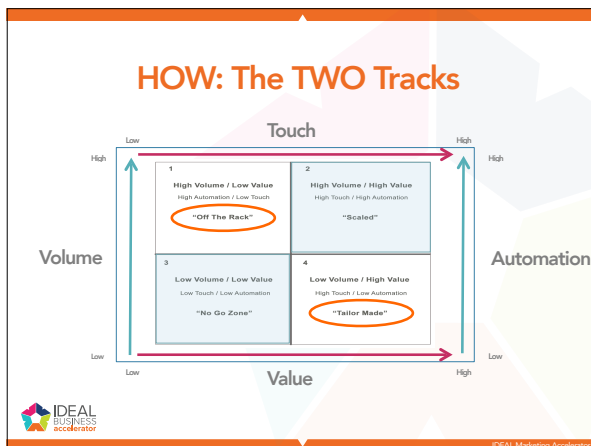
We have been here...



IDEAL Marketing Accelerator







Three Ways to Get People To Your Mountain

Owned

Earned

Paid

Traffic Channels

 IDEAL BUSINESS accelerator

IDEAL Marketing Accelerator

Owned

Website

Email List

Social Media Followers

Events/Webinars

Podcast/Blog

In Person Appointments

 IDEAL BUSINESS accelerator

IDEAL Marketing Accelerator

Earned

Publicity

Social Media Mentions

Guest Speaking/Blogging/Podcast

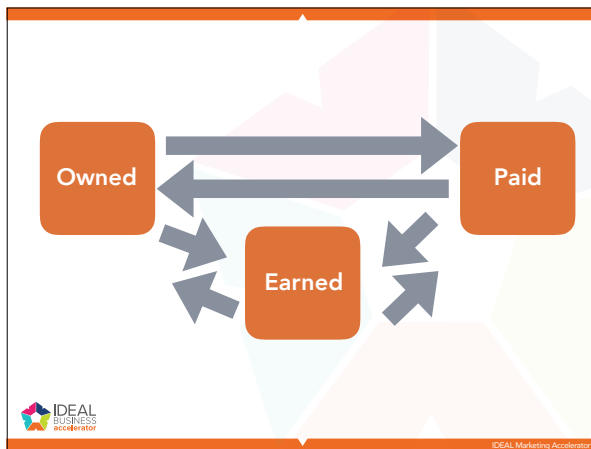
Referrals

Affiliates/Strategic Alliances*

 IDEAL BUSINESS accelerator

IDEAL Marketing Accelerator





Case Study: Business Growth Summit

A promotional graphic for the Business Growth Summit. It features a row of seven headshots of speakers at the top. Below them is a purple banner with the summit's logo, name, and dates. At the bottom is another row of seven headshots of speakers. The background is white with a subtle geometric pattern.

Business Growth Summit
FOR WOMEN ENTREPRENEURS
FREE — 25 February to 1 March 2019

IDEAL BUSINESS accelerator logo is in the bottom left corner. "IDEAL Marketing Accelerator" is written in small text at the bottom right.

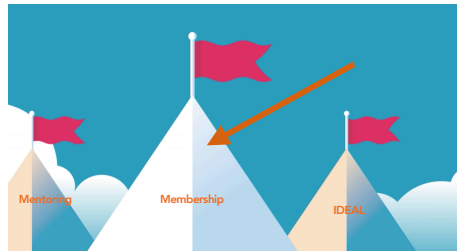
Business Growth Summit Offer

1. **Name:** HerBusiness Summit - **Business Growth Summit for Women Entrepreneurs**
2. **Brand:** Logo created (\$50) + Colours/Style
3. **Price:** Free
4. **Inclusions:** 14 speakers, Workbook
5. **Bonus:** "Personalised Playlist" and Daily "Session C"
6. **Scarcity:** Limited time (one week only)
7. **Risk Reversal:** None



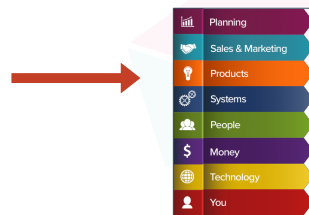
IDEAL Marketing Accelerator

Case Study: Business Growth Summit



IDEAL Marketing Accelerator

Which Growth Zone



Sales & Marketing



IDEAL Marketing Accelerator

How Got People To the Mountain

Owned

- Website
- Email
- Social

Earned

- Shared Content
- FB Live
- Groups
- Referrals

Paid

- Facebook Ads
- Sourcebottle

Traffic Channels

IDEAL BUSINESS accelerator

©EAL Marketing Accelerator

Remember to give them the next vine



IDEAL BUSINESS accelerator

©EAL Marketing Accelerator

Results Across Mountains

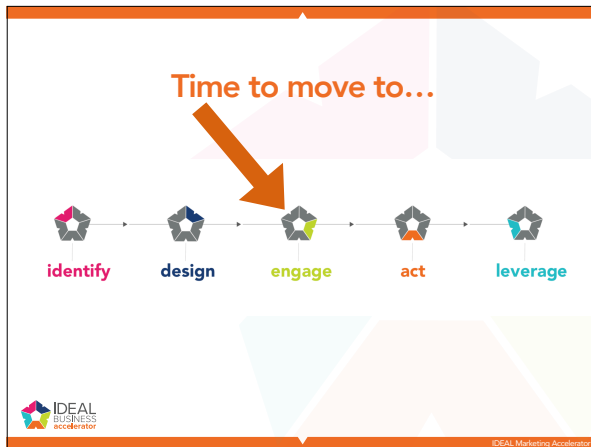

HerBusiness Network


IDEAL Business Accelerator


HerBusiness Mentoring

IDEAL BUSINESS accelerator

©EAL Marketing Accelerator



Who and what do I need to engage?

- Your audience
- Your team
- Your suppliers
- Your influencers
- Your technology

IDEAL BUSINESS accelerator

IDEAL Marketing Accelerator

A great example of Nurture

Dear Owen,

I hope this last week of the financial year (a big bonus for you) does not leave you too exhausted and stressed out!

To ensure you stay sane(!), take a little time each day (even 10 mins) away from your devices to think, reflect and hydrate.

I've included one of my favourite teas for yourself to enjoy, sit out in the fresh air (or at least away from your desk) and recharge your brain & body.

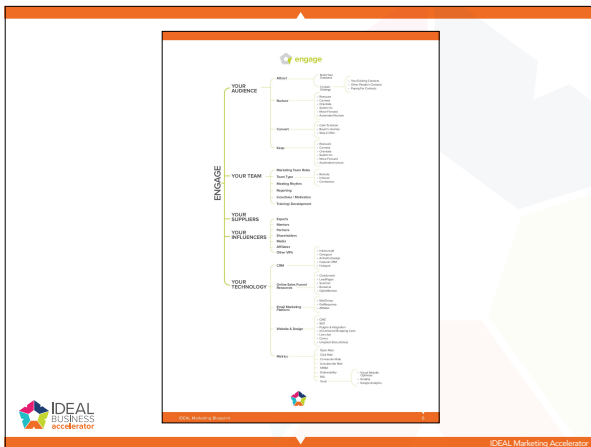
Be well, have life.

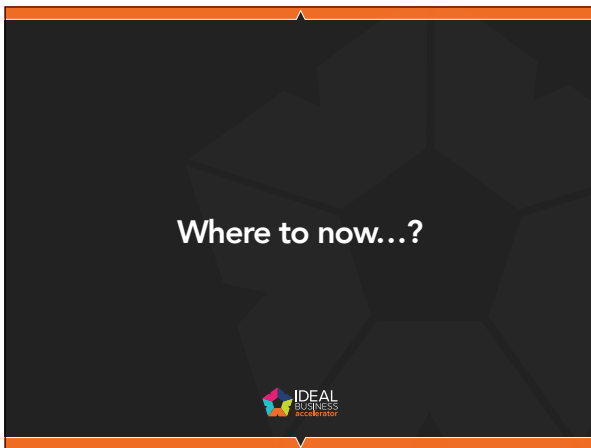
Heidi

So PURKA lemongrass & ginger

IDEAL BUSINESS accelerator

IDEAL Marketing Accelerator



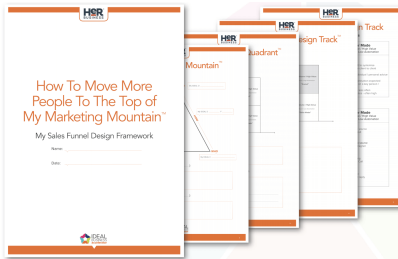


Study Tasks - Complete this Stage

- Your IDEAL Client Interviews (Your WHO)
- Your Offer (Your WHAT)
- Your IDEAL Marketing Funnel
- Your 30-Day Plan

IDEAL BUSINESS accelerator logo in the bottom left and 'IDEAL Marketing Accelerator' in the bottom right.

Post Your Mountain for Review



IDEAL Marketing Accelerator

Questions?



Group Q&A Calls

Next Session: Group Q&A Call

11 June 2019



