

## Monthly Group Q&A Call



## Monthly Group Q&A Call

11 June 2019



## What's Coming Up

- IDEAL Moments
- Your Questions
- More of Your Questions



# IDEAL Moments

**Karina Prefontaine**  
19 hrs · Add topics

I have a win to celebrate today!

I've found my first social media influencer, who is a beautiful curvy model, based in Canberra, lawyer and Brazilian samba dancer. Perfect for promoting my statement necklaces. She has over 50.6K followers on Instagram and has agreed to photograph herself wearing my statement pieces that I will gift to her as a thank you.

I am continuing to look for curvy women over 40 who are social media influencers. If you know of any please let me know.

   18

13 comments · Seen by 30

 Like

 Comment





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# IDEAL Moments


**Sonia Fortauto**  
3 June at 02:26 · Add topics

Perfecting my Connection Statement... would really appreciate your thoughts plz. (In a nutshell, we are an all female debt collection agency who's ideal client is a business who have customers that have slow or bad paying customers and need help.

"We help businesses recover their outstanding accounts from slow and bad paying customers we do this by using our debt collection processes. Our award winning all female team's fast response you get paid quicker".

  Sonia Magliocchi and 2 others

8 comments


5 June at 01:36 · Implementation Day, 2 others

Hi everyone, here is my connect statement. It is still a work in progress and would love your feedback.

*We help professional business owners amplify their authority online and ensure their investment in marketing drives business growth. We use engaging and holistic digital marketing strategies, and implement sales training and marketing systems to generate better quality leads and profitable new customers.*

Is it too long? I'd like to use the connection statement on my website...

[See more](#)

 5

17 comments · Seen by 38



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# IDEAL Moments

**Kate Crane**  
6 June at 00:22 · Add topics




Here is my connection statement. I have 3 for different projects/avatars but this is one for my bricks and mortar Pilates studio.

We support women to better physical and emotional health offering personalised and small group Pilates exercise programs with a focus on mind-body connection. We encourage women to live fulfilling and active lifestyles that are free of pain and limitations by understanding their body better and finding joy in movement. Our class sizes are small boutique studio celebrates every woman in an inclusive, comfortable environment.

Is it too long? too jargony? give it to me...

 3

3 comments

7 June at 23:05 · New member · Add topics

Long weekend and time to catchup. I've been working on my connection for our Painting and Decorating business and would appreciate some input.

"We help property owners to restore life into their homes through a fresh coat of paint and colour consultations."

Do I need to include more details eg: award winning, female and male painters, qualified or does this come latter on our page.

One thing that has come up in my interviews is that clients have been living with colours they don't like and the home is shabby and they are embarrassed to have friends over.

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29 comments · Seen by 38



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## Your questions...



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## Question - Celina



**Celina Tonkin** Do You need to have a website before you start marketing one of your programs? Can you just do a landing page, and create a LinkedIn profile. I have an old website and old LinkedIn profile that doesn't reflect my new focus. However, I don't want to wait until I develop a new website. Is a website necessary these days? And I don't want to rush into developing a new website. Can it be replaced permanently by something else eg landing page??

Like · Reply · 22h



**Laurelle Halford** Hi Celina - I had a similar question in the last webinar. Suzi mentioned it is ok to build a landing page just for your offer. Apparently Mailchimp can do landing pages, and probably other software.

Like · Reply · 14h



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**Celina Tonkin** Laurelle Halford thanks that helps!

Like · Reply · 13h



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## Question - Linda



**Linda Emslie** I'm wondering where my offer sits in relation to the sale funnel process I've sketched out.

My sales funnel is:  
downloadable lead magnet (what time-poor, stressed-out, out-of-balance business women need to feel calm, clear, focussed and centred)  
15-min obligation-free consult  
Verbal offer, followed up with written offer that contains the a common basic framework with deliverables tailored to individual needs.

So, I'm not sure where the 7 elements of an offer piece I posted last week, fits in this picture. Or if it even does.

If not, would I use it separately? If so, how would that work? Or would I create a sales funnel around it?

Like · Reply · 20h



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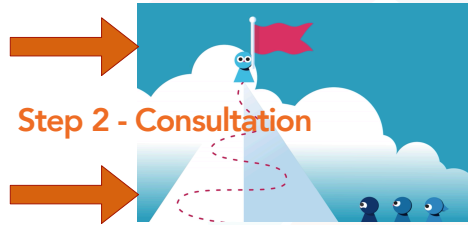
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## Your Sales Funnel



### Step 2 - Consultation



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## Question - Ange



**Ange Sinclair** In my opt in Michelle suggested I aim it more at my target market which is 45-55 professional women. How do I frame that? My opt in is the Perfect Poo checklist. Do I need to write - the 40-55 yr female perfect poo checklist? How do you target only this age group?

Like · Reply · 20h



2



**Linda Emslie** Ange Sinclair I'm struggling with this too. Glad you asked the question.

Like · Reply · 18h



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## Your Images, Your Copy, Your Title



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## Question - Litsa



**Litsa Barberoglou** Suzi, I need to create a Step 2 for my Mountain it could be an email, webinar or video. Don't know which to choose or where to start. It leads on from a quiz and the intent is to convert to a one on one coaching package. Mountain and Offer have been posted here for Michelle to critique.

Like · Reply · 19h



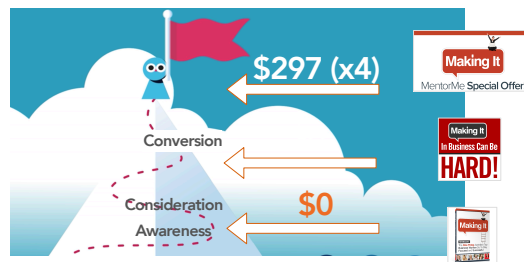
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## Your Sales Funnel




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## MentorMe Special Offer



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## Question - Sharn

 **Sharn Rizzo** Hi Suzi, Tomorrow's Q&A can't come soon enough for me. I have so many questions! The most nagging right now (and keeping me from moving forward with confidence) is: What is the best format for presenting my offer? Presenting the offer in a follow-up email is Step 2 - Consultation stage. It's high touch. Suzi's journey (Stage 1 Awareness, is a phone conversation with me IDEAL client) I was driving of course. Linda B. June just had me wondering if I should create a brochure or simply describing the offer in the body of the email. Now is the offer laid out in the 7 elements - I've added in response to Michelle's encouraging feedback: WHAT? to issue #2 for organisations committed to improving personal and professional wellbeing and workplace culture. Core Value/High Value "Value Leader" (High Touch) My IDEAL offer: Name: Mindful Works for Leaders Brand (TBA) Price: \$9560 - for up to 18 participants Includes: Each participating leader will receive:

- 2 days of severely facilitated evidence-based mindful leadership training that will empower your leadership team to reduce stress and negativity and bring calm, clarity and confidence to managing time, tasks and relationships.
- Comprehensive workbook
- Guided practice recordings
- Certificate of Completion - CPO Points may apply
- Access to Mindful Works for Leaders Facebook Group
- Discounted registration for all subsequent Mindful Works courses and retreats

On completion of the training host organisation will receive:

- Participant feedback collected, collated and provided as written report
- 1 x 1 follow-up email and/or phone consultation to support on-going implementation
- 10% Discount on all subsequent training offered by Mindful Works

Rosie: Six months unlimited email consultations. Saver: Book before end of Financial Year and save \$900. Risk Reversal: Let's fix it for FREE if participant feedback reveals critical concerns about the quality of the program content or facilitation you can book a free 'Let's fix it' session.



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## Your Sales Funnel



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## Question - Laurelle



**Laurelle Halford** My question is about AUTOMATION. There are a couple of terms I have heard since starting IDEAL, and especially in the 2 days in Sydney. I think I am behind the eight-ball with things like "Email nurture sequence/ Email sequencing, Lead magnets, On-boarding sequences", but it all seems to lead to an element of automation. One of my goals is to automate my business as much as possible so I can eventually achieve my 'Life of Plenty' (as identified at REACH Retreat) and be away from my business for travel (work or pleasure). For the moment I am balancing client contract marketing work with my heart's desire DIY Tourguide, so this is another more immediate reason to automate more. As my business is a product business, not a service business - are there any specific recommendations for greater automation with a business like mine? Any practical examples? Thanks Suzi 😊

Like · Reply · 14h · Edited



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## Nurture Sequence

- 5 Goals of your New Customer Communications
  - 1.Reassure
  - 2.Orientate
  - 3.Switch On
  - 4.Connect
  - 5.Move Forward



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## Lead Magnet Types

- ebook
- Report/Guide
- Checklist
- Free Trial
- Challenge
- Video Course
- Physical Product
- Quiz / Diagnostic
- Tool
- Webinar/ Free Online Training
- Live Event
- Other



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## What to Automate?

- Anything that is done manually that could be managed with a tool or software
  - Lead Generation
  - Lead Conversion
  - Post-Purchase Activity



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## Question - Julie



**Julie Donnell** Looking forward to checking in from my childhood hometown tomorrow...My query is around trying to minimise the steps up the mountain while still trying to include the qualifying elements of 'Does this sound like you' checklist and 'Is this what you are looking for' checklist. Potential clients will either see themselves in these checklists and take the quiz & download E-Book or do nothing and move on. I also have a table which distinguishes differences between certain health professionals (including coaching) to further qualify ideal clients. So I feel that there are many different tools to move potential clients from awareness to consideration to conversion and I am confused as to where I place all this information on my website while still trying to focus on a clear climb up that first mountain. Once people purchase the first time, it is so much easier for them to purchase again. Thank you very much **Suzi Dafnis** and **Michelle Falzon** 🙏

Like · Reply · 9h



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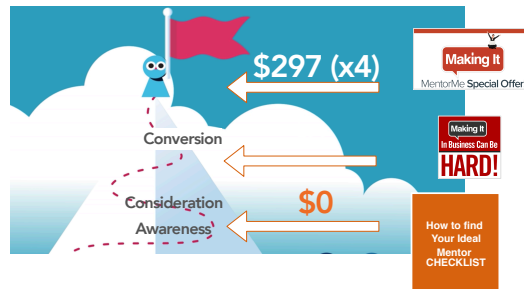
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## Your Sales Funnel



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## Question - Jayne



**Jayne Gallagher** These resources that we have access to are amazing so thank you [Suzi Dafnis](#) and [Michelle Falzon](#) and the entire team. Am devouring it all and have already made a few changes in my business as a result. Everyone is now talking about IDEAL who, what and how! Still playing a little bit of catch up after missing three weeks in China and in particular I am having a bit of trouble working out when something is a step up the current mountain or whether it is a separate mountain. Also not so familiar with automation terms that someone mentioned before (glad I am not the only one!) 😊

Like · Reply · 7h



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## Question - Shandra



**Shandra Moran** Hi Suzi, hope you're happy and well... my first question is about pricing as that was some feedback from [Michelle](#) - that my current pricing is potentially too low for the offer, depending on what my follow up offer is... so my question is to talk through the current mountain plan and decide if I increase the price, or work on the follow up offer.

Like · Reply · 7h



**Shandra Moran** Hi again Suzi, my second question is about the program name and 'tagline'. Would love to get some input on this. [Michelle's](#) feedback was that she likes the CEO You name but not sure about the 'Being your own boss in the business of your life'. I added this as I got some feedback that just hearing/seeing 'CEO You' could mean that it's for people who want a job as a CEO... So would love any thoughts/feedback on this. Thank you!

Like · Reply · 6h



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## Any other questions?



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## What's Next?



Monthly  
Online Workshops

25 June 2019



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## Share in the Group



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Thank You. See you soon.

YOU ARE AWESOME!



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