

Monthly Group Q&A Call



Monthly Group Q&A Call

13 August 2019



What's Coming Up

- IDEAL Moments
- Project Checkin
- Your Questions
- More of Your Questions
- What's Next?



IDEAL Moments

Karina Prefontaine

8 August at 13:59 · Add topics

Website Home Page

Hi Everyone,

Can you please help?... See more

IDEAL BUSINESS accelerator

FASHION & SHOW

What News Today

See more

You, Frances Pratt and 1 other

6 comments · Seen by 29

Like

Comment

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IDEAL Moments

Frances Pratt

8 August at 10:51 · Study Tools

I'm doing some research ...

What signs show you customers are unhappy.

Here is what I've thought ... but would love your input. ... See more

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IDEAL Moments

Judy Bailey

8 August at 12:17 · Add topics

Awkward Conversation:

It's so much appreciated when a potential client makes the call that your quote was unsuccessful. It cant be easy for them, I find it just as hard to receive the call as it is for them to make it. Finding the right words on the spot to make an awkward conversation comfortable for everyone is difficult.

Does anyone have any tips on how to cope with these types of conversations

You

Quote

Client

side-by-side

You

Quote

Client

across from each other

Peter Johnston, Frances Pratt and 2 others

8 comments · Seen by 2

Like

Comment

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IDEAL Moments



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Project Check-in

- Your Name
- What you do - Connection Statement
- Project - In a sentence
- Project Status - stage you are at



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Your questions...



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Question - Shandra



Shandra Moran My question is that I would like feedback on some FB ads that have just started to promote my opt in. I have someone running them for me and we have 3 versions running initially to test and see which one/s get the best result - will upload as a file... thanks

Like · Reply · 16h



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Question - Shandra



READY FOR A CHANGE IN
YOUR WORK LIFE?

MAKE YOUR NEXT CAREER MOVE WITH
GREATER EASE AND CONFIDENCE

WITH SHANDRA MORAN



READY FOR A CHANGE IN
YOUR WORK LIFE?

MAKE YOUR NEXT CAREER MOVE WITH
GREATER EASE AND CONFIDENCE



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Question - Shandra



The Transit Lounge Ad Campaign:
Top 10 in Demand Skills

Ad Copy #1:

Are you starting to feel like you're hitting a roadblock in your professional life?

The good news is that you're starting to feel that this way. The bad news is that you're not even asking for. The sign for you to make for a change in pace and a change in your work life.

Are you ready to get out of your comfort zone and feeling like you're not?

Make your next career move with greater ease and confidence with this free guide.

"The 10th Demand Skills for making a career change".

An easy to read eBook that will quickly help you identify the skills you already have and that you need to develop to move forward. Take the time to read it, understand your career and understand how these skills can help you feel ready for your next career move.

Stop feeling lost and start to feel more confident in the skills of changing paths in your career.

Download your free eBook now at https://www.transitlounge.com/demand_skills/



AT A CROSSROAD IN YOUR
PROFESSIONAL LIFE?

USE AN EASY-TO-READ GUIDE TO
MAKE A CAREER CHANGE



Social Media Title
<https://www.transitlounge.com/call>

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Question - Shandra



Ad Copy #2:

Work not feeling as satisfying as it used to feel?
Are you unhappy and unfulfilled at work and feeling like it might be time for a change in your work life, but unsure how to make the first move?

Making a career change later in life can seem a little scary and overwhelming, but believe me it can be rewarding – and it's totally possible for you.

Throughout the last 10 years, I've personally made many significant career moves, each move teaching me more and inspiring me to take charge in my professional life and do work I genuinely enjoy.

And you may be thinking of doing the same. Maybe you're thinking of stepping out and doing something completely different, or making moves towards being your own boss.

Either way, this quick guide will help you leverage the skills you'll need to make your move. "Top 10 in Demand Skills for women making a career change".

Download your free Ebook now at <https://www.theonlifecourse.com/demand-skills/>



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Subject Lines

- **Benefit** - e.g. The 8 sales tips to transform your presentation
- **Urgency** - e.g. Last Chance - Sale ends tomorrow
- **Curiosity** - Are you missing this one career-boosting skill?
- **Social Proof** - How Sally got that dream role
- **Story** - The day my business was almost over...
- **Passion/Personal** - Why Networking is Icky
- **News/Publisher** - 2019 Career trends for women
- **How to** - How to get that dream job, even if you don't think you're ready



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Elements of the Ad

- **Image** - real vs stock
- **Static vs Video** - test video vs image
- **Copy** - Long vs Short
- **Link** - keep near the top of the ad
- **Who** - have a clear target market and call them out
- **Messaging** - speak to the pain points of the ideal client
- **Audiences** - who are the ads being shown to? Interests? Lookalike audiences to buyers



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Rick Mulready - podcast



Question - Julie



Julie Donnell Welcome back team Suzi and PJ to cooler weather 🌞

With regard to my 1 who, 1 what and 1 how marketing mountain I would like to create a simple video of me on the (step 2) thank you page. I listened to James Wedmore's 'Videos that Sell' and I love his strategy but I don't think I use this entire step-by-step formula on this thank you page(?) I completely understand how people need to be sold on me before they ever invest in my programs which is why I have a 90% conversation rate when people get to the point of the 'Check it out Chat' with me. I feel if they meet me (in the automated process) that will move them up my mountain quicker. If a video is a good move then where do I start, should it be auto-cued, casual, short and succinct...I need help here please!

[Like](#) · [Reply](#) · 14h



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8-Step Sales Video Formula

1. Get Attention
2. Identify the Problem
3. Agitate the Problem
4. Identify the Solution
5. Introduce the Product
6. Results and Benefits
7. Your Call to Action
8. Social Proof



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Question - Karina



Karina Prefontaine Payment Options

I'm setting up AfterPay and Stripe on my website along with the standard credit cards and PayPal. In terms of Stripe and AfterPay should I offer both types or stick to one type?

Shipping

I'm thinking of moving from Australia Post to Sendle. Is this a good choice for shipping?

Like · Reply · 19h

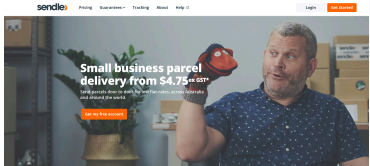


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stripe afterpay



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Spend less on deliveries

Use the guide below to choose the service that suits your business best.


Sendle Standard	Sendle Premium	Sendle Pro
Best for small businesses	Best for small businesses	Best for established businesses
\$6.80	\$5.80	\$4.75
\$18.45	\$13.45	\$13.45
<ul style="list-style-type: none">Free deliveryFree returnsFree insuranceFree trackingFree delivery to all statesFree delivery to all territoriesFree delivery to all countries	<ul style="list-style-type: none">Free deliveryFree returnsFree insuranceFree trackingFree delivery to all statesFree delivery to all territoriesFree delivery to all countries	<ul style="list-style-type: none">Free deliveryFree returnsFree insuranceFree trackingFree delivery to all statesFree delivery to all territoriesFree delivery to all countries
Get the Standard	Get the Premium	Get the Pro



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Question - Dianne





Dianne Irving My question is around mindset:
We have had a very challenging financial year (actually 2 years now) with our solar power business and I am bone weary with stress. We have an opportunity coming up this month which hopefully will change the financial trajectory of the business. It will still require a lot of time and focus for the next several months and beyond.

As for my writing project and Little Tulip Books I feel quite disheartened. Our goals group have decided to focus our action, accountability and clarity around our projects which is good. Looking to ignite the spark and excitement around Tulip. Any good ideas around re-engaging with this business?

I won't be available for the call however I know listening to the recording of responses to every ones questions will be inspiring.

[Like](#) · [Reply](#) · 2h





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A return to confidence

- Purpose
- Passion
- People
- Plan/Prepare
- Power



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A return to confidence

**ARE YOU FRUSTRATED
WITH YOUR CUSTOMERS
NOT PAYING YOU ON TIME ??**

ACS PREMIUM PACKAGE provides you with
UNLIMITED DEBT COLLECTIONS for 12
months!

Our Premium Package includes:

- Debt Collection solutions on any overdue accounts
- ACS provides debt collection strategies that give you 12% Success
- We take care of everything from start to finish
- Work exclusively with one of our female debt collection experts
- Personalised services and providing you updates on any changes
- Weekly Priority Status reports
- 24/7 Online access
- Response time within 48 hours with an outcome
- Commission is charged on Successful Collections!

Our fee \$465.00 +gst

**SIGN UP NOW BEFORE 30 AUG 2019 &
RECEIVE OUR 4 BONUSES!**
02 9790 6477

ACS Debt Collection
02 9790 6477
www.acsdebtcollection.com.au

**YES!
I'M INTERESTED**



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Elements of an Offer

1. Price
2. Inclusions
3. Naming
4. Branding
5. Risk Reversal
6. Bonuses
7. Scarcity

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How to Name Things

- Clear on the who - name them
- Overall brand and strategy
- Big idea
- Say what it does
- Keep it to 2-3 words
- Aliteration e.g. Millionaire Mind Mastermind or Collect Cash
- More ideas in Masterclass with Amey Lee



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What's Next?



Monthly
Online Workshops

27 August 2019



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Implementation Day



LIVE
Implementation Days

24 September 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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