

# Monthly Online Workshop

27 August 2019



# Monthly Online Workshop

27 August 2019



Monthly Online Workshop



## What's Coming Up

- IDEAL Moments
- How to design products that your customers will love
- Study Tasks
- What's Next?
- Your Questions



IDEAL Moments



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IDEAL Moments



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IDEAL Moments



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# IDEAL Moments

Just finished how to make things @ can starting our weekly role at 1- hour Tuesday project for our idea of them

What will you develop tomorrow, or the week or your project?



12 Comments · Seen by 37


Like · Reply · 1 min


Frieda Maher Oosh, greet name. i have already spent more than an hour today working on promoting my "How to stop your CRM waiting your money and your team's time" event. A lot still to do, but at least it is out in the world now!

Like · Reply · 13h

Kristy-Lee Highway Billett Content for the email sequence post opt in on my lead magnet. Final touches on lead magnet design and content and Mail Chimp set up

Like · Reply · 13h





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Planning



Sales & Marketing



Products



Systems



People



Money



Technology



You

# 8 Business Growth Zones



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# IDEAL Business System


The 5 Steps That Can Help You Achieve **ANYTHING** You Want In You




identify




design




engage



act



leverage



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## Products (and Services)



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## The rule of 1



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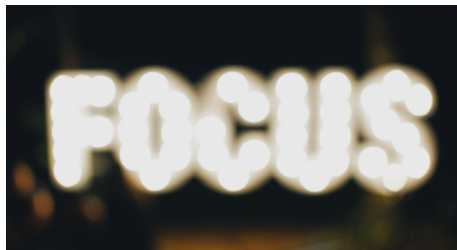
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## A focus on Products



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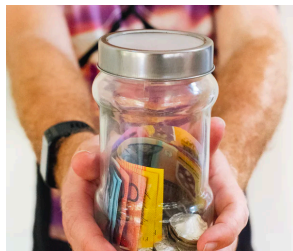
## Focus on Products doesn't happen in isolation



## Focus on Product

- Create better offers for your target market
- Be the expert and authority in your niche
- Identify trends in your industry before your competitors do
- Create more offers that convert
- Innovate with your products

## Pricing



## What should you charge?



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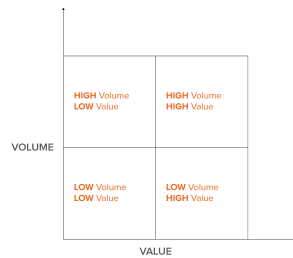
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## Volume or Value?



High Touch or Low Touch

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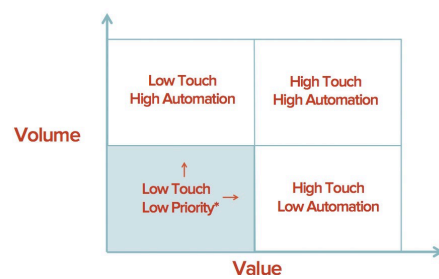
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## High or Low Touch



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## Specific Pricing



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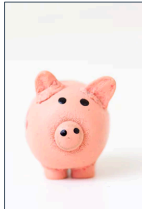
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## Pricing Strategy



Budget



Market



Premium

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## Ascension Model



High

Medium

Low

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## Ascension Model

\$79	\$497	\$1,497
 HerBusiness Network	 IDEAL BUSINESS accelerator	 Marketing Success MASTERMIND
HerBusiness Network	IDEAL Business Accelerator	Marketing Success Mastermind

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# The Chocolate Wheel Model



The diagram illustrates 'The Chocolate Wheel Model'. It features a circular wheel divided into 24 segments, each containing a small white dot. The segments are color-coded in a repeating pattern of red, yellow, green, and blue. The wheel is mounted on a silver-colored stand with a triangular base. The word 'CUSTOMER' is written in the center of the wheel. The entire model is set against a white background with a subtle shadow.

## Open or closed?



**Open**  
Buy any time



**Closed**  
Buy only when open

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## Viability



## Know Your Numbers



## IDEAL Business System

The 5 Steps That Can Help You Achieve  
**ANYTHING** You Want In Your





**identify**

- Ideal Client
- Problem or Pain Point
- Specific Product or Service you want to offer



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**design**

- What is the WHAT that you are selling
- The team that is needed to create/deliver
- The customer experience
- The finances



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**Remember...**



People Don't Buy Your Product



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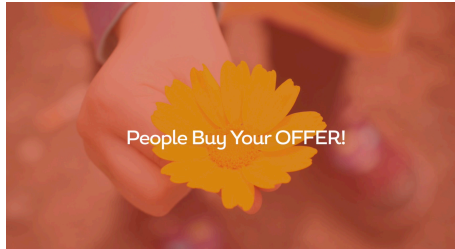
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Remember...



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## 7 Elements of An Effective Offer

- 1.PRICE
- 2.INCLUSIONS
- 3.NAME
- 4.BRAND
- 5.RISK REVERSAL
- 6.BONUSES
- 7.SCARCITY



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design

- It's place in your ecosystem
- The marketing system for selling this product or service
- MVP or fully-fledged product?



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The slide features a large, stylized graphic of a hand with five fingers, each a different color (pink, grey, light blue, yellow, and orange). The word "engage" is written in green below a small icon of a gear with a green segment. The IDEAL BUSINESS accelerator logo is in the bottom left, and "Monthly Online Workshop" is in the bottom right.

**engage**

- The ideal clients
- The right team (staff and suppliers)
- Experts and partners
- Mentors and resources

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The slide features a large, stylized graphic of a hand with five fingers, each a different color (pink, grey, light blue, yellow, and orange). The word "act" is written in orange below a small icon of a gear with an orange segment. The IDEAL BUSINESS accelerator logo is in the bottom left, and "Monthly Online Workshop" is in the bottom right.

**act**

- The ideal clients
- The right team (staff and suppliers)
- Experts and partners
- Mentors and resources

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The slide features a large, stylized graphic of a hand with five fingers, each a different color (pink, grey, light blue, yellow, and orange). The word "leverage" is written in teal below a small icon of a gear with a teal segment. The IDEAL BUSINESS accelerator logo is in the bottom left, and "Monthly Online Workshop" is in the bottom right.

**leverage**

- Do more with less
- Invest in marketing
- Use automation and tech
- Recruit the right people to get you out of the delivery
- Go from 1:1 to 1:Many

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## IDEAL Business System

The 5 Steps That Can Help You Achieve  
**ANYTHING** You Want In You



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## Study Tasks

- IDEAL Product Review
- Use your Hour of Power to work on this
- Put your product questions in the group



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**REACH**  
*Your Big Goals*

29 August • 10:30am AEST • LiveCast

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**What's Next?**



Group Q&A Calls

10 September 2019



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**What's Next?**



LIVE  
Implementation Days

24 September 2019



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**Your Questions**



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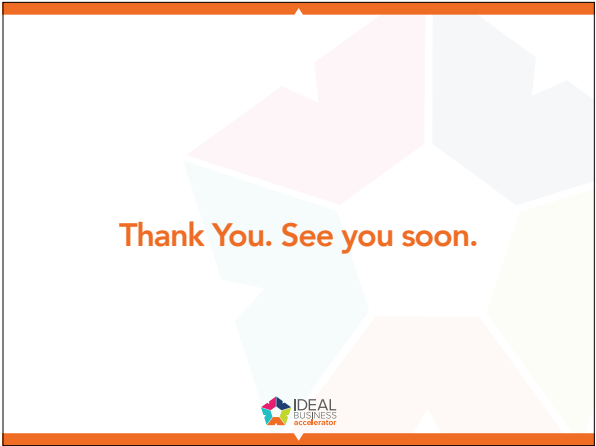
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