

Monthly Group Q&A Call



Monthly Group Q&A Call

13 January 2020



What's Coming Up

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



IDEAL Moment

**Kristy-Lee Heighway Billett**
January 9 at 2:29 PM

I just wanted to share something exciting but silly!
I just set an out of office email as I'm heading away with my family for a holiday 🌴 yay, I am very excited!

When was the last time I set an out of office email? NEVER! 13 years in business and NEVER!

When business was big and busy and great I thought I always had to be available, when business was small and tough I definitely thought I had to be available all the time.

When I joined IDEAL I distinctly remember writing somewhere, maybe on the application, that taking the family on a holiday in January 2020 was an important goal, and at that time I honestly was in such a hole I wasn't sure it was possible or what it would look like, and I definitely didn't think that I wouldn't be working constantly the entire time we were away.

So I wanted to share this and say that I am so incredibly thankful for this group and the support and encouragement I receive from Suzi and each of you. You are all amazing!

So if I don't make next weeks Q&A call it's probably because I am trying to make sure one of the kids isn't trying to snorkel off to another country but I will be sure to catch up on the recording. 🍷🍷🍷

  11

10 Comments · Seen by 29



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IDEAL Moment

**Delia Bower**
January 9 at 2:20 PM

It is so nice to run into people at my work place, last week at Salamanca mkst I had a visit from the lovely Laurelle Halford, so nice to put faces to names



  15

2 Comments · Seen by 29

 Like

 Comment



**Suzi DeHia** You guys!!! Woohoo.
Like · Reply · 1d

**Sineke Ferlatus** How cute!
Like · Reply · 1d



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IDEAL Moment

**Karina Prefontaine**
January 9 at 1:02 PM

The person behind Plum Petal.

After 5 years of never putting myself out there, finally after much encouragement from Suzi DeHia I booked a professional photoshoot and did it yesterday.

I researched the look and found a person locally... [See More](#)



  12

20 Comments · Seen by 37



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IDEAL Moment

Suzi Dahms

December 22, 2019 at 11:42 AM

YOUR PROJECT - JANUARY TO MARCH

When I slow down (like I am for the next two weeks) new ideas tend to flow. So, I'm filling in some planning and study between social and family events, so that can kick off 2020 energized and focused. Invitation: Take some time to reflect on the project you want to prioritize here in IDEAL for the first quarter of 2020. When it's clear, go ahead and tell us about it.

Kristy-Lee Hargreaves @Brett My G! 2020 project is my podcast, The Inspire Personal Business Podcast! I'm working on the project plan today and have started mapping out content. Plan to launch first week of March. No doubt will be posing lots of questions in this group over the coming months! 🙌

Suzi Dahms @Suzi Dahms: So excited for this. Love that you're working on the project plan. Let us know how we can help. Be exciting.

Kristy-Lee Hargreaves @Brett Suzi thank you! we'll definitely be asking for some help along the way, all very new but exciting!



Monthly Group OBA Call

Your questions...



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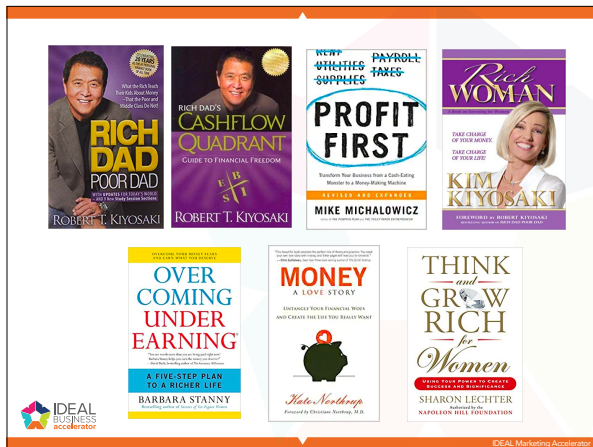
Question - Shandra



Shandra Moran First question that comes to mind - given your EXCELLENT taste in books - what are your favourite book recommendations about money?
PS as the resident 'gemini-can't-just-have-one-of-anything-multiple-question-asker', I will likely have another question 😊



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Question - Jayne



Jayne Gallagher Hi, Suzi I have a couple of inter-related questions that are about setting up a financial monitoring system. I use Xero which has lots of reports that I can run but I want to know about what are the most important numbers to keep a close eye on. Aside from looking at what money is in the bank (and making sure that there is enough to pay the bills!) what are the key, most important, metrics/numbers/reports we can/should use to see whether something is profitable or not? Should we monitor at the individual product level or at the company level or both? How often should we crunch and review the numbers? Sorry if I have asked too many questions. 😊



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Question - Karen



Karen Geloven Happy New Year Everyone, I would love some pointers on how to better manage cashflow. Also the number 1 question I get from my husband is related with money spent on advertising/marketing. How much do you need to spend to get a lead? Is there a more accurate way to monitor the ROI for marketing? How much money is too much to spend on advertising?

Like · Reply · 14h



1



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Question - Shandra



Shandra Moran I have a potential second question depending on time etc... not money related...
I want to rename my private Facebook group to attract 40+ women who want to transition from a successful but unfulfilling management role/career into working for themselves. Ideal client works in a creative industry or role eg media /marketing etc they may start with a side gig, or want to make it happen sooner, but the focus will be on helping them create a plan to make the move when they are ready...



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Question - Julie



Julie Donnell Happy New Year 2020 to everyone in IDEAL...I have a question about identifying the best online booking system for clients to book appointments/sessions online...I currently have Calendly up and running but wanted to find out if others have a system they would highly recommend with regard to ease of use for the client, cost efficient, reminders etc...Also there is a strong possibility I may not be able to attend the Q&A session but will catch up on the recording - thanks so much ladies and enjoy connecting! 🍷



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Question - Frances



Frances Pratt MONEY:
What tools do you use to Budget and Forecast?
I am using Xero and have a Spreadsheet - but is there something better?

Like · Reply · 1m



Frances Pratt Also - what routine do you use to keep on top of knowing where your numbers are at / weekly / monthly etc.



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Your questions...



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What's Next?



Monthly
Online Workshops

21 January 2020



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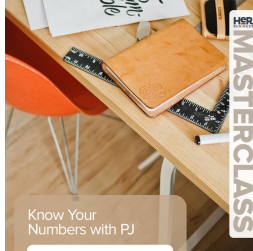
- Planning
- Sales & Marketing
- Products
- Systems
- People
- Money
- Technology
- You

People!
February Focus



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Money MasterClass



Know Your
Numbers with PJ

29 January 2020



Monthly Group O&A Call

Business Growth Summit



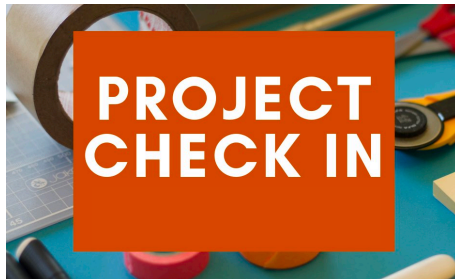
Business Growth Summit
FOR WOMEN ENTREPRENEURS

herbusinessgrowthsummit.com



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How's it going?



PROJECT
CHECK IN



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Just One Hour (to 5 Hours ;-))



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Share in the Group



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Thank You. See you soon.

YOU ARE AWESOME!



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