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Q&A Session
26 June 2019

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Suzi Dafnis
CEO, HerBusiness



HerBusiness Marketing Success Mastermind

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Michelle Falzon
We Are Content



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What's Coming Up

- "What I feel like saying"
- Your questions
- What's Next and 30-day Project Focus



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"What I feel like saying..."



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Your Questions





Your Question - Karen



Karen Parish Background

As you would expect, there are a million and one administrative jobs associated with websites. I am soon to hire a customer care / admin person to free up more of my time to spend on designing.

So, I am looking for recommendations on the best (i.e. easiest to use) project management system to work with a small team of 6-8 people.

I am currently using Trello with my freelancers, but it is really more of a place to access information rather than a project management system. Or that could be that I don't know Trello very deeply?

I have heard several MMs talk about Teamwork and would like to know if this is suitable for me.

I have used Basecamp in the past, but did find it a bit PC to use. I have been a Mac user for 30 years, so I think like a Mac person regarding usability.

So the question is:
Is Teamwork the right program for me? Or something else?

Thanks so much, Karen xx

Like Reply 2h



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Project Management Software

- Trello
- Teamwork vs Asana/monday.com/Zoho
- Price and feature comparison



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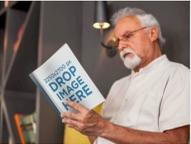
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The Guide

Chantel Gilbert uploaded a file.
June 21 at 11:49 PM

Equation Incubator Finished the first draft for my rebate guide would love your thoughts.

I'm yet to put bluegum contact details or a cta in, but I've tried to create the problem at the end by telling them the three things they need to get the right solar.

Should I put more about us or our story in there?

Where should Bluegum's contact details go?

Are their knowledge gaps that I've assumed and missed when you go through it?

Thoughts on what sort of images to use in the images spots.

Thanks in Advance

Homeowner's Guide to Saving Money with Solar ... PDF

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Your Question - Kim

- What are you known for?
 - We want to be known for successful ERP projects
 - Many ERP Projects Fail
 - Precise ERP SUCCESS Framework
 - Different to our methodology, which is about the implementation stages and tasks. The framework is about the success factors.



Your Question - Kim

- The Precise ERP Success Framework
 - **S**trategise the Project
 - **U**nderstand the Objectives
 - **C**ast the Team
 - **C**ontrol the Scope
 - **E**ngage the Users
 - **S**tage the Delivery
 - **S**upport Ongoing Success



Your Question - Kim

- I'd love ideas on how I can **apply this in our marketing** and sales process, to help **build authority** in this space so that **successful projects are what we are known for**, whether people know us or not.



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The Connection Scale™

Isolation ————— Transaction

CONNECTION
CONNECTION

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Thought-Starters

i23RF PHOTOS VECTORS FOOTAGE AUDIO

flow diagram

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INFOGRAPHIC

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Your Question - Kim

2. Integrate it!

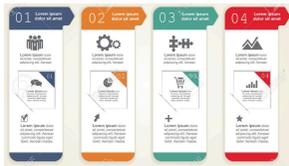
- This is your CORE content
- Advertising
- Sales Presentations & Proposals
- Blog posts
- Speaking Engagements
- Website
- Downloads Trade Shows
- Printed Materials
- Start Where You Are



Your Question - Kim

2. Integrate it!

- Broad and shallow
- Broad and deep
- Narrow and shallow
- Narrow and deep



Your Question - Kim

3. Get Contentious!

- What can you say in these areas that will stir the pot?
 - eg Strategise The Project / Cast The Team / Control Scope
- Really have something to SAY
- Gets you noticed
 - Blog articles read and shared
 - PR opportunities
- Speaking engagements



Your Question - Kim

4. Longevity

- This is a "hotel"
- Get your team on board
- Get it into the language - team and customers
- Find what "sticks" - research, test, MVP, survey, get feedback

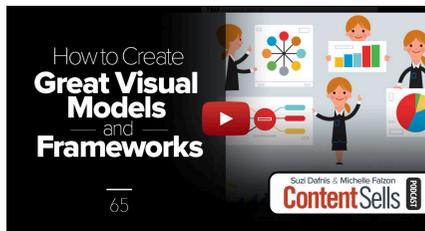


Your Question - Kim

1. Visualise it
2. Integrate it
3. Get Contentious
4. Longevity



Your Question - Kim



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Facebook Page



Zyteq: Access
Communicate
Connect
@Zyteq

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Your Question - Amy



Amy Geach Not sure if this is a suitable question, but something I struggle with - so much money going out the door, and not enough coming in for Maida Learning. Can I ask about when to know if you need to add in extra things into your business - when you might not be making the money you currently need - the situation where you might need to invest in something to improve sales, but expenses are adding up. I am thinking specifically for Maida Learning of whether I need lead pages and/or bucket io....? How do you work out whether to invest in these, or just do what you are doing until you have more money to afford them???? PJ if you read this - I know I know the budget!!! I hope I have articulated that ok.

Like · 3h

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Your Question - Amy

- Do you have a budget?
- How often are you reviewing actual against budget?
- Is the budget profitable to the level you want and do you hit budget?
- Are you running cashflow projections?
- How often are you reviewing and how far are you projecting?
- Are there cashflow gaps?

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Your Question - Amy

situation where you might need to invest in something to improve sales, but expenses are adding up. I am thinking specifically for Maida Learning of whether I need lead pages and/or bucket.io...? How do you work out whether to invest in these, or just do what you are doing until you have more money to afford



Your Question - Amy

- One of THE million dollar questions :-)
- Ways to get tools / people / other resources you need for growth:
 - Cashflow
 - Debt
 - Investors
- All comes back to budget and return on investment
- YOU are an investor in your business... what return do you want/ expect/need and what level of risk are you prepared to accept?



Your Question - Amy

- Specifically re tools like LeadPages / bucket.io etc
 - What will you use them for (Strategic Objective)?
 - What is the return and how quickly will you get it?
 - What is the downside (we can all live with the upside)?
 - What else can you STOP paying for if you do this?
 - Paying for tools we don't need or use - be vigilant
 - Flip side, one new tool can open up a big revenue opportunity



Your Question - Amy

- +1 to suggestions so far
- Start with the top level goal - what is your vision for Maida Learning?
 - Revisit the business model and what works and can be scaled or be profitable
 - What investment is **really** needed in order to make it more profitable, if that is the goal
- What can you do with what you've already got? What would be a good project related to Maida Learning -
 - Is it revenue? Product development? Less time/more automation?



What's Next?

- Mastermind Strategy Sessions - July to December
- 24 July - Mastermind Q&A
- 22-23 August - New Intake will join you at the next 2-Day Workshop



“What I feel like saying...”
+ Your Focus



Thank You



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