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**Marketing Success**  
MASTERMIND

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**Marketing Success**  
MASTERMIND  
**Q&A Session**  
26 June 2019

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**Suzi Dafnis**  
CEO, HerBusiness





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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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# Your Question - Chantel



Chantel Gilbert

Can I please have my rebate guide reviewed 😊  
will have it finished on Monday

Like · 3d

1



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# Your Question - Chantel



Homeowner's  
Guide to Saving  
Money with  
Solar Rebates

How to Get Your Solar Vic Rebate  
Approved Instantly!



BLUEGUM  
ELECTRICAL SOLUTIONS



ACCREDITED  
INSTALLER  
Janelle Gilbert



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MUSIC  
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THERAPY



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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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# The Guide



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OK



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## Why we created this guide

Hey There-

- Create to hear you want to save some money with Solar
- Rebate ~~because who doesn't love free money~~
- However the rebates can be confusing and we wanted you to get the RIGHT information and make an informed decision when it comes to going solar
- So we created this guide to
  - Make sure you get all the rebates you deserve
  - Give you one place to get
  - Because I know how much money you could save with solar
- If you have any question or needed any more help with the rebates you can contact me direct on 1300 306 642 or email me at chantal@blueumelectrical.com
- Here to see cleaner greener future-

Chantal - Josh Gilbert





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# The Guide

### Table of Contents

**SAVE MONEY WITH SOLAR REBATES**

- 1. Understanding Your Eligibility
- 2. How to Apply for Rebates
- 3. How to Get the Most Out of Your Rebates
- 4. How to Get the Most Out of Your Rebates
- 5. How to Get the Most Out of Your Rebates

### What Rebates Can You Get?

**There are 11 rebates available for Home Owners**

**Your ETC**

- 10% of the total cost of the solar system (up to \$10,000)
- 10% of the total cost of the solar system (up to \$10,000)
- 10% of the total cost of the solar system (up to \$10,000)

**There are also several other rebates available for Home Owners**

- 10% of the total cost of the solar system (up to \$10,000)
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- 10% of the total cost of the solar system (up to \$10,000)

**8 Key of Solar - 433 Certificates**

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### What Rebates Can You Get?

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**8 Key of Solar - 433 Certificates**

- 10% of the total cost of the solar system (up to \$10,000)
- 10% of the total cost of the solar system (up to \$10,000)
- 10% of the total cost of the solar system (up to \$10,000)

### How to Apply for the Solar VEC Rebate

- 1. Complete the rebate application form
- 2. Submit the application form to the rebate administrator
- 3. Wait for the rebate administrator to process the application
- 4. Receive the rebate funds



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## The Guide

## The Secret Loophole



It all comes down to who's on the Rates Notice and WHO has to prove eligibility

The people listed on the rates notice are considered the household and are the **ONLY** people who must provide income documents.

**What does this mean-**

**What does this mean-**  
If the property is only in one person's name only that person must have proof of income under = 150,000=

Likewise if the property is in joint names the combined

Likewise if the property is in joint names the combined income of those people needs to be under = 180,000 =

Remember this is based on the notice of assessment after tax deductions have been accounted for not your salary-



© 2000 Blackwell Science Ltd *Journal of Internal Medicine* 247: 399–407

Getting the RIGHT Solar.



### 3 Things you need to get the RIGHT solution

- ✓ 1- **Onsite Consult** with a **qualified installer** including the proper inspection, understanding your expectations and preferences and reviewing your bill-
  -
- ✓ 2- **Utilizing the data** from your **electricity meter** showing your **your consumption profile** simplifying your **usage to highlight how and when you use** your power so you can get the **RIGHT** design and solution for your family.
  -
- ✓ 3- **Choose Quality Products** solar is a long term investment and you want to last **25+ years** look for
  - 10Years - **Warranty on your inverter**
  - 10Years - **Warranty on your panels**
  - **Monocrystalline Panels**
  - **25 Year panel performance warranty above 82%.**



• Compare Classical Solution Types



## The Guide

## Your Free Solar Consultation



Want to know much you can save with the solar rebates?

Get your **FREE** Bluegum Solar Consult - **Valued at - \$397** - simply call us on **1300 306 342**

- **includes**

- ✔ **Detailed Property Inspection** - understanding your expectations and preferences and roof - switchboard inspection-
- ✔ **Usage Review - Meter Data** - understanding your expectations and preferences and reviewing your bills-
- ✔ **Your Custom Designed System - Detailed Proposal** - Your star customer will need to consult you and you'll get a detailed summary of the numbers so that you can know right from the start how much you can save on your electricity bill each year-



\* <http://www.fishbase.org/fieldcol/fieldcol.html>



## Landing Page



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# Thank You / Step 2 Page

Yippee!

Your Guide to Saving Money with Solar Rebates is on its way.

It will arrive in your inbox in the next few minutes. In the meantime...

Find out how much you could save with Solar Rebate with a Free Solar Consult, valued at \$397

Get a Free Solar Consultation with Josh

In this free 60-minute on-site consult, you'll get:

✓ Detailed Property Inspection

Understanding your expectations, preferences, and a roof & on-board inspection.

✓ Usage Review & Meter Data

Understanding your expectations and preferences, and reviewing your site.

✓ Your Custom Designed & Proposal

Designed to suit you with all the numbers the numbers so that you can know right from the start how much you can save on your electricity bill each year.

Schedule My Free Consultation

Josh O'Leary

Head Electrician

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# Your Question - Yvonne

Yvonne Shepherd

#question

I am working on customer journey mapping and following certain customers as they join and move around our community, so that I can make improvements to the onboarding. My question relates to the exit interview when members leave. At the moment we don't have a process around this other than "contact us to cancel" and I would like to know why so that we can perhaps extend the stay or improve the offering. My specific questions are: 1. What to ask 2. When to ask 3. How (or when) so that we do get answers. I was thinking of this process " we are sad to see you go. Happy to cancel your membership. If you could simply answer these 3 questions (etc) we will make sure it is processed. Then a confirmation of membership cancelled.

Like · Reply · 20h

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# Customer Exits

• Automatically cancel vs 'request to cancel'

• Team Training and ROI

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## HerBusiness Network Membership - Exit Survey

We are sorry to see you go. Thank you for taking a moment to tell us why you have decided to discontinue your HerBusiness membership. Here's to doing what you love, Suzi Daffin - CEO, HerBusiness


Tell us why you are discontinuing your HerBusiness Network membership? Feel free to be as detailed as you like.

What is your name? \*

First
Last



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A little more info? (optional)


If you are happy to elaborate, we'd love to hear from you.

If not, click submit and you'll end the survey.


What was the most valuable part of membership you and your business?

Which of the following Member Benefits did you take part in?

- ☐ RoundTable(s)
- ☐ Online Library
- ☐ Member Profile
- ☐ Free advertisements
- ☐ Goals Group
- ☐ IDEAL Business Accelerator
- ☐ Mentoring
- ☐ MasterClasses
- ☐ Facebook Group
- ☐ Hot Seat
- ☐ Other




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What product, service, or benefit - if it was offered and delivered by HerBusiness - would it make membership a MUST for you (and possibly for other women in business)?

If you have any other suggestions for improvements or comments, we'd love to hear them. Thank you.

Submit



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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.



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## 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



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## 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

CONNECTION

CONNECTION

Transaction





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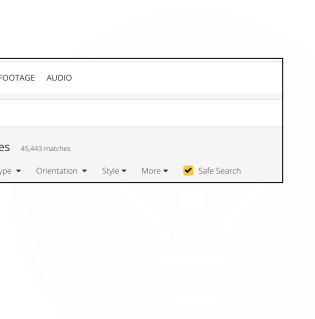
Thought-Starters


PHOTOS VECTORS FOOTAGE AUDIO

flow diagram

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Thought-Starters







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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



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Your Question - Kim

2. Integrate it!

• Broad and shallow

• Broad and deep

• Narrow and shallow

• Narrow and deep

01  
Lateral Brand  
Awareness



Content Marketing  
Social Media  
Public Relations

02  
Direct Brand  
Awareness



Content Marketing  
Social Media  
Public Relations

03  
Lateral Brand  
Engagement



Content Marketing  
Social Media  
Public Relations

04  
Direct Brand  
Engagement



Content Marketing  
Social Media  
Public Relations



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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



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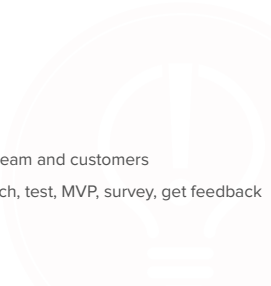
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## Your Question - Kim

### 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



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## Your Question - Kim

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



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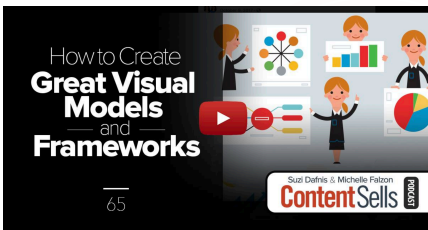
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## Your Question - Kim





How to Create Great Visual Models and Frameworks

65

Suzi Dufresne & Michelle Fabron

ContentSells



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### 7-Step Process For Creating Your Visual Models

**1. Get clear what mountain you are on**  
Know WHAT you are selling and WHO you are serving

**2. Understand the action you want people to take**  
WHAT next step do you want people to take? What are you teaching people to want with this model?

**3. Understand the problem you are trying to solve**  
What is the core problem you are helping people understand or overcome with this model?


**4. Look for patterns and map them to your expertise**  
When you consider the problem you are solving, are there patterns that keep recurring in terms of the people experiencing the problem, how they might solve it or what they are doing to create the problem? Once you are clear on that, map those patterns to the specific language / process or ideas you use to solve those problems

**5. Make it visual**  
Visual content is compelling – use one of the 4 content frameworks to create your model:

- Circles – Venn Diagram
- Box – 4 Quadrants
- Triangle – Ascension model
- Flow Chart – Cycle or Linear Process

**6. Test it by teaching it**  
See if the ideas translate easily – are people getting the core insight? The best way to test is to teach it to a test audience

**7. Launch it**  
Now, you're ready to get your model out into the world – it's time to add it to your book / website / presentation / lead magnet etc.



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## Your Question - Kim

LOVE THIS



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## Your Question - Tracey



Tracey Bode I would love some help around Facebook EVENTS and Live and engagement and stats. I am not sure I did it right or made the most of the Event. The technology was fine. We used a decent webcam with mic on my laptop. Should have used ethernet not WIFI as the Wifi crashed just as we finished. It's the Facebook steps I am needing help with please. I created an Event, then posted short FB Lives leading up and regular posts (also off Facebook > eNews and a website post). For the Event I just started a Facebook Live. This was not attached to the Event post in any way. Should it have been? I know finding Facebook lives can be tricky. Is there a better way to get people to sign up, and then be reminded of the event and be directed straight to the event at the scheduled time? I checked out BeLive and Zoom. BeLive was most cost effective, and Zoom was quite costly to add the webinar feature. Also not sure I can find out who was watching? (Although I did see our key competitor there  and only a few others). I perhaps could have offered an info sheet or something for people to request and to gather names. Happy to keep it simple this first time, but is that a good way to gather the participant names? Is there other ways to re-purpose the video to make the most of it? I think the recording will be useful as a resource. I will post the image of the stats as I am not sure which parts are important. I think this is something we could make a regular event that other team members can do for a range of our topics. Also thinking how to do this strategically. Thank you for your help on this.



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# Your Question - Tracey

06/19/2019 7:07 PM	The new L&PWRITER SL50 - Q and A.			33		3		<a href="#">Boost Post</a>
06/18/2019 4:59 PM	The new L&PWRITER SL50 - Q and A.			296		55		<a href="#">Boost Post</a>
06/18/2019 3:33 PM	We are going LIVE in about 20 minutes to talk about			193		6		<a href="#">Boost Post</a>
06/18/2019 11:52 AM	Zifeng Access Communicate Connect was			88		6		<a href="#">Boost Post</a>
06/15/2019 2:40 PM	If you have any questions about the new SL50			84		5		<a href="#">Boost Post</a>
06/14/2019 9:24 PM	Meredith representing...			142		28		<a href="#">Boost Post</a>
06/14/2019 12:41 PM	Zifeng Access Communicate Connect was			391		40		<a href="#">View Promotion</a>
06/14/2019 9:13 AM	Huge win for NCIS participants needing			359		42		<a href="#">Boost Post</a>
06/12/2019 4:03 PM	Zifeng Access Communicate Connect was			250		36		<a href="#">Boost Post</a>

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# Facebook Lives

- Wifi vs Ethernet - **EtherNet**
- Add the event to FB as an event (direct them to register)
- FB Live direct vs Zoom / BeLive/ Yardstream etc.
  - Schedule the post (Zoom). Post goes 'live' at the time.
  - Update copy post-LIVE
- Duration 15 minutes
- Let people know (via email and your site and social posts)
- Repurposing the video

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# Facebook Page

Achieve awesome things with

SPECIALISED TECHNOLOGY

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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



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## 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?



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## 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



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## 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?

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## 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

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## "What I feel like saying..."

+ Your Focus

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## Thank You



**Suzi Dafnis**  
HerBusiness



**Michelle Falzon**  
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