



Marketing Success
MASTERMIND

2-Day Workshop
Thursday, 22 August 2019

HER
BUSINESS

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Welcome



HerBusiness Marketing Success Mastermind

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What I Feel Like Saying...



HerBusiness Marketing Success Mastermind

Review - The last 90 days



HerBusiness Marketing Success Measurement

Theme



HerBusiness Marketing Success Measurement

Getting Results



HerBusiness Marketing Success Measurement

The Power of a Project Focus

Amanda Farmer · 0:24 Hi everyone, arriving late to Chicken Time, was hosting a Women in Strata event yesterday. Waitlist 300 project - very happy to report a whopping 28 ADDED TO WAITLIST THIS WEEK! Woo hoo! The email I sent out to my entire list promoting templates for sale (I had to members get on the waitlist!) went down a treat. Many of the new waitlisters this week have been sitting on my list for a while. I have to look a little closer at the numbers, but I think I am getting close to 150 (halfway!) - would love to get there by the end of MM next Friday!! Then I have until 31 October to get the rest...Thank you to the lovely Karen Parish for the positive feedback on the email that went out this week. Very comforting to have your support ❤️

Love · Reply · 2d



Nadie MacLeod · 0:00 Hello All, Project increase organic ranking and conversion for top 10 products... I've been doing a combo of keywords, stats, optimisation, long term planning, sorting new Vs. tidying up one of our satellite sites.

At this stage for the top 10, I still have to create long form content pages for organic searches which is what the bulk will do based on the research and tracking of keywords over the last 90 days. Then it's a matter of keeping my eye on rankings.

I expect the next project will be focusing more on the on page optimisation. I am contemplating a CRD Audit - Conversion Rate Optimisation Audit, and would be interested in your thoughts on this - perhaps at the 2 day?? I don't mind spending the money if we get real actionable data back that's going to make a difference.

It's been a good month so far - some of the optimisation work in our google ads so has worked very well and dropped our ad spend down 100K!!, weeks on Financial Agreements is up which means the Legal Review Upsell is also up, so tracking very well with the numbers this month - which is a nice payoff for the analytical work I've been doing.

I am starting to love the stats and am hoping that it turns into a game for me because I LOVE playing games and I get very competitive so I think that would be a great incentive for me.

So looking forward to seeing you all next week!!

Love · Reply · 2d · Edited



The Power of a Project Focus

Fiona Kearney Hello Friday Chicken! Project Style Transformation Revamp is in full swing. We did a soft launch of the SP quiz (in order to iron out all the creases) on Sunday evening and 434 sign-ups so far. We're just changing some of the wording of the results to manage expectations re multiple personalities and that it's a fun quiz. It's not necessarily going to give you a Myers Briggs insight into your style (we do most of that later :)). So lots of FB ads for 35+ guide and SP Quiz will start this evening. Custom and lookalike audiences have been created, the campaign has been set up and just finalising 3 versions of ad copy and images. New Style Transformation logo has been finalised and our graphic designer is about to start working on our membership logo (squeeeeee). Next week's focus is to map out 3 Facebook videos for the next few weeks to tackle objections that we hear in relation to the style transformations. I jotted down the topics yesterday after listening to Amy's podcast (thanks Chantel Gilbert). Plus, reviewing the webinar, onboarding and nurture sequences. It's all go and I love it! xx

Love · Reply · 1w



Tracey Bode My LightWRITER sales project has been poodling along, but now I see that new projects have been averting my attention. We have 2 big conferences coming up this month so now I am on PROJECT EXHIBIT PREP. I have created an infusionsoft sign-up forms for on the stand which follows up with an email with clear next steps for several scenarios. I have sent off artwork for brochures - more to do there. Also planned is a meeting with the team who haven't done too much exhibit work before - and this will be about the 'purpose of being on the stand', what ROI is about and expectations of their role on the stand. Right now I feel like I am in Antarctica. The BOM says 6.3 feels like 1.8. It was hailing before now raining. The ocean view is obliterated. My arctic dogs are sitting outside under cover and I am inside stoking the fire like its the Queen Mary! About to talk to the fabulous AMley Lee about our brand story to underpin the website copy (yes I love doing things backwards - that's why I row. Ha ha!!). Love to all x

Like · Reply · 1w



The Power of a Project Focus

Kim Batina Lots going on over here in the West. Our Advanced Projects launch is getting closer. The delays on the OEM agreement have bought up some time, but we are so close now with sign off. This morning Mark had a call with Epicor and we now have sales projections and their product go to market plan, woo hoo! They have agreed on 55/45 split for on-prem, just need to come to an agreement for saas. We have hired another developer to help with the load. 2 key people (leaders) in our products team are leaving Precise which will have an impact, but we have already interviewed for a replacement. Only replacing one which helps out with the overheads! We have also been talking to a potential starter for our business development/strategic account manager/sales lead role we have (yet to be named!). Offer to him this weekend - he is awesome and will be a great fit for Precise. There is a buzz in the office despite people leaving. Everyone is excited and optimistic. We have started the year with a profit in July! Woo hoo!!

Love · Reply · 1w



Karen Parish · 0:00 Many thanks to you both and the MM for all the suggestions on promoting Petite. Have ditched the plan to do FB ads and am concentrating on promoting to my network and strategic alliances. I think I will get much more value from those.

Love · Reply · 2d · Edited



Karen Parish Trundling along over here. Too much working in the business this week, instead of on it.

Have decided to get the blog up and running for Red&Crew but will approach it as a Q&A style rather than blog. This now sits much better with me as I was struggling with the approach. Off and running next week.

I have 3 Petite sites in production and they have all had delays in getting started on the client side, not mine. So patience is definitely required.

Loved Amy's question around podcast vs webinars etc. The answers were really awesome.

Love · Reply · 1w



The Power of a Project Focus

- Doing something EVERY day (or nearly every day) that is in line with your Strategic Objective
- The time is going to go... so why not harness it so you “wake up” in 90 Days with a Big Rock done!

The Power of a Project Focus

- Incremental Changes that add up to be something BIG

Project Planning



“From My Experience, The Most Common Trait You Will Consistently Observe In Accomplished People, Is An Obsession With Completion.”

Cal Newport -
Professor at Georgetown University
and author of six self-improvement books

“If You Can Get 1% Better Each Day For One Year, You’ll End Up 37 Times Better By The Time You’re Done.”

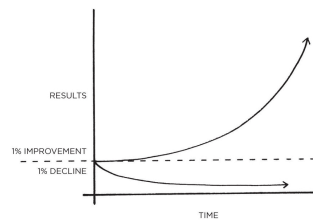
James Clear
Atomic Habits



1% BETTER EVERY DAY

1% worse every day for one year: $0.99^{365} = 00.03$

1% better every day for one year: $1.01^{365} = 37.78$



James Clear - *Atomic Habits*

Incremental

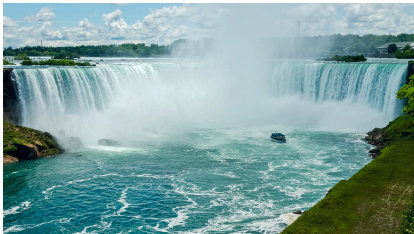


"When you improve a little each day,
eventually big things occur. When you
improve conditioning a little each day,
eventually you have a big
improvement in conditioning. Not
tomorrow, not the next day, but
eventually a big gain is made. Don't
look for the big, quick improvement.
Seek the small improvement one day
at a time. That's the only way it
happens - and when it happens, it
lasts."

~ JOHN WOODEN

Niagara Falls

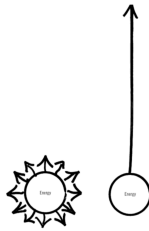
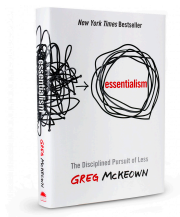
- The Niagara Gorge extends from the falls for 11 kilometres downstream to the foot of the escarpment at Queenston



One Drop Of Water At A Time!

Simplicity = **Focus**
Complexity = **Overwhelm**

The Way of The Essentialist



Project Planning



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Friday Chicken!!!



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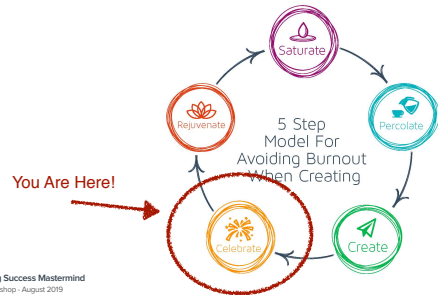
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Project Planning



Project Planning



Project Planning



Project Planning

5 Step Model For Avoiding Burnout When Creating

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5 Step Model For Avoiding Burnout When Creating

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Theme



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Content Creation



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Project Planning

- Recap the Project Planning Framework
- Choose Your Project
- Time to Plan Out Your Project

Project Planning

VISION

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Project Planning

VISION

Level 1

Strategic Objective

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Project Planning

VISION

Level 1

Strategic Objective

Level 2

Big RocksBig RocksBig Rocks

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Project Planning



YOUR Projects

VISION

Level 1: Strategic Objective

Reach \$X in Fertility Consulting
Before Dec 31st 2019

YOUR Projects

VISION

Level 1: Strategic Objective

Level 2: Big Rocks, Big Rocks, Big Rocks

Reach \$X in Fertility Consulting
Before Dec 31st 2019

Get 10 Speaking Engagements

Build a Post Event Nurture Sequence To Convert Leads

Find 2 New Strategic Alliances

YOUR Projects

VISION

Level 1

Strategic Objective

Level 2

Big RocksBig RocksBig Rocks

Level 3

ActionsActionsActionsActions

ActionsActionsActionsActions

Reach \$X in Fertility Consulting Before Dec 31st 2019

Get 10 Speaking Engagements

Build a Post Event Nurture Sequence To Convert Leads

Find 2 New Strategic Alliances

- Review best performing email topics
- Map out sequence ideas
- Confirm final 8 emails and story arc
- Find copywriter
- Write first draft
- Send to copywriter
- Review second draft
- Get final draft signed off
- Load to ESP
- Test
- Go live
- Review stats

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Morning Break




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Present Your Project



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Implementation - Your Turn



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YOUR Projects



Reach \$X in Fertility Consulting
Before Dec 31st 2019

Get 10 Speaking
Engagements

Build a Post Event
Nurture Sequence
To Convert Leads

Find 2 New
Strategic
Alliances

- Review best performing email topics
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Lunch



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Implementation - Your Project Plan



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Implementation - Your Project Plan



Reach \$X in Fertility Consulting
Before Dec 31st 2019

Get 10 Speaking
Engagements

Build a Post Event
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Find 2 New
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Shifting Gears



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Your Nurture Sequence



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Your Nurture Sequence

- New to Database
- New to a Specific Optin or Action
- New Purchaser

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Your Nurture Sequence

- A specific set of emails and other content like FB Posts, Direct Mail, Personal Calls etc that take people through a specific process based on a “trigger” action and aimed at a specific outcome.

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5 Goals

- Reassure
- Connect
- Orientate
- Switch On
- Move Forward

5 Goals

- Reassure
- Connect
- Orientate
- Switch On
- Move Forward

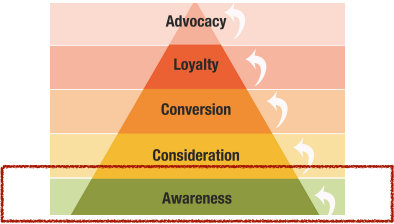
Move Forward

- The NEXT purchase you want people to make
- Can be your Step 2 (but not always)

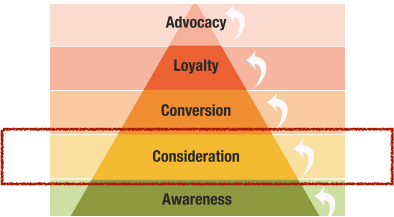
Buyer Journey / Move Forward



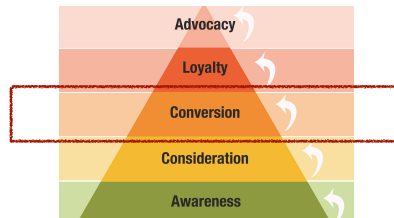
Buyer Journey / Move Forward



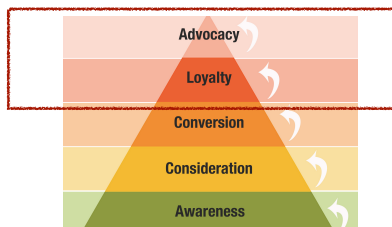
Buyer Journey / Move Forward



Buyer Journey / Move Forward



Buyer Journey / Move Forward



5 Goals

- **Reassure**
- Connect
- Orientate
- Switch On
- Move Forward

Reassure

- Buyer's or Action-Taker's Remorse
- Do it as FAST as you can
- YES you made the **right decision!**
- Social proof - others are doing this
- SHOW it as well as SAY it
- Make good immediately on the things I expect eg receipt, login details, link to the download
- People are not rational but they may need or want rational reasons to justify their behavior (can be same as your selling points restated)

5 Goals

- Reassure
- Connect
- Orientate
- Switch On
- Move Forward

5 Goals

- Reassure
- **Connect**
- Orientate
- Switch On
- Move Forward

Connect

- Empathy / Connection / Human-ness goes a LONG Way
- Show your personality - fun, caring, driven etc
- Share your values (overt and covert)
- Personalize
- Get real / vulnerable (if relevant)
- Other ways you can stay in touch

5 Goals

- Reassure
- Connect
- Orientate
- Switch On
- Move Forward

5 Goals

- Reassure
- Connect
- **Orientate**
- Switch On
- Move Forward

Orientate

- “How we do things around here”
- What to expect
 - Communication
 - Interaction
 - Service

5 Goals

- Reassure
- Connect
- Orientate
- Switch On
- Move Forward

5 Goals

- Reassure
- Connect
- Orientate
- **Switch On**
- Move Forward

Switch On

- Use the thing they just opted in for / purchased or prepare them to use the thing.
- eg
 - software - install it
 - new dress - how to wear it
 - gym - timetable, guide to best classes for them
 - ebook - tease the pages / hooks
 - live event - book hotel, send map and parking info

5 Goals

- Reassure
- Connect
- Orientate
- Switch On
- Move Forward

5 Goals

- Reassure
- Connect
- Orientate
- Switch On
- **Move Forward**

Move Forward

- The NEXT thing you want your customer to do
 - Coupon
 - Early access
 - Bonus
 - Credit current purchase towards next step
 - Get more info / faster / easier / done for you

5 Goals - Important Note

These 5 goals for your nurture campaign are not necessarily **sequential** stages – your New Customer Nurture Sequence needs to feature a **mix** of these goals...

5 Goals - Example

- First thing - **reassure** – crucial you do this early
- Then start mixing in **connection** and **orientation**
- Once some rapport is established and they know which way is up - then start **switching on**
- Now you can start to phase out **orientation** but keep up **connection** and **switching on**
- Then you can start to phase in **moving forward**
- Gradually phase out **switch on**
- Focus on **connection** and **moving forward** ongoing

Examples

Implementation - Your Nurture Sequence



What Sequence Are YOU Going To Focus On?

- New to Database
- New to a Specific Optin or Action
- New Purchaser

Afternoon Break



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Hot Seats



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Implementation - Your Nurture Sequence



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5 Goals

- Reassure
- Connect
- Orientate
- Switch On
- Move Forward

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Map out YOUR Nurture Sequence

It can help to think your whole sequence through before you start writing any of your individual emails.

Email #	Sent timing + Segmentation	Subject	Notes	Includes
e.g. Email 1	e.g. Send immediately upon registration for the Getting Started Guide	Your Getting Started Guide is Here!	Confirm purchase, provide link to Guide, welcome to the community! Mention award we just won, confirm 5000 people have downloaded this before, good decision	<div><input type="checkbox"/> Reassure</div> <div><input type="checkbox"/> Connect</div> <div><input type="checkbox"/> Orientate</div> <div><input type="checkbox"/> Switch On</div> <div><input type="checkbox"/> Move Forward</div>
				<div><input type="checkbox"/> Reassure</div> <div><input type="checkbox"/> Connect</div> <div><input type="checkbox"/> Orientate</div> <div><input type="checkbox"/> Switch On</div> <div><input type="checkbox"/> Move Forward</div>
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Debrief - Your Nurture Sequence



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What I Feel Like Saying...



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It's a wrap



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2-Day Workshop

Friday, 23 August 2019

Welcome To Day 2!



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What I Feel Like Saying...



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Recap and Takeaways



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Guest Speaker



HerBusiness Marketing Success Mastermind

Alexi Neocleous



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Alexi Neocleous



Q&A

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Morning Break



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Alexi Neocleous

Quick
Recap

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Project Planning



Implementation - Your Project Plan - Actions!



Marketing Success Mastermind

90-Day Plan + Tools

<http://bit.ly/mastermind-project-plan>

90-Day Plan + Tools

Mastermind Project Plan													
Get this sheet to your own Google Drive account at http://bit.ly/mastermind-project-plan													
Project Your Project Name	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Mon	Tues	Wed	Thurs	Fri	Sun
Date Range	26-Aug	27-Aug	28-Aug	29-Aug	30-Aug	31-Aug	1-Sep	2-Sep	3-Sep	4-Sep	5-Sep	6-Sep	7-Sep
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Implementation - Sharing

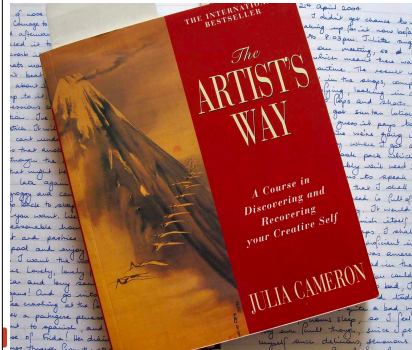


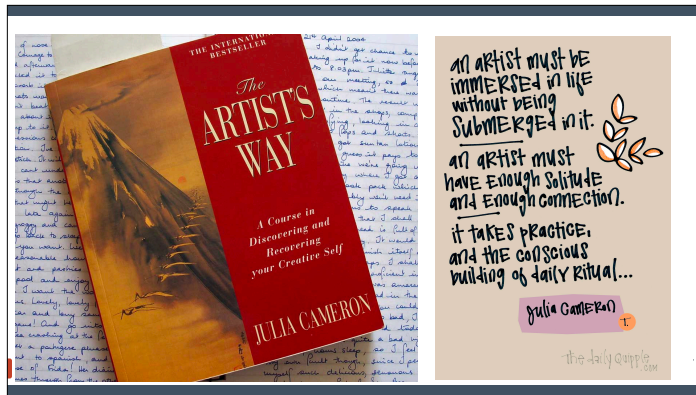
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Lunch



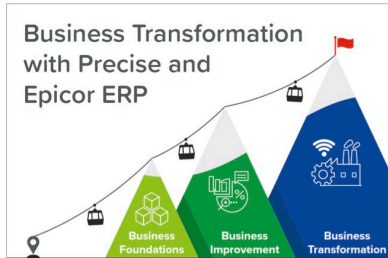
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Kim Batina Hot Seat

Question : What shall we call our Sales Proposal?

Business Transformation
with Precise and
Epicor ERP

Previous examples;

- CompanyXYZ
Proposal for ERP
Solution
- CompanyXYZ - ERP
and Information
Technology Proposal
- Epicor ERP Proposal

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Facebook Session



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Facebook Q&A



facebook

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Afternoon Break



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What's Your NEXT Step?



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Getting Results

If you are working on
something exciting
that you really care
about, you don't
have to be pushed.
The vision pulls you.

Steve Jobs



What I Feel Like Saying...



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It's a wrap



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