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Q&A Session
29 April 2020

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What's Coming Up

- "What I feel like saying"
- Your Questions
- What's Next
- "What I feel like saying"




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“What I feel like saying...”




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Your Questions


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Question - Nadia MacLeod



Nadia MacLeod I have two questions – one on fb lives and the other on a strategic alliance outreach. Not sure how much time you will have so if you have to choose just one question, the strategic alliances one is the priority.

FB Lives
Ian and I are thinking of starting a segment on Separation and property settlement. We expect that a lot of relationships are under stress and we'll see an increase in separations and divorce. We want to raise awareness around the Peaceful Path to Settlement.
To start with it will be just us chatting about stuff – going over FAQ's and the CTA will either be the relevant blog post, the ebook or the agreements directly. Over time I imagine people will start sending in questions.
Have to be careful that we have a disclaimer that it is just general info and not legal advice.
How do we decide the following – how long it should be? I imagine to start with it's just 5-10 minutes. Do we brand it (I assume the answer is yes), what time and what day do we do it?
Then once it's up and running we promote it and share it?
Is there a resource that tells me how to do this step by step?
How do we test it? Do we do a live in the MM first? Do people record on their phones or ipad? Do you use a proper microphone?



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Facebook Lives

- Structure options
 - Purpose
 - Stu's 5-part framework
 - Winning webinar framework
 - James Wedmore's Strategy
- Content
 - Excerpts from the eBook
 - Interviews
 - How will you structure it between the two of you/ roles?
 - Preparation e.g. bullets/slides/notes
 - Disclaimer - yes

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Facebook Lives

- CTA
 - What is aim of the session - if it's to get them into your world then go for the thing with least friction - e.g. the eBook
 - Blog Post - if retargeting
 - eBook - YES
 - Offer - YES (make the entire offer)

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Facebook Lives

- FAQs
 - Great idea - they are opportunities for you to seed the thing that you're going to offer
- Getting People to the Lives
 - Emails to the database?
 - Ads to the database (retargeting)
 - Targeting specific audiences
 - Retargeting viewers
 - Industry publications
 - Strategic Alliances

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Facebook Lives

- Logistics
 - Length - aim for min of 18 mins. Starting with 5-10 is fine
 - Branding is not essential but you could definitely start to use the brand name associated with the offer
 - What time and day - check your stats. What time of day are people on your page/visiting your site?
 - Promote it - Heck yeah!!!



Facebook Lives

- Getting started
 - Check out EP73 - **How We Got Started With Facebook LIVE podcast**
 - Testing - Your own private group
 - Recording - phone, laptop, iPad all options.
 - Microphone - yes, proper microphone - you both need to be heard so you can get a multi-directional mic that picks up both guests
 - Will you be standing / seated / side by side etc.



Facebook Lives

- Not a silver bullet
 - Consistency
 - Promotion
 - Views after the event
 - GOOD LUCK!



Question - Nadia MacLeod



Strategic Alliances Outreach

I know we spoke a little about this on the call but I need more info.

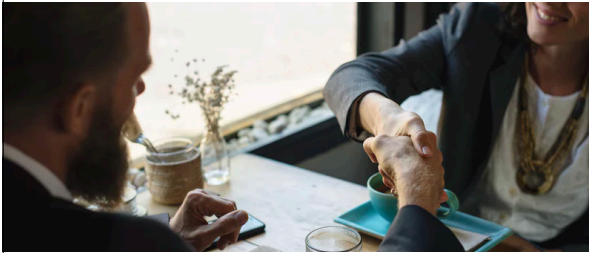
My goal is to leverage what we're doing and reach out to people and organisations that have our customer in relation to the Peaceful Path. For some of this it will be individuals and for other it will be reaching out to associations or other organisations who can reach our target alliances en masse (eg accountancy associations, psychologist assoc etc) – this may include adverting or publishing an article in a magazine. I have no idea how to do this, and whilst I get it in theory – I don't actually know what to say to people or how to start the conversation.

So let's say I call them.

- What do I say if I can't reach them straight away – how do I get them to call me back?
- If I am speaking to the right person what do I say to get the ball rolling and explore common ground so we can see if one of my solutions is the right fit or if there is some other way to collaborate (thinking of what you said on the call)?
- If approaching in a B2B how do I find the right person to talk to?
- How do I develop a script for myself – is that just practise?
- Is there anything I either must say or absolutely NOT say?



Strategic Alliances



Strategic Alliances

An agreement between two or more parties to pursue a set of agreed upon objectives, while remaining independent organisations.

A strategic alliance will usually fall short of a legal partnership entity, agency, or corporate affiliate relationship.

All about one thing...

Relationships

Types of Strategic Alliances

- Paid
- Reciprocal
- Joint Venture
- Commission/Affiliate
- Contra/Service Exchange
- Lead Sharing

Types of Strategic Alliances

Simple to Complex



Types of Strategic Alliances

Once off to Regular



Types of Strategic Alliances

Small to Big



Types of Strategic Alliances

Low Tech to High Tech



Types of Strategic Alliances

Straight Forward to Innovative



Get Creative

Peaches and Cream



Common Ground



Examples of Strategic Alliances

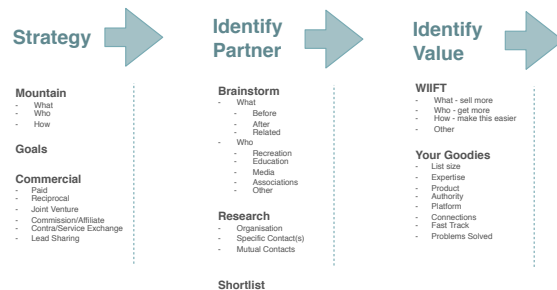


Examples of Strategic Alliances

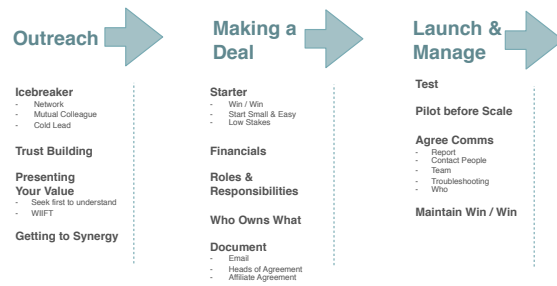
- eChoice / Renovating for Profit
- Robert Coorey / Architecture Mag
- Email Swap - Making It
- SBFV - Sponsorship / Share Leads

Framework

Strategic Alliance Success Framework



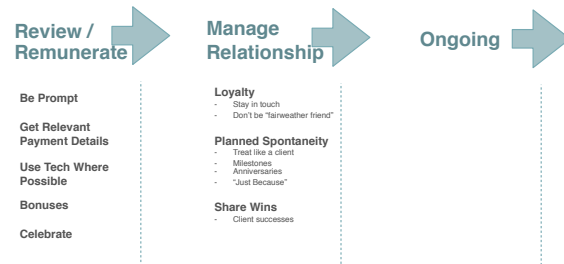
Strategic Alliance Success Framework



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31 May - 1 June, 2018



Strategic Alliance Success Framework



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Ice Breakers

- Be where they are
- Come bearing gifts
- Know who you are talking to (research)
- It's all about THEM
 - Ask Questions / Get Curious
 - Establish Some Common Ground
 - Use Humour

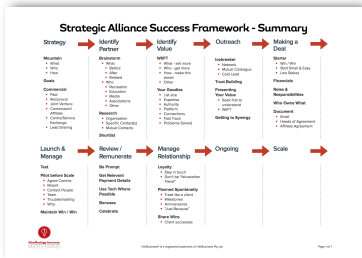
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Strategic Alliance Success Framework

- Shortlist
 - Aim for at least 4 - 6
 - Go for low hanging fruit first
 - Test on less important - so bear that in mind

Strategic Alliance Success Framework



Strategic Alliance Success Framework - Plan on a Page

Strategy	Identify Partner	Identify Value
My Goal	Inspired by My What	My What
My Why	My What	My What
My What	My What	My What
My Proposed Role	My What	My What
My Proposed Value Exchange	My What	My What

Strategic Alliance Success Framework - Partner Details

Research	Outreach	Deal & Manage
Organisation:	Ice Breaker:	Starter Project:
		Financials
	Trust Building:	Roles & Responsibilities
Specific Contacts:		Who Does What
Mutual Contacts:	Presenting Your Value:	Agreed Communications

Announcements

- May 2-Day Program
- **Weekly Checkin** - Fridays at 10.00am AEST



“What I feel like saying...”



Thank You



Suzi Dafnis
HerBusiness



Michelle Falzon
We Are Content