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Marketing Success
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Q&A Session
27 May 2020

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What's Coming Up

- "What I feel like saying"
- 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 - Yvonne Shepherd




Yvonne Shepherd #question. Many businesses have free and paid FB groups and use the free to move the customer along the journey. I've hovered on this for a while but not stepped in. My question is - how do you give the free group value, yet not take anything away from the paid member group. Is there some sort of road map for content, engagement etc AND do you have your paid members in the group and how do you manage this. Thanks

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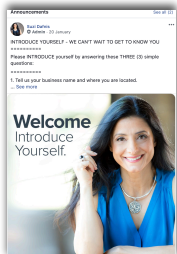
Your Free Group - Purpose

- Build relationships with prospects
- Create a warm audience for your products/services
- Establish your credibility
- Social proof
- Create a space for people to get to know like and trust you and each other



What to Publish

Establish Relationships

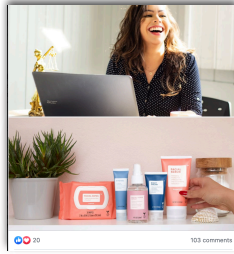
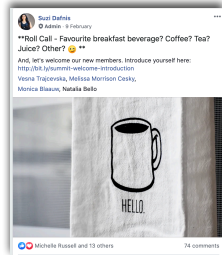


Where are you located?

Introduce Yourself



Increase Engagement



Favourite Breakfast Drink

Do you sell a product or service?

Develop Connections Between The Members





Connections



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Show Your Expertise






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Publishing Content

- Don't over publish
 - 3 x engagement posts
 - Welcome posts when new members come in (in batches not each one)
 - Teach 1-2 times a month
 - Share your member stories



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Your Paid Group - Purpose

- Build relationships with your members
- Create a space for people to get to know like and trust you and each other
- Deliver what they have signed up for
- Help them get results
- Promote your offers



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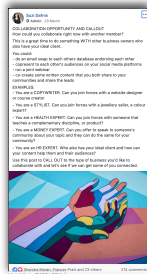
What to Publish



Establish Relationships



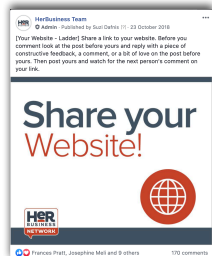
Introduce Yourself



Collaboration

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Increase Engagement



Share Your Website



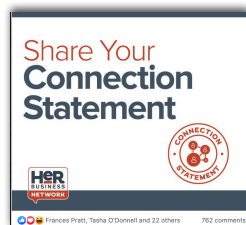
Engagement Posts

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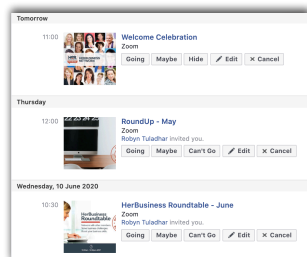
Develop Connections Between The Members



Help them get results



Deliver what they purchased



During Your Launch (Free Group)



Prelaunch Content



Prelaunch LIVES/Videos/Case Studies



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Open Cart Content



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Member Testimonials






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Question - Katie



Girlwith Thepeacocktattoo Mine is also FB focussed. I have a couple of groups. I really don't like FB. I took it off my phone. It makes me feel yuck and I get stuck on it rather than be productive in it. I want to share valuable info to my peeps and am considering a podcast instead. I also like the idea of being able to interview people so that I get to learn from them while I create content. Am I just sidestepping from one job to another or is there great value in podcasts building lists?


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Suzi Dafnis Great question. Thanks Katie.

Like · Reply · 7h




Yvonne Shepherd Girlwith Thepeacocktattoo Suzi Dafnis I would like this too. I've started a fortnightly chat called Tales for the Trails which is member only but the content is so valuable but non members can't get in. We are also starting a masterclass- free for memb... [See more](#)

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Question - Peta Gillian




Peta Gillian My question is around pricing of bonuses in an offer.

BONUSES: I see some offers on others sites and they'll have private group \$x, workbook/guide \$x. Is there some type of formula or guidelines on this type of pricing.

If you sell something for \$x and then give it away, this bonus value is simply is as is. But intangible bonuses are so tricky. I'd love some advice here.

Like · Reply · 8h

 2

Bonus Tips

- Bonus Types:
 - Fast Action Bonus
 - Core Bonus
 - End of Promo Bonus
- Bonus Value Rule of Thumb - Core Bonus at least same value of what selling (ideally 2 to 3 times that value)



Bonus Values

- Existing
 - EASY :-)
- What do you have that's comparable?
 - eg your "PT with a Twist" - what do you charge for a PT session?
- What if you don't have anything comparable?
 - You are looking for a "justifiable calculation"



Justifiable Calculation

- What others charge
- What you've charged in the past
- What could be reasonable
- What you can demonstrate



BONUS #1

Gamification Super Guide
\$497

The long-term health of your membership depends on your ability to keep people happy month after month. If they are consuming your content and making progress, they **WILL** stay.

So how do you increase consumption of your content?

That's what this entire mini course is all about. We flew in one of the world's top experts who has been working with companies around the world crafting customer experiences that dramatically boost engagement while creating raving fans.

And in this exclusive bonus, we dive deep into the framework for crafting a world class experience for your members. In fact, after we filmed this bonus, our team was so inspired that we went back to the drawing board to incorporate a bunch of ideas for you! So you'll experience a number of the ideas shared in this bonus from the client side.



BONUS #2

7-Figure, Fill in the Blank Launch Script Templates Guide \$997

These are the EXACT templates I use to craft world-class, 7-figure promotions.

The worst thing that can happen from a marketing standpoint is you have this amazing membership but you don't know what to say when it comes to sharing it with the world.

When you join TRIBE, you'll get access to these **tremendously valuable scripts that I have used over and over to craft winning, 7-figure launches**. And we've set this up with our custom tool to make it ultra easy for you so that you literally answer a few questions and when you're finished, you have proven scripts.

You'll know exactly what to say to position your membership so people will naturally be drawn into joining your membership.



BONUS #3

Instant Audience \$497

If you are in the early stages of growing your business, you're probably hungry to gain momentum as quickly as possible – am I right?

But the thing that's holding you back is that you may not currently have an audience that you feel can support a membership. Hopefully you've seen through the many examples we've shared. **It doesn't take a massive audience to begin generating healthy amount of recurring revenue from your membership.**

In fact, we commonly see TRIBERS launching successfully with just a few hundred people in their audience.

And in this bonus, we show you exactly how to build massive momentum from a standing start. And if you have an existing audience, you're going to be able to leverage this same strategy to biggie size your audience in record time.

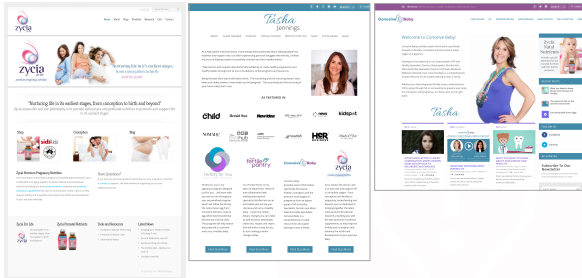
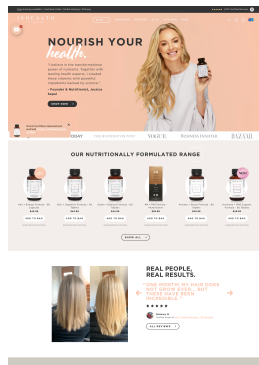


Question - Tasha




Tasha O'Donnell Question around branding of my Conceive Baby, Zycia and Tasha Jennings websites. How to best split personal vs retail branding and presence

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Questions - Chantel



Chantel Gilbert #question - how do I do another online real secret without mining my existing list or spending too much on Facebook ads, my Facebook ads cost was higher than the live event. I'd love to do another live event but I think it's too much off an uphill push with covid and winter. So I'd like to do another online or two before the twins. But not sure how to reach more people.

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What's Wrong With Spending \$\$\$ on Facebook?

- ROAS - Return On Ad Spend
- Cost Per Sale
 - How much are you prepared to spend?
 - Average sale value?
 - Lifetime value?



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Other Ideas

- Owned
 - Referrals
- Earned
 - Strategic Alliance
 - Social Media
- Paid
 - Affiliates



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The Big Ones

- Email Marketing
- Paid Ads
- Strategic Alliances / Affiliates



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What Are Your Goals?

- Sales
- Timeline
- Determines strategy
 - Scale
 - Organic




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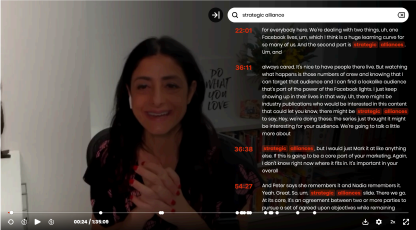
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Announcements

- Searchie added to the Q&A calls




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Announcements

- Virtual May 2-Day Program NEXT WEEK!
- Watch for your join link
- Apply for a Hot Seat




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“What I feel like saying...”




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Thank You



Suzi Dafnis
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Michelle Falzon
We Are Content

