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Marketing Success
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Q&A Session
29 July 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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HER BUSINESS Marketing Success Mastermind

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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 I am not sure I will be on the call as I am taking a holiday for a week. I received the grant money to launch my Adventure Ready Courses. These will be available to members and non members (global reach I am seeking). My question is - I know what content I want, I am just not sure how to put it all together - how to start, how to structure, how to get it out there. If there is a framework available or a "guru" then I would love to hear. Thanks


Like · Reply · 22h · Edited


 2




Yvonne Shepherd Michelle Falzon thanks. My courses are going to be Online "Adventure Ready" courses that are self paced and content is delivered monthly. I don't necessarily need to be involved in a "live"sense. The content includes training plans, specific exercises, homework, resources such as food, hydration, equipment. Once I get the first generic one done, I can then be more specific such as kokodafit or caminofit or adventureready/threecapes etc

Like · Reply · 20h

 1

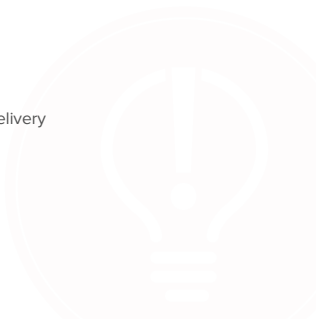




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Question - Yvonne Shepherd

- Two Key Parts
 - Course Marketing
 - Course Creation & Delivery




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Course Marketing

- Points to Consider
 - It's the 80% (fill the hotel)
 - Financial
 - Number of people
 - Upsell to something more profitable?
 - What is the goal?
 - Marketing Model?
 - Launch?
 - Evergreen?

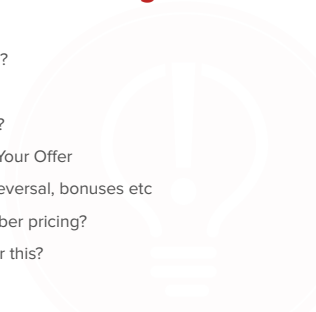




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Course Marketing

- Points to Consider
 - Budget for Marketing?
 - Timeline?
 - Team and Resources?
 - WHAT - Elements of Your Offer
 - All eg naming, risk reversal, bonuses etc
 - Member / Non Member pricing?
 - WHO - Ideal Client for this?



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Course Creation & Delivery

- Points to Consider
 1. It's the 20%
 2. Consider doing a LIVE MVP version first
 3. Budget
 4. Production Style
 5. Presenters
 6. Platform
 7. Format



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Course Format

- 3 x 3
 - 3 Modules (High Level)
 - Eg Discover, Segment, Launch
 - 3 Lessons (Next Level of Detail Down)
 - Eg Discover:
 - Create Your Survey
 - Get People To Answer Your Questions
 - Analyze Your Responses
 - 3 Sessions
 - Eg Create Your Survey
 - Your Deep Dive Why
 - Structure Your Questions
 - Tips and Troubleshooting



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Course Format

- 3 x 3
 - 3 Modules (High Level)
 - Eg **Discover**, Segment, Launch
 - 3 Lessons (Next Level of Detail Down)
 - Eg **Discover**:
 - **Create Your Survey**
 - Get People To Answer Your Questions
 - Analyze Your Responses
 - 3 Sessions
 - Eg **Create Your Survey**
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Course Creation & Delivery

• Points to Consider

8. Community Element - eg FB Group?
9. Upsell and Seeding Throughout?



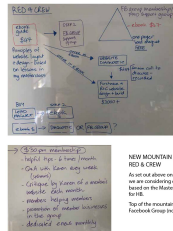
Question - Karen Parish



Karen Parish [question](#) I will attach an outline showing my notes on the whiteboard about a new mountain for Red&Crew. I have 3 questions around a new offering.

1. are there enough steps up the mountain?
2. are the Step 2s correct?
3. comments on the costing

Thanks!



NEW MOUNTAIN FOR RED & CREW

As we all discuss on the whiteboard, we are considering creating an ebook based on the Mountain that is referred to the FB.

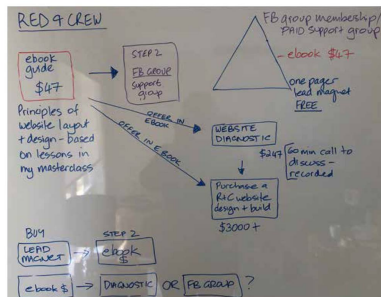
Top of the mountain is a paid Facebook Group (not created yet)

QUESTIONS I WOULD LIKE TO HAVE YOUR BRILLIANT MINDS ON:

1. Do you think the Steps up the mountain are enough?
- Free Download — Paid ebook — Facebook Group
2. Do you agree with the Step 2?
3. Any thoughts on the pricing?



Question - Karen Parish



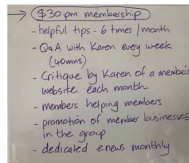
Question - Karen Parish

- WHAT - Top of the Mountain
 - Paid FB Groups are outside FB Terms of Service
 - Groups always need to be a FREE Bonus that accompanies something else
- WHY - what's the big game here?
 - Low dollar value - a lot of work - needs high volume
 - Group takes maintenance
 - If goal is to get \$247 Diagnostics and \$3000 Websites I might be inclined to go for those sooner and have less \$\$ barrier to entry to the things like ebook
- Funnel needs to setup the sale - people needing new websites



Question - Karen Parish

- MEMBERSHIP
 - Like the idea of a Membership
 - People don't always want more information
 - Where does your avatar struggle?
 - What's something they need on a repeat basis
 - Think "weekly sermon"
 - eg Web Content / Web Maintenance



Idea - Fiona Keary



Suzi Dafnis
3d



Hey [Fiona Keary](#) was talking about your membership to a friend last night and I made a note to share this thought with you.

When you open up next (the course or the membership, or both) that you can easily include a "tell a friend" offer.

Unlike a full-blown affiliate offer, this is a way to have the champions in your community who would tell people how great you are anyhow, encouraged to do so and incentivised (without it taking a ton of your time).

Happy to chat more about this if you're interested in exploring this.

Hugs.



Tell a Friend



Tell a Friend

- Engages your most loyal customers (who would endorse you anyhow)
- Bit of fun and energy in your group
- No commission paid
- Easier than an affiliate launch (and they don't need to be marketers)



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Don't miss out on joining!

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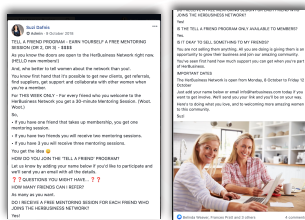
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Promote

- Email(s)
- Lives in your group
- Social posts



Make it Easy

- Give them assets
- Email swipe copy
- Social post copy
- Social post images
- Prizes
- Every sale gets a prize
- Grand prize (for the competitive ones)



Remind them



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Tell a Friend Logistics


- **Pick the game**
 - Promote the freebie (e.g. webinar etc)
 - Promote the membership or course
- **Make it EASY FOR YOU**
 - What prizes would you be happy to fulfil? e.g. mentoring sessions
- **Make it easy for THEM**
 - Minimal effort
- **Tracking**
 - You need the tracking systems e.g. Infusionsoft
 - Analysing the details
- **Celebrate** - Make the announcements publicly



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Question - Jacqui




Jacqui Brauman
19h

#question Could I get your feedback and initial reactions to this first draft of some copy for my Legally Wise Women manifesto please? The prose is meant to be a bit emotive/dramatic. Thanks!

"Not all systems are created equally or provide fair outcomes for everyone. Some make heard only one group of voices, while others are silenced. The silent are quiet not because they don't want to speak up. They just haven't learnt how to make themselves heard.

What if you could finally use your voice to fight for your rights? To stand confidently because you have all the tools and legal knowledge you need to get what you really want.

Legally Wise Women exists to remove all inequalities relating to women and the legal system so they can reclaim an equal footing. We aim to be your guiding light as you navigate the uncharted waters of the law. You are the captain of your ship, steering towards a lighthouse that promises safety, security and relief."



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Question - Jacqui


We are legally literate. We are smart, intelligent and capable of speaking and understanding legal terms. We seek to understand exactly, to stand on an equal footing with people of the law.

We aim to cut through the ambiguity and reframe scenarios, taking back control of our lives and outcomes, while navigating the legal system.

Legally Wise Women are advocates for change within the system and anything it affects on the outside. Collectively, we use our power to bring about positive changes for women, from all walks of life.

We face legal complexities with strength, resilience and knowledge, take charge and drive the process calmly and confidently. We believe that the victory of one is the victory of us all.

Legally Wise Women is a powerful, collective force for fairness and equality. Because all systems can be created equal or change for the better, it just needs the right push."




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Question - Jacqui

Manifesto - Include

- What do you stand for?
- What do you stand against?
- What would you say if you could only make one speech to your ideal tribe about what you do?
- What would the world look like once you were successful?
- Who is your tribe?



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Manifesto - Considerations

- It's as much about what you leave out as what you put in
- Don't try to be all things to all people
- It's ok to polarise
- Attracting your tribe - who exactly are you wanting to appeal to
- Don't compromise - this is about being you
- Set the tone - it's what you'll be congruent with

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Announcements


- Virtual 2-Day Program - 27-28 August
- 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


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