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Marketing Success
MASTERMIND

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Welcome and Getting Started Session

30 October 2020

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What's Coming Up

- Mastermind Agreements
- Introductions
- A bit about your fellow Masterminders
- How to make the most of the Mastermind
- Getting Results - Project Planning
- Marketing Mountain and Avatar
- Mastermind Overview
- Next Steps and Logistics
- Questions
- "What I feel like saying"
- Wrap Up



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Mastermind Agreements

- I will support each member's success by acknowledging good results and effort.
- I am willing to be held accountable, through supportive encouragement, by other members of the group.
- I will ask for support when I need it. I will offer support when I can give it.



Mastermind Agreements

- I am responsible for my own learning, discovery and the results I produce.
- I will honour and keep my agreements to myself and others. I will communicate any broken agreements with the relevant person.
- I agree to offer constructive feedback and to speak from personal experience.



Mastermind Agreements

- I will respect the confidentiality of other member's information. Items discussed relating to any person's business and personal life will be held confidential. I understand the violation of this agreement could lead to dismissal from the group.
- I will seek to avoid conflicts of interest and will address any potential conflicts of interest by speaking up about them at the time.



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Mastermind Agreements

- I am committed to breaking through in my Marketing this year to create the business and life I love.
- I am committed to having fun and enjoying this experience.
- I acknowledge myself for making the space to work ON my business rather than IN it.




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Introductions (2 Minute Overview)

- **YOU** - Your Name and Business Name
- **YOUR COMPANY** - What does your company do?
- **CHALLENGE** - Name a marketing challenge you have had or are presently experiencing.
- **VISION** - What would you like to get out of the Mastermind?



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About Your Fellow Masterminders

- Current Group
- Excited To Meet You
- Our Promise
- You're Going to Love it



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Get the Most Out of the Mastermind

- Get and stay in touch
- Celebrate wins
- Be authentic
- It's okay to not know
- Take action
- Study



Planning Your Mastermind Projects



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



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Getting Results

- Even so, it still takes GRIT...





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The Business Marketing Success Mastermind

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The Mastermind Experience

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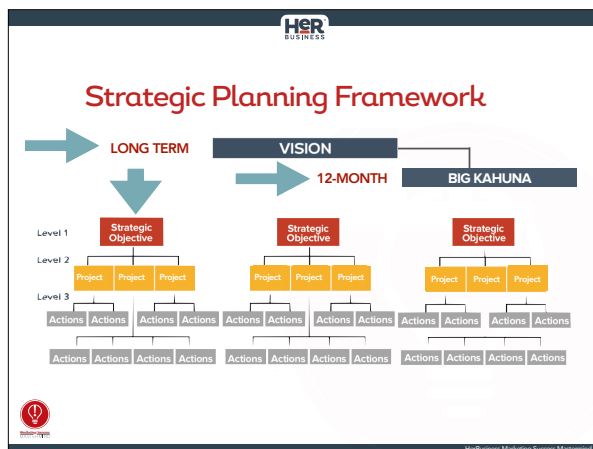


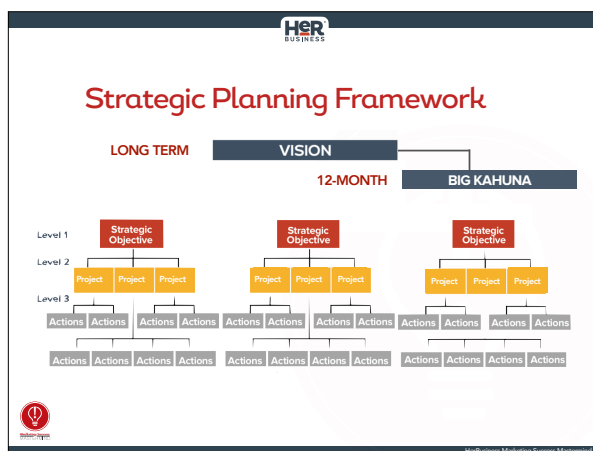




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The Mastermind Experience







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YOUR Projects

VISION

BIG KAHUNA

Level 1

Strategic Objective

Level 2

Project

Project

Project

Reach \$X in Fertility Consulting Before Dec 31 2020

Get 10 Speaking Engagements

Build a Post Event Nurture Sequence To Convert Leads

Find 2 New Strategic Alliances

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YOUR Projects

VISION

BIG KAHUNA

Level 1

Strategic Objective

Level 2

Project

Project

Project

Level 3

Actions

Actions

Actions

Actions

Reach \$X in Fertility Consulting Before Dec 31 2020

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 email 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

The Mastermind Experience

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Vision



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Big Kahuna - 12 Month Goal





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Strategic Objectives





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Do Less and Obsess






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Projects



Marketing Success Mastermind
Orientation Day






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Actions




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Orientation Day





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Pick Your Project



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Your marketing system
is the process by which
you attract, convert & keep
your ideal clients



Your **marketing system**
is an **ecosystem** 🤔



“Give me six hours
to chop down a tree
and I will spend the
first four
sharpening the
axe”

Abraham Lincoln



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“Swing once and
make it really count”

Michelle Falzon 😊





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Think of Your Marketing System
Like a Mountain





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Your Marketing Mountain





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Your Marketing Mountain

A diagram of a mountain with three peaks. The left peak is labeled 'WHAT' and has a red flag on top. The right peak is labeled 'WHO' and has a small person standing on it. The middle peak is labeled 'HOW'. The background is blue with a white cloud. A small red circle with a white exclamation mark is in the bottom left corner.

WHAT

WHO

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Your Marketing Mountain

A diagram of a mountain with three peaks. The left peak is labeled 'WHAT' and has a red flag on top. The right peak is labeled 'WHO' and has a small person standing on it. The middle peak is labeled 'HOW'. A red arrow points from the 'WHO' peak up to the 'WHAT' peak. The background is blue with a white cloud. A small red circle with a white exclamation mark is in the bottom left corner.

WHAT

HOW

WHO

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Marketing Funnel vs Mountain

A diagram of a blue funnel. Inside the funnel, there are several small figures of people in red and blue suits, some are jumping or running. A yellow question mark is at the bottom of the funnel. A small red circle with a white exclamation mark is in the bottom left corner.

?

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Marketing Funnel vs Mountain





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Who has more than
ONE Mountain?





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Your Marketing Mountain Range





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Your Marketing Mountain Range

A diagram titled "Your Marketing Mountain Range" showing a range of green mountains against a blue sky with a white cloud. A red flag is planted on the highest peak. A callout box points to this peak with the text "\$199 Intro Course".

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Your Marketing Mountain Range

A diagram titled "Your Marketing Mountain Range" showing a range of green mountains against a blue sky with a white cloud. A red flag is planted on the highest peak. Two callout boxes point to the peaks: "\$99 Membership" for the lower peak and "\$199 Intro Course" for the higher peak.

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Your Marketing Mountain Range

A diagram titled "Your Marketing Mountain Range" showing a range of green mountains against a blue sky with a white cloud. A red flag is planted on the highest peak. Three callout boxes point to the peaks: "\$99 Membership" for the lowest peak, "\$199 Intro Course" for the middle peak, and "\$1999 8 Week Done With You" for the highest peak.

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Your Marketing Mountain Range

Investment Level	Price	Program Name
Membership	\$99	
Intro Course	\$199	
8 Week Done With You	\$1999	
Mastermind	\$20,000	

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Your Marketing Mountain Range

Investment Level	Price	Program Name
Membership	\$99	
Intro Course	\$199	
8 Week Done With You	\$1999	
Mastermind	\$20,000	

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Your Marketing Mountain Range

Investment Level	Price	Program Name
Membership	\$99	
Intro Course	\$199	
8 Week Done With You	\$1999	
Mastermind	\$20,000	

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Your Marketing Mountain Range

\$99 Membership

\$199 Intro Course

\$1999 8 Week Deep Dive

\$20,000 Mastermind

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WORKSHEET

Thinking Strategically About YOUR Marketing Mountain Range

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Your Marketing Mountain

WHAT

HOW

WHO

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Your Marketing Mountain

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Avatar

- Important foundation for all the work we do in the Mastermind
- An Avatar is a representation of your IDEAL client distilled into one persona

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Defining Your Ideal Client

- Loves what you do
- Profitable
- Less refunds/customer service hassle
- Easier to acquire
- Repeat purchases (loyalty)
- Refers people (advocacy)

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Defining Your Ideal Client

- Best done by creating your Ideal Client Avatar (sometimes called Buyer Persona)




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How To Create Your Client Avatar


- Drop your assumptions at the door
- Stephen Covey Habit #5 - “Seek first to understand, then to be understood”
- Ongoing process - like a marriage



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Start Here



Creating Your Client Avatar

Name:	It is important you name your Avatar – either use the name of an existing client (first names work well to keep anonymity) or choose a name that would match someone of that profile.
Photo:	Add a photo here – can be an existing client who fits the profile, or simply find a stock photo image to represent someone of a similar age, gender, style etc.
Age:	
Income:	
Lives:	Add location and type of housing/accommodation – think about who they would live with – alone, with friends, with family?
Works:	What do they do for a living?
Education:	What level of education do they have?
Does:	What do they do in their spare time?
Wants:	Name top 5 things they would have on their wish list – make it specific.
Is worried about:	Name 5 things they are worried about – make it specific.
Big threat:	Name 3 threats to your ideal client's success that can be overcome by using your product or service.
Big opportunity:	Name 3 opportunities that could open up for your ideal client when they use your product or service.
Interview	Think about 5 people who fit this profile you can interview to verify your assumptions.



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Creating Your Client Avatar

- If B2B - you still do your Customer Avatar (people but from people) AND you also need to do a Company Avatar.
- "Firmographics"
 - Industry, location, customer size, turnover, status, structure, verticals



Where do you get the data?

- Existing - sales records, database, previous surveys, customer service, tech support & key team (invaluable), "gut"
- Surveys - existing database or find ways to survey prospects e.g. trade shows
- Interviews - pick your top 5 ideal clients and take them to lunch or Skype record interview...



What's next?

- Aim to get a couple of Avatar Interviews done BEFORE the 3-Day Mastermind (will be hugely beneficial to bring that data with you)



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Content Sells Part 1

ContentSells

MASTER COURSE

Part 1

Matching Your Ideal Client
with Your Ideal Offer
Finding Your Mountain

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Mastermind Overview


- The Q&A Sessions (+ Hot Seats)
- The 2-Day Workshops (+ Hot Seats) - 3 Days in Nov
- Your 90-Day Project
- Facebook Group and Logistics (Q&A Questions)



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Facebook Group





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Facebook Group


- Introductions
- Start reading the posts and comments
- Post your own questions
- Use of #hashtags




HASHTAGS


#win
#question
#challenge
#praise
#QandAquestions
#tip
#update


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Examples What To Post

- Design question - *this or that?*
- Resource question - *does anyone know where...?*
- Pricing or packaging question
- Here's where I'm up to - post your content
- Stuck - idea, copy, decision
- Great resources/ideas/strategies to share
- Need Inspiration / Give inspiration


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Logistics & What's Next?

- Facebook Access: Next Week
- Friday Checkin from Next Week
- Strategy Sessions - Book in :-)
- 3-Day Meeting: 25 - 27 November - VIRTUAL
- What to expect
- How to apply for a Hot Seat
- Planning - (Remember Avatar & Your Project)


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Questions



“What I feel like saying”

- A great way to connect and be present
- Here and now
- “Thank you”
- No conversation or interruption/feedback



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“What I feel like saying...”



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Thank You



Suzi Dafnis
HerBusiness



Michelle Falzon
We Are Content