



Marketing Success
MASTERMIND

Welcome and Getting Started Session

20 November 2020

What's Coming Up

- Mastermind Agreements
- Introductions
- A bit about your fellow Masterminders
- How to make the most of the Mastermind
- Core Concepts
- Mastermind Overview
- Next Steps and Logistics
- Questions
- “What I feel like saying”
- Wrap Up

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.

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.

Introductions (2 Minute Overview)

- **YOU** - Your Connection Statement™ (Who, Pain/Problem/What/How)
- **CHALLENGE** - Name a marketing challenge you have had or are presently experiencing.
- **VISION** - What would you like to get out of the Mastermind?

About Your Fellow Masterminders

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

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

Mastery = Practicing the Foundation Moves



YOUR Mastery



Virtuosity



Virtuosity



"There is a compelling tendency among novices developing any skill or art, whether learning to play the violin, write poetry, or compete in gymnastics, to quickly move past the fundamentals and on to more elaborate, more sophisticated movements, skills, or techniques. This compulsion is the novice's curse—the rush to originality and risk."

Greg Glassman

Ideal Client - Going Deeper

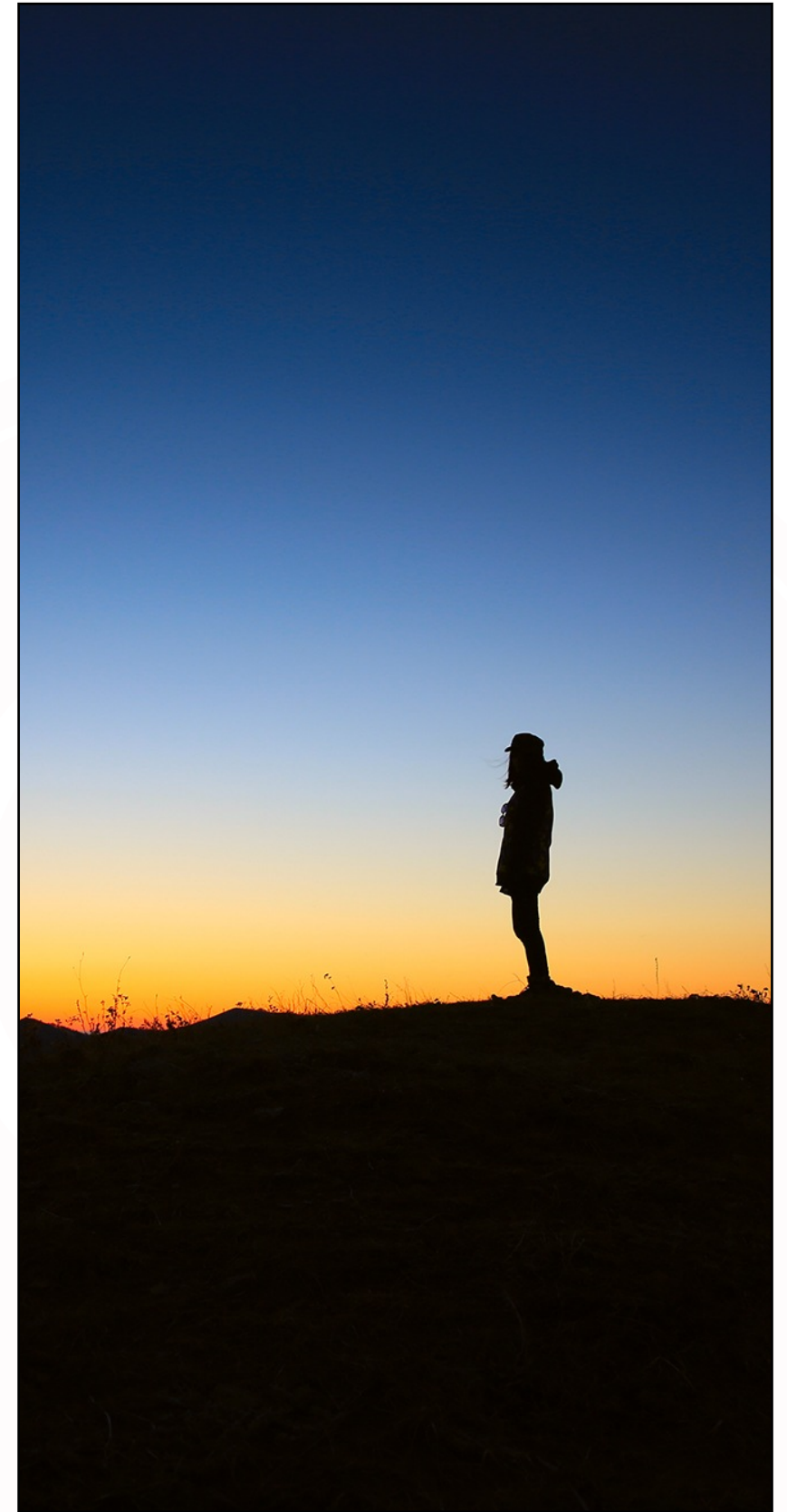


“You can have the best message in the world, but the person on the receiving end will always understand it through the prism of his or her own emotions, preconceptions, prejudices, and pre-existing beliefs.

It’s not enough to be correct or reasonable or even brilliant. The key to successful communication is to take the imaginative leap of stuffing yourself right into your listener’s shoes to know what they are thinking and feeling in the deepest recesses of their mind and heart.

How that person perceives what you say is even more real, at least in a practical sense, than how you perceive yourself.”

Dr. Frank Luntz, Words That Work



Big Problem

Literal



Underlying



Big Want

Literal



Underlying



Big Objection

Literal



Underlying



Your Marketing Story Must...

- SHOW how they can SOLVE the BIG PROBLEM
- HELP them OVERCOME the BIG OBJECTION
- SPEAK to how they can GET the BIG WANT
- **Both LITERAL and UNDERLYING**

This is the TRANSFORMATION...



Pain Island

This is the TRANSFORMATION...



Pain Island



Pleasure Island

This is the TRANSFORMATION...



Pain Island

BIG PROBLEM



Pleasure Island

This is the TRANSFORMATION...



Pain Island

BIG PROBLEM



Pleasure Island

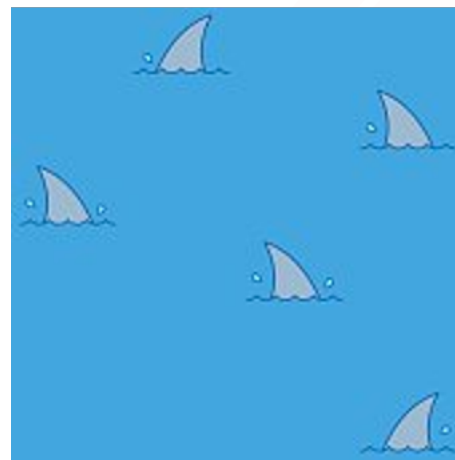
BIG WANT

This is the TRANSFORMATION...



Pain Island

BIG PROBLEM



Pleasure Island

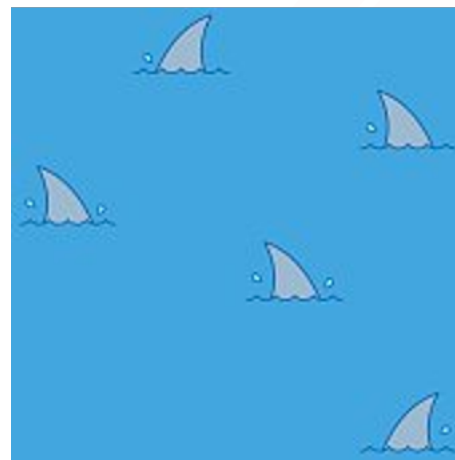
BIG WANT

This is the TRANSFORMATION...



Pain Island

BIG PROBLEM



BIG OBJECTION



Pleasure Island

BIG WANT

This is the TRANSFORMATION...



Pain Island

BIG PROBLEM



BIG OBJECTION



Pleasure Island

BIG WANT

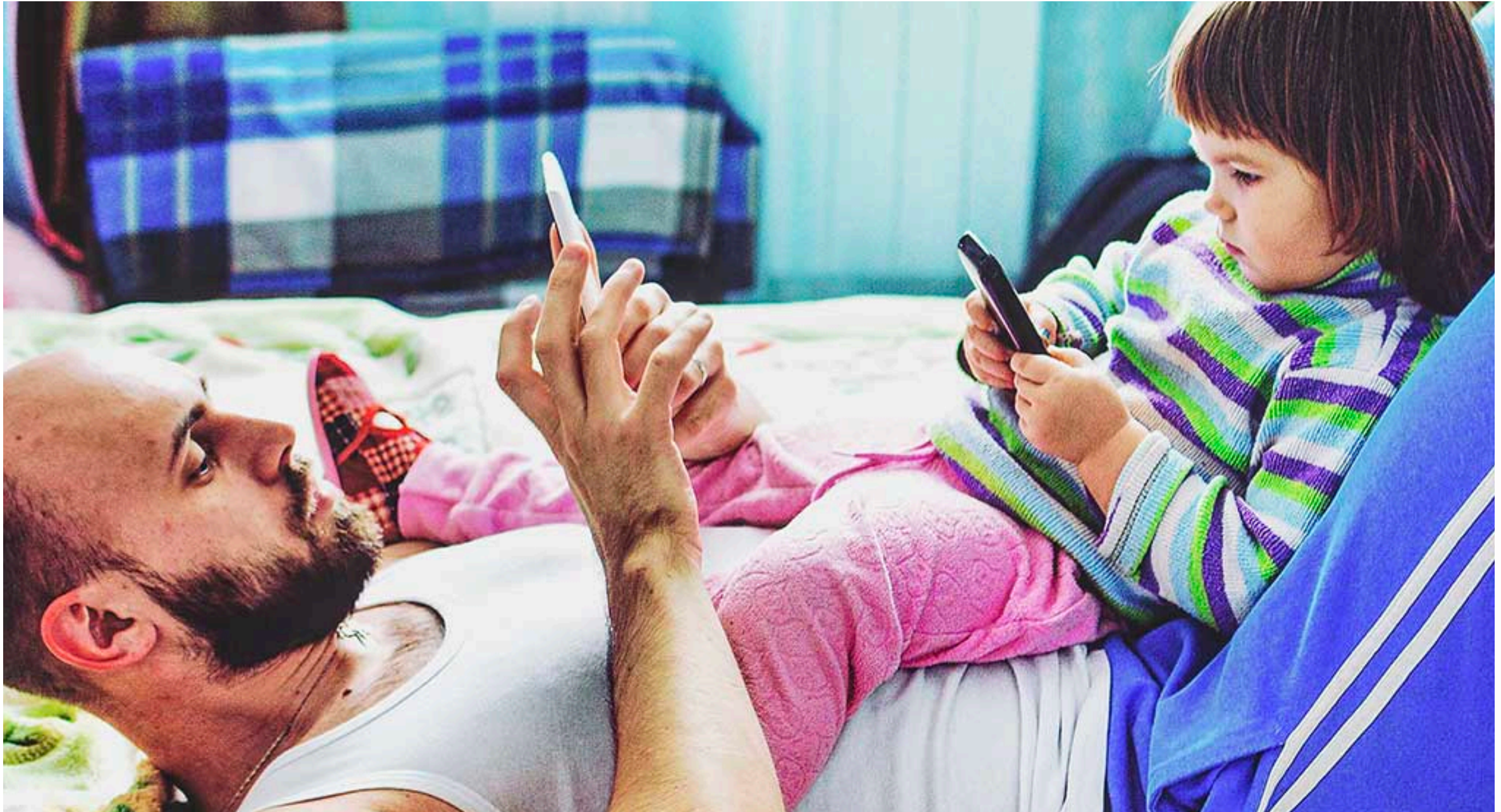


**IT IS NOT
ABOUT
THE
BOAT!**

Remember... we are all in a trance...



We Are ALL In a Trance



What Transcends The Trance?

And Gets Our Attention?

We Need To See OURSELVES

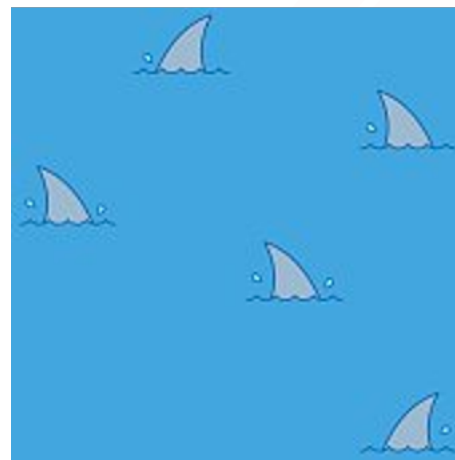


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BIG OBJECTION



Pleasure Island

BIG WANT

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Pain Island

BIG PROBLEM



BIG OBJECTION



Pleasure Island

BIG WANT

Great “No Frills” Example

Vigilant Tree Service

Dear Cocos Palm Owner!
Are you over the endless clean-up of palm fronds, seeds & debris?
Did you know palm trees contain Ants, Spiders,
Cockroaches & attract Bats

.....

**!!!! Special Offer !!!!**
1x Palm Tree cut down for \$200
3x Palm Tree cut down for \$450

**For complete Removal of debris
Please call for a free quote**

.....

5x Palm trees pruned for \$45 each (\$225)
including removal of all debris. (Removal off all
dead/ dying fronds, seed pods, seeds & husks)

.....

Also Quoting all aspects of tree works

Contact Ash on: 0403 927 601
Fully Qualified & Insured (ABN 65 157 513 106)

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)



Mastermind Overview

- **Daily** - Facebook Group
- **Weekly** - Friday Checkin
- **Monthly** - The Q&A Sessions
- **Quarterly** - The 2-Day Workshops (+ Hot Seats) - 3 Days in Nov
- **Quarterly** - Your 90-Day Project
- **Annually** - 2 x Strategy Sessions per year

Facebook Group



Facebook Group

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



One More: #toot

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

What To Expect at the 3-Day Event

- VIRTUAL
- Planning “Day” - get 2021 mapped out
- Mix of content, work sessions, hot seats
- Dinner Thursday night
- Give yourself this space and time
- Make arrangements for kids, meals, other commitments
- Fun surprises...

What To Expect at the 3-Day Event



Planning Your Mastermind Projects



Logistics & What's Next?

- **Facebook Access:** Today!
- **Strategy Session** - Book in :-)
- **Friday Checkin** at 10.00am AEDT from 4 December
- **3-Day Meeting:** 25 - 27 November
 - Remember dinner on Thursday night from 6.30pm - 8/8.30pm AEDT
- **Project** - Think about your 90-Day project

Questions

“What I feel like saying”

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

“What I feel like saying...”

That's a Wrap!

Her[®]
BUSINESS