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Q&A Session
13 January 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 - Angela Counsel



Angela Counsel

Okay I have a question. I need to finalise my offer for my 12 week embrace program which I will open the cart for on Day 5 of my 7 Day Hormone Reset. The doors of the cart are open for 6 days. I was planning to do an early bird price for the fast action takers, I am thinking for 24 or 48 hours only. My first question is - does this sound okay, having an early bird price which goes away (quickly)? This will be the first bonus of my offer. Second question should I put this offer out the rest of my database who are not part of the 7 Day Hormone Reset? Could I open the doors earlier for my database with the lower price? Pricing would be \$997 for early bird and \$1387 full price.

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Question - Angela Counsel





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Okay I have a question. I need to finalise my offer for my 12 week embrace program which I will open the cart for on Day 5 of my 7 Day Hormone Reset. The doors of the cart are open for 6 days. I was planning to do an early bird price for the fast action takers, I am thinking for 24 or 48 hours only. My first question is - does this sound okay, having an early bird price which goes away (quickly)? This will be the first bonus of my offer. Second question should I put this offer out the rest of my database who are not part of the 7 Day Hormone Reset? Could I open the doors earlier for my database with the lower price? Pricing would be \$997 for early bird and \$1387 full price.

 Like

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Question - Angela Counsel

- Early bird that goes away quickly
 - Fast Action Bonus
 - Prefer Something EXTRA that GOES AWAY
- Early Bird
 - More leverage over time when you have long marketing cycle - great way to create urgency when you are far from your deadline




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Question - Angela Counsel

- Launch Bonuses
 - Fast Action Bonus
 - Mid Cart Bonus
 - Close Cart Bonus
 - Surprise Bonus



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Question - Angela Counsel

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Question - Angela Counsel

- YES!
 - Launch List / Non Launch List
 - May need to tweak hooks / approach a little bit
 - May need to send fewer
 - Google doc - choose SOME of the emails to go to all - do a separate version for those not in the launch list
 - ALWAYS be making the most of your OWNED channels
 - Be strategic - there are times you keep them out but more the exception than the rule



Question - Angela Counsel



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Question - Angela Counsel

- \$997 - \$1387 - That's a HEFTY difference
- Have you done this before? Results?
- If you're going to offer such a big discount I would rather see this get you more traction over time
 - eg James Schramko SuperFast conference
- Psychology of this pricing - may backfire - too much remorse? Too much of a gap?
- Could possibly offer to a super special group



Question - Angela Counsel



Angela Counsel

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Question - Angela Counsel

- Talk to us about this...
- How are you setting this up?



Question - Angela Counsel



Angela Counsel

Suzi here is the sales page which I still need to update. I have removed the Retreat and might need to add another bonus in instead of it (I have to decide what that will be). There is no pricing on this page yet until I get my answer about how to do the Early Bird price

<https://angelacounsel.pages.ontraport.net/embrace-online>



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Question - Angela Counsel

- <https://angelacounsel.pages.ontraport.net/embrace-online>



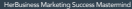




Question - Angela Counsel



Angela Counsel
Can I add to my question? I want to do some short video interviews with a couple of women who have completed my embrace program. I will use this when I open the cart. What type of questions should I ask?

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6 Questions to Ask for Terrific Testimonials

1. Who are you?

- Name, Company?
- Relevant informant to what you need them to say
 - e.g. we use the Connection Statement as part of the introduction
- What is going to make them more real and relatable to your ideal client
 - e.g. I'm a mum, I'm a CEO etc.





6 Questions to Ask for Terrific Testimonials

2. What was life like before (product/service)?

- You are looking for the contrast to what their situation is now
- As specific as possible
 - e.g. I was always bloated and would react to the smallest of changes in my diet. Eating out stopped being fun
 - e.g. I was buying clothes that I never wore
 - e.g. I'd wasted thousands of dollars on gym fees and never showed up to my workouts



6 Questions to Ask for Terrific Testimonials

3. What was your turning point moment?

- This is the tipping point, the 'straw that broke the camel's back' that had them identify that something had to change
- e.g. My mood swings had been so bad that my husband and kids sat me down and had an intervention. They were no longer willing to put up with me.
- e.g. I was at the grocery store and had to put back half the groceries because my credit card was maxed out



6 Questions to Ask for Terrific Testimonials

4. What is life like now after (your product or service)?

- Here you want to cover the specifics and then explore additional benefits.
- e.g. Number of sales, or increased salary (if you can use exact numbers, do)
 - Natasha Hawker - \$123,236 in sales
 - Frances Pratt - \$12,000 in 9 months working with other members
- e.g. Saved \$xxx on clothing purchases and get compliments on my new



6 Questions to Ask for Terrific Testimonials

5. What would life had been like if you didn't have (your product/service)

- This is a look at what could have happened if they had not taken action. Where might they be today if they didn't find you?



6 Questions to Ask for Terrific Testimonials

6. Who would you recommend (your product/service) to, and why?

- Ask who they think would benefit from this product or service (ideally they'll mention those in your target market)
- This provides a strong endorsement when the audience can relate to them



TIPS

- Interviewing is a dance. Learn the dance.
- Put yourself in your ideal client's shoes.
- Ask the questions ahead of time in writing and then REWORD them on the interviews based on the answers.
 - e.g. You mentioned to me that there was a time when your family confronted you about your mood swings, and it was quite uncomfortable. Can you tell us about that?
 - e.g. You've had a very successful year in your business since starting to (hint to the thing). Would you tell us about that?




TIPS

- LEAD the subject to the answer by asking the question in a way that opens the doors for them
- Send them a copy of their answers ahead of time
- Allow time for rehearsal and sound/lighting check
- You may need to handle nerves







6 Questions to Ask for Terrific Testimonials

Episode 20 of Content Sells: How To Get Awesome Client Stories, Case Studies & Testimonials



HerBusiness Marketing Success Mastermind



Suzi Dafnis & Michelle Falzon




ContentSells

How to be An Amazing Interviewer


Episode 71 of Content Sells



HerBusiness Marketing Success Mastermind




Question - Prue Saxby



Prue Saxby
#Question I'm considering whether to run a competition to encourage people to join the Grant Writing Academy free Facebook group. My aim is for 300 members by the end of January. I'm keen to hear people's experience with competitions and the impact on numbers. Plus also:
1. Is this is a good strategy - does it give good quality members?
2. If it is, would a \$200 Officeworks gift voucher be a reasonable prize?
3. Logistics? Would I offer one entry for: people who refer the most members (not sure how I'd track this); 1 entry to everyone who joins, and I pick a random winner (name out of a hat system); or is there a better way?
4. Is this something I would run a Facebook ad for and if so, how much per day for the ad spend?
Thank you

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Question - Prue Saxby

- Competitions:
 - Love / Hate relationship
 - When used super surgically and strategically can be awesome
 - Mostly mis-used
 - Prize must ONLY be relevant to your ideal customer (otherwise low quality leads) - that means Officeworks voucher is OUT
 - Action is best when secondary not primary eg podcast reviews vs start of sales funnel
 - If using as Lead Gen need to know likely lower conversion %
 - Strike while the iron is hot



Question - Prue Saxby


- Competitions:
 - As referral
 - More entries for each referral
 - Need to use a third party tool - otherwise contravening SPAM laws 




Question - Prue Saxby

- Facebook Ads
 - Only if you have all the pieces right - prize, referral, Step 2
 - I'd rather see your FB ad spend go on slightly higher barrier to entry, super strategic lead magnet





Question - Bernadette Janson




Bernadette Janson

Do you have room for one more question?

Like · Reply · 2h


Can you please review my bootcamp funnel?

https://docs.google.com/document/d/17DPy3SErjenS_nsiakFYmELavOukc87GJHEoRHUJ2g/edit?usp=sharing




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Question - Tasha Jennings




Tasha O'Donnell

Oh bummer, I forgot to write this in my clinic diary and have a new patient at 11am. Any info around launch would be great for me! Planning a few launches of Your Fertile Pantry this year!


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Question - Tasha Jennings

- Launch
 - Longer lead time
 - The magic is in the lead up (pre pre launch)




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Question - Tasha Jennings

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Question - Tasha Jennings

- Product Launch Formula Overview:

Pre-Pre Launch	Pre Launch Content (PLC)			Launch			
Build Buzz "Something Cool is Coming" • Videos • Social • Behind The Scenes • And more	PLC #1 Opportunity	PLC #2 Transformation	PLC #1 Ownership	Open Cart	Sales	Close Cart	Optional Re-Open




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Announcements


- Friday Checkins - January
- 2-Day Workshop - 4-5 February - VIRTUAL
- Your Updated Address :-)




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