







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.



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



Planning Your Mastermind Projects



Getting Results

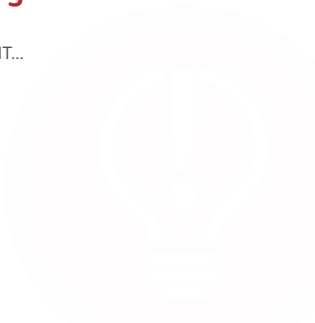
If you are working on something exciting that you really care about, you don't have to be pushed. The vision pulls you.

Steve Jobs



Getting Results

- Even so, it still takes GRIT...


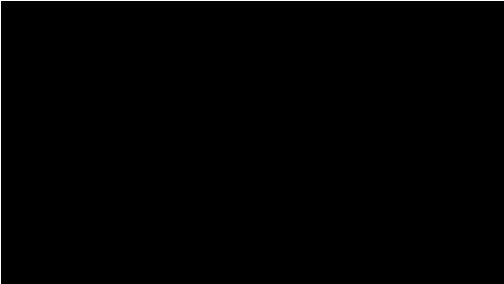


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The Mastermind Experience

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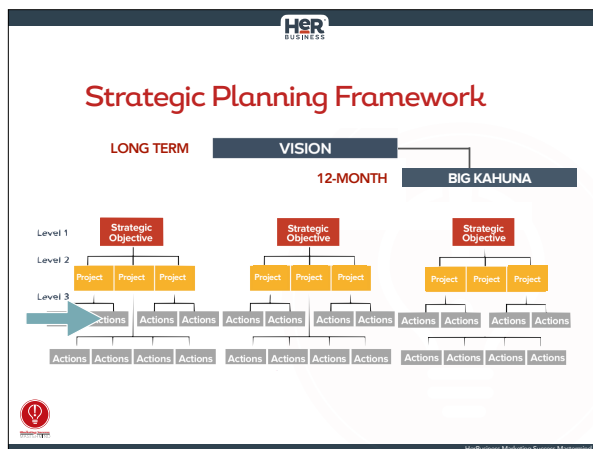
The Mastermind Experience

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Strategic Planning Framework



HerBusiness Marketing Success Mastermind







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YOUR Projects

VISION
BIG KAHUNA

Level 1
Strategic Objective

Level 2
Project Project Project

Level 3
Actions Actions Actions Actions
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



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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



Marketing Success Mastermind
Orientation Day




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Pick Your Project





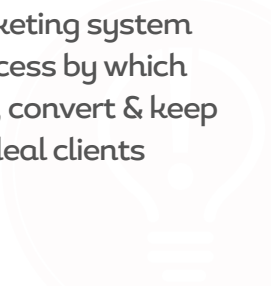
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Your marketing system
is the process by which
you attract, convert & keep
your ideal clients






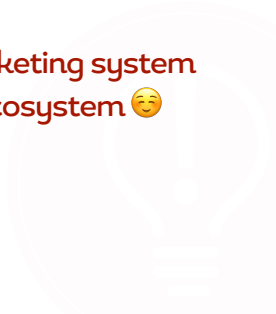
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The Mastermind Experience

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Your marketing system
is an ecosystem 🤖







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“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



A stylized illustration of a mountain range with three green peaks. A red flag is planted on the highest peak. The background is a light blue sky with a single white cloud.



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Your Marketing Mountain



A stylized illustration of a mountain range with three green peaks. A red flag is planted on the highest peak, with the word "WHAT" written on it. The background is a light blue sky with a single white cloud.



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Your Marketing Mountain



A stylized illustration of a mountain range with three green peaks. A red flag is planted on the highest peak, with the word "WHAT" written on it. At the base of the mountain, a small cartoon person is standing, with the word "WHO" written next to them. The background is a light blue sky with a single white cloud.



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The Mastermind Experience

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Your Marketing Mountain





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Marketing Funnel vs Mountain





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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



\$199
Intro Course



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Your Marketing Mountain Range

\$99 Membership

\$199 Intro Course

\$1999 8 Week Deep With You

\$20,000 Mastermind

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WORKSHEET
Thinking Strategically About YOUR
Marketing Mountain Range



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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



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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)



Content Sells Part 1



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Mastermind Overview

- The Q&A Sessions
- The 2-Day Workshops (+ Hot Seats)
- 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: On Friday
- Friday Checkin from 12 February
- Strategy Sessions - Book in :)
- 2-Day Meeting: 4 - 5 February - VIRTUAL
- What to expect
- How to apply for a Hot Seat
- Planning - (Remember Avatar & Your Project)



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Questions



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“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

