

HER
BUSINESS



Marketing Success
MASTERMIND

HER
BUSINESS




Marketing Success
MASTERMIND
Q&A Session
3 March 2020

HER
BUSINESS

What's Coming Up

- "What I feel like saying"
- Questions
- What's Next
- "What I feel like saying"





HER
BUSINESS

HER BUSINESS Marketing Success Mastermind

HER
BUSINESS

“What I feel like saying...”





HER
BUSINESS


HerBusiness Marketing Success Mastermind

Your Questions

HER
BUSINESS

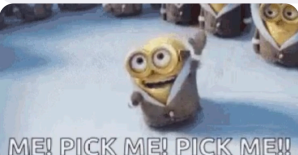
HER
BUSINESS

Question - Chantel Gilbert







Chantel Gilbert

My SMIQ answers review will post the google sheet here




ME! PICK ME! PICK ME!!

Like · 5d







2




Suzi Dafnis

Chantel Gilbert Consider yourself picked

Like · 5d



1



HER
BUSINESS

HerBusiness Marketing Success Mastermind

Question - Chantel Gilbert

- How did you word your DDS? Deep Dive Survey and what was your SMIQ (Single Most Important Question)?
- Did you separate clients from non-clients on your list?



Question - Chantel Gilbert

1. **Hyper Responders** - sort longest, most engaged responses
2. **Themes** - find common themes
3. **Objections** - find big objections
4. **Copy** - create copy eg headlines, bullets (transform the challenge/pain into a benefit statement)
5. **Inclusions / Bonus** - do you need to add something to your offer or your bonuses or describe your bonuses in a different way?
6. **Risk Reversal** - what might you need to change to reduce risk?
7. **Stories** - what client stories do you have that match some of these big themes and objections?



Question - Angela Counsel



Angela Counsel

I will try to keep it to one question this time. My 7 Day Hormone Reset structure was:

Day 0 – Welcome live call in facebook group, telling women what to expect
Day 1 – Hormone 101 Video, this provides women with the information about their hormones that they will need for the rest of the reset (next time around Day 0 and Day 1 will be combined because the Hormone 101 video will be available in the group before we start the Reset)

Day 2 to 6 – Delivery of content for each of the 5 Pillars, combination of pre-recorded videos and live calls in facebook group


Day 7 – Final Celebration call with Open Door Sales Offer.
For the next 7DHR all content will be delivered in the facebook group, I am still deciding the mix of pre-recorded vs live calls.

I found that by Day 7 the engagement had completely dropped off, so I am considering opening the cart on Day 6 and make Day 7 a call where I answer common questions (I did this on Day 8 last time and had no one either live on the call or watch the video).

Last time I converted 80% of the women who were on the Live Call for the open cart, so I need to work out how to get more women on that call. My question is how do I keep the engagement up until I do the live call where I open the cart?


Like · 5d






Congratulations. You're in for coaching.


All the details are being emailed to you. Now that you've signed up there are two things for you to do to be ready to make the most of the week.





Join the COACHING WEEK Facebook Group

HerBusiness Marketing Success Mastermind




HerBusiness Marketing Success Mastermind


Before the Event - Emails

Ask them to engage:

When it comes to (.....) biggest challenge or frustration.
What are you most looking forward to?
The group is now open.
We start tomorrow.

Marketing Success Mastermind






HerBusiness Marketing Success Mastermind

During the Event - Daily Emails

Daily focus - including any bonuses and outcomes
More than one a day if you need to

Marketing Success Mastermind



HER BUSINESS

Daily Schedule

1

3 Steps to Getting New Clients
Get immediate results with Basic Business to getting new clients even if you haven't had many clients up until now.

2

Show Up and Turn Nos into Yeses
THE MOST under-utilised way to get more of your ideal clients saying yes, more often it costs nothing and works even if you don't know where to start.

3

Speak Up and Communicate Your Value
How to COMMUNICATE YOUR VALUE so that people understand what you do and so that you can charge more for your products/services.

4


Create a Waitlist of Clients
Have prospects ready to buy from you without you having to do a lot of expensive marketing and advertising, and without scrambling.

5

How to Have a Steady Flow of Referrals
How to have an always-ready flow of REFERRALS, suppliers and strategic alliances that bring in clients again and again.

6+7

Your Go-Forward Plan & Your Next Steps
We bring it all together and break down the next steps so that you can create your go-forward action plan to grow your business.



HerBusiness Marketing Success Mastermind

HER BUSINESS


Additional Activities



Coaching Week Hot Seats
When you're in the hot seat, I give you feedback and coaching on how to position yourself and your business. These hot seats are a Member favourite and they are so moving forward. **A**

Extra Bonus – A \$97 Value
Online Business Roundtable & Networking Event






HerBusiness Marketing Success Mastermind

HER BUSINESS

Open Cart

Monday	Tues	Wed	Thurs	Friday	Saturday	Sunday	Monday
Lesson 1	Lesson 2	Lesson 3	Lesson 4	Lesson 5	Lesson 6	Lesson 7	Coaching Week Ends
			Bonus Networking Event				
			CART OPENS WITH COACHING WEEK BONUS	CART OPEN WITH COACHING WEEK BONUS			CART OPEN TO PUBLIC
			Email all about cart open and bonus	Daily emails mention open cart	Daily emails mention open cart	Daily emails mention open cart	NEW BONUSSES HERE




HerBusiness Marketing Success Mastermind


HER
BUSINESS

In the Group

Introduce Yourself

GET NEW CLIENTS
Looking Web






HerBusiness Marketing Success Mastermind

HER
BUSINESS

Getting More Engagement

- Add as events in the Group and invite members
- Change out the cover image (they get notified)
- Post each morning what is coming up that day
- Use Units/Guides to add handouts and links so that they can easily find the content
- Add engagement posts




HerBusiness Marketing Success Mastermind

HER
BUSINESS

When Cart is Open

- Go LIVE daily during Open Cart
- Bring on members/graduates as hot seats or case studies/interviews
- Make the offer every time you go live
- Find different angles e.g. one of the biggest issues they have OR a round-up, or in response to what you've been seeing in the group
- Reminder emails that you are going live talking about Xyz.



HerBusiness Marketing Success Mastermind

Email + Group Activity + Retargeting



Question - Yelda Adal-Hall



Yelda Adal-Hall

My question is " how can you win back a client's heart if they haven't been happy with you?" I have a few clients who were delighted with the design but not the process and I don't think they want to hear from me. But I'd really like to see how it turned out, take photos and make peace with them. Just not sure how to do this. Thanks.

Like · 3d




How to make peace with clients

- Trust your heart and do it anyway - send the note, the apology, the photos etc.
- Don't be attached - you may not win them back
- Forgive yourself
- Get your systems in place. Clients (and hearts) are yours to lose.
 - "If you want your organisation to grow, operations should be responsible for revenue and your sales department should focus exclusively on new business."




HER BUSINESS

Question - Gillian Erskine



Gillian Erskine

My question is "ways to make people in different time zones feel special and part of our challenge and then our membership when they can't join us live because they are asleep"




HER BUSINESS Marketing Success Mastermind

HER BUSINESS

Question - Gillian Erskine

- What is your country makeup? What % of people from where? Mostly Nth America or Asia and Europe also?
- What time of day are you hosting? And is there a time that is better suited to everyone? eg 1pm US Central gets most places at a somewhat reasonable hour.
- Bonus Q&A on different times of day
- Convince people to turn up - that it's worth it (don't just assume they won't come)
 - Speak to this ahead of time
 - Give tips on best ways to access and make the most of it
 - Assumptive close
- Provide timezone details in your marketing and communications and a timezone converter link




HER BUSINESS Marketing Success Mastermind

HER BUSINESS

Question - Gillian Erskine

- Social proof - SHOW people where viewers are tuning in from
 - Question at start - post in the chat where you are joining us today
 - Inclusive question - tell us in the chat what is "Good morning" in your native tongue
- Challenges in the group for prizes (that are not timezone dependent eg picture of you in your home city) - win a t-shirt or a journal etc
- Share photos of people from all over in social and emails
- Feature internationals as live case studies and promote this ahead of time
- Acknowledge your international guests and the people staying up late or getting up early



HER BUSINESS Marketing Success Mastermind

Question - Amanda Farmer



Amanda Farmer

I am currently planning a campaign to UPGRADE my monthly members to annual. Putting my 'campaign thinking' hat on, I am planning this as a week-long email campaign: it will be a limited time only opportunity for long-standing monthly members to take up annual membership and thereby get 2 months free each year. I am only including members who have been with me more than 6 months in this campaign. I'd love your thoughts on topics I can cover in the email copy for this campaign. This will be the first time I have run this campaign (and I think that's probably a talking point in itself!) Some monthly members have been with me for 5 years, so theoretically they should jump at this chance to get a cheaper membership, but I want to knock this one out of the park. It would be a great cash flow boost for me. For guidance, I currently have 107 monthly members who would qualify for this offer. I'd love to convert at least 20% to annual membership 😊



Question - Amanda Farmer

- Consider an EXTRA perk beyond the 2 months free (does everyone usually get that?)
- Loyalty bonus
 - Apart from cost saving, is there anything that will give them:
 - Speed
 - Status / Exclusivity
 - Experience
 - Advisory board?
 - Priority Access?
 - Badge / Status inside the membership
- Do you have a personal story about a time you were rewarded for your loyalty?
- How can you map this to something else that they might know about eg what else might they be invited to take part in because of their long standing loyalty to something?



Question - Amanda Farmer

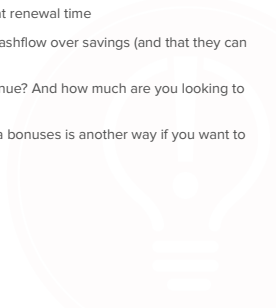

- Hook example
 - Bruce Springsteen needed a band
 - Purchasing power
 - Buying Bulk
 - Loyal to me, I feel very loyal to you
 - Admin - let's make this easy for both of us. :-)
- A strong hook will carry you through much of the campaign



HER
BUSINESS

Question - Amanda Farmer

- Quick win now may be harder at renewal time
- Those on monthly may prefer cashflow over savings (and that they can leave)
- How else can you bring in revenue? And how much are you looking to bring in?
- A 2-year membership with extra bonuses is another way if you want to go with this upgrade idea



HER Business Marketing Success Mastermind

HER
BUSINESS

Announcements

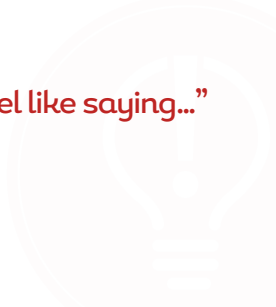

- Friday Checkins
- Strategy Sessions coming up
- Next Q&A Call: 7 April
- Next 2-Day Workshop: 13-14 May — VIRTUAL



HER Business Marketing Success Mastermind

HER
BUSINESS

“What I feel like saying...”



HER Business Marketing Success Mastermind
