

HER
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Marketing Success
MASTERMIND

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Marketing Success
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Q&A Session
7 April 2021

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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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HER BUSINESS Marketing Success Mastermind

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“What I feel like saying...”



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Your Questions

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Question - Virginia Wells



Virginia Wells

I have one about capturing emails for people to join your fb group. I don't ask questions currently, I just approve members...

Can you go over what I should do to capture this information, encourage them to give it - ideally to have them on my newsletter list? Should I ask for anything else?

Is there a podcast for that 🙏🏻



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Bottom of The Mountain

WHAT

HOW

WHO

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Your Group Settings

Set up group

Name and description

Privacy

Hide group

Location

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Get Your Vanity URL

Customise group


Web address

Group colour

Badges

Group affiliation

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Who can join?

Manage membership

Who can join the group

Only profiles


Who can approve member requests

Only admins and moderators

Who is pre-approved to join


People in 1 group

Anyone pre-approved?



HER Business Marketing Success Masterclass

Set and Enforce Your Group Rules



Your Group Questions

Question 1

To join the group, PLEASE ANSWER. Are you a woman business owner?

☐ No, I am not

☐ Yes, I am a CEO

Question 2

To help grow your business, I have created a FREE VIDEO on how to get more of your ideal clients. To get this, answer with your best email address, and check your inbox.

Question 3

How would you describe your IDEAL business?

☐ I am a COOPERATIVE. I work locally and my goal


☐ I have a strategy. I want you to work with me the way I do this

☐ There is a team and an incentive to be the CEO of the business

Group rules

Ask people to agree to group rules.

☒



Business

HeidiAnn's Marketing System Masterclass

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Group Questions

Question 1


*To join the group, PLEASE ANSWER: Are you a woman business owner?

☐ Yes, I am.

☐ No, I am not.

Edit

Delete



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Group Questions


Question 3

How would you describe your IDEAL business?

☐ I am a SOLOPRENEUR. I work mostly on my own.

☐ I have a SMALL TEAM but I am still active in the day to day

☐ I have a team and am leveraged to be the CEO of the business



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The Lure...

Question 2

To help grow your business, I have created a FREE VIDEO on how to get more of your ideal clients. To get this, answer with your best email address, and check your inbox.

Write your answer...



Freebie: Newsletter, Download, mini-course

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Linked Pages

Manage Advanced Settings

- Linked Pages**
2 linked Pages
- Recommended groups**
1 recommended group
- Apps**
5 apps

Add names to Googled Sheet - syncs with database

Workshop Group Requests - Businesses Free Community for Women Business Owners				
Name	HerBusiness	Email Address	Describe Your CBOL Business	Type of business (CBOL etc.)
Sara Coker	Yes	Sara_coker@gmail.com		I am a SOLEPRENEUR, I work mostly on my own.
Ruth Blumstein	Yes	rlblumstein@gmail.com		
Sharonne Davis	Yes	SharonneDavis@aol.com	Personalized	
Jill Berles	Yes	Jill2010@yahoo.com	Creative of Midlife online resources and an automated system for writing sales.	
Natalie Kelly	Yes	Natalie@natevents.com	Full with total customers.	
Pam Williams	Yes	pawilliams@comcast.net		
Sara Stein	Yes	Marcosara@comcast.net		I am a SOLEPRENEUR, I work mostly on my own.
Rosemary Auld	Yes	RosemaryAuld@bigpond.com		
Michelle Lange	Yes	languemichelle@yahoo.com	Well known brand with Constant Growth	
Ruth Hirst	Yes	RuthHirst@verizon.com	Successful, creative, innovative, on an	
		RuthHirst@verizon.com	A combination of hybrid and group events where I can teach and inspire clients and am on the list for everyone to join.	
Deanne Desrochers	Yes	deanne@triviumm.com		I have a team and am leveraged to be the CEO of my business.
Deanne Desrochers	Yes	deanne@triviumm.com		I am a SOLEPRENEUR, I work mostly on my own.
Melanie Hernandez	Yes	Melanie2011@gmail.com		
Bianey Hall	Yes	brianey@gmail.com		I am a SOLEPRENEUR, I work mostly on my own.
Deanne Desrochers	Yes	deanne@triviumm.com	Online dance without	
Lisa Vucina	Yes	lvucina@triviumm.com		I am a SOLEPRENEUR, I work mostly on my own.
Deanne Desrochers	Yes	deanne@triviumm.com		
Rafaela Sorensen	Yes	SorensenRafaela@gmail.com		I am a SOLEPRENEUR, I work mostly on my own.
Sara Rayner	Yes	sara@triviumm.com	Integrates and focuses to help people get their own difference	
Kathy McCooler	Yes	hmcooler@gmail.com		Leveraged
Deanne Desrochers	Yes	deanne@triviumm.com		I am a SOLEPRENEUR, I work mostly on my own.
Leanne James	Yes	leanne@newspring.com.au		
Ann McCoombe	Yes	annmccoombe@gmail.com		
Doreen Probst	Yes	doreen@doeb.com	Collaboratively creating cultural and social change	

Nurture Sequence

Unique Bridging Emails

Immediately

**Universal
Bridging
Emails**


2-7 days

Rolling Nurture Emails


7+ days

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Question - Sue Bell

Susan Bell


Yes, I have one. I have a website but no landing page. I can start to include a landing page in my website but I am not sure whether I should, and what I should look out for. OK that's two!

Intelligence


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Question - Sue Bell

Susan Bell

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Intelligence


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Question - Sue Bell

First...

Let's talk about the difference between a Website and a Landing Page

Intelligence

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Question - Sue Bell

Website:

- ALL the things
- Smorgasbord
- Inviting people to go where they want
- People arriving with VARIED INTENT

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Question - Sue Bell

Landing Page:

- ONE thing
- Menu with ONE dish on it!
- Inviting people to go in ONE direction
- People arriving with SPECIFIC INTENT

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Website / Landing Page

Website:

- ALL the things
- Smorgasbord
- Inviting people to go where they want
- People arriving with VARIED INTENT

Landing Page:

- ONE thing
- Menu with ONE dish on it!
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Website / Landing Page

Website:

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Website / Landing Page

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Question - Sue Bell

 Susan Bell

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Question - Sue Bell

- So, you don't really "include" a landing page in your Website
- You CAN have a page for "freebies" or include a specific landing page as an option in your main menu - but you DON'T drive "Specific Intent" traffic to that page.



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The slide is titled "Question - Sue Bell" in a large, bold, red font. A large white arrow points from a collage of three "HER Business" magazine covers on the left to a photograph of Sue Bell on the right. The magazine covers are titled "FREE ONLINE BOOKS", "FREE ONLINE BOOKS", and "FREE BOOKS". The photograph of Sue Bell is overlaid with a "FREE Download" banner and text promoting a "FREE 212-212-8629 Master Online Research for Women's Business Owners" and a "FREE 212-212-8629 Master Online Research for Women's Business Owners".

The screenshot displays the Her Business website. At the top, the navigation bar includes 'HOME', 'ABOUT', 'SERVICES', 'TESTIMONIALS', 'CONTACT', and 'BLOG'. A testimonial from Sue Bell, a business coach, is featured, stating: 'I can't say enough about the support and guidance I've received from Her Business. I highly recommend this program to anyone looking to grow their business.' Below the testimonial, three products are listed:

- The Magic Cash-Flow Workbook** by Sue Bell: A comprehensive guide to understanding and managing cash flow. Includes a free download of the workbook.
- The Magic Cash-Flow Trading & Investment** by Sue Bell: A comprehensive guide to understanding and managing cash flow. Includes a free download of the workbook.
- The Magic Cash-Flow and Your Strength** by Sue Bell: A comprehensive guide to understanding and managing cash flow. Includes a free download of the workbook.

A large, faint lightbulb graphic is overlaid on the right side of the slide.



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Newsletter Optin

Before you go, don't forget to sign up for our newsletter to get updates on our adventures, travel tips, training hints and more


First Name *


Last Name *


Email *

Phone *



Subscribe Now








Contact us



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Question - Sue Bell



Susan Bell

Yes, I have one. I have a website but no landing page. I can start to include a landing page in my website but I am not sure whether I should, and what I should look out for. OK that's two!



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Question - Prue Saxby



Prue Saxby

I would love you to go over my landing page (link below). I've had some great ideas already from others, but keen to have your thoughts. I might be tweaking it a bit in the next few days - if you let me know a date to have the next draft done, I can be sorted:
<https://membership.grantwritingacademy.com.au/success-path>

MEMBERSHIP.GRANTWRITINGACADEMY.COM.AU

GWA Membership



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Landing Page Resources



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Step 1	Your Landing Page Notes Details Go Here
1. Call To Action What is the SPECIFIC thing /action you want your prospects to do next?	OUTLINE YOUR CTA HERE:
2. Button What style, colour and wording will you use for your button?	OUTLINE YOUR BUTTON DETAILS HERE:
3. Opt-in Form The form and fields your prospects completes to register for your offer (see recommendation I first name and email only in most cases)	OUTLINE YOUR OPTIN FORM HERE:
4. Headline What is your tag "hook" that will get people reading your page?	OUTLINE YOUR HEADLINE IDEAS HERE:
5. Body Copy What content, including introductory paragraph and bullet points will you include?	OUTLINE BODY COPY IDEAS HERE:
6. Terms of Service If you are using third-party platforms to drive traffic, what Terms of Service may those traffic sources have that will influence your Landing Page? e.g. Facebook requires you to include your contact details, privacy policy etc. on your Landing Page	DISCOVER AND REVIEW RELEVANT TERMS OF SERVICE HERE:



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Step 1	Your Landing Page Notes Details Go Here
1. Call To Action What is the SPECIFIC thing /action you want your prospects to do next?	OUTLINE YOUR CTA HERE:
2. Button What style, colour and wording will you use for your button?	OUTLINE YOUR BUTTON DETAILS HERE:
3. Opt-in Form The form and fields your prospects completes to register for your offer (see recommendation I first name and email only in most cases)	OUTLINE YOUR OPTIN FORM HERE:
4. Headline What is your tag "hook" that will get people reading your page?	OUTLINE YOUR HEADLINE IDEAS HERE:
5. Body Copy What content, including introductory paragraph and bullet points will you include?	OUTLINE BODY COPY IDEAS HERE:
6. Terms of Service If you are using third-party platforms to drive traffic, what Terms of Service may those traffic sources have that will influence your Landing Page? e.g. Facebook requires you to include your contact details, privacy policy etc. on your Landing Page	DISCOVER AND REVIEW RELEVANT TERMS OF SERVICE HERE:



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7. Page Layout What will go where on your page?	LIST ALL THE RELEVANT ELEMENTS AS THEY APPEAR ON THE LANDING PAGE FOR CLARITY OF WHAT ORDER WE'RE
8. Offer Visuals Will you be adding visuals of the item you are selling people to sign up for?	SHOW OUT THE VISUAL REPRESENTATION OF THE PRODUCT
9. Social Proof Can take the form of client testimonials, screenshots of results, logos of media you've been featured in, celebrity endorsements, research showing statistics relating to your product or service... basically any form of communication that helps people feel that others have taken the road before them and things have turned out well for them.	MAKE A NOTE OF THE RELEVANT SOCIAL PROOF ELEMENTS YOU WILL INCLUDE
10. Scarcity How can you add some scarcity to your offer? e.g. special prices, bonuses or offers given away.	OUTLINE HOW YOU WILL ADD SCARCITY ELEMENTS TO YOUR PAGE
11. Directional Cues When you are page design to draw the eye to the action you want people to take. Directional Cues can include next arrows or more subtle elements built into your design.	DECIDE WHAT DIRECTIONAL CUES YOU WILL USE TO GOVERN YOUR TRAFFIC
12. Trust and Security Includes any verification, seal or wording that may imply trust in you, as the product/service provider.	LIST ANY VERIFIABLE EVIDENCE OR ASSESS HOW YOU WILL SHOW THE PEOPLE OF TRUST & SECURITY

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Steps		of Landing Page Sales Funnels Go Like	
1. Call To Action	What is the SPECIFIC thing action you want your prospects to do?	CALL TO ACTION	1. Page Layout Lay out the PRESENTATION content in a way that is easy to read and ORDER A FLOW OF CONTENT, FROM LEFT TO RIGHT.
2. Benefit	What value and working will you sell for your customer?	CALL TO ACTION DETAILS/WORK	2. Offer Values What are the adding details of the item you are selling people to sign up for?
3. Option Form	The form and fields your prospects need to register for your offer use recommended (First name and email only is ideal)	CALL TO ACTION DETAILS/WORK	3. Social Proof Can be in the form of other testimonials, screenshots of results, types of results you have been receiving in clients' environments, showing research statistics relating to your clients' environment. Basically any form of communication that helps you find that others have taken the same before them and things have turned out well.
4. Headline	What is your "big hook" that will get people reading your page?	CALL TO ACTION HEADLINE AND SOCIAL PROOF	4. Scarcity How can you add some scarcity to your offer? A special price, bonuses or offers given only.
5. Body Copy	What content, including introductory paragraph and bullet points will you include?	CALL TO ACTION BODY COPY DETAILS HERE	5. Directional Cues When you place your page design to the left the action you want people to take, Directional Cues can include words like "click" or icons elements built into your design.
6. Terms of Service	If you are using that party platform to host your landing page, you will need to have specific terms that will be in reference to your landing page. Facebook requires you to include your contact details, privacy policy, and your content design.	TERMS AND SERVICE PAGE TERMS OF SERVICE PAGE	6. Trust and Security Anything is verification, seal or wording that only says that in you, as the product/service provider.
			7. Payment Options Lay out the PRESENTATION content in a way that is easy to read and ORDER A FLOW OF CONTENT, FROM LEFT TO RIGHT. MAKE SURE YOU HAVE ALL THE NECESSARY ELEMENTS YOU NEED AND INCLUDE THEM.
			8. Follow Up How can you add some scarcity to your offer? A special price, bonuses or offers given only.
			9. Directional Cues When you place your page design to the left the action you want people to take, Directional Cues can include words like "click" or icons elements built into your design.
			10. Trust and Security Anything is verification, seal or wording that only says that in you, as the product/service provider.



Question - Chantel Gilbert



Chantel Gilbert
#question

1. Now I have the evergreen up and running (next 24 hours). How to do I best measure my results and make sure I'm always moving the needle to best leverage the asset that it is. I'm planning to draft an excel "dashboard" for review that I can share tomorrow below.
2. There will still be people that result in quotes from other lead sources, how can I encourage them to watch the webinar, how can I bake it into our other processes.
- Also, we have clients that do electrical and AC not solar, how can I lead them towards the webinar.



Question - Chantel Gilbert



Chantel Gilbert
#question

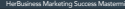

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Question - Chantel Gilbert

Wait for it...






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Question - Chantel Gilbert



There's a Podcast For That ;-)





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Question - Chantel Gilbert



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How to Optimise Your Marketing Funnel









How to Optimise Your Funnel

1. Always start with the Highest Leverage Point

- Often the point closest to the start of your funnel but not always
- Know your numbers
 - ROAS
- People arriving AT each step and moving forward FROM each step (pipes!!)
- Look for “cliffs”



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How to Optimise Your Funnel

2. TEST TEST TEST

- When find a leverage point - TEST stuff
 - Headline
 - Removing a step
 - Adding a step
 - Asking for less info
 - Adding social proof




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How to Optimise Your Funnel

3. Remember Problem / Solution Dance

- Are you not opening a new problem?
- Are you solving a problem no one cares about?
- Are you doing too much solving so they are “full”?
- Are you not putting enough time and effort into painting the picture of the next step?



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Question - Angela Counsel



Angela Counsel

This is a long one, if there is enough time
I need help with my marketing message.

Background – You know that I support women as they move through menopause. I do this using personalised health which is based on a person's genetic blueprint and the epigenetic influences in that specific person's life. On top of that I add my almost 20 years of naturopathic knowledge plus I also use kinesiology to help women to bust through their limiting beliefs. All of this is packaged into a 12 week group program. This program is a one on its kind, no one is doing what I am doing in the menopause space in Australia or New Zealand (probably in the entire world).

This combination is what differentiates the embrace Program to other menopause programs that are on the market. To date my program has a 100% success rate, every woman who has done the program has achieved or exceeded their goals.

My prospective clients are very much in the physicality of what is happening to their body, the most common reported symptoms based on the SMAQ for the last 7 day hormone reset are:

- Weight gain (over 95% said this)
- Hot flushes
- Joint pain
- Problems sleeping

Other programs that address the above are treatment programs that prescribe herbal and nutritional supplements that are aimed at reducing individual symptoms. My program takes a holistic view of addressing diet, stress and other lifestyle factors to help the body rebalance itself so that weight and other symptoms disappear.

What I do in the embrace Program is not the way most people think. They are looking for symptom relief and I provide a complete whole body (and life) solution. They compare my program with a \$197 online program that is not personalised and often isn't sustainable in the long term plus doesn't provide the personal support that I do.

I know that I have to address the physical symptoms that are going on for women and I can explain why these symptoms occur but then I am asked "what can I take for [insert symptom]?" I understand that this is a re-education process but I want to attract women who are open to thinking a different way.

Question – how do I position the embrace Program as the unique and transformational program that it is so that it isn't compared to the other programs around?



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Question - Angela Counsel



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What do you want to be known for?



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What is the message that you can own?




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Membership







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What is your unique method?







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What's your Model?



The Connection Scale®




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What's your Model?


The 5 Steps That Can Help You Achieve
ANYTHING You Want In You


identify


design


engage


act


leverage

The IDEAL Business System


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What's Your Model?

R·E·A·C·H

Retreat

REACH

The REACH Process

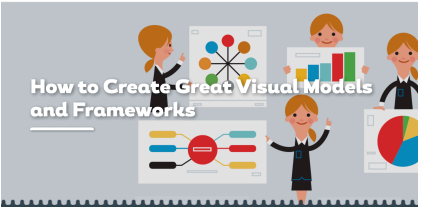

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There's a podcast for that ;-)

How to Create Great Visual Models
and Frameworks






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Go for Your Ideal Clients




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Craft Your Offer




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Announcements

- Friday Checkins
- Next 2-Day Workshop: 13-14 May — VIRTUAL

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“What I feel like saying...”

