

HER  
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Marketing Success  
MASTERMIND

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Marketing Success  
MASTERMIND  
**Q&A Session**  
23 June 2021

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## What's Coming Up

- "What I feel like saying"
- Questions
- Welcoming new Masterminders
- 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 - Chantel Gilbert



**Chantel Gilbert**  
Could I please have my infographic reviewed? In particular how to get the language right. I know I'm on to something just not sure how to get it RIGHT and leverage it. Happy for this to be done in the facebook group instead of the call if it's only a quick one.



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## Question - Chantel Gilbert

The infographic is titled "Your Solar Journey" and features a green header with a sun icon. It compares two paths: "Industry Standard" (orange) and "The Bluegum Way" (blue). The "Industry Standard" path includes "Marketing" and "Salesmen on comission" (sic). The "The Bluegum Way" path includes "Onsite Consult", "Design", "Installation", and "After Sales Service & Monitoring". At the bottom, there is a footer with a logo and the text "ELECTRICAL AIR-CONDITIONING SOLAR".

Your Solar Journey	
Industry Standard	VS The Bluegum Way
Marketing	Onsite Consult
Salesmen on comission	Design
Sub Contractor	Installation
	After Sales Service & Monitoring


 ELECTRICAL AIR-CONDITIONING SOLAR

## Comparison Charts / Pricing Tables

choose your plan	starter	econo	standard <small>NEW</small>	professional <small>NEW</small>
	<b>\$10</b> per month	<b>\$30</b> per month	<b>\$59</b> per month	<b>\$99</b> per month
Amount of space	10GB	30GB	100GB	Unlimited
Bandwidth per month	100GB	200GB	500GB	1000GB
No. of e-mail accounts	1	10	50	Unlimited
No. of MySQL databases	1	10	50	Unlimited
24h support	Yes	Yes	Yes	Yes
Support tickets per mo.	1	3	5	10
	<a href="#">sign up!</a>	<a href="#">sign up!</a>	<a href="#">sign up!</a>	<a href="#">sign up!</a>


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# Comparison Chart

4 SESSIONS	4 SESSIONS	8 SESSIONS	12 SESSIONS
<b>\$450</b> <small>per session</small> <small>\$1,800</small>	<b>\$397</b> <small>per session</small> <small>Fixed Monthly</small>	<b>\$375</b> <small>per session</small> <small>\$3,000</small>	<b>\$350</b> <small>per session</small> <small>\$4,200</small>
-	Online Diagnostic	-	-
-	Diagnostic Report	-	-
-	45 minute Diagnostic Review	-	-
-	30-day Online Learning Case Plan	-	-
1 on 1 Mentoring	1 on 1 Mentoring	1 on 1 Mentoring	1 on 1 Mentoring
<a href="#">Get Started</a>	<a href="#">Get Started</a>	<a href="#">Get Started</a>	<a href="#">Get Started</a>



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Question - Chantel Gilbert

Your Solar Journey

Industry Standard

Marketing

Salesmen on comission

Sub Contractor

VS

The Bluegum Way

Onsite Consult

Design

Installation

After Sales Service & Monitoring

ELECTRICAL

AIR-CONDITIONING

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Question - Chantel Gilbert

THE SOLAR INDUSTRY

✓ INDUSTRY STANDARD

Marketing → Salesmen → Scheduler

→ Sub Contractor

💡 THE BLUEGUM WAY

Onsite Consult → Design → Installation

→ After Sales Service & Monitoring

ELECTRICAL

AIR-CONDITIONING

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Question - Chantel Gilbert

THE SOLAR INDUSTRY

✓ INDUSTRY STANDARD

Marketing → Salesmen → Scheduler

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💡 THE BLUEGUM WAY

Onsite Consult → Design → Installation

→ After Sales Service & Monitoring

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AIR-CONDITIONING

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**Show Your Process**


Concept	Research	Analysis	Develop	Launch
<b>Idea Generation</b> <ul style="list-style-type: none"> <li>• Requests</li> <li>• Customer Pain</li> <li>• Market Studies</li> <li>• Legislation</li> <li>• Competitors</li> </ul>	<b>Assess Market</b> <ul style="list-style-type: none"> <li>• Segment &amp; size</li> <li>• Growth potential</li> <li>• Customer needs</li> <li>• Legal issues</li> <li>• Competition</li> </ul>	<b>Business Analysis</b> <ul style="list-style-type: none"> <li>• Cost/Benefit Resources</li> <li>• Required</li> <li>• Capital Expenses</li> <li>• Profitability/Margin</li> <li>• Anticipated Sales</li> </ul>	<b>Product Development</b> <ul style="list-style-type: none"> <li>• Technical Specs</li> <li>• Prototyping</li> <li>• Trial Production</li> <li>• Testing &amp; QA</li> <li>• Test Market Selling</li> </ul>	<b>Go to Market</b> <ul style="list-style-type: none"> <li>• Marketing Plan</li> <li>• Sales Training</li> <li>• Distribution Plan</li> <li>• Collateral Design</li> <li>• Set Launch Date</li> </ul>
<b>Key deliverables</b> Products concept docs	<b>Key deliverables</b> Market Research Report Market Req. Document Product Definition Statement	<b>Key deliverables</b> Business Case Profitability Analysis Product Req. Document	<b>Key deliverables</b> Product Dev. Schedule Product Testing Report Product Req. Document	<b>Key deliverables</b> Product Launch Plan Product Launch Budget Product ROI Forecast Target Launch Date Set

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## Question - Bernadette Janson

- GOAL:
  - Get more people on the monthly webinar
  - Increase monthly numbers from 30 to 100 (that's a 233% increase)
  - Not just an incremental increase - requires a big leap
- BIG PICTURE WAYS TO ACHIEVE THAT:
  - Increase REACH
  - Increase CONVERSION
  - Need to do BOTH




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## Increase REACH

- 3 Main Traffic Channels:
  - OWNED - list, podcast, website
  - EARNED - client referrals, strategic alliances, PR
  - PAID - FB, EDMs, Instagram, Paid Affiliates
- What can you do to increase REACH in each area?




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## Increase CONVERSION

- List
  - Change email creative / build in more urgency / anticipation
  - Write better emails
  - Get feedback in the MM group
  - Hire a copywriter
  - Do a DDS to get customer language
  - Better Post Webinar Follow Up
    - 4 Day Sequence & Offer Closes




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# Increase CONVERSION

- Ads
  - Change ad creative / build in more urgency / anticipation
  - Write better ads
  - Get feedback in the MM group
  - Hire a copywriter / Hire an ads expert
  - Do a DDS to get customer language
  - Get better landing page
  - Test going to a lead magnet or something FIRST



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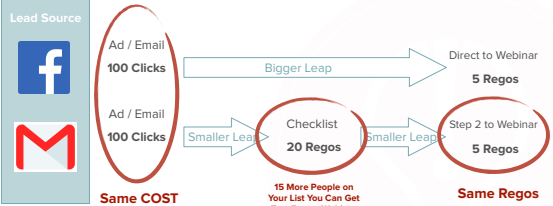
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# Increase CONVERSION





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# Increase CONVERSION

- Webinar Show Rate
  - Get more people to show up for your webinar
  - Re-sell them on the webinar on Thank You Page (video) and in reminder emails
  - Add a mobile number post sign up for SMS reminders
  - Add an option post sign up to auto add to calendar
  - Write a better reminder email sequence



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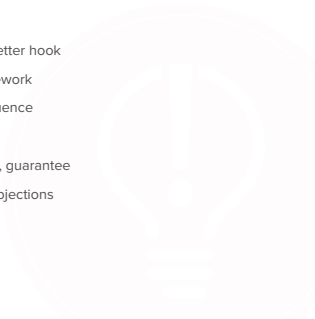
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# Increase CONVERSION

- Webinar Conversion Rate
  - Do a better webinar / get a better hook
  - Try the Ryan Levesque Framework
  - Post Webinar Follow Up Sequence
  - Limited Time Replay option
  - Get a better OFFER, bonuses, guarantee
  - Do a better job obliterating objections
  - Get a better sales page



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## Yvonne Shepherd

How I'm Using Canva to Brand My Business...





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## Using Canva to brand my business





Email signatures

Course materials

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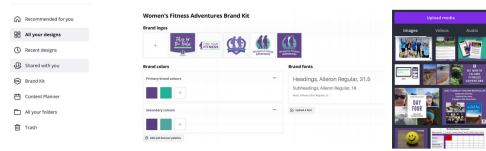
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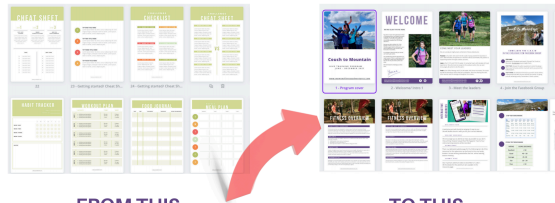
## How to:

Jumped straight in to the pro version once I got the hang of it.



## Then

I purchased a template so I could look professional & be consistent without starting from scratch.

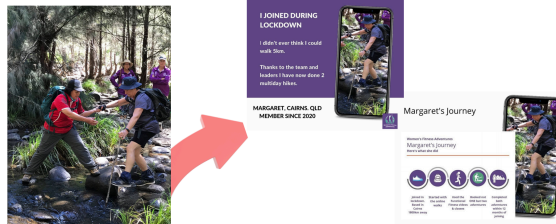


FROM THIS

TO THIS

## Customer stories were a struggle

The same old picture with a tag line wasn't cutting it.

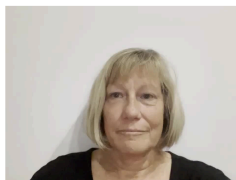


FROM THIS

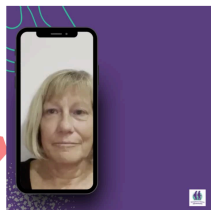
TO THIS

## And videos were a nightmare

How do you make a talking head fancy?.

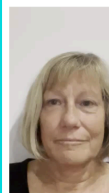


FROM THIS



TO THIS

## BUT HOW you ask....



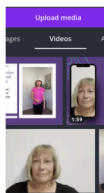
Debby's  
video



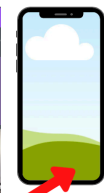
GO TO  
ELEMENTS



Chose phone  
element



click on  
video to  
upload

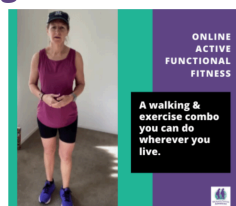


Drag video  
into screen

## And how do you make your sweaty self exciting?



FROM THIS



TO THIS



## Steps I took

- Set up FREE account & started playing
- Didn't waste too much time
- Upgraded to Pro
- Had a theme/consistency in mind
- Purchased template
- JUST started doing a free course.



## Question - Gillian Erskine



Gillian Erskine

Could you review my new Lead Magnet please?

WARNING it's 44 pages! This started life as a Membership Bonus but it seemed such a wonderful Lead Magnet I've worked on it some more.. Wondering if it's too much?!

We desperately need a proper Lead Magnet - one that specifically builds desire for The Studio.

All and any feedback would be most welcome but my main question is.... how strongly I should be in connecting the content to "The Studio" membership. Should I be only be giving the organic answer throughout and tie it all together at the end (if they get there) with a "The studio" is only open to new members a few times per year etc OR

Should I link the inclusions of The Studio in each idea and use "When you join the Studio... OR "As a member of The Studio you'll have ... ?

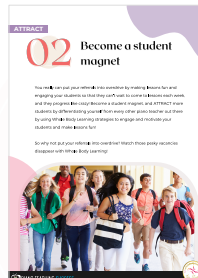
It's a big doc <https://drive.google.com/.../15JDVWwQOqsohYtqzIjE.../view...>



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## Question - Gillian Erskine



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## Lead Magnet or Fast Action Bonus

Six ways to earn an extra \$12,000 & love your job even more!

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## Membership Math

Let's tally it all up!

**02: Become a Student Magnet** **\$1,520**

Let's say you attract 1 more student by using these great new teaching strategies

**03: Teach a couple of small group classes** **\$2,400**

Let's say you replace 3 private lessons with 2 group classes with 3 students/class

**TOTAL Potential EXTRA INCOME: \$3,920**

With a shipping and handling fee of \$100 (10% of \$1,000) and a 10% discount on the \$1,000 fee, you can save \$100.

**Net Income: \$3,820**

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## Goal of the Lead magnet is the STEP 2

- What is the pain/problem you are trying to solve?
- How can you get there faster e.g. the ONE THING?
- They may not read the lead magnet
- So, how will you lead them to the studio?
- How can you sharpen the promise of the Lead Magnet?

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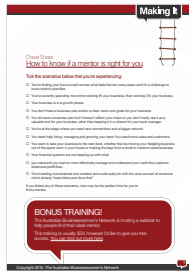
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## Making It eBook/ Cheat Sheets



42 pages



1 page

## Multiple lead magnets?



**Teach small groups:**  
two or three  
students at a time

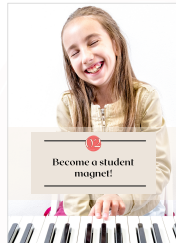


**Become a Media Pro  
and attract more  
students...**

## Multiple lead magnets?



Turn up the fun and  
**KEEP** more students



**Become a student magnet!**

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The Funnel

Owned  
Earned  
Paid

Lead Magnet

Step 2!

Evergreen  
Open Cart  
Waitlist



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What's Missing...



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The Call to Action (CTA)

**BONUS Webinar Training:**  
Making It - How to find your ideal mentor,  
grow your business & get focused.

Learn how you can follow the lead of people like Sir Richard Branson,  
Steve Wozniak and Bill Gates to grow your business faster by being a  
connector to help you grow your business, get focused and achieve  
your goals.

**During the training you will learn:**


- What to look for in a mentor
- How to find the mentor who is your ideal
- How to get the most of out of your relationship with your mentor

**and, knowing you're deserving the offer, we'll waive the  
registration fee to make you to attend**

**Normally \$150, yours at no cost when you visit**  
**[www.itsallaboutthis.com](#)**

This is a limited time offer, so be sure to act now to claim your place

Visit [www.itsallaboutthis.com](#) now.



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# The Call to Action (CTA)







**Steps to Success**

- **Join The Queue**
  - Use the Web version (ask your rep and have him explaining this with your students using the student card).
  - Use the connect between the way the world sounds the track and the way the voice the character heard in making both your students have access to looking tracks that contain both reading, spelling and listening to the track for extra track focus, compare with the average too far to focus your student's eyes and consistently move them forward.
  - Read throughout the **Personalization** and **Learning** time.
  - Sign up your students with Practice Ready to use at home, remember that as an instructor you receive Practice Ready Student Passes in your class of **10** for your initial track.
- Consider your students on how to use the tracks by having your students compare Practice Ready during lessons so they know they can practice at home with confidence.


Page 10




**HerBusiness Marketing Success Manual**



# Rich Dad, Poor Dad

For a FREE TAPE  
*"What my Rich Dad Taught Me About Money*  
and a COLOUR BROCHURE about  
*CASHFLOW™ 101*, the board game,  
call 1 800 676 991

9



HER Business Marketing Systems Melbourne

# Test

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# Test Your Topics

Create

Duplicate

Edit

A/B Test

Preview

Rules

Ad Name	Results	Reach	Impressions	Cost per Result
Find Your Focus 5-Day Challenge	109	5,460	9,943	\$1.21
From Overwhelm to Confidence in 5 Days	93	5,942	10,581	\$1.42
From Stuck to Momentum	86	5,306	9,689	\$1.54
From Confusion to Clarity and Focus	106	5,445	9,825	\$1.25
Results from 4 ads	394	21,943	40,038	\$1.34

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# Next Steps

- Test the messaging
  - Run ads for all four and see what gets traction
    - BEFORE you develop the whole funnel
- Determine the funnel (what will the Step 2 be)
- Create the lead magnets

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# Question - Angela Counsel

Angela Counsel

Okay so here is my request if there is time. I would like my journey up the mountain reviewed to see where I can improve it. The top of the mountain is the embrace Program that a 12 week group program that costs \$1297

Step 1 - Understanding Menopause Ebook (free)

This ebook gives an overview of menopause and introduces the 5 Pillars to navigating menopause with ease which are - Eat Well, Move Regularly, Remove Toxins, Reduce Stress and Address your Mindset

Step 2 - Nurture Sequence

A series of 10 short videos that explains different aspects of menopause and how hormones work. This series focuses on education and highlighting the different problems, no solutions given in this sequence except for say that the answers will be in the 7 Day Hormone Reset.

Step 3 - 7 Day Hormone Reset

This is a challenge that takes the concepts introduced in the ebook is the 5 Pillars and provides simple steps for women to take to follow these Pillars. Each day the women are provided with a Guidebook plus a live video from me inviting them to take action of at least one change a day. During the hormone reset my message is that balancing hormones is only the first step and that menopause is more than hormones.

Step 4 - 7 Day Hormone Reset

This is where I introduce that there is more to learn and that this time of life is the opportunity to make change and create long lasting good health for the second half of their life. I also let them know that there is an important piece of the puzzle that they are yet to learn (this is in the webinar)

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## Question - Angela Counsel

Step 4 - The Real Secret to Thriving in Menopause webinar  
In the webinar I give a brief overview of the 5 Pillars and then start to talk about Personalised Health (this is what makes my program different to anything else on the market).

I give a brief overview of the role of genes and lifestyle choices and how we are able to determine the best diet, exercise, lifestyle choices etc based on this information.

I then give a brief overview of each of the different health types and invite them to guess what health types they might be. I then follow the Ryan L's outline for the offer and open cart

Step 5 - embrace Program at the top of the mountain

I seem to be losing most of my people during the 7 Day Hormone Reset. Virginia did the last round and her feedback was that there was too much in there. But I don't know what to drop out if I still want them to get a result.

When I ask the SMIQ when they opt in 99% of women say weight as well as things such as joint pain, hot flushes, sleep issues. My program is not a weight loss program (even though they will lose weight) it is a health & lifestyle program designed to help women embrace the changes that are happening with their body and to take the steps to create the health that they want.

My question - what do I change with the hormone reset to get more engagement and to get more women interested in working with me further? So far the biggest objection that I get is the price which tells me either I am not targeting the right women or that they don't see the value.

I have considered charging a nominal amount for the hormone reset to get women used to paying for my content or the other thing I considered was dropping the hormone reset all together and creating 2 information based webinars instead. One webinar that gives an overview of the 5 Pillars and the second that covers personalised health and the open cart. thanks



### Question - Angela Counsel

- It does feel like a lot
- The goal of your marketing mountain is the right number of steps - no more and no less.
- There are so many variables.
- How can you simplify? What could you remove?
- Try going ebook to Webinar (Step 2) to Application to Interview
- Make that your first pass and then run a challenge maybe once a quarter to scoop those people up who haven't purchased
- Try going Challenge to Webinar to Application to Interview
- Nurture Sequence only after that (not before)



## Step 2 Example

**Congratulations - Your Breaking Through eBook will arrive in just a few minutes.**

Meanwhile watch this short video to learn about your Special Bonus Gift.



**REGISTER FREE NOW!**

Yes, I would like to attend the complimentary Webinar Training:

Choose a date:

Choose a time:

First Name

Primary Email

Reserve /

• *4.0000*



**H&R BUSINESS**

## Step 2 Example

**Success!**

Your New Potential Addressee Is Being Sent To The Email Address You Supplied  
In Your Application! Watch This Great Training Video For Tips On How To Get The Most Out Of This Powerful Tool!  
PLUS INFO ON YOUR BONUS ONLINE TRAINING... EXPERTS IN...

Bonus	Training	Mentorship	Certification
0	0	0	0

Click Here For Your FREE Online Training

The Product Does Not Exist.  
Your information is under threat.

Business Rights

HiBusiness Marketing Success Motivation

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graph TD
    A[PEOPLE APPLY  
By completing your Application Process] --> B[REVIEW/TRIAGE  
You review your Applicants & Choose Best/Most Suitable]
    B --> C[PHONE CALL  
You speak 1:1 with each applicant and "approve" / "accept" or "deny" their application]
    C --> D[PAYMENT & CONFIRMATION  
Arrange for payment at time of approval]
    D --> E[ONBOARDING & DELIVERY  
Commence confirmation, onboarding and delivery process]
  
```


**PEOPLE APPLY**  
By completing your Application Process

**REVIEW/TRIAGE**  
You review your Applicants & Choose Best/Most Suitable

**PHONE CALL**  
You speak 1:1 with each applicant and "approve" / "accept" or "deny" their application


**PAYMENT & CONFIRMATION**  
Arrange for payment at time of approval

**ONBOARDING & DELIVERY**  
Commence confirmation, onboarding and delivery process



# Application Example

1. Tell me, why do you want to come to / be part of XYZ Product/Service?  
What do you want to get out of this experience?
2. Space is very limited for this XYZ Product/service, and I want to make sure this is a good fit. Why should I choose you?
3. The price for this program is \$ABCD per person. Please check "yes" if you are willing to pay this amount. This is NOT a commitment. I just need to know you're serious so I can follow up with you. (add Yes / No checkbox)
4. Thank You! If you have any additional comments or suggestions please add them here:



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HUMAN RESOURCES  
EFFECTIVENESS

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## The Curse of Knowledge

- How might your Hormone Reset look if you:
  - Cut out 50% of your content?
  - Focused on a more specific deliverable (eg weight loss or hot flush or energy)?
  - Reframed what you mean by them "getting value"?



## Exciting... new Masterminders



## Let's Welcome







**Ange Sinclair**  
Digestive Detective



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**Amanda Cullen**  
Michelle French & Associates



**Michelle French**  
Michelle French & Associates



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**Jackie Campbell**  
Arca Morai



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Jayne Gallagher  
Honey & Fox

Helen Johnston  
Honey & Fox



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Nicole Balchin  
RNR Accounting/ The Profit Coach/  
Workfruit



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Seona Roberts  
Honouring M.E Crochet / Hooked  
on Crochet Club



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**Tracey McLachlan**  
Davis Ogilvie

HerBusiness Marketing Success Mastermind

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**Announcements**

- Friday Checkins
- Strategy Sessions coming up
- Next Q&A Call - 28 July
- Next 2-Day Workshop - 26 - 27 August

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**“What I feel like saying...”**

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