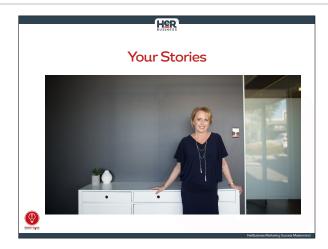
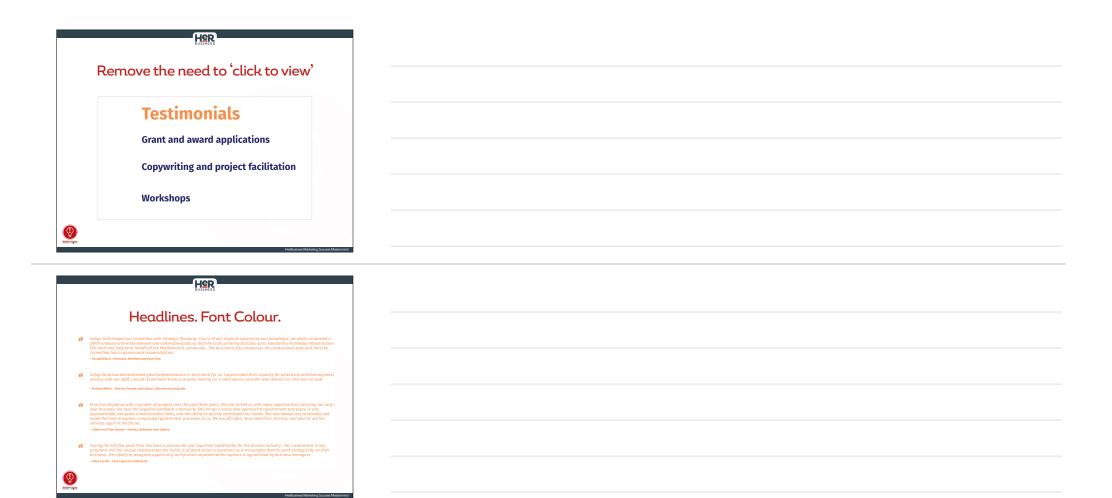
HER	
Marketing Success MASTERMIND	
MASTERMIND	
HRR	
Marketing Success MASTERMIND	
Q&A Session 28 July 2021	
HER	
What's Coming Up	
<ul> <li>"What I feel like saying"</li> <li>Questions</li> <li>What's Next</li> </ul>	
• "What I feel like saying"	

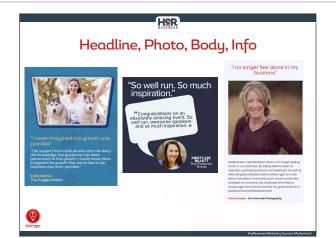
HER	
"What I feel like saying"	
Herbünes Metading Szcena Matemind	
Your Questions	
HER	
Question - Prue Saxby	
Prue Saxby I would like to understand how to subtly weave in 'my	
abilities' into my dialogue during online workshops (paid for by govt) when I'm not allowed to talk about my services. This would also extend to the blurb I provide to them when they're creating the flyers to market the online events.	
<b>9</b>	













Your Speaker Bio         My Expertise         Ve been very successful over the past six years to help organisations and businesses get grant funding – from show on \$10 million.         Creating high quality business documents which contain the relevant information and message for the end-reader.         Being able to:
The been very successful over the past six years to help organisations and businesses get grant funding – from \$10,000 to \$10 million. Creating high quality business documents which contain the relevant information and message for the and- reader.
\$10,000 to \$10 million. Creating high quality business documents which contain the relevant information and message for the end- reader.
reader.
quickly recognise connections and collaborations for improved results     understand various points of view and use diplomacy to help others to consider the options     coordinate teams to complete business writing tasks in short time frames
Coordinate reality to complete dealers writing tasks in short time names     Knowledge of the not-for-profit sector, SMEs and government processes.

### **Connection Statement**

HER

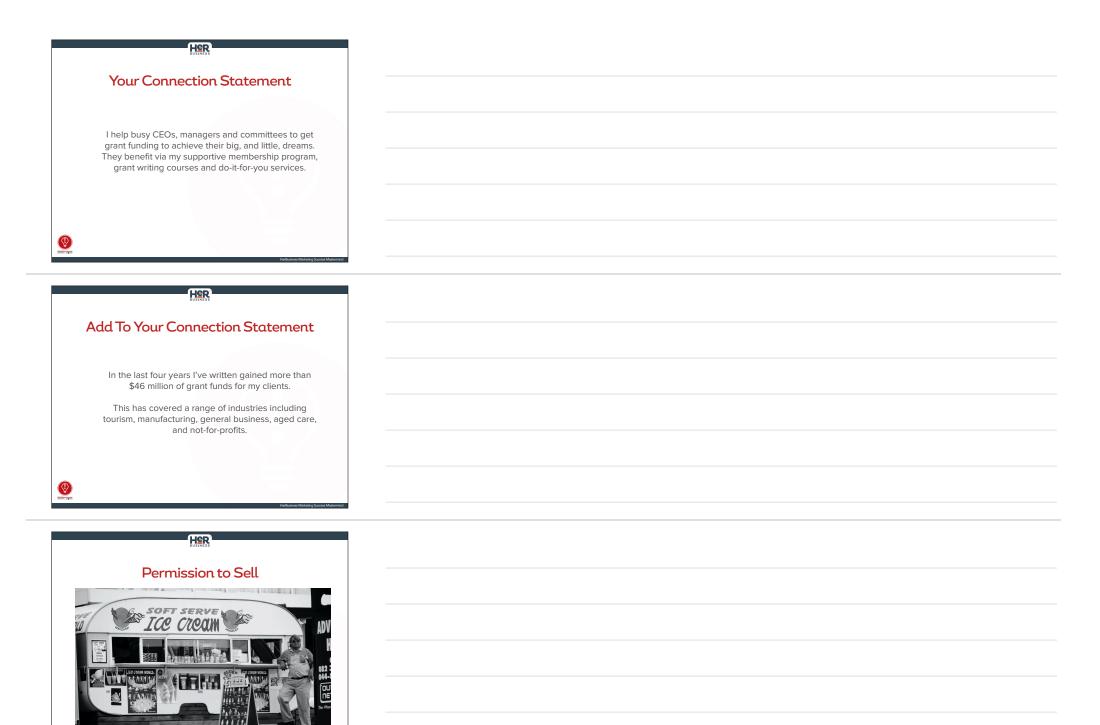
#### Hi and welcome!

Ø

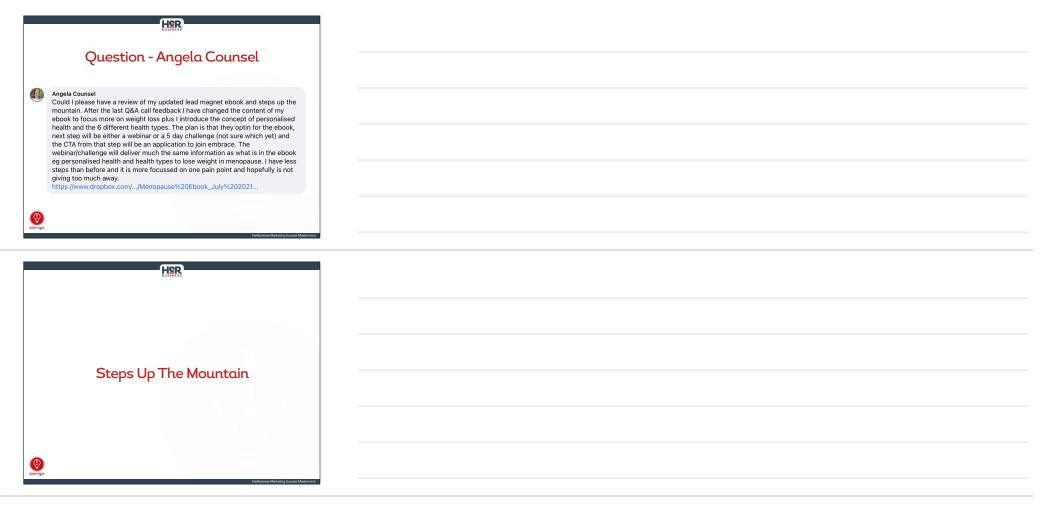
0

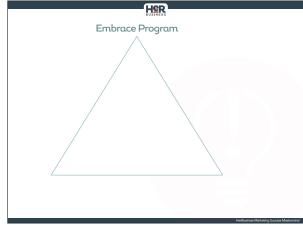
I help overwhelmed grant writers easily crack the code on how to create grant submissions which stand out and get funded. They achieve their big (and little dreams) sooner through my online course, a supportive membership community and mentoring options. LET'S GET STARTED

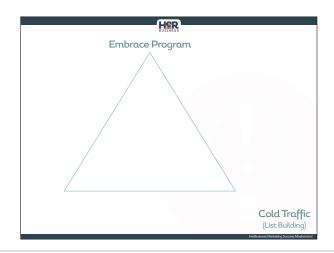




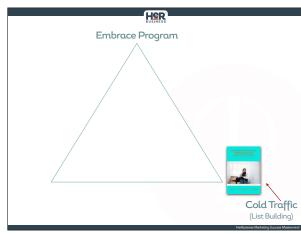
Ø









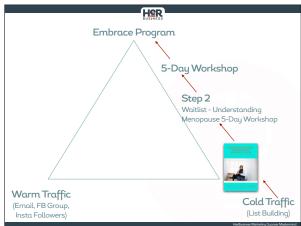




















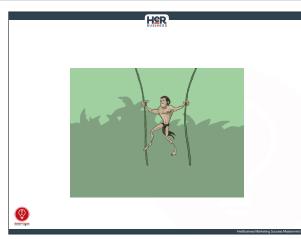


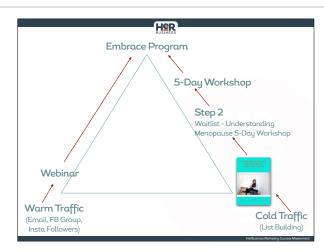












HER	
Lead Magnet	
Lead Magnet	
With any set of the s	

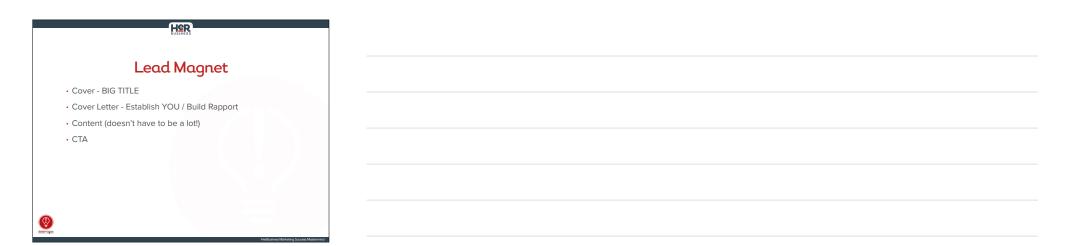
	HER
	Question - Nic Balchin
	Nic Balchin uploaded a file. July 21 at 11:49 AM · ⊕ #feedback I've created this lead magnet. I'd love some feedback on it. Also do you think I need to add more explanation in each area? Or a
	narrative at the top? Or a scale like if you scored 40-50 etc.
₽	Hadkaitea Markery Soone Mat

#### HER

# Lead Magnet

- Don't wait for people to read it (Remember Tarzan)
- Go straight to Step 2

- If they DO read it your MAIN goal is the Step 2
- Call to action offer inside your lead magnet
- Call to action offer in your email sequence
- Always, always, always have a Step 2
- Get to the Top of the Mountain with only as many steps as you need (no more and no less)













#### HER

# Question - Jayne Gallagher



Jayne Gallagher Hi I would like some advice on how to add/use customer testimonials or social proof to the sales page for a new course that we haven't offered and delivered before. While we could use testimonials from our existing clients they are not really relevant to this course. Or do we go without testimonials and add them as they come in (hopefully)? Or do we find some cool statistic or factoid that supports what we are saying about how important doing the course is for their business. Or? Would love some suggestions1 01

Like · Reply · 1h

2







