

HER  
BUSINESS



Marketing Success  
MASTERMIND

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Marketing Success  
MASTERMIND  
**Q&A Session**  
22 September 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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“What I feel like saying...”



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Your Questions

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Question - Tracey McLachlan




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Tracey McLachlan

I would love to know the best way to create or develop a sales script to get leads up our Subdivision Kickstarter mountain. Suggestions on how to get the team on board with this would also be wonderful as they will be doing the grunt work and this has never been something we have explored before.

Like · Reply · 2d



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## Avoid Disconnect - Marketing / Sales



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## Continue The Story...

- All Marketing is STORY
- You have a great Problem/Solution Dance
- Make sure your TEAM knows that Dance
- Avoid a disconnect between MARKETING and SALES



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## Document Your Problem/Solution Dance



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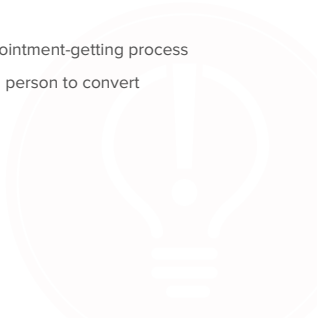
## Change Management



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## Sales Training

- Your Marketing is an appointment-getting process
- WARM lead for a 1:1 sales person to convert
- Scripts and Dialogues



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## Role Play



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Sales Training

CHRIS SMITH

THE  
Conversion  
CODE

CAPTURE INTERNET LEADS  
CREATE QUALITY APPOINTMENTS  
CLOSE MORE SALES

- “Yes is not an accident”
- “Conversations create closes”
- Part 3 - entirely dedicated to what happens AFTER you get the online lead and you are now having the sales conversation.



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Sales Training

CHRIS SMITH

THE  
Conversion  
CODE

CAPTURE INTERNET LEADS  
CREATE QUALITY APPOINTMENTS  
CLOSE MORE SALES

Part III: Close More Sales

Chapter 8: Need to Know Exactly What to Say to a Lead on the Phone? How to Have a Perfect First Minute on a Sales Call with an Internet Lead

The Two-Step Pre-call Lead “Stalk”

Chapter 9: The Digging Deep Technique: Questions to Ask That Make It Impossible For an Internet Lead to Say No

The Digging Deep Technique

Notes

Chapter 10: How to Build Trust with an Internet Lead in Two Simple Steps

Chapter 11: Proactively Uncovering Objections

Chapter 12: How to Start Closing an Internet Lead Using the “Five Yes Technique”


The 20/20/20 Rule

Chapter 13: How to Pitch Using the “Features, Benefit, Tie-Down Technique” and Identify Exactly When to Close

Always Be Closing

Chapter 14: Exactly What to Say When You Start to Close

Chapter 15: The Two-Step Close



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Ongoing





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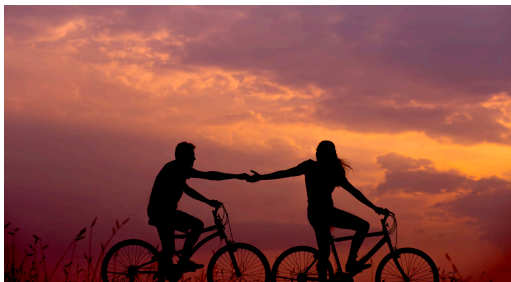
## Tracking / Visibility



## Rewards




## Support



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Question - Kim Batina




Kim Batina

I'm unable to attend as we'll be in our quarterly EOS session, but I do have a question. We are creating more and more micro video content. We share the content directly in LinkedIn (ie upload a video to a post) and we also load it into a relevant playlist on our YouTube channel. Someone suggested we also have the videos on our website with a transcript (a bit like a podcast transcript) which would help with SEO. My question is, should I be using transcripts to improve the SEO on our videos and if so, how given I have many platforms to show them? I'm not worried about LinkedIn, my question is mostly regarding our own website and youtube channel. By embedding our youtube videos into our website, I'd like to drive more traffic there. Will a transcript help?

Like · 3d

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Example: James Schramko SEO

Can You Make 100K? [CLICK HERE](#) [Login](#)

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856 – Selling In-Person Events from Your Website

September 8, 2021 [Leave a Comment](#)


Dr. Melissa Davidson and Simon Smith run in-person physical therapy training for physios in New Zealand. Starting out, these business owners did everything manually. Then they discovered the tool that did all that they needed online.

Join James and his guests as they go over the journey and share best online practices for running an offline business.


Podcast: Download (Duration: 24:24 – 22.5MB)

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COACHING



[BUY NOW](#)



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Key: Can you retarget





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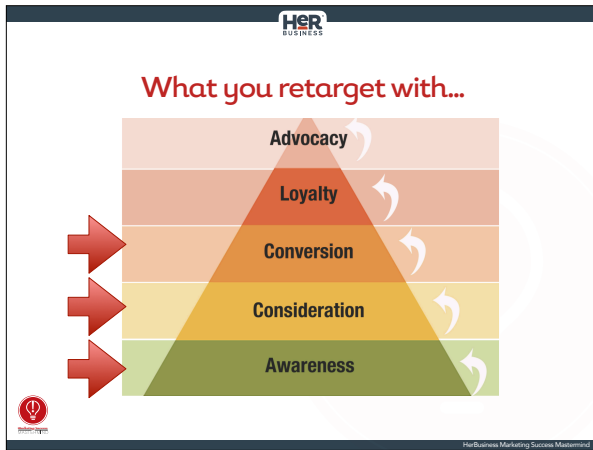
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### Question - Bernadette Janson

**Bernadette Janson**

I would like to review my Wonder Women Packages with the view to reducing my input.  
Currently I have 15 in Diamond and they have unlimited access. I would like to take the numbers up to 40 but to do so I need to move the unlimited coaching.

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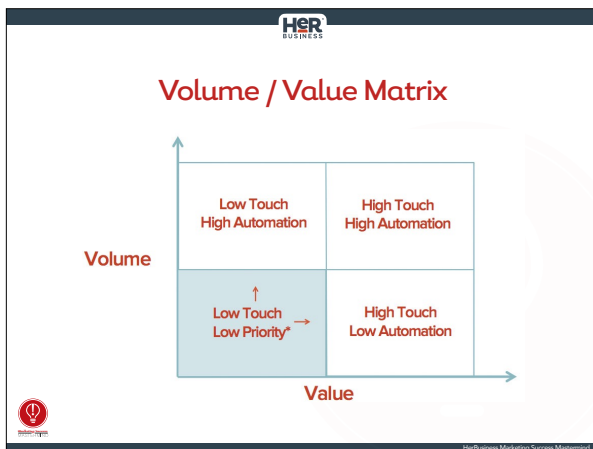
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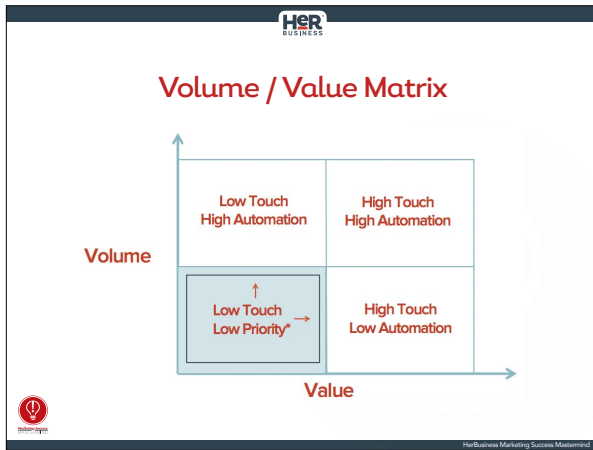
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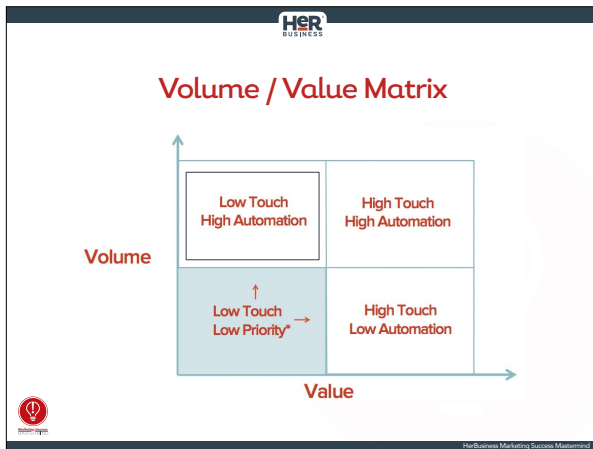
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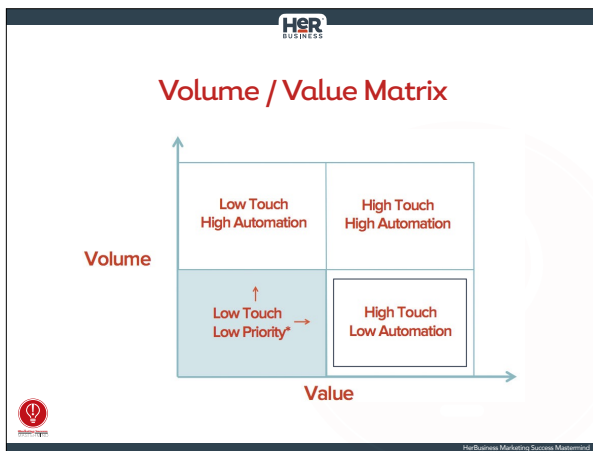
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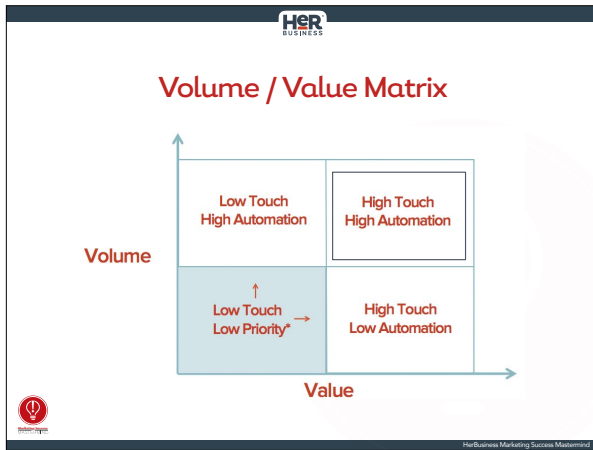
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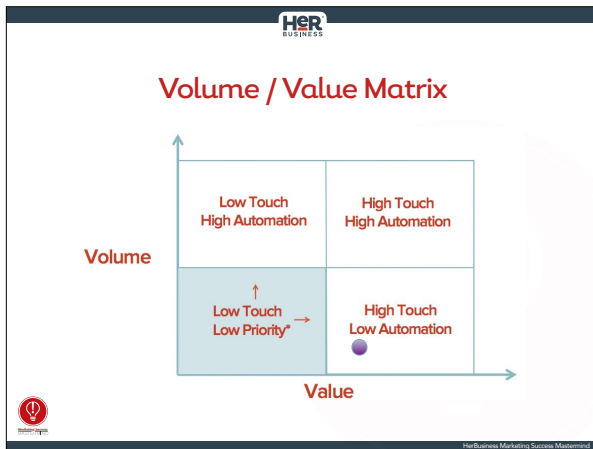
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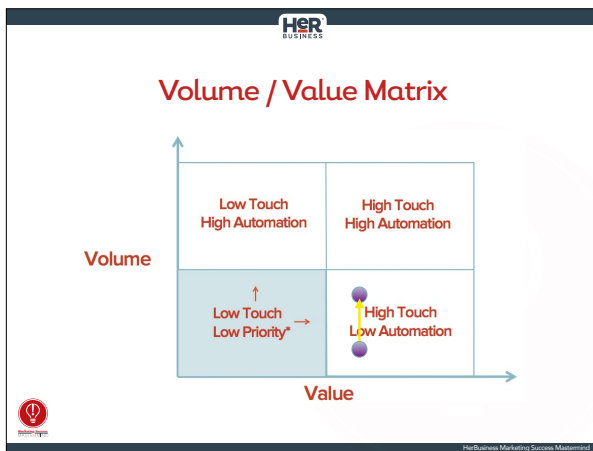
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Diamond Package

Wonder Women Diamond WWD	Monthly Master Class
GIFT PACK 1. Emma Book 2. Pen 3. Laser Measure 4. Apron Branded 5. Champagne 6. Welcome Card	Monthly Q & A
\$9,999	Retreat-5 Day
Year 2 \$5,999	WW Facebook Group
Business Planning Session 90 minutes	TSOR Facebook Group
Unlimited (Coaching Calls) Bernadette	WhatsApp group
She Renovates Live Ticket Conference	Weekly Accountability meetings
	Annual Planning Boardroom
	WW Facebook Group
	TSOR Facebook Group
	5. 100k Renovation System
	6. My Airbnb Empire
	7. Joint Venture
	Training
	8. My Airbnb Empire



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Diamond Package



High Touch



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Diamond Package



High Touch



Automation



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## Diamond Package



## High Touch



## Automation



## It's a Balance



High Touch



## Diamond Package

Wonder Women Diamond WWD
<b>GIFT PACK</b> 1. Emma Book 2. Pen 3. Laser Measure 4. Apron Branded 5. Champagne 6. Welcome Card
\$9,999
Year 2 \$5,999
Business Planning Session 90 minutes
Unlimited (Coaching Calls) Bernadette
She Renovates Live Ticket Conference

Monthly Master Class
Monthly Q & A
Retreat-5 Day
WW Facebook Group TSOR Facebook Group
WhatsApp group
Weekly Accountability meetings
Annual Planning Boardroom
WW Facebook Group TSOR Facebook Group
5. 100k Renovation System
6. My Airbnb Empire
7. Joint Venture Training
8. My Airbnb Empire



### High Touch



## Diamond Package

Wonder Women Diamond WWD
GIFT PACK 1. Emma Book 2. Pen 3. Laser Measure 4. Apron Branded 5. Champagne 6. Welcome Card
\$9,999
Year 2 \$5,999
Business Planning Session 90 minutes
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6. My Airbnb Empire
7. Joint Venture Training
8. My Airbnb Empire



Automation



High Touch

1. Emma Book

2. Pen

3. Loser Measure

4. Apron Branded

5. Champagne

6. Welcome Card

\$9,999

Year 2 \$5,999

Business Planning Session  
90 minutes

Unlimited (Coaching Calls)  
Bernadette

She Renovates Live Ticket  
Conference

Monthly Master Class

Monthly Q & A

Retreat-5 Day

WW Facebook Group

TSOR Facebook Group

WhatsApp group

Weekly Accountability  
meetings

Annual Planning  
Boardroom

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5. 100k Renovation  
System

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Training

8. My Airbnb Empire

Automation

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High Touch

1. Emma Book

2. Pen

3. Loser Measure

4. Apron Branded

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6. Welcome Card

\$9,999

Year 2 \$5,999

Business Planning Session  
90 minutes

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TSOR Facebook Group

5. 100k Renovation  
System

6. My Airbnb Empire

7. Joint Venture  
Training

8. My Airbnb Empire

Automation

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Question - Angela Counsel

Angela Counsel

I want to know more about waitlists (or should I wait for the podcast). If someone goes on the waitlist, ideally for how long and how much contact should you be having with someone who is on the waitlist.

Like · Reply · 1d

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Question - Tasha Jennings



Tasha O'Donnell

Ditto to Angela. Waitlist info would be great here too including what type of info we should be sending

Like · Reply · 18h

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I'LL WAIT.





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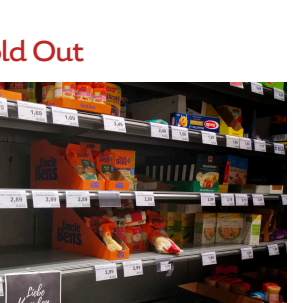
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Sold Out







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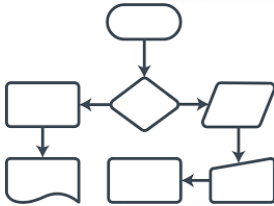
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Call 1300 720 120

Join the Leading Women's Business Mastermind in Australia...

This is How You ESCAPE Overwhelm and Get The Support You Need - Along With a Focused Plan That ACTUALLY Works to Get MORE of Your Ideal Clients, Make a Difference and Create The Business You LOVE



Join Other Successful Women Business Owners Who Are Doubling, Tripling Their Revenues, Creating New Marketing Funnels and Growing Their Audience and Income.

JOIN THE WAITLIST



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## Your Email Sequence




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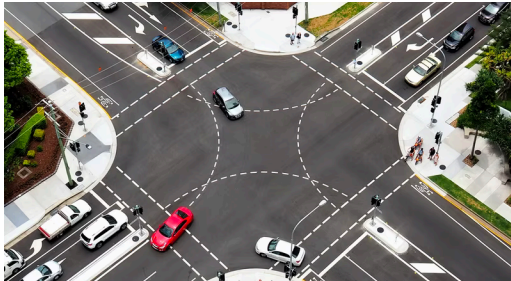
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## All Roads Lead to Your Waitlist




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A low commitment...




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Incentivise





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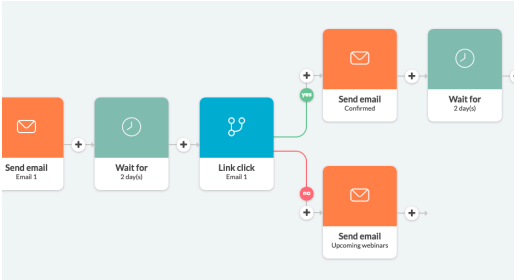
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Email ONLY Open Sequence





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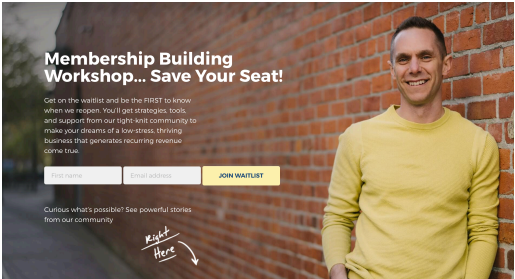
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Only Open Once a Year





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Step 2 - Podcast


HOT DIGGITY DOG!

*You're Awesome!*

We're here to support you and help make your membership dreams the real deal. Check your email — we've sent you a few goodies we know you're gonna love!

Hang on the podcast that is helping thousands of everyday people launch and grow their memberships *right here!*





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Lead Generation All Year

Sell Once,  
Worry Less

Want to know the exact steps to build a successful online membership business around what you already know, love, and do?

Download The Free Guide





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Opportunity to Segment

Sell Once,  
Worry Less

Want to know the exact steps to build a successful online membership business around what you already know, love, and do?

Download The Free Guide



25% completed

Tell Us Where To Send Your Guide

STEP 2 OF 2: COMPLETE THE FORM BELOW


☐ I'm just starting out - I have no audience and no idea yet

☐ I have an audience but have no sales

☐ I have sales but they aren't recurring

☐ I have a membership (recurring sales) but I want to grow it

NEXT STEP



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## Step 2

**Thanks! Your FREE  
Guide Is On The Way.**



## Step 2 - Self-Liquidating Offer

**Thinking about a membership,  
but not sure where to start?**

The last thing that anyone wants is to put a bunch of work into a membership project only for it to fall flat when it's time to sell it, especially if you're starting from scratch.

So how do you ensure it's a success right from the get go? You create irresistible messaging that instantly attracts your perfect buyers.

In this mini-series, we dive deep on figuring out who you serve, how you help, and how to position your membership idea so that people want to join today!

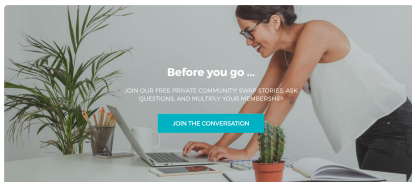
[ACCESS THE MINI-SERIES →](#)



## Step 2 - Join the Facebook Group

JOIN OUR FREE PRIVATE COMMUNITY: SWAP STORIES, ASK QUESTIONS, AND MULTIPLY YOUR MEMBERSHIP!


JOIN THE CONVERSATION



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## Announcements

- Friday Checkins
- Mastermind Directory is LIVE
- Next Q&A Call - 27 October
- Next 2-Day Workshop - 24 - 26 November (includes a PLANNING DAY!) will be Virtual



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## “What I feel like saying...”



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