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| Marketing Success MASTERMIND | |
| Q&A Session 8 December 2021 | |
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| HER | |
| What's Coming Up | |
| "What I feel like saying" Questions What's Next | |
| • What's Next • "What'l feel like saying" | |
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| "What I feel like saying" | |
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| Your Questions | |
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| Question - Seona Roberts | |
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| Seona Roberts Suggestions for how best to package and sell and deliver my membership material as a workshop. Preferably without me needing to be hands-on in the delivery so that they can be evergreen at a higher price after the promo too. Like. Beely: -2bh | |
| Like - Reply - 22h | |
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| HerBusiness Marketing Success Mastermind | |





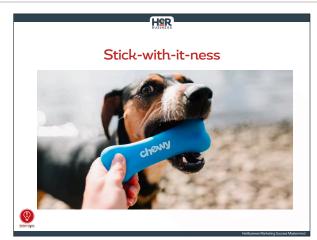
Steps to Creating Your Workshop

- Choose a platform
- Select course topic and modules
- Look at top performing content
- Create/curate the content
- Craft the offer (brand, pricing, inclusions, bonus etc.)
- Market the Workshop



All Roads Lead to Membership



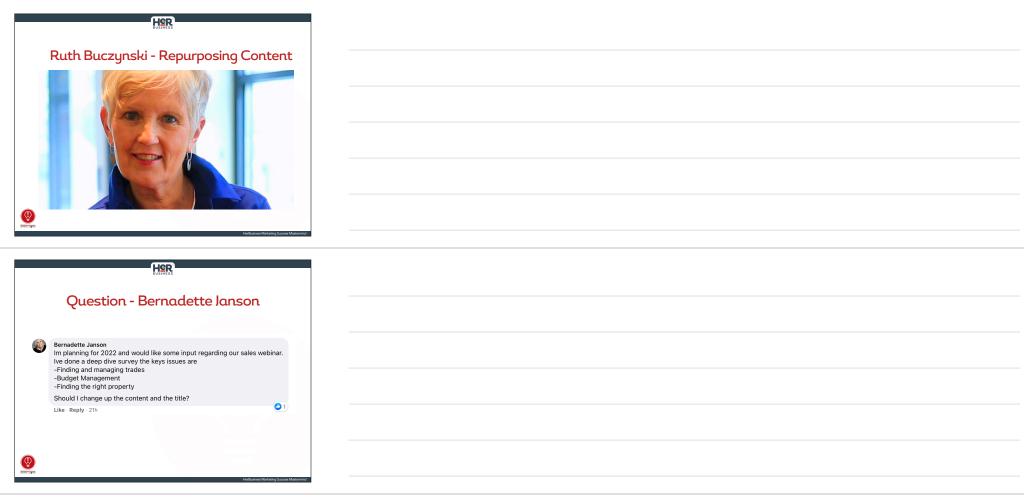


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| Strategic Alliances | | | | | |
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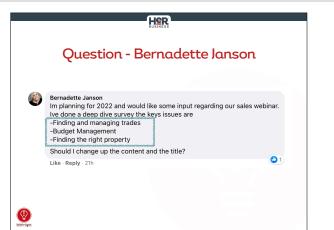






| Webinar Resources | s - Portal |
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| | Program Outline Foundation Moves 2-Day Workshops Q&A Sessions - Recordings Resources FAQs |
| EUSTINESS UVE CHAT | |
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| THE MASTERMIND GUEST ALL-STARS Ryan Levesque - Winning Webinars Wrieig Method Structure Treptes Wrieig Method Formeron Haspath | |
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| Winning Webinar Structure Template | |
| | |
| Whining Webinar Hook Resources | |
| Whining Webhors | |
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| Ryan Levesque - Webinar Funnel Journey | |
| Ryan Lavenque, ASK Method: Webinar Funnel Journey | |
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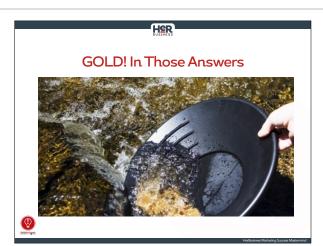


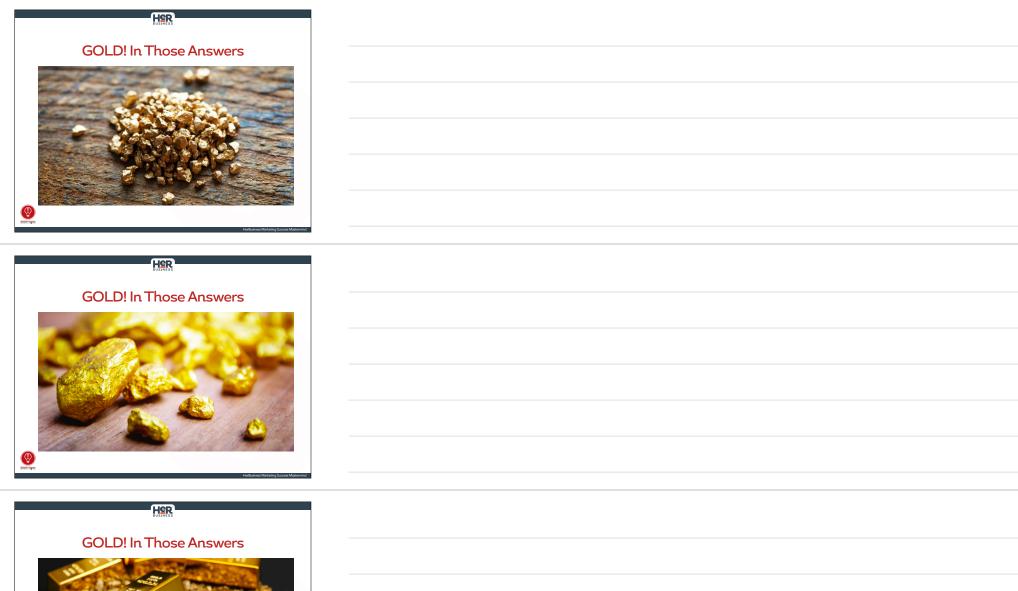


Your Deep Dive Survey Results

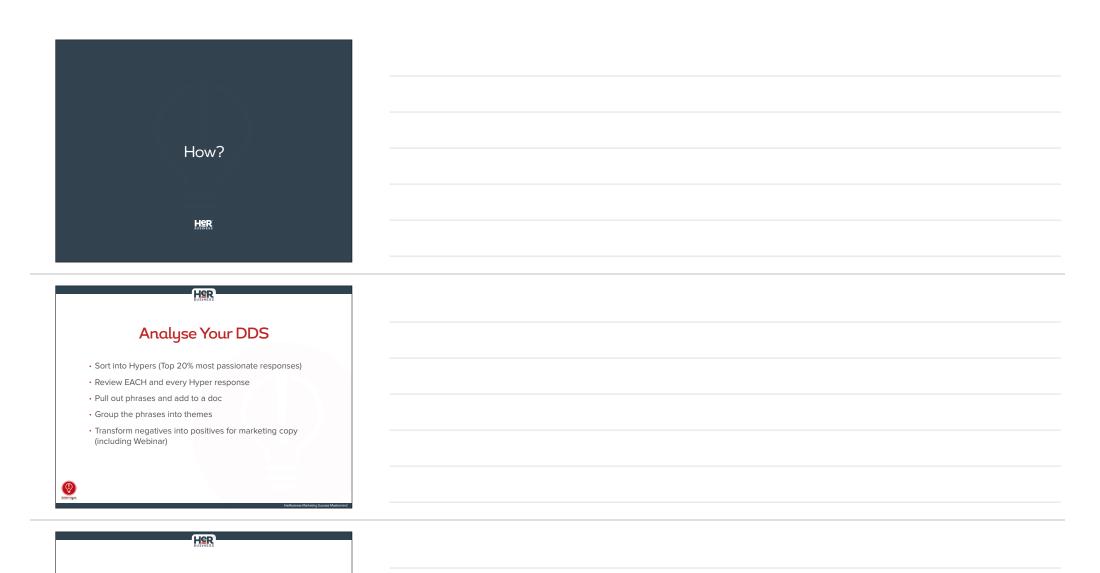
Michelle Falzon Admin Bernadette Janson can you post a link to your

survey results? But don't share your client info. Just a spreadsheet with the actual open-ended responses? And have you sorted those into your top 20% of responses? Because that's all I'd like to see (we want to pay attention to our hyperresponders - those who give us the deepest, most passionate responses). If you're not sure how to do it - you want to create another column where you calculate the character length of each post and then you sort by that column - with the largest number of characters at the top. Then you take the top 20% of those -- so if you got 200 responses you would take the top 40 longest responses as your hypers. 01 Like · 5d · Edited







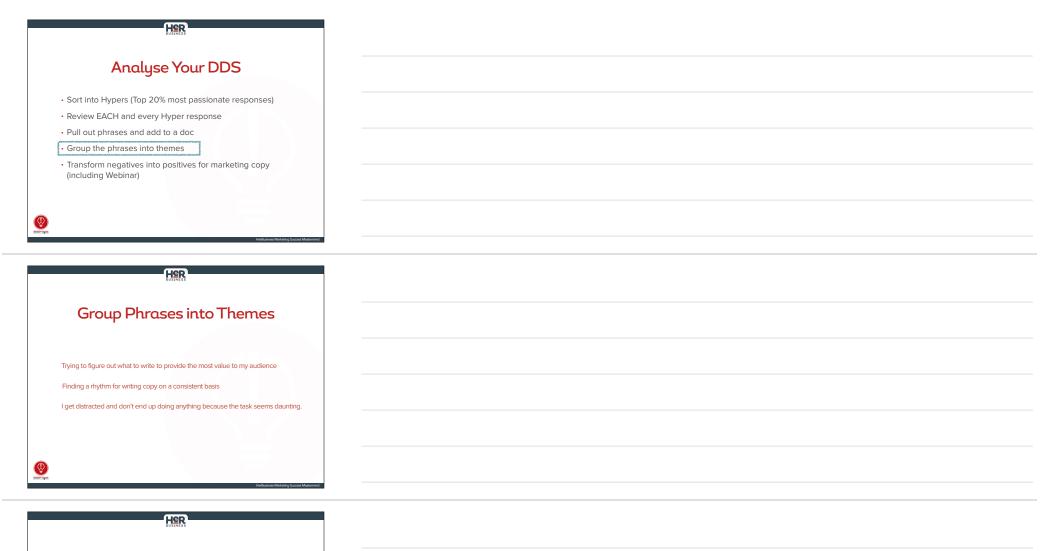


Sort into Hypers & Review EACH Answer





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| Trying to figure out what to write to provide the most value to my audience | |
| Finding a rhythm for writing copy on a consistent basis | |
| I get distracted and don't end up doing anything because the task seems daunting. | |
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Group Phrases into Themes

Getting Attention

Maintaining Interest

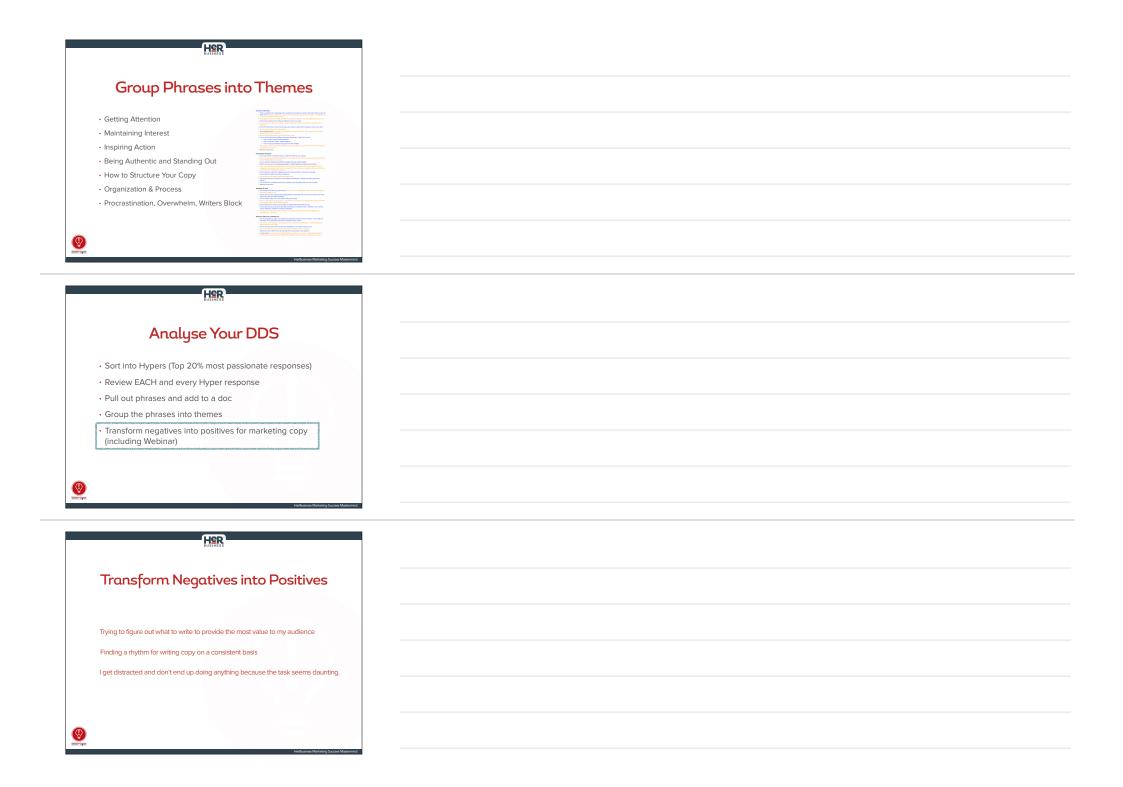
Inspiring Action

Being Authentic and Standing Out

How to Structure Your Copy

Organization & Process

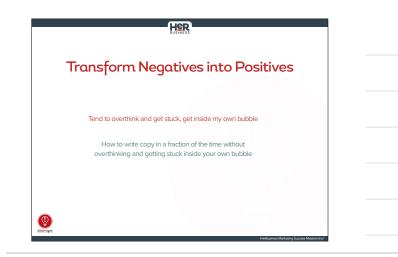
Procrastination, Overwhelm, Writers Block



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| Transform Negatives into Positives | |
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| Trying to figure out what to write to provide the most value to my audience | |
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| Finding a rhythm for writing copy on a consistent basis | |
| How to find a rhythm for writing copy on a consistent basis | |
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| Transform Negatives into Positives | |
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| I get distracted and don't end up doing anything because the task seems daunting. | |
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| Transform Negatives into Positives | |
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| I get distracted and don't end up doing anything because the task seems daunting. How to avoid getting distracted and ending up not doing anything | |
| EVEN IF the task seems daunting | |
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| Transform Negatives into Positives | |
| Turisjoint Negatives into Positives | |
| Writing feels like a 1000 ton rock on my shoulders. A monumental task. | |
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| Transform Negatives into Positives | |
| Writing feels like a 1000 ton rock on my shoulders. A monumental task. | |
| How to write high converting copy without it feeling like a 1000 ton rock on your shoulders. | |
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| Transform Negatives into Positives | |
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| Tend to overthink and get stuck, get inside my own bubble | |
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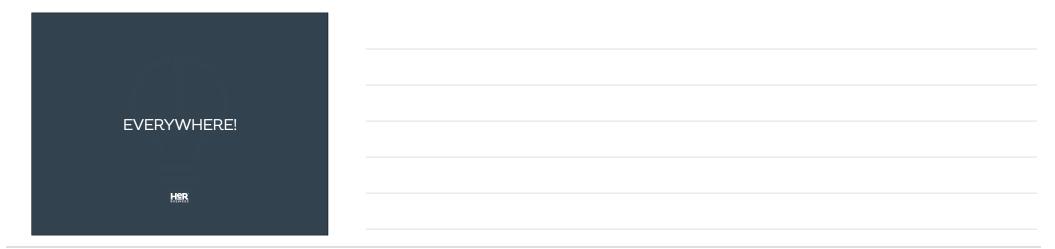
Transform Negatives into Positives

I find my kids do not take me seriously or will fight or gang up on me and dismiss the importance of the work. Some days the whining and procrastination is unbearable! I find I struggle with staying happy and positive towards my children without being frustrated and giving ultimatums.

 (\mathfrak{Q})

Discover how to handle whining and procrastination without getting frustrated or having to resort to giving ultimatums. (Even when your kids gang up on you, or if they haven't taken you seriously in the past...)

Where Should I Use This Info?

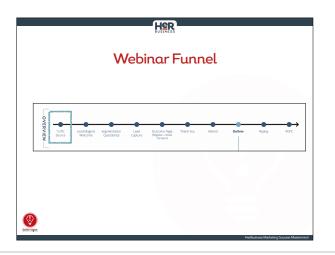




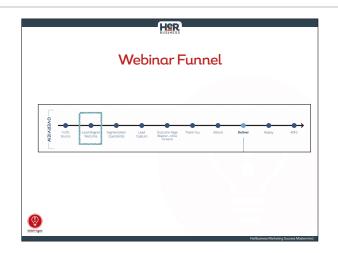
















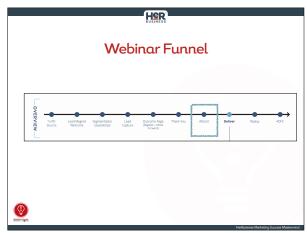






















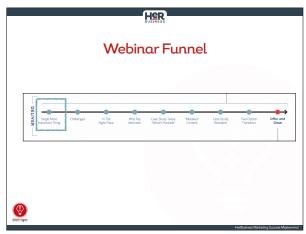




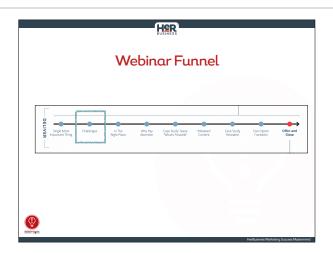


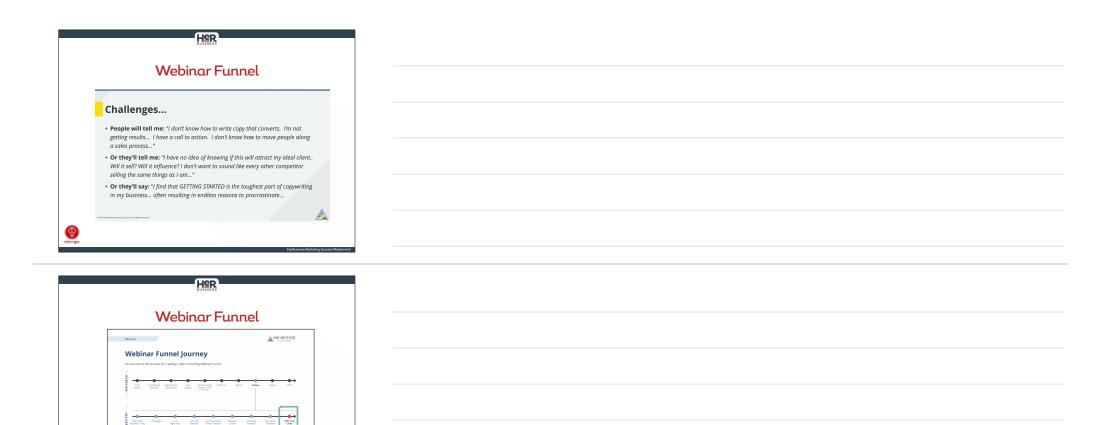


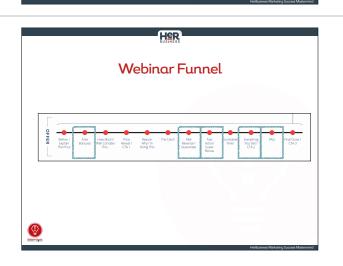










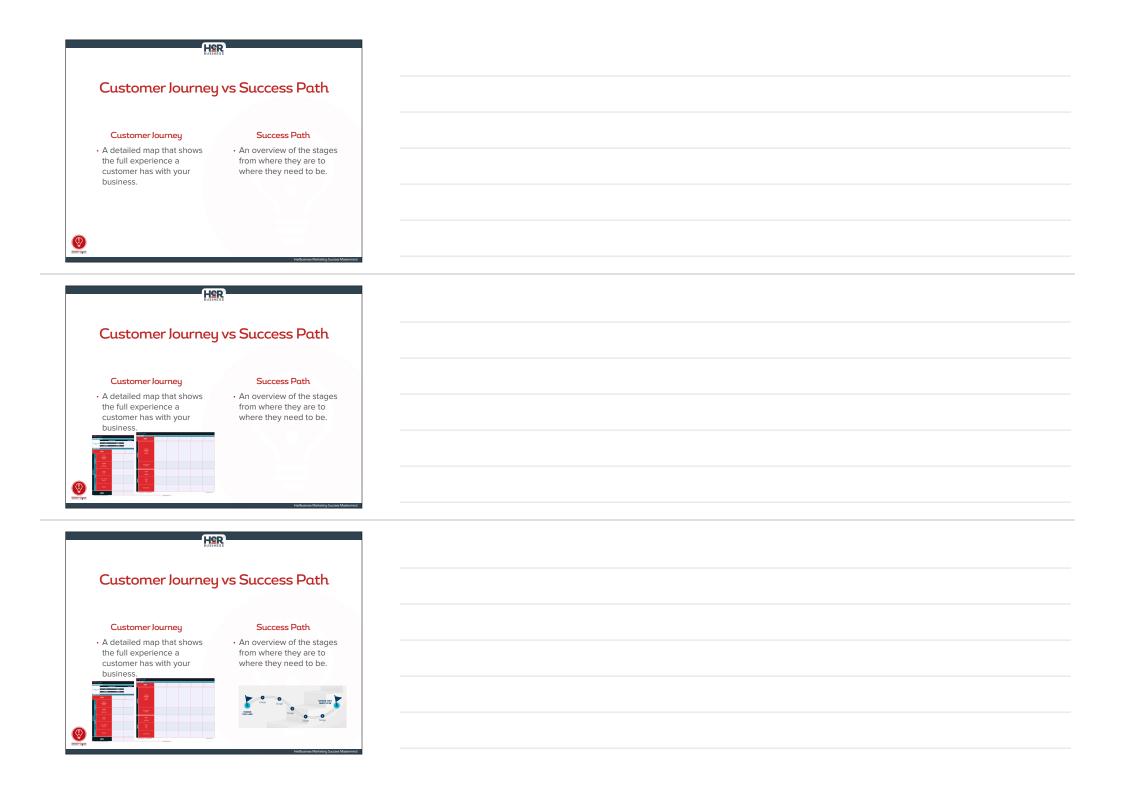


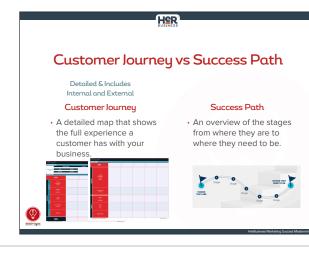
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| Bonuses | |
| BONUS #1 | |
| Copywriting Outsourcing SYSTEM The ULTIMATE Outsourcing System for Finding, Testing, & Hiring Copywriters Step-by-Step | |
| How to find someone skilled to do the writing, who doesn't cost an | |
| cares as deeply about your customers and copy as you do • When you do find someone good, how to know how much evidence to give yours, lotting them uses their creativity on what | |
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| Question - Yvonne Shepherd | |
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| Yvonne Shepherd Suggestions on how to do Customer Journey Mapping. I know the stages of a customer journey but am not sure how to measure and show these milestones to the members so they know they are progressing. I have access to this via the Tribe Course however it would be great to see some practical applications. | |
| Thanks Like · Reply · 3h | |
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| Customer Journey vs Success Path | |
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| Customer lourney A detailed map that shows | |
| the full experience a customer has with your business. | |
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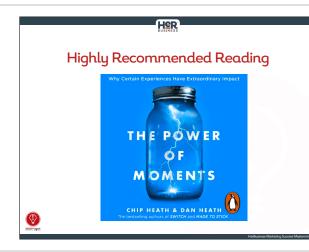






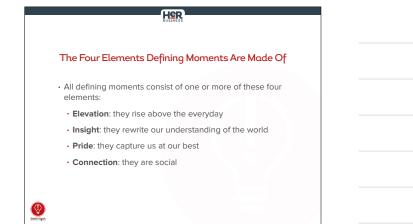


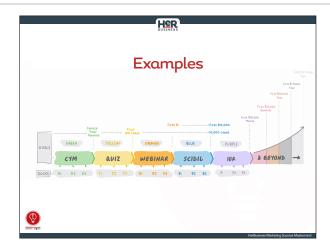


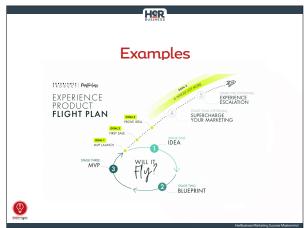


Power of Moments

- Why do we remember certain experiences and forget others?
- Why are some moments so meaningful to us?
- Transitions
- Milestones
- Pits









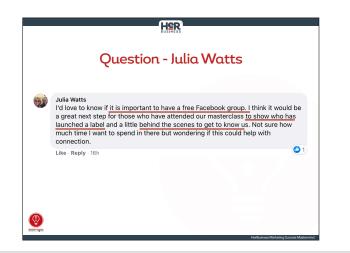


My Tips

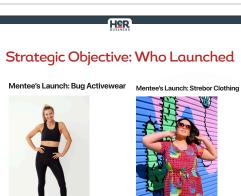
- Make it easy for people to know they have reached the WIN state
- Vary up the rewards and the "volume"
- Create RITUALS
- Small things can be big things
- Acknowledgement
- Social Shares and Social MOMENTS
- Badges
- Points and Leaderboards



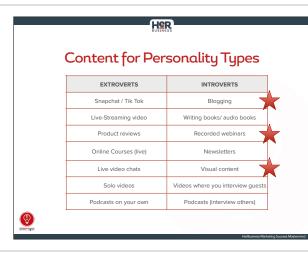


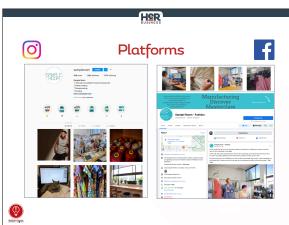




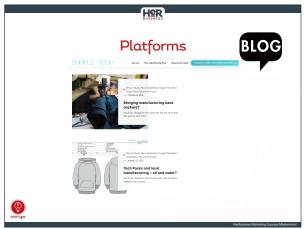


| Facebook | Groups |
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| PROS | CONS |
| Community | Long-term Commitment |
| Fostering Connections | Managing Members |
| Post text, video, images, live feeds | Managing Content |
| Organise content (guides) | Hungry Beast |

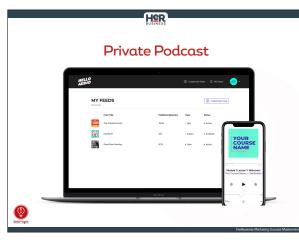




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