






Marketing Success
MASTERMIND






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Q&A Session
27 January 2022



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 - Angela Counsel



Angela Counsel
I am only getting about 50% of women who sign up for my free workshop to join the facebook page. I don't know what else I can do to get them to join. I have it very clearly on the thank you page (https://angelacounsel.com/thank-you_7dhrj), I have it in every email that I send them in the lead up to the start of the workshop and once the workshop starts I will be sharing what will be happening in the workshop via email and telling them that they need to join the group to get access to all of the calls and resources. Is there something that I am missing? What else can I do or do I simply accept that there are a large proportion of people who sign up for things but don't really want to participate.




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Things that Matter

- How 'In profile' the clients are
- People will say YES to FREE
- Not all OPAs are created equal
 - Track and measure
- Timing
 - How far out from the workshop did they register?
 - How far out from the workshop did the group open?



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Step 2 Page - Things that Matter

- Messaging
- Legibility
- Design
- Colours
- Hand-in glove fit to the page they signed up on...



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Step 2 Page

Wait! Important Information


Your Confirmation Email is on its Way to You and Will be in Your Inbox in the Next 10-15 Minutes.

In the Meantime Click the Button Below to Join the Facebook Group So You Don't Miss Any of the Workshop


Join Facebook Group




Click the button below to join the facebook group




Watch on



Watch on




Watch on



Watch on


Join Facebook Group

When you ask to join the group you will be asked to supply your email address. Use this to verify your Facebook to your registration. Please use the email address you have used to log into for this workshop only. All details will be checked and everyone will be added to the group.



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Step 2 Page

Congratulations.


You're in for the Find Your Focus 5-Day Challenge.

All the details are being emailed to you. Now that you've signed up there are two things for you to do to be ready to make the most of the week. The first is to request access to the exclusive Find Your Focus 5-Day Challenge Facebook Group.




**CLICK
THE BUTTON
BELOW**


to request access to
the exclusive Find
Your Focus 5-Day
Challenge
Facebook
Group




**Join the Find Your Focus 5-Day Challenge
Facebook Group**



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Step 2 page cont...



1. Check your Inbox

If you are you as email with this information that you need to follow to attend the Secret to Thriving in Menopause Workshop.


If you haven't received an email from me within the next 15 minutes, check your spam/promotions folder and if you still can't find it email me at angelahughesjournal.com

To make sure you get out of the queue:

Add angelahughesjournal.com to your email address book and flag my email as your priority. Next, the moderators will email you back.

If you can't wait to have your workshop slot click HERE to find the waitlisters

I will be sending you regular updates and links to your waiting listers.



2. Join the Facebook Group

Join the FREE Secret to Thriving in Menopause Facebook Group

The Secret to Thriving in Menopause Workshop happens inside the waitlisters group.


This is the only place to access the content for the Secret to Thriving Menopause workshop so come EXTRA early!

Be sure to supply the email address that you registered with when you request to join the group because sometimes your Facebook ID doesn't match the name I have on my registration list.

[Join Facebook Group](#)


The Secret to Thriving in Menopause Workshops is proudly presented by Angela Coulson

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Human Resources
Solutions

HRBusiness | Marketing | Success | Manifesto




2. Join the FREE First Your Focus 5-Day Challenge Framework Group.

The challenge happens daily inside this exclusive group. This is the only place to receive your \$200K in FREE bonuses and your EXTRA bonuses.

Be sure to answer all entry questions to help us verify and recognize you. You're the boss.

The group opens on Monday, 27 June.

Request Access to the Group now to be first in line to join the group.



1. Check Your Inbox. We've sent you a link to attend the First Your Focus 5-Day Challenge!

If you haven't received an email from us within the next 10 minutes, send us on email DASH.

Be sure to check your spam/promotions folder.

Get all the updates:

- ask.mediabusinesscoach.com your private book.
- Two new-on-regulator updates and links to your day challenge lessons.

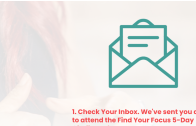


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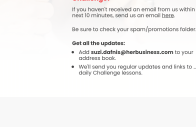


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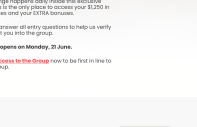


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Other ways to get more people to the Group

- Text Messages - day before, day of, daily
- Emails - add visuals or video / add social proof / give them a reason why
- Bonus in the Group - gift or other incentive
- Retargeting ads



Hi,
Congratulations! I've saved your place in the upcoming **Secret to Thriving in Menopause Workshop**.

I'm so thrilled you'll be joining me when we go "LIVE" on 23rd January.

I'd love to know more about YOUR worst situation so that I can prepare the week to really fit what you need most.

I'd love to know:
Where & connect to Menopause and your Hormones, what is your biggest challenge in this?

Would you not READY for me now?

Your answer will really help make sure that what I bring you during the Secret to Thriving in Menopause Workshop helps you move closer to navigating menopause with ease.

Next Steps
Once you've hit reply and let me know more about you, go ahead and request to join the Secret to Thriving in Menopause Facebook Group.

This is where I will be leading the Secret to Thriving in Menopause Workshop. The daily resource and all your resources will be made available in the group.

Make sure that you answer the question when you request to join otherwise you will not be admitted into the group.

Click the button below and request access to the group now.

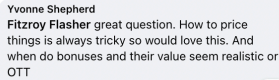
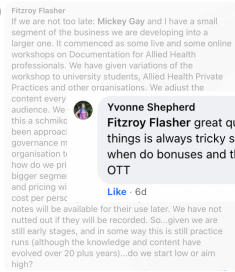
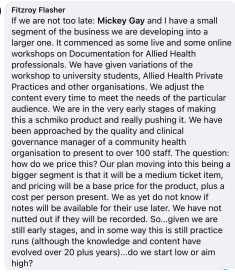
Note: I will be letting everyone into the group on Jan 20th, so your request will be pending until that date.

[JOIN FACEBOOK GROUP](#)

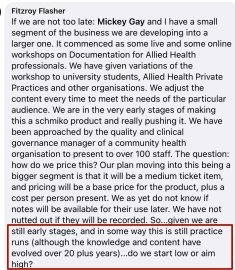
Other ways to get more people to the Group

- Text Messages - day before, day of, daily
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- Retargeting ads





Like · 6d



Question - Amanda & Michelle

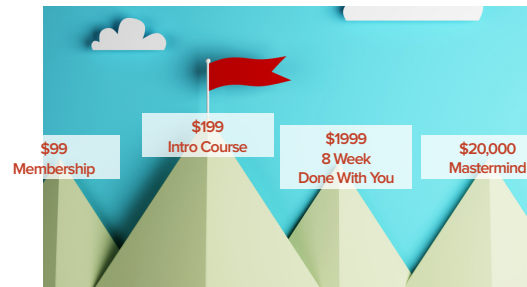


Fitzroy Flasher

If we are not too late: **Mickey Gay** and I have a small segment of the business we are developing into a larger one. It commenced as some five and some online business and has now grown into a business of 100 professionals. We have given variations of our work to university students, Allied Health Charities, Practices and other organisations. We adjust the content every time to meet the needs of the particular audience. We are in the very early stages of making this a schminco product and really pushing it. We have been approached by the quality and clinical management of our company and we are in the process of organising to present to over 1000 staff. The question: how do we price this? Our plan moving into this being a bigger segment is that it will be a medium ticket item and pricing will be based on the value of the product. This is a new product at present. We are yet to know if our notes will be available for their use later. We have not uttered out if they will be recorded. So, given we are still early stages, and in some way this is still practice reuse (although not a reuse of the original) and we have evolved over 20+ years, do we start low or aim high?



Sounds Like a NEW Mountain



Sounds Like a NEW Mountain



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How Do Your Mountains Fit Together?





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How Do Your Mountains Fit Together?



Ascension Model


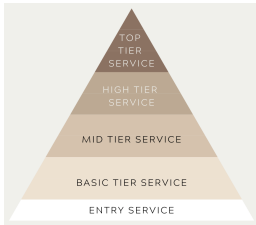



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How Do Your Mountains Fit Together?





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How Do Your Mountains Fit Together?

MAX
(100X)
1%

UP
(10X)
10%

IN
(X)
100%



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Source: Ryan Levesque / ADR Method Company

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Tailor Made vs Off The Rack



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The Two Tracks

Off The Rack

Tailor Made

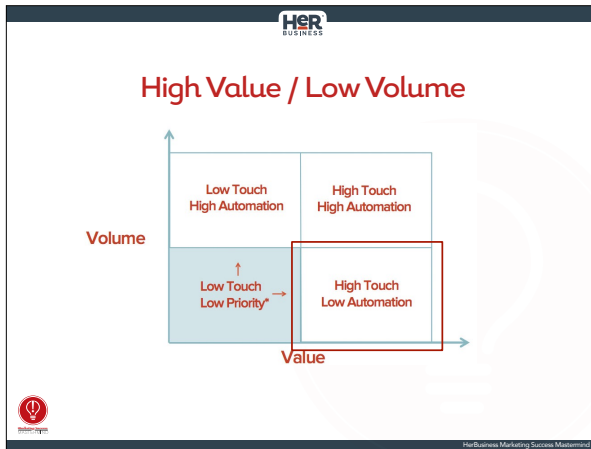
- Easy to replicate
- Plentiful supply
- Complexity can be systemised
- Little variation from client to client
- One size fits all
- Little to no individual / personal advice required
- Minimal customisation expected
- Delivery does not depend on a key person / persons
- Repeat purchase - often
- Emotional importance - often low

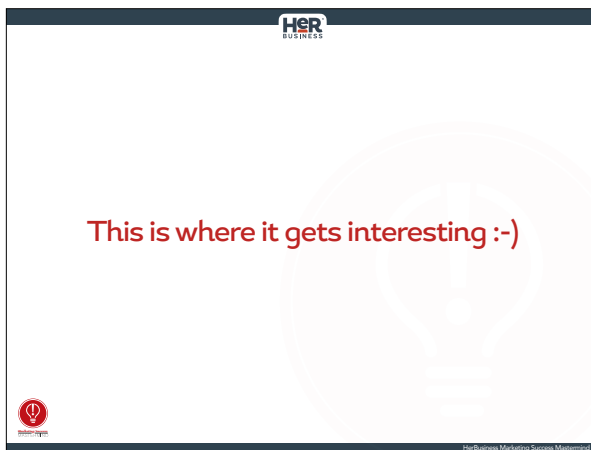
- Hard to replicate
- Limited supply
- Complexity difficult to systemise
- High variation from client to client
- Bespoke
- High degree of individual / personal advice often required
- High level of customisation expected
- Delivery often depends on a key person / persons
- Repeat purchase - less often
- Emotional importance - often high

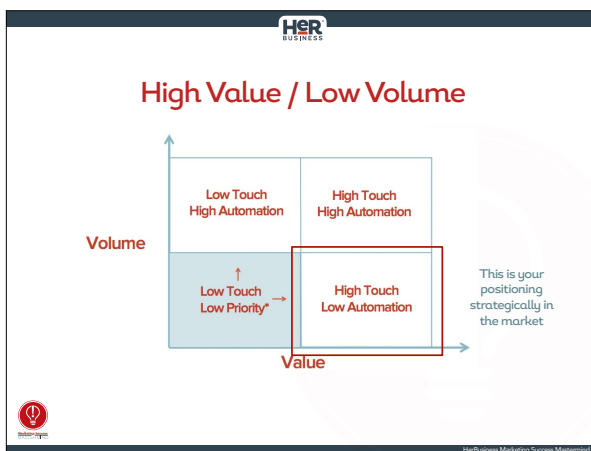


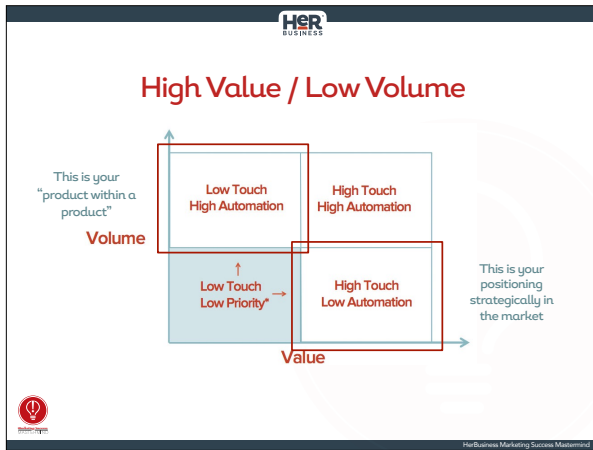
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The Mastermind Experience













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When You are “Starting” But You Are
Already Known as Being AWESOME...





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Market Research



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Something I learned from James Wedmore...
Think of the highest range of your price, then go
beyond it where you feel really uncomfortable





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Creates a gap
That you can GROW into

Interlogix

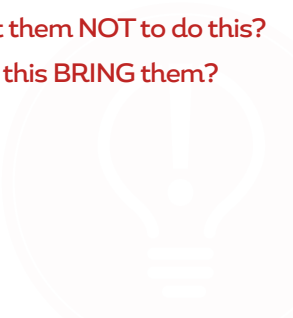

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Uncouple EFFORT from Pricing.

Interlogix

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- What will it cost them NOT to do this?
- What will doing this BRING them?
- RIPPLE Effects

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Uncouple EFFORT from Pricing.


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It is all about the VALUE you can
give to someone else.


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Question - Shandra Moran

 Shandra Moran

Unfortunately I don't think I can make this session live as it overlaps with other bookings but here's a question if there's time and if this would be useful for others...
I struggle with setting numbers/targets for my launches. I tend to pick a number I'd 'like' but it feels more like a wish or a stab in the dark rather than something I can 'justify'.
Is that just part of the process until I get to run things multiple times and see patterns?
Is the 'pick a number' approach a good way to just have something to work towards or is it a cop out?
eg my first launch this year is for a workshop I've only promoted once as a step 2 to a small group. From that I had 9 show ups and converted one member.
This time I'm thinking 'it would be nice' to get 5 members, but it's not based on anything other than 'more than last time'
Thanks for any thoughts on how to stretch myself without being totally unrealistic.
#ontheroadto50members


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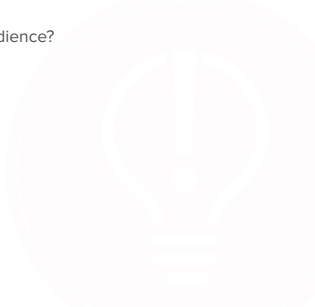
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This SHIZ is HARD




Setting Numbers and Targets


- Is there a big enough audience?
- Warm or Cold Leads?
- Nurtured?
- Recency?
- Frequency?
- Relevance to the offer?




What?







Begin with the end in mind


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GET NEW CLIENTS
Coaching Week



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What are the stats?

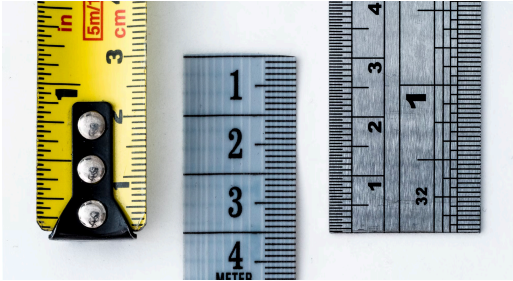
- 26% conversion of those in the group
- If 80% end up in the group, how many do I need to have register?
- If I need X to register, how many do I have to have visit the landing page based on the current conversion rate of the page?
- What do I need to spend to generate enough leads?
- What open rates do I need on my emails and then what % clicks?



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Measure






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What to Measure - Webinar Marketing

- Registrations
- Show Up
- Stay til pitch
- Sales on/immediately after the webinar
- Sales from Post Session emails etc / other activity



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What to Measure - Campaign

- Number of new leads per week/month etc.
- Email open rates
- Cost per lead
- Cost per sale
- Landing page conversions
- Webinar conversions
- How long a client stays with you
- How much they spend with you



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Setting Numbers and Targets

- What are you willing to spend to acquire a client?
- How much can you afford to spend to get a new lead based on the conversion of those leads?
- What is the life-time value of a customer?
- What can you sell that person who does not buy at the time that you are 'open'?



Trust the value you bring



Keep testing the messaging



Do Less and Obsess



No.1 Thing — Audience



And lots of them!



Question - Bernadette Janson



Bernadette Janson

Id like to add a question, I have already asked this in the group but would like to expand on it. I currently run a sales webinar monthly. Im finding it doesn't give me enough time to fill the event. The reason I do them monthly and not quarterly is because i found if I really bombed I would have minimal income until the next one. I think I should maybe convert to a three monthly launch model but just the word Launch scares me. What might a launch campaign look like?

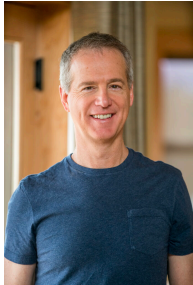
Like · 2h



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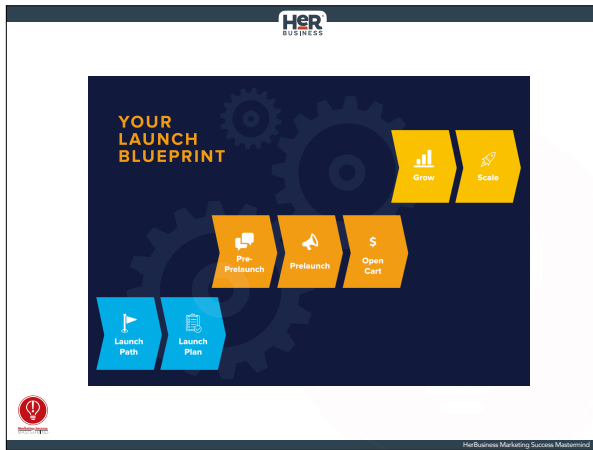


Product Launch Formula - Jeff Walker



Product Launch Formula - Jeff Walker



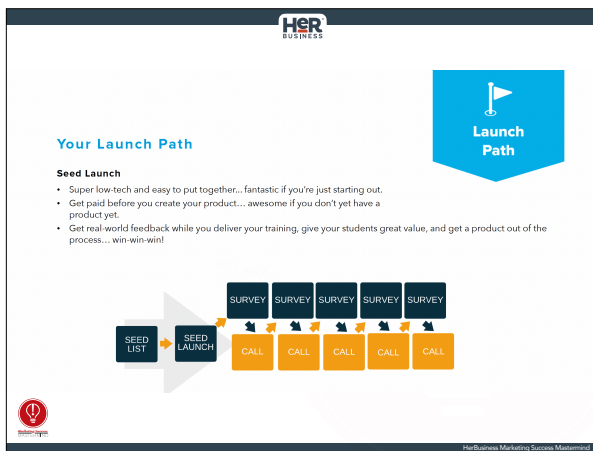


Step #1. Your Launch Path

Start with where you are, with the launch that works for your situation:

- ✓ Seed Launch®
- ✓ Internal Launch
- ✓ JV (Joint Venture) Launch

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Launch
Path

Internal Launch

- If you've got a list, this is a great way to launch – either a new offer, or an existing product or service.
- Use the Sideways Sales Letter® to launch your offer.
- If you want to eventually do a JV Launch, you'll be able to re-use the assets you create during your Internal Launch.


LIST

PLC 1

PLC 2

PLC 3

SALES
PAGE



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Opportunity


LIST

PLC 1

PLC 2

PLC 3

SALES
PAGE



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Opportunity

LIST


PLC 1

PLC 2

PLC 3

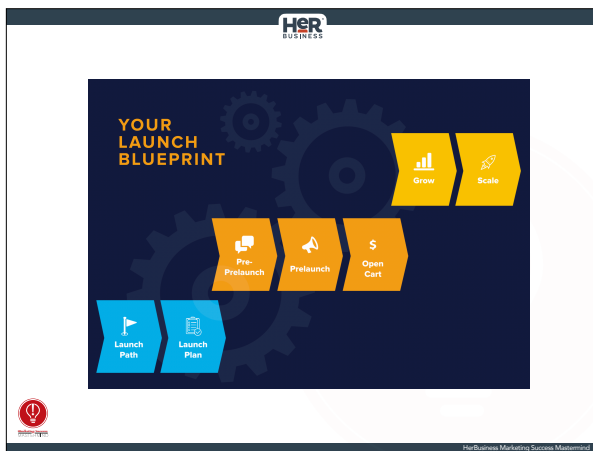
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Transformation



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Step #3. Pre-Prelaunch Sequence

Connect with your people and start generating some early excitement...

- ✓ Shot Across the Bow
- ✓ Launch Conversation
- ✓ Refine Your Offer
- ✓ Build Buzz

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Step #4. Prelaunch Sequence

Deliver a ton of value and solve some real problems for your audience so they see you as their hero...

- ✓ Sideways Sales Letter®
- ✓ Mental Triggers
- ✓ Stories
- ✓ P.S. Path

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PLC 1

PLC 2

PLC 3

SALES PAGE

Step #4. Prelaunch Sequence

Deliver a ton of value and solve some real problems for your audience so they see you as their hero...

- ✓ Sideways Sales Letter®
- ✓ Mental Triggers
- ✓ Stories
- ✓ P.S. Path


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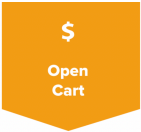
PLC 1

PLC 2

PLC 3

SALES PAGE








Step #5. Open Cart Sequence


Open up your cart and make your offer an irresistible no-brainer...

- ✓ Mental Triggers
- ✓ Transformation
- ✓ Crushing Offer
- ✓ Sales Page (Video and/or Letter)



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Step #6. Grow


Take your business (and your list and revenue growth) to the next level...

- ✓ JV Launch
- ✓ Evergreen Launch



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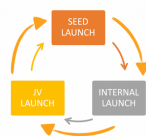
#7. Scale

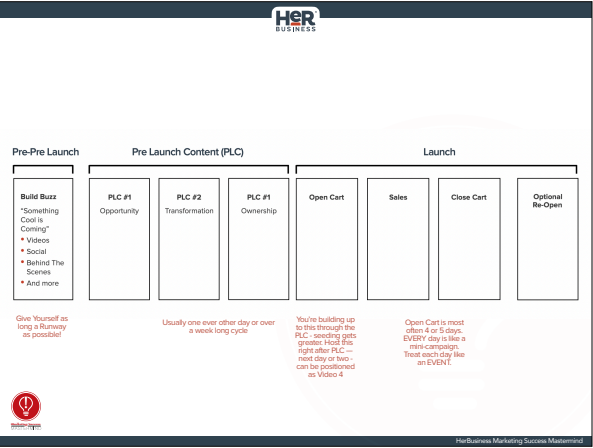
Build your business into something bigger than yourself... something built to last.

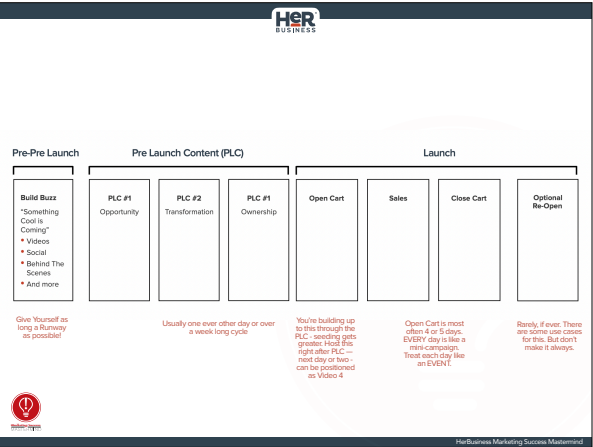
- ✓ The Circle of Awesome
- ✓ Team
- ✓ Mental Game
- ✓ #launchlife
- ✓ The 5 Freedoms

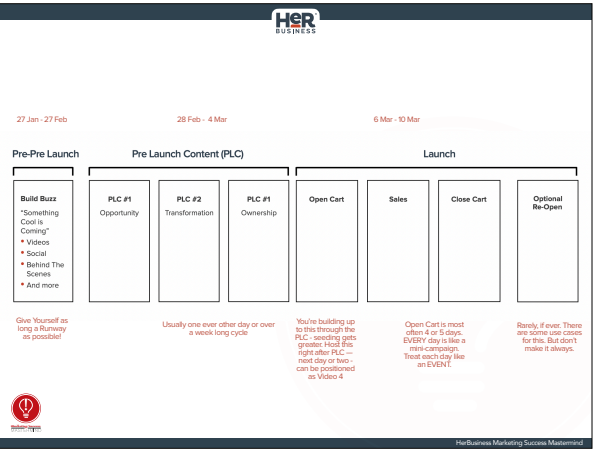


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Announcements


- Friday Check-ins
- Next 2-Day Workshop - 24-25 February 2022 - LIVE in Sydney!
- The OPA Challenge is on


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“What I feel like saying...”


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