

HER  
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Marketing Success  
MASTERMIND

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**Q&A Session**  
27 April 2022

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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 - Cat Matson




Cat Matson


I think I kinda know the answer but I'd like to hear your perspective ...

How do I balance the effort and work that goes into creating and marketing the podcast with marketing the actual product, the course?

As I said .. I know the answer, I get it's part of building awareness/rapport/trust/anticipation ... I just worry that I'm filling the carpark, not the freakin' hotel

Like Reply 15h





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## It's a 'long game' play

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## What is the intention for THAT content?

Warm Up

Generate Leads

Make Sales

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## The Buyers' Journey - Podcast

**Advocacy**

Recommendations

**Loyalty**

Stay in touch with Clients

**Conversion**

To Lead Magnet PLC

**Consideration**

Client Stories

**Awareness**

Know, Like, Trust

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## It's a part of your ecosystem



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## Core Content



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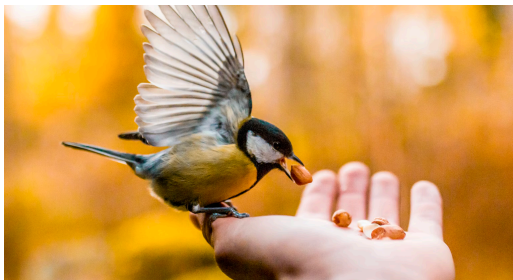
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## Feeds Your Paid Product



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Each Episode Has a Purpose

Date	2 May
Launch Phase	Pre-Pre Launch
Topic	A Speaking Structure that Works Every Time
Episode Intention	Connection / Awareness / Lead Generation etc.
Client Stories	Yes / No
CTA	Download the Lead Magnet / Join FB Group
Download	My Speaking Structure Template
"In-Episode" Advertisement	No

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Each Episode Has a Purpose

Date	9 May
Launch Phase	Pre Launch
Topic	The Successful Speaker Mindset
Episode Intention	Join the workshop
Client Stories	Yes / No
CTA	Visit Landing Page
Download	No
"In-Episode" Advertisement	Yes

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One Core Piece of Content Each Week

	2 May	9 May	16 May	23 May
Launch Phase	Pre-Pre Launch	Pre Launch	Pre Launch	Open Cart
Podcast	A Speaking Structure that Works Every Time			
Blog Post	How to Overcome Speaker's Block (link to pod)			
Email	How to Overcome Speaker's Block (link to pod)			
Social Post 1	Image Post			
Social Post 2	Engagement Post			
Social Post 3	Video			

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Recap

Long Game



Intention



Core Content





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Question - Katy Abbott



Katy Abbott

I'm thinking about my PLF and PLC for my July applications open to CATAPULT (for a Sept start).

I'm not having trouble with the concepts around Pre-pre Launch - my tangle is in exactly WHAT my PLC should be. Both in topic and delivery.

We've already ascertained in my Strategic Meeting that I don't need rah-rah - getting my ICA into a conversation with me worked well last time.


I know I need to show them the distance between what I promise (long-term vibrant career that has impact and meaning without burnout) and where they perceive they are.

THEREFORE: I know their single biggest challenge is traversing this distance. I'd like them to feel it more acutely in that PLC phase.

I was thinking of a PLC How to address artistic burnout - not that phrasing - (what it is, feels and looks like, what a career with ease can be (ie. get them to imagine greater things) and then show them I have the answers. Without it being a webinar or live series. This just isn't me - at least this time around when I'm still in my job.

What do you think about this topic? And then, how could I present this? A series of pre-recorded content where they feel safe - (some of my ICA don't want other artists to know they are looking at this - they want privacy until they are in the Program - it's a small world). I need to meet them where they are at.

Or A written series that goes out via email Or? Many thanks Suzi and Michelle. (PS. I've been using the organic veggie garden example as a launching space but until I know what I'm aiming for, it's hard to work on PPL). Szcz for the essay.



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Question - Kristy-Lee Billett  
Part 2

#2 - PLC, exactly the same question as **Katy**. This is for my October launch. I want to try 1 longer for launch like a PLC and have done this twice before but it really wasn't the right 'topic' (I called it Build Your Winning Team - not boofy enough and also not specific enough I don't think?). I have thought of a coaching week style thing but I'm not sure my ICA has that kind of time on their hands. My thinking is to focus on 1 part of the PEOPLE Pathway - ie hiring, and do a 3 part workshop on that. Would love any thoughts on that.

Like 5d



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PLC - How To Come Up With Topic

- Don't get too fancy or obscure...
- Say what it is
- Know that it will likely be abbreviated to it's ESSENCE

  
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PLC - How To Come Up With Topic

- Stu McLaren - "Membership Business Building Workshop"

  
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PLC - How To Come Up With Topic

- Stu McLaren - "Membership Business Building Workshop"

  
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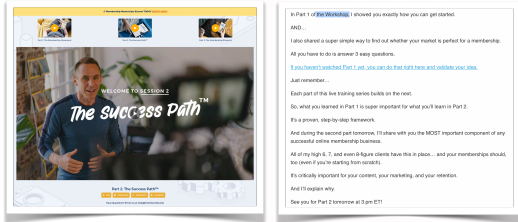
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## PLC - How To Come Up With Topic

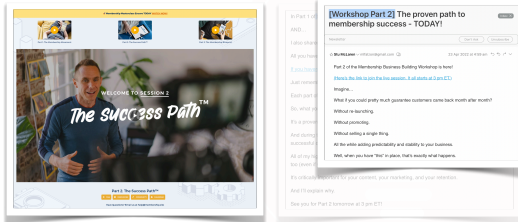
- Stu McLaren - "Membership Business Building Workshop"



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## PLC - How To Come Up With Topic

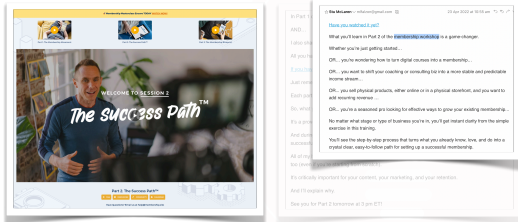
- Stu McLaren - "Membership Business Building Workshop"



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## PLC - How To Come Up With Topic

- Stu McLaren - "Membership Business Building Workshop"




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PLC - How To Come Up With Topic

- Christian Mickelson: Free Sessions That Sell
- Mastin Kipp: Claim Your Power // Live Your Purpose Masterclass
- Denise Duffield Thomas: Chill & Prosper Workshop
- Jeff Walker: Free Launch Workshop // The Launch Masterclass
- Ryan Deiss: 3-Steps to a Perfect Offer Mini-Class
- Lorraine Dallmeier: Learn to Make This
- Me / HerBusiness: Turn Your Emails into Sales
- Suzi / HerBusiness: Ideal Business Workshop
- Lisa Sasevich: Breakthrough to Business Growth
- Kris Carr: Crazy Sexy You
- Marisa Murgatroyd: Online Course Creators Workshop
- Matt McWilliams: Make Your Next Affiliate Promo Your Best Ever
- Todd Herman: Discover How To Start & Get Things Done
- Rachel Miller: The Fan Building Workshop
- Ryan Levesque: The Quiz Funnel Workshop



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PLC - How To Come Up With Topic

- Suggested name format:
  - “The [Essence/Hook] Workshop”
  - “The Profitable Artist Workshop”
  - “The Thriving Artist Workshop”
  - “The Successful Artist Workshop”



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PLC - How To Come Up With Topic

- Suggested name format:
  - “The [Essence/Hook] Workshop”
  - “The Build a Stronger Team Workshop”
  - “The Better Hiring Workshop”
  - “The Stronger Team Workshop”



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## PLC - How To Come Up With Topic

- Christian Mickelson: Free Sessions That Sell
- Mastin Kipp: Claim Your Power // Live Your Purpose Masterclass
- Denise Duffield Thomas: Chill & Prosper Workshop
- Jeff Walker: Free Launch Workshop // The Launch Masterclass
- Ryan Deiss: 3-Steps to a Perfect Offer Mini-Class
- Lorraine Dallmeier: Learn to Make This
- Me / HerBusiness: Turn Your Emails into Sales
- Suzi / HerBusiness: Ideal Business Workshop
- Lisa Sasevich: Breakthrough to Business Growth
- Kris Carr: Crazy Sexy You
- Marisa Murgatroyd: Online Course Creators Workshop
- Matt McWilliams: Make Your Next Affiliate Promo Your Best Ever
- Todd Herman: Discover How To Start & Get Things Done
- Rachel Miller: The Fan Building Workshop
- Ryan Levesque: The Quiz Funnel Workshop



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## PLC - How To Come Up With Topic

- Even EASIER name format:
  - “The [Audience] Workshop”
  - “The Artist’s Workshop”
  - “The Hirer’s Workshop”
  - “The Small Business Owners Workshop”



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## PLC - How To Come Up With Topic

- Christian Mickelson: Free Sessions That Sell
- Mastin Kipp: Claim Your Power // Live Your Purpose Masterclass
- Denise Duffield Thomas: Chill & Prosper Workshop
- Jeff Walker: Free Launch Workshop // The Launch Masterclass
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- Rachel Miller: The Fan Building Workshop
- Ryan Levesque: The Quiz Funnel Workshop



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## PLC - How To Come Up With Topic

• Combo name format:

- “The [Audience + Essence] Workshop”
- “The Artist’s Success Workshop”
- “The Small Business Owner’s Hiring Workshop”



## PLC - How To Come Up With Topic

• By the way...

- The [Essence/Hook] is...
- The “Specific Solution” you’ve been getting people to focus on in your RUNWAY (especially the closer you get to your PLC)



## PLC - How To Come Up With Topic

• Examples:


- Stu shifted from **GENERIC** “Recurring Revenue” to **SPECIFIC** “Membership Solution” during his Runway
- Ryan shifted from **GENERIC** “Own Your Data” to **SPECIFIC** “Quiz” Solution during his Runway



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## PLC - How To Come Up With Topic

- OK... now you're not too hung up on the NAME...
- And you have a "CONTAINER" for your PLC...
- You have ROOM to get specific with the PLC Content
- You DO want to OBSESS over getting that flow from PLC 1  
→ PLC 2 → PLC 3 really working as well as you can.



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## PLC - How To Come Up With Topic

- PLC 1 - Opportunity
- PLC 2 - Transformation
- PLC 3 - Ownership



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## PLC - How To Come Up With Topic

- PLC 1 - Opportunity
- PLC 2 - Transformation
- ➡ • PLC 3 - Ownership



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## PLC - How To Come Up With Topic

- PLC 1 - Opportunity
- PLC 2 - Transformation
- ➡ • PLC 3 - Ownership - **Blueprint**

**Important:**  
The Blueprint is the  
Process you **TEACH**  
in the thing you are **SELLING**.

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## PLC - How To Come Up With Topic

- PLC 1 - Opportunity
- PLC 2 - Transformation
- ➡ • PLC 3 - Ownership - **Blueprint**

**Important:**  
The Blueprint is the  
Process you **TEACH**  
in the thing you are **SELLING**.

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## PLC - How To Come Up With Topic

- PLC 1 - Opportunity
- PLC 2 - Transformation
- PLC 3 - Ownership

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PLC - How To Come Up With Topic

➤

- PLC 1 - Opportunity
- PLC 2 - Transformation
- PLC 3 - Ownership





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PLC - How To Come Up With Topic

➤

- PLC 1 - Opportunity
- PLC 2 - Transformation
- PLC 3 - Ownership



Part 1: The Membership Movement



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PLC - How To Come Up With Topic

➤

- PLC 1 - Opportunity
- PLC 2 - Transformation
- PLC 3 - Ownership



Part 1: The Membership Movement



LESSON 1  
The Core Elements of a Successful Launch



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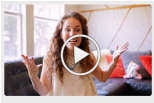
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## PLC - How To Come Up With Topic

- ➡ • PLC 1 - Opportunity
- PLC 2 - Transformation
- PLC 3 - Ownership



Episode 1 - Grow Your AUDIENCE



## PLC - How To Come Up With Topic

- ➡ • PLC 1 - Opportunity
- PLC 2 - Transformation
- PLC 3 - Ownership



Episode 1 - Grow Your AUDIENCE



1: THE "PERSONALIZATION PHENOMENON"



## PLC - How To Come Up With Topic

- ➡ • PLC 1 - Opportunity
- ➡ • PLC 2 - Transformation
- PLC 3 - Ownership



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## PLC - How To Come Up With Topic


➡ • PLC 1 - Opportunity


➡ • PLC 2 - Transformation

• PLC 3 - Ownership

**Important:**

Think about these 2 in conjunction with each other!



  
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## PLC - How To Come Up With Topic


➡ • PLC 1 - Opportunity


➡ • PLC 2 - Transformation

• PLC 3 - Ownership

  
Part 1: The Membership Movement

➡

  
Part 2: The Success Path™

  
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## PLC - How To Come Up With Topic


➡ • PLC 1 - Opportunity


➡ • PLC 2 - Transformation

• PLC 3 - Ownership

  
LESSON 1  
The Core Elements of a Successful Launch

➡

  
LESSON 2  
Your Seed Launch (and Beyond)

  
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## PLC - How To Come Up With Topic

➡ • PLC 1 - Opportunity


➡ • PLC 2 - Transformation

• PLC 3 - Ownership




1: THE "PERSONALIZATION PHENOMENON"

➡



2: THE "BIG IDEA" BEHIND YOUR QUIZ



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## PLC - How To Come Up With Topic

### The Successful Artist Workshop

PLC 1

The New Era for Artists

➡

PLC 2

Finding Your True North

➡


PLC 3

Your Successful Artist Blueprint


Opportunity

Transformation


Ownership




1: THE "PERSONALIZATION PHENOMENON"



2: THE "BIG IDEA" BEHIND YOUR QUIZ



3: THE QUIZ FUNNEL "BLUEPRINT"



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## PLC - How To Come Up With Topic

### The Small Business Owner's Hiring Workshop

PLC 1

The New Hiring Opportunity

➡

PLC 2

The People Pathway

➡


PLC 3

Your People Powered Blueprint


Opportunity

Transformation


Ownership




1: THE "PERSONALIZATION PHENOMENON"



2: THE "BIG IDEA" BEHIND YOUR QUIZ



3: THE QUIZ FUNNEL "BLUEPRINT"



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# Gift For You!

afiliate pages.png	search-franchise. 5223128.png	search-rates-2. 2.png	radio-city. 0407001.png	sennecamp. 10_41_31.png	sennecamp. 4574007.png	sennecamp. 22_12_28.png	sennecamp. 07_10_24.png	sennecamp. 0345454.png
sennecamp. 10_41_31.png	sennecamp. 4585268.png	sennecamp. 9152066.png	sennecamp. 3878970.png	sennecamp. 17_34_03.png	sennecamp. 01_49_38.png	sennecamp. 07_44_06.png	sennecamp_2. edit.png	sennecamp. 15_36_50.png
sennecamp. 01_25_31.png	sennecamp. 10_35_41.png	sennecamp. 04_08_37.png	sennecamp. 0052145.png	sennecamp. 12_26_50.png	sennecamp. 0002073.png			


# Question - Amy Geach



**Amy Geach**

I feel like this is probably left and right out fit the theme so leave out if needed... but I can't possibly get stuck in the building of set things. I can plan. I can't plan. I can break them down, I can measure myself, etc. etc. but I feel like the AGES (Burger King) to figure out HOW to do the thing. I know I can automate to people who do know these things, but I am looking for someone who is more, but maybe because I don't know how to ask for what I need to someone else understands. I need some help to make my old website post just a landing page. I reached out on Upwork - but still took the ages just to work out how to post the job I needed, and then I have found someone and now I'm taking the AGES to communicate with them what I need etc... Should I just spend the time to work the website out myself? I am learning LOTS of new things at present - how to use Active Campaign, how to use Instagram, how to use WordPress etc, how to use other online platforms, how to do Facebook ads etc... (I feel like I have a lot of things to learn and can pick things up pretty well, but I am finding I am in the weeds big time, how things like to go for a PR or not, or just use google translator or make a pop up on my website etc and the time I am "Yes, great, I do that" and then 2 weeks later up and I am waiting trying to work out HOW to do that... I am running short on my runway. I am hoping this makes sense - that I feel like I should know the answer but I don't want to pay the Connection it just me. I don't mind it that way. I don't want to pay an employee, can't afford it if I present in The Connection as well as my business. I am trying to put the work in now to automate as much as I can.

**My question is:** for being things different? My question is about launching the DOING this which I take time and patience and all back knowledge and which ones to substance and which ones to do myself and how to make it all work? If I outsource, when I am back to this and can pay my examples of the tasks I could outsource and HOW to automate? I just had The Connection to focus on it wouldn't worry - but with the other two businesses, I did, and a hobby... but I had to get a better thing to do in the down time. I have read ALL the books and listened to all the podcasts on productivity etc... just would love your advice especially Michelle and Suzi around this.



Handwritten: *Handwritten: I would love your advice especially Michelle and Suzi around this.*

# Too MANY Things



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University of Virginia

Healthcare Marketing Services Management

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# Make the MAIN THING the MAIN THING





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## My 3x3 Plan

The 12 A-Your BIG Kahuna (Big Kahuna)

Strategic

Strategic

Strategic





**Amy Maida**  
Mine is to grow my email list back up. I am aiming for 1000 but this time with a healthy open rate for emails so they are more engaged than my last list which was really an illusion list. Without building up my email list, I feel like I don't have enough people at my own racecourse to convert.

Like


Reply

1 w



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Remember to keep your FOCUS to 1-3 Projects for each Strategic Objective.



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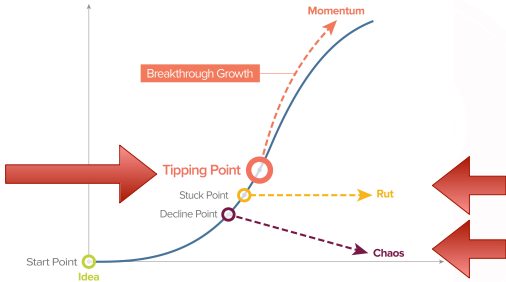
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## Tipping Point





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## Do I Invest in This?

- Do I put money into it?
- Do I put resources into it?
- Does it have the potential?
  - Invest a little bit
  - If I can get marketing happening and income in...
  - I'll get money back in X months (income in lag)

How will you know?




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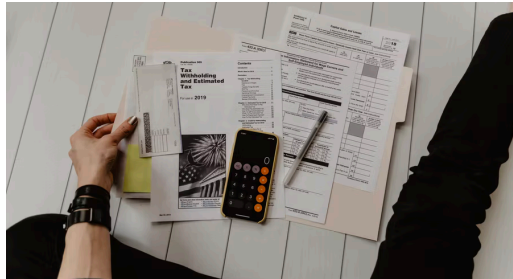
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## Budget




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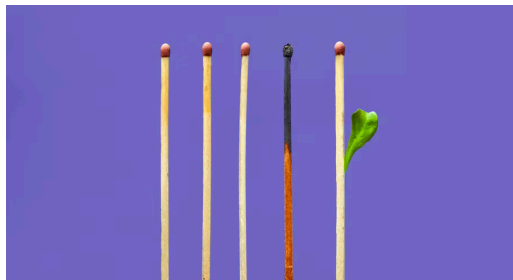
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## Burnout




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## WHAT (Specifically) Needs to Be Done?



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## WHEN does it need to be done?



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## WHO Should Do It?



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What RESOURCES do you have?



TIME



PEOPLE



MONEY





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What is your Expertise?

- Experience
- Technical
- Mindset
- Knowledge gaps
- Etc...





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Work With What You Have





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Announcements

- Friday Check-ins
- Your Big Kahuna



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What is Your Big Kahuna?



Suzi Dafnis


Admin · 19 April at 10:10 · 🌐


\*\*\*

WHAT IS YOUR BIG KAHUNA FOR 2022?

Hey Masterminders, We are 108 days (WOOW!) into the year and you're making progress on your BIG KAHUNAs.

TELL US... WHAT IS YOUR BIG KAHUNA? Post below to let us know (and let us know if you've updated it since you set it in November).





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Announcements

- Friday Check-ins
- Your Big Kahuna
- Next 2-Day Workshop - 26-27 May 2022 - VIRTUAL!
  - Soon: Checking Your Address. RSVP, etc.
- Noosa - Book Your Accommodation. Arrive Wednesday afternoon.



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“What I feel like saying...”

