

WAF Mastermind and Mentoring Session - 04/13/2020

Session with LaDonn: <https://www.vosuniversity.com/faith>

Part 1 - Masterminding

Laser Coaching #1 - Deneen TB

Description of the issue:

For the Christian Businesswoman and Entrepreneur who has a lot of ideas, is good at many things, and lacks focus. She has no idea what the next step should be for her business but knows she is getting nowhere being multi-passionate.

She is drawn to the Calling Clarity program because it promises focus, direction, and impact. She likes this because she knows she needs the focus, wants the impact, and wants to serve God more through her business.

Here is some of the content I have been putting out to attract this client to a call . . .

Example 1:

The more you learn about yourself the better you run your business. God has created you unique and equipped to stand out in your industry, attract your ideal clients, and serve Him through your work.

Do you know who God has designed you to be and how it fits into your business?

Your personality gives you insight into the business model that is right for you.

Your values direct you to have a business that is based on Biblical Principles and is God-centered.

Your strengths, often thought to be weaknesses, are harnessed to have a business that energizes you.

Calling Clarity gives you tools to discover MORE about yourself so you know MORE about how God wants you to live out the assignment He has given you in Business.

Connect with me to see if you are ready to take your business to the next level, to take the step that will have you on the path (and the adventure) God intended for you.

Example 2:

I LOVE seeing the results of what God is doing in the lives and businesses of those He has called me to serve. Most of my clients are multi-passionate entrepreneurs who are looking for a way to bring all their passions together into one focus.

When you want to have more impact then you must have focus. If God has called you to business, then you have a special assignment.

"I feel truly transformed by the Calling Clarity course. I came in a hot mess and now feel directed and on a mission. I learned so many things about personalities and it helped

me see how everyone is different and I need to use different approaches with clients and team members. Everything came full circle for me, and I feel confirmation from God about my direction.” Susan

The Calling Clarity course is designed to get you focused on what God wants for your business. To know the next step so you can have more impact on those you are called to serve.

Click here to fill out the application and schedule a call to see if we are a good fit to work together.

Mastermind Input and Support:

- (Lethia) That was an awesome question
- (Mia) Be less apologetic :-) Remove the qualifiers like “I want to”, “I’d like to” “I intend to”
- (Roszetta) Need to feel a little more compassion from deneen. Less of a sales tone
- (Lynette) Be specific when explaining how long you’ve been in business, not so general. Instead of saying I’ve Been a coach for a long time, say I’ve been a coach for 12 years.
- (Mia) Don’t give away your power by asking “Does this sound like something that might interest you”. Stand in your expertise and ask “Are you ready?” (or something like that)
- (Peggy) I would rephrase the question from a closed question to an open ended questions.
- (Peggy) I love the either or options.
- (Heather) Way to go Deneen!! I know that had to be hard. Thank you for being so vulnerable! This is so helpful to see it in real life.
- (Roszetta) awesome job to you both!
- (Anila) This was awesome Deneen and LaDawn!!!!
- (Roszetta) I usually ask if they are the decision maker early in the consult.

Laser Coaching #2 - Dawn Jones

Description of the issue:

Brand Activation Full Scale

Attract

- Brand Development or Refresh
 - o Logo
 - o Social Media Graphics
 - o Business Cards
 - o Email Signature
 - o Brochure/PostCard/Rack Cards
- Webs(ite/Landing Page Creation or Refresh

o Foundation Assets (domain name, hosting, SSL Certificate, firewall and branded email addresses)

o SEO Strategy

Nurture

- Lead Magnet Creation & Launch

Retain

- Social Media Content Creation and Management

Influence

- Social Media Content Creation and Management

Price: \$14, 997

Brand Activation Complete

Attract

- Brand Development or Refresh

o Logo

o Social Media Graphics

o Email Signature

- Website/Landing Page Creation or Refresh

o Foundation Assets (domain name, hosting, SSL Certificate, firewall and branded email addresses)

o SEO Strategy

Nurture

- Lead Magnet Creation & Launch

Retain

- Social Media Content Creation and Management

Influence

- Social Media Content Creation and Management

Price: \$9,997

Mastermind Input and Support:

- (Mia) Great tactic, Dawn! I love your transparency about researching before the call
 - (Heather) Amazing job Dawn!! Thank you for being vulnerable to help us
 - (Anila) Great pitch about why it is a program and not a service
 - (Deneen) Dawn you did such a great job. You got this.
 - (Rossetta) Great job!
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Part 2 - Mentoring

Questions Submitted This Month

1. Question:

Mastermind Input and Support:

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2. Question:

Mastermind Input and Support:

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3. Question:

Mastermind Input and Support:

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4. Question:

Mastermind Input and Support:

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5. Question:

Mastermind Input and Support:

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6. Question:

Mastermind Input and Support:

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7. Question:

Mastermind Input and Support:

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8. Question:

Mastermind Input and Support:

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9. Question:

Mastermind Input and Support:

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10. Question:

Mastermind Input and Support:

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Notes:

1. When it comes to selling it is a numbers game.
2. You have to be crystal clear on what you do. ~ Avoid feelings words when describing what you do.
3. Have 3 levels of services, Entry, Mid-Level, The Big Enchilada
4. Work one on one with people ~ fastest way to cash and validates if you want to continue doing what you are doing.
5. Working one on one with people provides you with testimonials.

6. One on one is the fast way to cash

7. Formula to price your services

How much time is required for you to work with the client? +

How much time is required of you outside of working with the client?

=

Calculate your total project hours.

What are your monthly costs? /

Total project hours per month =

Minimum hourly rate

Do not share your hourly rate ~ that is personal

Investment Price & How many customers do you need

8. Does your value equal your output?

9. Don't be shy ~ ask for a video testimonial. So many ways to be able to use it.

10. It is important to track your hours