

WAF Mastermind and Mentoring Session - 05/11/2020

Part 1 - Masterminding

Laser Coaching #1 - Jackie Trottman

Description of the issue:

People will say that you need to ask your audience what they want then create something for them. I just asked questions of my 1,300 email open subscribers and they are answering me back regarding their biggest challenge. I asked if I could create a book, meditation, or course to help them. Many have said a course. This is where I'm like a deer in headlights. I keep giving lots of content for free, but maybe half of them have purchased my books or meditations if I were to really think about it. These items are kind of at a fixed price - books and CDs. I struggle with a higher priced course or what my next steps would be to make sure I sell it. Would love some guidance. A LOT of my audience is retired.

Mastermind Input and Support:

- (LaDawn) During this time meditation CD for those wanting to seek a closer relationship with God is going to be so important. Walmarts across the country have posted pictures since the stay at home that the Bible section in the store are nearly empty shelves. What about offering a 12 part (just an example) mediation series and then as a bonus for people that sign up by a certain date they get a 90 minute virtual workshop with you.
- (Anila) If you were to provide a course and as you consider the age of your fans you might create a 15 minute content that you deliver, followed by opening the conversation for the rest of the time. Provide for example one concept per course, open for conversation and close. You have given them so much through your email communication. I bet these people would enjoy your platform as you are creating a community connection of like minded people.
- (Heather Bunch) I haven't personally done this, but I remember listening to a podcast where Pat Flynn called several of his subscribers to talk to them and ask questions to dig into their challenges. If I remember right, he emailed some and asked if he could call them and they gave him their phone number.
- (Ashley) Ask your tribe the question- what they feel is preventing them from their (insert desire)?.
- (LaDawn) I would recommend doing the 12 part as a pay in full and give full access to the program. If you want to do a monthly membership that would be an additional cost to get that group support from you. So the options could be package # 1 - 12 part

mediation with 90 minute workshop as early bird special 2) Package # 1 & 6 months of a live group call (this could be a monthly membership 3) Package # 3 could be private coaching with you as a premium rate

- Shemeka- Try reaching out to organizations with employees who may be your audience.
- Shemeka- I also volunteered to participate in a doctoral candidate focus group who was interviewing people that were in my target group on the same topic I was interested in. I learned a lot.

Laser Coaching #2 - Name Goes Here

Description of the issue:

Mastermind Input and Support:

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- (Name of Contributor) Comment Goes Here
- (Name of Contributor) Comment Goes Here

Part 2 - Mentoring

Questions Submitted This Month

1. Question: I am currently working on my email sequence. I want to know if there is a tool that can provide a discount code that expires after a designated time. I know I can do this once I send a general email out to my list, but want it to be in the automated sequence as well. What is the best way to do this?

Mastermind Input and Support:

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2. Question: What tool do you use to show a frame that have you speaking from a computer? Can you choose the background? I want to create some because now everything is virtual.

Mastermind Input and Support:

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3. Question:

Mastermind Input and Support (Betty):

- Offer what you have, continue to gain input, then tweak it - maybe introductory cost?
- Clarify what their issue “looks like” to them
- Journal/Trust what you already know - that may also be God’s voice to you

4. Question: PLR (private label rights)

Mastermind Input and Support:

- (Dawn) <https://www.plr.me/>
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5. Question: Do you still have the link for the Market Domination Blueprint (if I recall correctly, it was an unlisted video on YouTube). I have access to the pdf, but the video link isn’t there anymore

Mastermind Input and Support:

- It is available inside the community under the Magnetic Marketing Mastercircle
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6. Question:

Mastermind Input and Support:

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7. Question:

Mastermind Input and Support:

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