

Audacious Faith Mentoring and Mastermind Session - 07/13/2020

Part 1 - Masterminding

Laser Coaching #1: Michele Petralia

Description of the issue:

- Working on target market. Fuller figure is the area I wish to be of most service and value particularly the underserved community that wears a size 40 band and higher. I want to assist women 50 and over. Are my services medically related and focused? (I would like to stay in the fashion realm, but I believe the Health and Wellness arena is where my heart still tugs.)

Breast cancer, surgical heart and lung procedures, shoulder or hand surgery, and those with Fibromyalgia, COPD, etc.

Mastermind Input and Support:

- (Lethia) I'm excited to hear from you tonight! When we try to help everyone we end up helping far fewer women. Try MyBrandStory.com and Magnetic Brand Framework training within WAF.
- (Betty) ask 10 people in your target market what their biggest pain point is and how would they feel the problem is solved. The more niche you are the more you can target. Which target markets will pay for your services? Biggest need? Even with health and wellness you want it more niche. That is such a broad field. Impacts how you feel and your confidence.
- (Kathleen) This reminds me of the questions that helped me get super focused: "Who would you MOST enjoy working with?" What do you MOST enjoy focusing on with the women you can help?" I also like to ask myself "why" to the prior questions about who and what. Finally, I think it is very important to spend time in prayer asking God to illuminate who HE would like you to work with and Why is that important to Him. He promises to give us wisdom as we ask, so we can trust Him to bring forth the clarity we need.
- (Kathleen) Michele, as you spoke I really felt a lot of energy as you spoke about helping women who have bra needs that stem from physical issues. As if your heart is already desiring to work with these women. (God "gives us the desires of our hearts - ie. he places the desires into our hearts). So perhaps it would be helpful to lean into your heart together with God and see what rises to the top.

Part 2 - Mentoring

Questions Submitted This Month

1. **Question: Shemeka Brathwaite**

- a. **I see that the engage mobile info is now listed on the tribe.audaciousfaith.com website. Can you briefly go over this resource?**

Mastermind Input and Support:

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2. **Question: Shemeka Brathwaite**

- a. **I am looking for a preload content WordPress plugin. This means you can upload as many MS WordPress files and it creates a post for each that you can schedule. I see it available through PLR (<https://www.plr.me/tools/content-auto-loader>) which is included in their annual subscription service, but I am looking for something that I can get as an alternative.**

Mastermind Input and Support:

- (Betty) - I don't know if algorithms are effected. I have used hootsuite in the past. Don't know if it ties into word press. Also does it do tags or things like that for you?
- (Kathleen) I'm sorry I don't have any great answers for you on this Shemeka. But I think the whole topic of how to systematize Social Media content posting would be a great topic of discussion. I find there are so many steps to creating posts and I would REALLY like to get this area of my business under control!