

Audacious Faith Mentoring and Mastermind Session - 08/10/2020

Part 1 - Masterminding

Laser Coaching #1: Peggy Dunn

Description of the issue:

I want help streamlining a process for developing a social media presence on FB and IG. I spend way too much time looking for quotes, graphics and utilizing Canva putting it together. Too much time developing content for FB Lives, developing questions for guests on my FB Lives, and looking for other people's profiles to determine whose FB Lives I can be a guest on.

Mastermind Input and Support:

- (Lethia Owens) Check out the Market Domination Blueprint Training.
- (Jackie Trottmann) This is very helpful where it shows you can take one video and create all the different pieces based on that story you must tell.
- (LaDawn) Peggy, I understand your pain -trust me. When I started my business this was a challenge to keep up with social media. What I did, and have done for the past few years, is that I would take 1 Saturday a month to create the content for 3 months. It would take be 8-12 hours to start (I was new to Canva) and then I would schedule the content which would take another 6-8 hours. It my weekend but it completed the work for the quarter. For the content I would do record 4 videos or audios and from that content I pulled "nuggets" to use for the quotes. By you doing it at first you'll know what to look for when you hire someone.
- (Dawn) You don't have to do it all. Change how you think about it. Release the time back to yourself and outsource.
- (Turiya Hodge) Yes when you look at social media marketing it is a lot to do when it comes to having an effective strategy. One of the things I work with clients on social media is know what you are responsible for. For example, the messaging is yours and your team is responsible for getting it into the marketplace and building awareness and helping your audience along the buyers journey. Creating graphics and pulling quotes is not the highest and best use of your time. So in agreement with Suzan and Lethia, your focus is your story/content and your team gets it out and creates engagement
- (Shemeka Brathwaite) I hear you. I was going through the same thing. I started using a variety of different resources that I learned through the Audacious Faith sessions. I have some evergreen tips that now I recycle via a scheduling tool that Lethia recommend called Publer. The ever green graphics are then recycled every few weeks. I have also started utilizing some PLR content that I tweak as well. I have save tremendous time now.
- (Kathleen) I so relate to your pain Peggy. In the past this has been my biggest struggle, and I really was frustrated with it because it drew so much time away from my ability to focus on coaching and gaining clients. In time I learned a lot of what Suzan and Lethia

are saying. First I found my story (my key message to the world), my style and the method that resonated with my personality. I decided (for now) I need to keep things simple and I love to encourage people. I also enjoy Instagram most. So I create simple verses (in advance) with a varying backdrop and I write an encouraging word with that scripture, as well as marketing encouragement to click on my links for more info. I then use FB Creator Studio to schedule the posts in IG or FB. Additionally, I know that I am much better at creating video (which can be repurposed as Lethia said in many ways as I go forward with my business) than writing. Right now I am creating the videos and then sending them to my email followers, and also posting them on IG and FB. That's all I'm doing right now. The key focus I am working on is to do what works for me first without worrying about or allowing SM to dominate my energy and time, but rather to have a presence on SM that is a basis I can build from as my business grows. This simplified strategy has allowed me to create a presence that is strong enough for people to follow me, know my primary message, and that I can reach out to directly for direct relationship building and prospecting. :-) In the future I plan to hire someone to take my videos and ideas and repurpose it across all of social media (FB, IG, LinkedIn, YouTube, and Podcast).

- (Karen Fox) (inokllt is easier when you determine a theme (the audience doesn't necessarily know what it is but you do and it makes it easy to find content accordingly.
- (Sheila Reynolds)-- I completely understand. It can be overwhelming. What I ended up deciding to do when I first started was to choose 2 social media outlets (FB and Instagram) and post 1-2 images daily on each social media outlet. I used the same images on each social media site. After 30-45 days, I started re-using/re-purposing those images. My goal was to be consistent, not be everywhere, doing everything, because it overwhelmed me. Start somewhere. Be consistent and build from there. Hope this helps!
- (Jackie Trottmann) If you are on Canva's email list, I just received an email where they have beautiful templates that you can just plug and play with your own quotes. I KNOW it is overwhelming because I feel the same way, but it's changing your mindset to what you want to share with others that will help them. It's being of service instead of thinking how overwhelming it is.
- (Turiya) what works for me is having a content production day once a week. From there I get all my other content, posts, blogs, etc
- (kara) otter.oi
- (Shemeka) HappyScribe is now available on Appsumo for a lifetime deal of \$59. You get 2 hours a month of audio transcription and video subtitles for life.
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Laser Coaching #2: Jackie Trottmann

Description of the issue:

I would like to know the best practices on managing email lists. I have not scrubbed my list. Do you do a re-engagement campaign or just delete people? Do you clean it up after 3 months if people haven't opened or 6 months?

Mastermind Input and Support:

- (Collette) I recommend reaching out. Even though I have not opened it was something I still wanted to stay on. And I have responded that I have been busy, but do not delete me.
- (Dawn) I've gotten emails with info in the subject line saying "Are You In or Out?" or "We Miss You" or something like that. It gets my attention and I typically take a closer look and may re-engage.
- (Shemeka) I recently scrubbed my whole list and guilty of not sending out an email in ages. I would recommend having a weekly or monthly newsletter to share your latest blog post.
- (Kara) Active Campaign is much easier and yet comprehensive - esp compared to AWeber. I've moved clients from AW to AC. There are also WP plugins that help you hook AC to your site.
- (LaDawn) Jackie I switched to Active Campaign, they have a promo, when you book a demo, that is \$147 per quarter.
- (Shemeka) I use MailPoet only because I got a LTD on it and was tired of paying MailChimp. I also have SuiteDash as a back up when I max out my Mail

Laser Coaching #3: (Name)

Description of the issue:

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Mastermind Input and Support:

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Part 2 - Mentoring

Questions Submitted This Month

1. Question: Brenda Saxe:

- a. I have a client that lost her son to suicide last December. I've been where she is. She is also currently going through a separation and possible divorce. She is desolate, depressed and feels so weak. When we start our meetings I feel as we are back at the start. We are 4 weeks into it. By the end of the meeting I feel like she is at least smiling more, she seems determined to do some homework. How do I keep her engaged in moving forward between sessions?

Mastermind Input and Support:

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2. Question: Shemeka Brathwaite

- a. I want assistance with making the following statement very concise, clearer and better:

“I am a peak performance strategist for high-achieving, goal oriented women. These extraordinary women come from a variety of industries and juggle the roles of being the breadwinner, bread maker and crumb sweeper in their families. They are ambitious and want to seek a higher level of responsibility at work and in the leadership roles within their civic organizations/professional associations but their personal brand and executive presence gives off the wrong "W.O.W Factor" which stands for worried, overwhelmed and worn out. I help them with peak performance strategies to maximize their productivity so they can have an influential executive presence that is energized and make an impact.”

Mastermind Input and Support:

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3. Question: Quahana Hendree

- a. Are SEO companies like Beakira worth the investment?

Mastermind Input and Support:

- (Shemeka) I just purchased yesterday from appsumo and testing out Frase. I will have feedback next month.
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4. Question:

Mastermind Input and Support:

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