

Audacious Faith Mentoring and Mastermind Session - 10/19/2020

Part 1 - Masterminding

Laser Coaching #1: Shemeka Brathwaite

Description of the issue: I am working on my first book and would like some assistance with the title. I am a peak performance expert who works in the intersection of productivity, presence and passionate leadership. The tentative title is "Precious Presence: Make Time, Make An Impression and Leave An Impact. I am very happy with the tagline as it is the framework for the book. I want to make sure that the first part will attract the readers and action oriented. I used "Precious Presence" because time is precious and valuable.

Mastermind Input and Support:

- Jackie - I would also look at best selling titles on Amazon
 - Anila - one of the book professors, she recommends writing the book first and then choosing a title at the end of the process. (that 's a great idea Anila)
 - Heather - Is the book for women? Precious Presence feels like a lady thing.
 - Kathleen - I think LaDawn made some great points on this to promote the upcoming book via the tagline. One coach I know got people involved in the title and cover graphics by asking them to vote on words and images they liked. It got people excited about, and involved in, the project.
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Laser Coaching #2:

Description of the issue:

Mastermind Input and Support:

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Laser Coaching #3: (Name)

Description of the issue:

Mastermind Input and Support:

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Part 2 - Mentoring

Questions Submitted This Month

1. **Question: Ashley Gary-Roper**

- a. How do you find a big enough why to keep you motivated?

Mastermind Input and Support:

- Your WHY will make you very emotional
- Kathleen..What is God asking me to do, and why is it important to Him? I ask God these questions before I begin. This becomes my BIG why! It becomes more important than all the hesitations and fears that may come up along the way. His will and the needs of the people I will serve become bigger than me.
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2. **Question: Ashley Gary-Roper**

- a. How do you determine a routine for your business that is consistent and that you stick with long-term?

Mastermind Input and Support:

- Your calendar is your best friend. Determine what times of day work best for certain activities.
- Heather - I use a hybrid of online and then use a paper planner to write down my big 3 for the day so I can focus on just today.
- Kathleen - Earlier in my business development I created a daily pattern that starts with prayer and exercise as these lay the foundation for my ability to serve well out of Christ. Then I put into the schedule those things which happen each week at certain times (I block things together - like coaching is always Tues and Thurs). Next I take the tasks that are required to build the business (reaching out to people and fulfilling project/program plans) and fit these into the remaining blocks.

I do this same base pattern every week, varying the times for tasks and projects around the standard items. I make this plan at the end of each week for the following week.

3. Question: Ashley Gary-Roper

- a. How do you prioritize all the different projects and business ideas you want to work on that you have in your head?

Mastermind Input and Support:

- Get them out of your head and onto paper.
- Enter your ideas into 3 files. DOING NOW, NOT DOING NOW, NEVER DOING
- Put each idea on post it notes and then file under that category
- Kathleen - I look at all the projects and choose the one(s) that are most effective to quickly bring in the clients God is calling me to serve. Then I look at longer term projects and allocate them into my schedule. I number my projects by priority in terms of attracting my ideal client and supporting those who are (or are about to be) clients. Followed by longer term or broader reaching projects.

4. Question: Ashley Gary-Roper

- a. What's the key to creating consistent cashflow in your business?

Mastermind Input and Support:

- Kathleen - I've always seen the biggest difference when I am focused on reaching out to people to learn about what they do, what their challenges are and sharing what I do.
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5. Question: Jackie Trottman

- a. I am going to hold a Joy and Flow virtual retreat on Saturday, November 21 from 9AM-12PM central time. I am thinking of charging \$47 and if you bring a friend, you and your friend would pay only \$27 each. (Is this a good price?) At the moment I am using Shopify as my shopping cart on one site and have Woo-Commerce on another site as payment processing options. I need to create a sign up page and am using aWeber for email right now. When it comes to the technical stuff, there are too many moving pieces and I get overwhelmed. Can you tell me the best way and the steps to handle this? Sales Page/Registration page to a check out - one for \$47 and one for the bring a friend discount of \$27. I

attended a writer's conference where it was buy one get one. I paid and sent my friend's email and contact information who was attending with me to the host. They were added to the list. Maybe it's buy one get one and I change the price a little? Help. Thank you!

Mastermind Input and Support:

- [Dawn] If you aren't wanting to tie it to your aWeber, you could use Eventbrite. It's easy to navigate and it handles RSVPS and follow up reminders.
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6. **Question: Linda Charter**

- a. How do I find the perfect mentor? I would like one from AUDACIOUS FAITH

Mastermind Input and Support:

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12. Question

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