

Audacious Faith Mentoring and Mastermind Session - 12/14/2020

Part 2 - Mentoring

Questions Submitted This Month

1. Question: Shemeka Brathwaite

- a. I recently had a discovery call with a potential coaching client. The session was 90 minutes. The client was taking notes and said that I was very thorough. She ended up going with another coach. Though I have it advertised on my website that I do personal coaching, I want to transition to pursue corporate sponsored coaching clients. Based on my life at the moment, I do not have the time to provide multiple discovery calls. I have heard that people instead charge for the discovery call and apply the fee to the coaching package. Some people just have 15 minutes which is just to answer questions based on everything that is outlined on the coaching page of their website. I am trying to find a workable solution.

Mastermind Input and Support:

- (Lethia) Limit your calls to 45 mins. You should be the one asking most of the questions that lead the person towards their primary pain point that you can help them with. Be sure to pre-qualify them using a questionnaire tied to your scheduling app. I wouldn't recommend charging for your discovery calls unless you are doing more of them than you would like but are still closing at a rate of at least 25%.
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2. Question: Shemeka Brathwaite

- a. Recently, I turned down a podcast interview because their guest form included the following:

"You hereby grant to us the exclusive, worldwide, irrevocable, and royalty-free right and permission to record, use, publish, stream, sell, promote, license, distribute, and create derivative works from any audio or video of your Participation, or any other form of your Participation, including without limitation your name, recorded voice or video, photograph, likeness, biographical information, any content you provide in connection with your Participation. You further agree that, as between you and us, we are the sole owner of the Project and any derivative works. You agree that you have no right of approval, no right or claim for compensation or credit, and no claim (including without limitation claims based upon invasion of privacy, defamation, or right of publicity) arising out of or in

connection with your Participation, including any use, alteration, or use in any composite form contemplated hereunder.”

What are the red flags we should be cautious about regarding these opportunities?

Mastermind Input and Support:

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3. Question: Shemeka Brathwaite

- I would like strategies around giveaway and referral campaigns for the pre-launch of my upcoming online academy to be released by March. I finally got a referral link tool (viral loops) that would help my campaigns go viral. People can earn an award for inviting their friends and contacts. What would be a reasonable award? Win a eCourse, discount from a group coaching program, percentage of the cost of the program, etc? Should I tier the award based on milestones. If yes, what is a reasonable ask? Refer 5 people then XYX refer 10 people then xyz? How soon should I open up the "Ambassador" referral opportunity if I plan to launch in March.

Mastermind Input and Support:

- (Lethia) The reward should be decided based on your audience. Some people want \$\$\$ while others want time with you such as a VIP session. The ambassador program should be opened 1-2 months before the launch. You will spend the time before the launch educating and nurturing the ambassadors. Note that an Ambassador is different from a fan. A fan will receive rewards but ambassadors usually receive \$\$\$.

Chat Notes

From Jenny Grace Morris to Everyone: 08:43 PM

Coaching MC events Blog/Book

From Dawn Jordan Jones to Everyone: 08:43 PM

Branding/Marketing services - Consulting Services - Books/Products

From Kathleen Fischer to Everyone: 08:43 PM

Speaking, Coaching, Training Programs

From Kara Gamber to Everyone: 08:44 PM

Branding/Marketing, Consulting, Speaking

From Jackie Trottmann to Everyone: 08:44 PM

Blogging/ Coaching/ Products/ Creative services

From DeneenTB to Everyone: 08:45 PM

Coaching Program, YouTube, Facebook Group

From Me to Dawn Jordan Jones: (Privately) 08:45 PM

What is the question?

From Dawn Jordan Jones to Me: (Privately) 08:47 PM

Your ecosystem. The 3 things you provide to potential clients. When you talk about one, it also leads to the other 2. 'When you talk, you make money

From Diann Swain to Everyone: 08:49 PM

Coaching: Coaching, Speaking, video morning mentoring/ Design: Sewing blog, Products, Consulting

From Heather Bunch to Everyone: 08:49 PM

speaking

From Me to Dawn Jordan Jones: (Privately) 08:51 PM

Thank you

From Jackie Trottmann to Everyone: 08:52 PM

Lethia will you give an example of your lead magnet and what that looks like?

From Heather Bunch to Everyone: 08:52 PM

only on a road trip...lol

From DeneenTB to Everyone: 08:53 PM

I have 13 now. :)

From Jackie Trottmann to Everyone: 08:57 PM

13 lead magnets????

That's brilliant. I'm at Gerber baby.

From Kathleen Fischer to Everyone: 08:57 PM

Service

From Karen Fox to Everyone: 08:57 PM

Serving

From Diann Swain to Everyone: 08:57 PM

servibg

From DeneenTB to Everyone: 08:59 PM

offering your service

Use a Sales script too

into the program

From Cassandra Lenoir to Everyone: 08:59 PM

email list

From Kathleen Fischer to Everyone: 08:59 PM

email

From Karen Fox to Everyone: 08:59 PM

discovery call

From Kathleen Fischer to Everyone: 08:59 PM

into our programs

From DeneenTB to Everyone: 09:00 PM

I always remember, we are talking to people who we can help

From Diann Swain to Everyone: 09:01 PM

Interesting, a self study version...

From Jackie Trottmann to Everyone: 09:11 PM

Lethia, this is my favorite Mastermind yet! This is SO what I needed!

From Heather Bunch to Everyone: 09:12 PM

Woohooo Kara!!!! And, so excited about you becoming a Grandma soon!!!

From Kara Gamber to Everyone: 09:12 PM

Thank you - fun fun!

From Lethia Owens - 314-517-6201 to Everyone: 09:16 PM

Hi Everyone!

From Cassandra Lenoir to Everyone: 09:17 PM

I have a question

From Doc Heather to Everyone: 09:17 PM


where can I get this recording?

From Dawn Jordan Jones to Everyone: 09:17 PM

It will be posted to the website later this week

From Doc Heather to Everyone: 09:21 PM

yes. she is powerful

i was spiritual sold. bam. drop the 

From Me to Everyone: 09:29 PM

The Mayors office just gave me 3 interns. The city is paying them.

From Kathleen Fischer to Everyone: 09:30 PM

What are the names of those sites Lethia?

From Heather Bunch to Everyone: 09:32 PM

that is amazing Shemeka!!! 🍷🥰

From Kara Gamber to Everyone: 09:32 PM

<https://www.upwork.com/>

From Doc Heather to Everyone: 09:32 PM

yes, yes, how do I hire give them a project & pay cautiously? how does this look to kiss a lot of

??@Lethia

From Kathleen Fischer to Everyone: 09:32 PM

I'm looking for someone who will upgrade/convert me from iContact to Active Campaign

From Clarify your calling to Everyone: 09:32 PM

We are so blessed to have these meetings!

From Kara Gamber to Everyone: 09:33 PM

<https://freeup.net/>

<https://talent.hubstaff.com/>

From Heather Bunch to Everyone: 09:34 PM

Thanks Kara for the sites!

From Kara Gamber to Everyone: 09:36 PM

To hire... know the details of your project. Know what skills you need. Many of the sites show you where the people are from and their skills. Hire and give small tasks at first. Hire a few people for a similar task and see who does it best. When you set up the job for people to apply, ask them to put a certain subject in the email, and if they don't, then pass.

From Karen Fox to Everyone: 09:36 PM

Chegg.com is what used to be Internships.com

From Kathleen Fischer to Everyone: 09:36 PM

Yes, thanks kara!

From Jackie Trottmann to Everyone: 09:38 PM

Thanks Kara!

From Nicole Davis, PhD to Everyone: 09:38 PM

Thank you so much Kara.

From Diann Swain to Everyone: 09:38 PM

Hi Doc Heather

From Kara Gamber to Everyone: 09:38 PM

I have a stay at home mom who works for me for \$10 an hour. She does it because I train her and she loves it. She lives in NC. God will help if you ask. And no, you cannot have the name of my girl!

From Anila Nicklos, M. Ed., CDP to Everyone: 09:38 PM

Thank you Kara

From Kara Gamber to Everyone: 09:40 PM

Welcome!

From Me to Everyone: 09:42 PM

I have a good suggestion when I hire online

When I am narrowing it down to the last 3 candidates, I hire them to work on an assignment. I judge how fast, accurate what questions they ask. Then I choose the best one.

From Cassandra Lenoir to Everyone: 09:43 PM

I have a quick question

From Kara Gamber to Everyone: 09:43 PM

Perfect Shemeka. I also give same project

From Doc Heather to Everyone: 09:46 PM

@Cassandra "what 1 scripture do you apply or speak about your business? "

From Kathleen Fischer to Everyone: 09:47 PM

Great ideas on hiring. How do I save this chat?

From Cassandra Lenoir to Everyone: 09:47 PM

Thank you, @Doc Heather !! this is great

From Heather Bunch to Everyone: 09:57 PM

So exciting Shemeka!!!

From Anila Nicklos, M. Ed., CDP to Everyone: 09:58 PM

Congratulations Shemeka!

From Karen Fox to Everyone: 09:58 PM

Congratulations Shemeka!

From Kathleen Fischer to Everyone: 10:02 PM

WOOHOO! Way to go Lethia!

This is a GREAT way to follow up on what we learned from Bill Cates on Strategy Day about letting people know what we are looking for in a referral!

Thank you Shemeka!!!

How do we save this chat??

From Me to Everyone: 10:02 PM

Great way to end the year.

From Kathleen Fischer to Everyone: 10:03 PM

Powerful!

From Diann Swain to Everyone: 10:04 PM

Such a great night

From Anila Nicklos, M. Ed., CDP to Everyone: 10:04 PM

Thanks so much for the prayers for my family, Lethia! This was an amazing session!

From Karen Fox to Everyone: 10:04 PM

Thank you Lethia!

From Dawn Jordan Jones to Everyone: 10:04 PM

Not sure the chat can be saved. It should be available on the recording when it is uploaded to the website.

From Heather Bunch to Everyone: 10:04 PM

such an amazing call tonight!! Thank you Lethia that you are sensitive to God and what we all need. Thank you!!!

From Me to Everyone: 10:05 PM

Yes you can save it. select all and copy then paste

From Dawn Jordan Jones to Everyone: 10:05 PM

Great content tonight!

From Dawn Jordan Jones to Me: (Privately) 10:06 PM

I tried that, but it didn't work. Think the settings on this call don't allow that.