

# Strategy call overview & background



# Background to your business

The Speech Practice  
started in 2015



## Goals and vision

What are your short-term and long-term business goals?

**Short term goal in one year:** I would like to run one successful group coaching program that allows for scalability with a minimum of 4 participants.

**Long Term Goal:** To run a successful online parent training language or feeding program.

**For the online program,** perhaps structured content (videos) over 6 to 10 weeks, with one face to face consult.



# Build and grow map

## TSS - build and grow map



# Admin and operations

- procedures - accident prevention, risk assessment, safe guarding terms and conditions, privacy policy
- insurance
- numbers
- records and booking - taking payments - making it easy to book
- website
- finance - cost to start - cost to participants
- cleaning and maintenance

# Class programme

- age of participants
- terms
- weekly schedule
- goal for your programme - providing a transformation, take them from where you are to where you want to be
- mission and values
- standalone or in blocks
- class plans
- **\*\*stopped here\*\***



# income streams

- inperson
- number of classes
- online
- courses
- classes
- workshop
- products
- events
- cashflow

# customers

- avatar of new parents, attendees & pregnant couples to help with marketing and content
- audience building
- list building
- customer flow
- numbers of customers
- website and SEO
- content
- funnels
- MCABI





## customer avatar

Name: Sarah

Age: 30 Occupation: Marketing Manager

Location: Urban area Family Status:

Married, first-time parent

Income Level: Middle to upper-middle class Education:

Bachelor's degree or higher

## customer avatar

- Values education and early development for their child
- Seeks social interaction and support from other parents
- Concerned about providing the best opportunities for their child's development
- Busy schedule balancing work and family life
- Interested in holistic approaches to parenting
- Tech-savvy, comfortable with online research and booking

# customer avatar

## Goals:

- Wants to bond with their baby in a stimulating environment
- Seeks guidance on early childhood development milestones
- meet new people, build a community
- enjoy their maternity leave

# customer avatar

## Values

- a supportive community of other parents
- Interested in activities that promote cognitive, physical, and social development in their baby

## Challenges

- Feeling overwhelmed with contradictory parenting advice
- Balancing the desire to provide enriching experiences for their child with budget constraints
- Lack of local support network or family nearby



**customer avatar**

## **Concerns**

about the safety and cleanliness of the environment for their baby

feeling comfortable and welcome

her baby being unsettled and not knowing what to do

# equipment

- what do you need
- costs
- storage
- maintenance
- safety
- cleaning

## class leaders and team

- team roles
- training
- happiness
- protecting your business
- training notes

## venues

- finding them
- communication
- information sheets
- criteria



# Marketing overwhelm

There is so much that you can do, so you do nothing!

There is so much that you can do, so you try to do everything!

Impact of doing everything on your energy and your finances

Be more laser beam, track and measure!



# Marketing funnel

Has been essential in the growth of my business, it has helped me meet more people, connect with them, help them and convert them into customers

Helped our team be really focused in our activities, saving time on admin and dedicating more time in helping people



# Marketing funnel

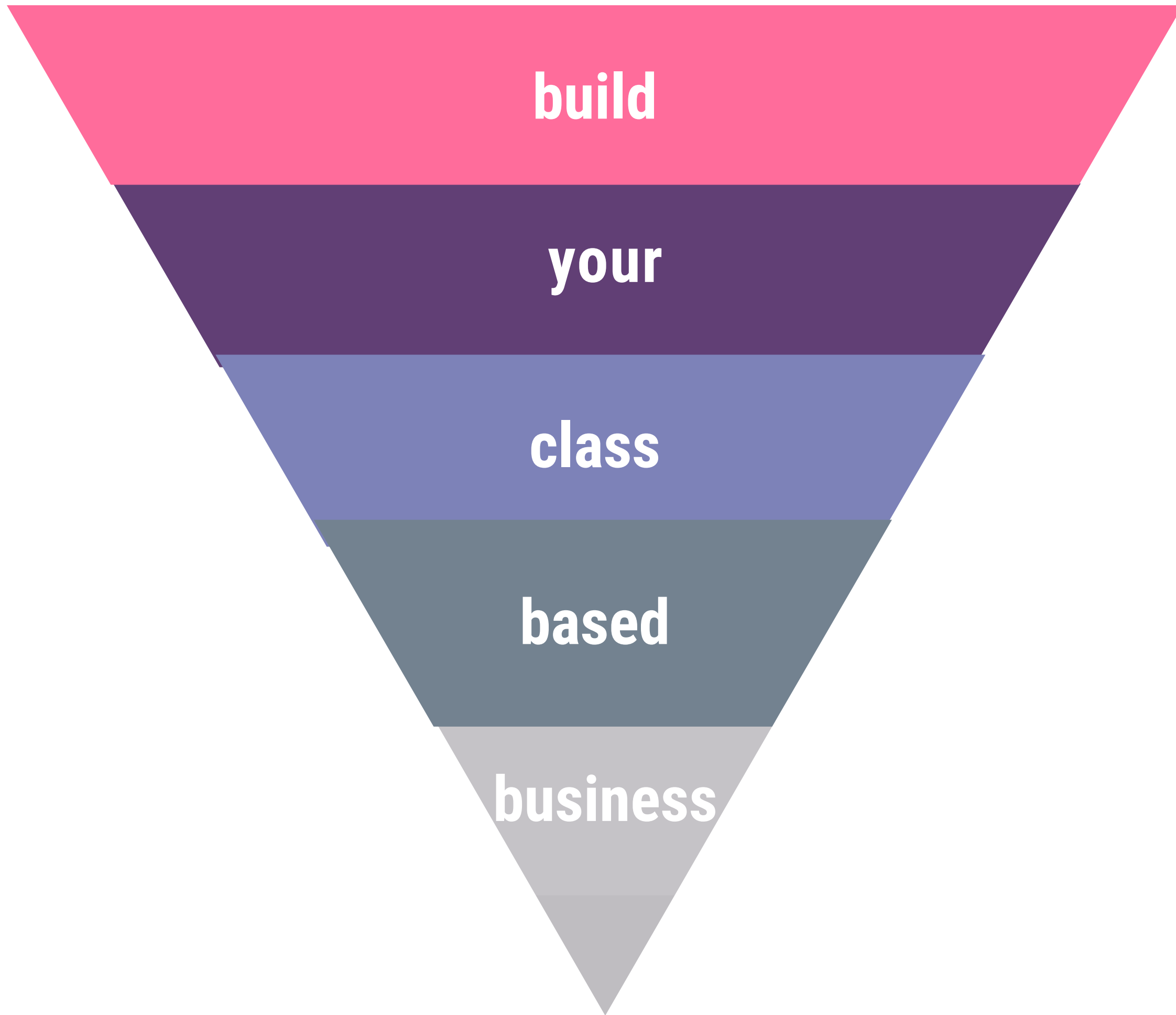
Setting up a funnel takes time, tweaking and patience

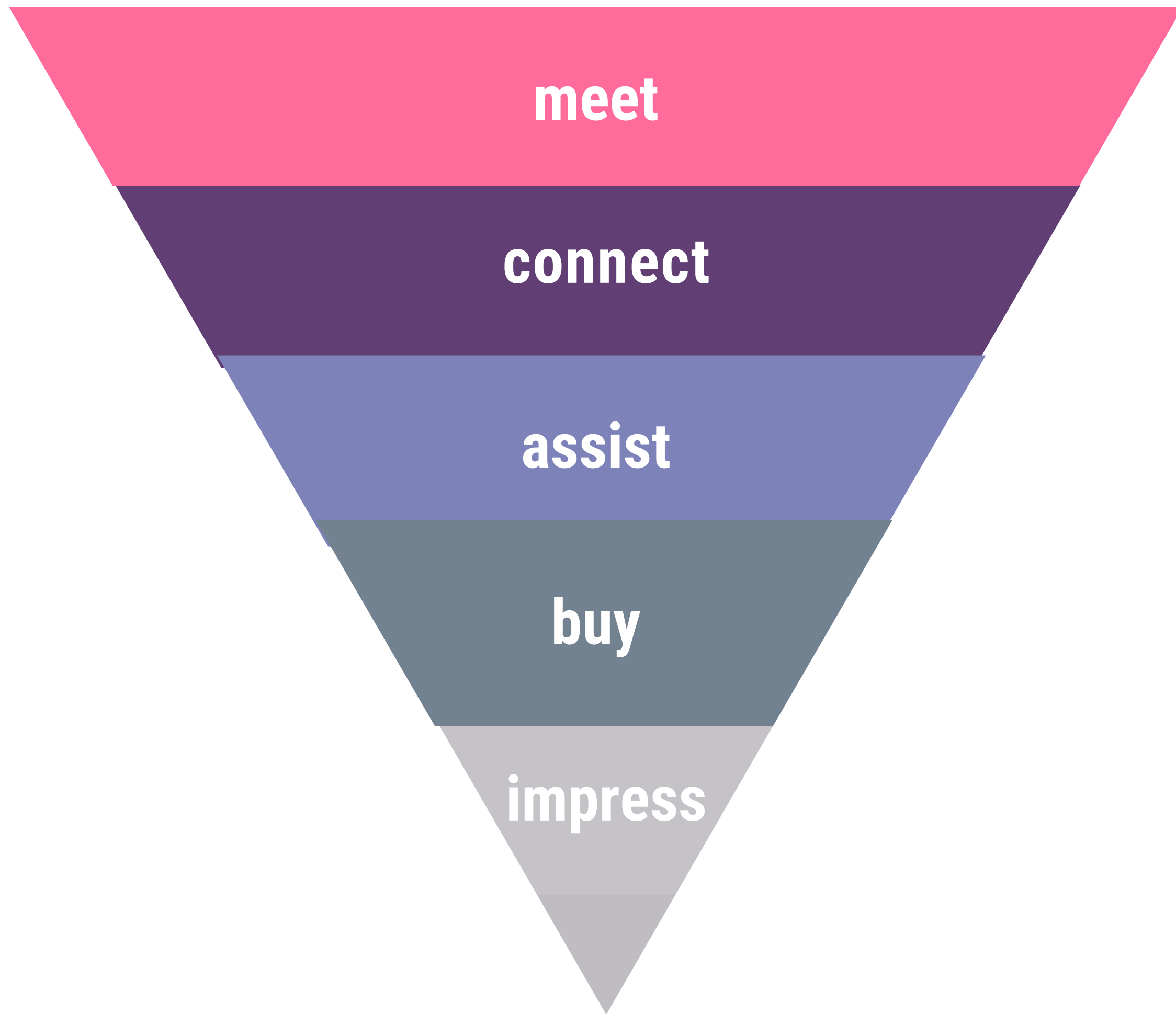
Automated way of getting customers into your business

Start with one idea and get it up and running

Availability of tech



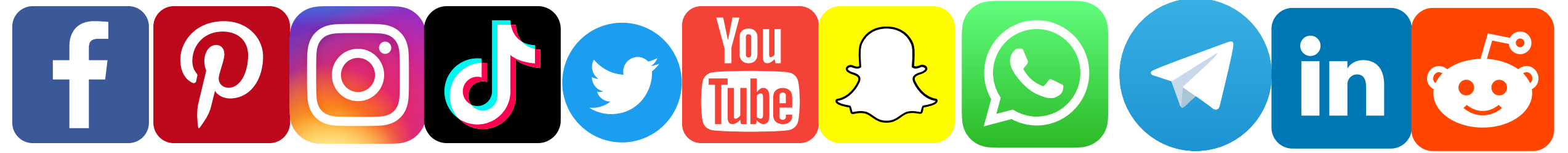




**mcabi**

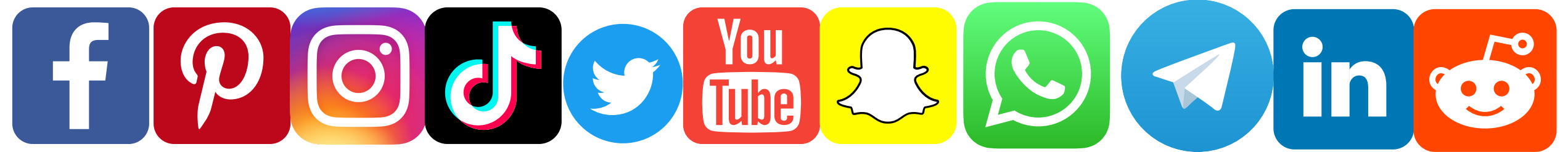


# What sort of marketing activities could you do in your business?



- social media/ads
- competitions
- content marketing
- blog/printables
- challenges
- email marketing
- SEO, website
- online groups
- influencers
- partnerships
- print marketing
- directory listings
- sponsorship
- webinar
- trade shows
- testimonials/stories
- press
- direct mail
- networking
- events
- google business
- merchandise

# How could I share my amazing content?



- social media
- advert
- print marketing
- your blog
- on your website
- email marketing
- in groups
- create merchandise
- influencers
- partnerships
- networking
- run an event
- google business
- webinar
- series of posts
- speak at an event
- press releases
- direct mail
- email signature
- guest blog
- podcast
- reels and shorts

# Social media - monthly active users

1	Facebook	2.7 billion
2	YouTube	2 billion
3	Whatsapp	2 billion
4	Instagram	1.16 billion
5	TikTok	689 million
6	Snapchat	433 million
7	Reddit	430 million
8	Pinterest	416 million
9	Twitter	353 million
10	LinkedIn	310 million

Reference -  
search engine journal





# Firstly

Know your customer - really, really well

- age, demographics
- what they enjoy
- what they need
- their challenges
- where they hang out
- answer the public, keyword searches



# Meet

how are you going to introduce your business to more people?

- free content
- social media
- printables
- webinars
- Facebook groups

networking with other businesses



# Connect

how are you going to connect your business to more people?

- email list - nurture sequence
- social media posts
- printables
- group challenges
- Q&A sessions

know like and trust



# Assist

how are you going to assist them?

- webinar
- email content
- group content
- free product trials
- helping your ideal customer, create helpful content - doing more for them than any other business!



# Buy

what do you have available for customers to buy? Does it meet their needs? Can you make the process easy for them?

- classes, block bookings, courses
- workshops
- memberships
- bundles
- play packs, products
- consulting services



# Impress

happy customers talk to others, give you referrals and testimonials and buy other products and services

- ongoing support, overdelivering so you create raving fans!
- email information on other things of interest to them
- keep talking to them and helping them, they are interested
- merchandise
- cards in the post
- leaving your customers happy



# how to get started - your first funnel

meet - how are you going to meet your customers?

connect - how are you going to connect with them?

assist - how can you help them?

buy - what product or service do you have that will meet their needs?

impress - the wow factor



## Now you need to practice

practice meeting your customers and connecting with them

practice your webinars

recreate your printables based on feedback from your customers

send emails that are helpful and continue overdelivering





# how to get started - your first funnel

meet - social media, facebook ad

connect - email, likes and shares on social media

assist - free webinar

buy - paid workshop, course or membership

impress - overdeliver on course/membership, give additional resources



# In reality it looks like

advert

landing page

free webinar

let them know about our services, email help

wow them!

[free baby development workshop] play is just amazing for baby brain development! We run free workshops on sensory ...See more



how to play with your baby – free workshop

Thursday 3rd February at 10.30am

In this online workshop we share lots of information about why sensory play is important, how your baby learns, lots of information on sensory development and brain development.

New subscribers

Today  
47



Thanks so much for signing up for our how to play workshop today at 10.30am!



Weaning and nutrition are two of the topics that we get asked the most about!

So we've popped together have two amazing dietitian led courses to help.



# assisting with printables

## 10 ways to market your business

### animal themed contrast cards

We have  
are very  
be sent

### grow your audience with email marketing



Email marketing is amazing and having an audience of people interested to hear from you about your offers and services is a really valuable asset for your business.

### play pack - reading to your baby



### rainbow themed activities

