

# LIMITLESS Coaching Call Transcript

MONDAY, OCTOBER 25<sup>TH</sup>, 2021  
LIMITLESS COACHING CALL  
OPTIONS FOR MANAGING & OUTSOURCING CHANGE

59

00:20:06.990 --> 00:20:15.810

Stephanie Bogan: I want to just do a little level setting for you.

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00:20:16.500 --> 00:20:25.740

Stephanie Bogan: Which is that most of us have some form of digital presidents, it can be your you know your just your general emails it's your website.

61

00:20:26.550 --> 00:20:37.350

Stephanie Bogan: But many more of us are in social media right we're doing email campaigns, we do webinars and many of you are moving into those zones and building your own social media campaigns and doing your own digital marketing.

62

00:20:37.890 --> 00:20:45.540

Stephanie Bogan: And one of the things that we really value here at limitless are the resources that we know that we can count on to help you execute in ways.

63

00:20:45.900 --> 00:20:58.710

Stephanie Bogan: they're efficient and effective and enjoyable right it's really aligned, so we really do that partners that we think will add a lot of value and really contribute, whether you use them or not so we've been using entre team, which is.

64

00:20:59.940 --> 00:21:01.560

Stephanie Bogan: The firm that tiffany and her husband own.

65

00:21:02.400 --> 00:21:05.310

Stephanie Bogan: I don't know tiffany three two years, three years now.

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00:21:05.910 --> 00:21:08.400

Stephanie Bogan: I was actually in a coaching program that cost.

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00:21:08.520 --> 00:21:10.200

Stephanie Bogan: way more than this one, by the way.

68

00:21:11.220 --> 00:21:23.280

Stephanie Bogan: And it I they used entre team and I literally I spent \$90,000 on this coaching program literally to learn how to do digital marketing I went to one meeting, and do you know what I decided at the end of that meeting.

69

00:21:26.370 --> 00:21:31.890

Stephanie Bogan: I would not be doing digital marketing they I love it like I can flow and diagram with you.

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00:21:32.400 --> 00:21:39.000

Stephanie Bogan: All day long, but then it comes to the execution, and I hope an infusion soft and I was like, no, no, I will not be doing this with my time.

71

00:21:39.420 --> 00:21:47.070

Stephanie Bogan: i'm going to apply every lesson that I, this was remember when I unretire they had two goals one no fear was going to do whatever the hell felt good.

72

00:21:47.460 --> 00:21:55.140

Stephanie Bogan: and work rate that added value good value to the planet into I was going to apply every lesson that I have ever learned without fear.

73

00:21:55.950 --> 00:22:12.690

Stephanie Bogan: And one of those lessons coach strategic coach, as you all know, calls it, who not how it's leverage, so I learned enough in that one meeting to know that the best use of my time was to not get very granular and my knowing of how to do that, so I asked the leader of the firm.

74

00:22:13.830 --> 00:22:21.240

Stephanie Bogan: What do you guys use and he said entertainment, I was like well then great that's who I will be using so we reached out to entre team found them as a partner.



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00:22:21.660 --> 00:22:31.350

Stephanie Bogan: And I have to tell you in marketing and digital in general web firms and tech firms it's really hard to get reliable, affordable like reasonable quality support and.

76

00:22:32.100 --> 00:22:41.160

Stephanie Bogan: I think you guys know I don't gush over people easily, but they have been an extraordinary partner in terms of their reliability their price to value.

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00:22:41.400 --> 00:22:48.000

Stephanie Bogan: Their knowledge of the space and I just got to see their consistency like they just know what they're doing and they show up every time.

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00:22:48.630 --> 00:22:59.160

Stephanie Bogan: So we were all sitting around post growth retreat and allison and I have been talking about this earlier in terms of let's have a conversation around how digital marketing gets implemented.

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00:22:59.160 --> 00:23:10.440

Stephanie Bogan: And there are really three basic ways one is you strategize and you implement right, I went to one class and I went I would strategize, but I shall not be implementing and that's okay.

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00:23:10.860 --> 00:23:20.010

Stephanie Bogan: So some of you are in a space where that just you know, commitment and budget or cost that's where you're at and that's okay so tiffany is going to give you some knowledge it's going to really help you understand.

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00:23:20.370 --> 00:23:26.250

Stephanie Bogan: How digital implementation works and what your options are your second option is you strategize and they implement.

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00:23:27.060 --> 00:23:31.950

Stephanie Bogan: And I think that's probably where we fall with you tiffany in terms of, as you all know, I have ideas about things.

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00:23:32.700 --> 00:23:37.770

Stephanie Bogan: But tiffany and team are really the execution arm, we all know how we not me.

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00:23:38.430 --> 00:23:46.230

Stephanie Bogan: The presumptive we is me and Lisa and allison and noble right like we know how to build landing pages and sales funnels and send up and do infusionsoft.

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00:23:46.710 --> 00:23:57.690

Stephanie Bogan: But our goal is to shift all of that to entre team, so that my team can focus on the strategy and the management of that and tiffany and her very well Hilton can focus on the execution.

86

00:23:58.110 --> 00:24:08.490

Stephanie Bogan: And then Level three is they strategize and they implement right in terms of designing the strategy for you here's what a great email campaign looks like or sales funnel or landing page.

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00:24:08.910 --> 00:24:15.420

Stephanie Bogan: And then, helping you implement so just understand that the information that you're going to get is going to be valuable to you, regardless but.

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00:24:15.720 --> 00:24:25.710

Stephanie Bogan: We are, and this is so incredibly important whether you know it or not, believe it or not, or agree with it or not, you are a digital advisor like you live in a digital world.

89

00:24:26.130 --> 00:24:32.880

Stephanie Bogan: And it's only going to go more that way, both in terms of how we market and how we how we execute.

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00:24:33.420 --> 00:24:40.320

Stephanie Bogan: And how we operationally execute right our systems and our CRM and our son is in our workflow and our digital marketers so that's why.

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00:24:40.650 --> 00:24:50.550

Stephanie Bogan: i'm constantly talking about building this bionic business your job, your value is to understand how you differentiate yourself how you specialize.



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00:24:50.910 --> 00:25:01.050

Stephanie Bogan: And how you show up in that trusted advisor role, not to design and execute the digital strategies that support that So if you need to do that for a while and I totally get that.

93

00:25:01.500 --> 00:25:12.270

Stephanie Bogan: So with that I just want to lay the groundwork for one, this is a partner that I have really come to know and trust and rely on with our business and that that hopefully carries a lot of weight with you guys.

94

00:25:12.750 --> 00:25:19.800

Stephanie Bogan: To you have options, so this is not to say that you have to do it, but when allison and I sat down, we were like let's pull tiffany and the team in.

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00:25:20.130 --> 00:25:29.130

Stephanie Bogan: to pull back the curtain of what is really involved in digital marketing and how you execute it so you guys are just a little bit more informed, for some of you it won't apply.

96

00:25:29.820 --> 00:25:41.430

Stephanie Bogan: Some of you tip like they're in the middle ground of like i'm i'm doing it or i'm experimenting but I haven't really mastered it and and a handful I think a percentage of them, not the majority, but a percentage of them are really crushing it.

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00:25:41.940 --> 00:25:54.720

Stephanie Bogan: And then, my question to them would always be like at what point do we start to outsource those digital support services so with that i'm going to turn it over to tiffany and she's going to talk about the six steps that you can use to really engage your digital marketing.

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00:25:56.670 --> 00:26:07.710

Tiffany Johnson: awesome Thank you so much, thank you all for allowing me to come and hang out with you guys and stephanie for having me on I appreciate it so much and we love our partnerships with all of our clients so.

99

00:26:08.460 --> 00:26:18.870

Tiffany Johnson: yeah I think it has actually been about three years since we've been working together so that's a lot of fun as well, I am going to share my screen and go ahead and jump in here.



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00:26:20.640 --> 00:26:21.690

Tiffany Johnson: Let me see.

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00:26:25.620 --> 00:26:26.250

Tiffany Johnson: There we go.

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00:26:27.720 --> 00:26:34.350

Tiffany Johnson: All right, six steps to not doing it all yourself is really what I want to talk about, because at the end of the day.

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00:26:35.670 --> 00:26:43.890

Tiffany Johnson: The business needs to be more than you right, it needs to be more than your effort your execution and your implementation.

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00:26:44.460 --> 00:27:01.650

Tiffany Johnson: Because who here wants to work 24 seven right nobody does that's that's not a lot of fun and yet we're building businesses that are 24 seven businesses so they require the support of both tech and team and so that's what we're going to talk about a little bit here today.

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00:27:03.600 --> 00:27:12.420

Tiffany Johnson: Do it all debbie so I just want to do a little bit of profiling here right so do it all debbie is super techie This is our di di wires.

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00:27:12.990 --> 00:27:24.990

Tiffany Johnson: They know how to get it done right that's that's the mode they live in and they know everything about every detail in their business and most businesses start out, as do it all debbie's for the most part right.

107

00:27:26.130 --> 00:27:31.110

Tiffany Johnson: But there's a deep desire inside of do it all debbie who really wants to go big.

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00:27:31.560 --> 00:27:45.300

Tiffany Johnson: But can't imagine how adding one more thing to her plate or balancing one more hat is



possible and I don't know if that's you if you're sitting there thinking yeah I know every detail, I can build the pages, I can get the integrations done.

109

00:27:45.510 --> 00:28:00.780

Tiffany Johnson: I do the sales I do all the pieces right, but when you look at your big vision, when you look at that revenue goal that you're going after you're sitting there thinking holy cow like i'm not willing to sacrifice more time with my family more time with.

110

00:28:01.320 --> 00:28:11.220

Tiffany Johnson: Things that I love to do to get to that number, and when you see that number when your heart is calling out for a revenue number, all you can think is I don't have any more to give.

111

00:28:11.520 --> 00:28:19.350

Tiffany Johnson: Right that's where do it all debbie's at there's nothing else they can't juggle any more plates and, and this is, you know.

112

00:28:20.160 --> 00:28:33.150

Tiffany Johnson: How my share a little more about myself and a few minutes, but when I begin to work with clients I first look and say Okay, what is it that we need to get off their plate because they're juggling so many different places the second.

113

00:28:33.930 --> 00:28:39.660

Tiffany Johnson: kind of personality or Avatar out there for entrepreneurs is often distracted Dante right the guy.

114

00:28:40.200 --> 00:28:47.910

Tiffany Johnson: That has all of the ideas, just an idea person like from the time you get up in the morning till the time you go to bed you're thinking.

115

00:28:48.150 --> 00:28:56.910

Tiffany Johnson: I can make money like this, I see this opportunity, we need to create this new piece of content, we need to do this right and it's an innovative thinker often thinking.

116

00:28:57.690 --> 00:29:08.610

Tiffany Johnson: beyond what everyone else is talking about as well right and and the world needs your



idea is if you're a Dante The world needs your ideas.

117

00:29:09.690 --> 00:29:15.330

Tiffany Johnson: But what happens with our high idea high creatives I like to call our high creatives is.

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00:29:16.500 --> 00:29:30.750

Tiffany Johnson: They ultimately get very distracted in it takes them out of their creative space right they get very distracted in the the the minutia of day in and day out of building a business, the the.

119

00:29:31.230 --> 00:29:41.790

Tiffany Johnson: Like micro details that are necessary to make everything like go from vision to to actual implementation and then actually seeing the concept come alive.

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00:29:42.060 --> 00:29:56.520

Tiffany Johnson: get very distracted in those pieces and it causes shut down it causes overwhelm it causes burnout really if you're a hot creative and you're in those little bitty details, every day, you can get really burnt out on filling like.

121

00:29:57.900 --> 00:30:11.130

Tiffany Johnson: What you desire is actually possible to happen right so The thing is, is they also desire to go big, but the implementation will just keep them in that place of distraction keep them in that place of.

122

00:30:14.250 --> 00:30:22.080

Tiffany Johnson: feeling just outside the core of their brilliance right outside the core of their brilliance and, lastly, we have.

123

00:30:23.220 --> 00:30:29.940

Tiffany Johnson: Well, that should not be distracted Dante Okay, we have Donna and Donna implements a solid business practice.

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00:30:30.780 --> 00:30:38.010

Tiffany Johnson: Has a good team objectives goals solid vision dedicated to serving the business at all costs.



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00:30:38.880 --> 00:30:50.880

Tiffany Johnson: But she has nothing left to give so she is not juggling all the pieces herself, but she is carrying the weight of everything right there's a huge weightiness on her shoulders and so.

126

00:30:51.360 --> 00:31:06.570

Tiffany Johnson: Often, because the processes are not in place yet and so without processes she's still having to answer the same question every single time she's having to personally train every single team Member right and so there's just nothing left to get there and.

127

00:31:08.040 --> 00:31:17.340

Tiffany Johnson: If you fall into one of these categories, I just want you to kind of keep those in mind like where Where are you are you weighted down like Donna, are you distracted.

128

00:31:18.060 --> 00:31:29.550

Tiffany Johnson: Are you like debbie and you're just juggling all the pieces and you live in this constant state of chaos, because all of those elements come into play at various stages of building a successful business.

129

00:31:29.910 --> 00:31:34.560

Tiffany Johnson: And you need to know where you're where you're stuck at so you know how to move forward.

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00:31:35.700 --> 00:31:38.460

Tiffany Johnson: All right, the good news is or.

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00:31:39.870 --> 00:31:50.400

Tiffany Johnson: The bad news, depending on where you're at is that your success is not, it will depend on predictable processes, not your personal strengths talents and abilities.

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00:31:50.730 --> 00:31:56.220

Tiffany Johnson: And I like to throw this out there, because what got you to where you're at right now is often.

133

00:31:56.820 --> 00:32:04.770



Tiffany Johnson: What you're good at right what what is the the service that you're executing that you're excellent in right so.

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00:32:05.370 --> 00:32:13.020

Tiffany Johnson: that's what got you to where you're at but that isn't what's going to get you to where you want to go where you're taking your business to the next level.

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00:32:13.290 --> 00:32:18.780

Tiffany Johnson: of leadership to the next level of being the CEO right, not just the service provider.

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00:32:19.110 --> 00:32:25.230

Tiffany Johnson: And if we stay in a mindset that it is on us, then our success is going to hit a limit.

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00:32:25.500 --> 00:32:37.080

Tiffany Johnson: Whereas if we are able to begin to look and say Okay, what are the resources and the tools that I can build around me to create a predictable success, because at the end of day business is about predictable success.

138

00:32:37.350 --> 00:32:39.210

Tiffany Johnson: If you go to sell your business.

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00:32:39.390 --> 00:32:51.090

Tiffany Johnson: What, what is the investor going to look for they're going to look for exactly what is the predictable success in this business that's where your asset comes from right so it's important that we keep in mind as we're building our business that.

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00:32:51.330 --> 00:32:58.710

Tiffany Johnson: I always like to keep an exit exit strategy in mind, although I hope I don't have one for the next 20 years because we love what we do, but.

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00:32:59.070 --> 00:33:07.830

Tiffany Johnson: But i'm always thinking in terms of if I needed to exit this business for any reason do I have predictable success in place do we have predictable processes.

142



00:33:08.160 --> 00:33:14.160

Tiffany Johnson: That will create the success we need that isn't relying on me solely and that's the same.

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00:33:15.150 --> 00:33:30.870

Tiffany Johnson: that's the same question that I put towards you right now, if you had to write down, yes, my business can run without me i'm really curious i'm just going to go to see all your faces and say raise your hand if you feel like your business can run without you.

144

00:33:33.360 --> 00:33:38.340

Tiffany Johnson: raise your hand if you feel like your business could run with you only being in at 50% of the time.

145

00:33:41.100 --> 00:33:41.520

Tiffany Johnson: Okay.

146

00:33:43.050 --> 00:33:52.470

Tiffany Johnson: that's given me a little good insight here, trying to flip through the things to see everybody okay great great it's so important that we have that in mind as we're building out our businesses.

147

00:33:53.460 --> 00:33:58.740

Tiffany Johnson: Because predictable processes are how we get to that space right.

148

00:33:59.730 --> 00:34:03.120

Tiffany Johnson: Alright, so the thing that debbie Dante and Donna all having.

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00:34:03.390 --> 00:34:09.600

Tiffany Johnson: Have the same obstacle, and that is relying on themselves, instead of building core foundations to scale their business.

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00:34:09.810 --> 00:34:16.020

Tiffany Johnson: So that's what we're going to look at now is what are the core found at well actually we're going to look at me right now I just went from dark to.

151



00:34:16.410 --> 00:34:21.360

Tiffany Johnson: From blonde to dark Gal so I don't have new headshots it's still me I was just blonde.

152

00:34:21.690 --> 00:34:31.590

Tiffany Johnson: I do want to tell you just a little bit about our business and the journey that I have been on in digital marketing just so you don't think that I know you wouldn't think that stephanie just brought somebody in here but.

153

00:34:33.210 --> 00:34:46.860

Tiffany Johnson: But essentially I started in in the coaching industry in the support build in 2000 January of 2008 so i've been doing this for a hot minute right my husband at the time, worked as a corporate engineer with dough fresh vegetables.

154

00:34:47.610 --> 00:35:03.630

Tiffany Johnson: And I ran my business out of my house, while I was raising my kids and essentially I have stayed in the coaching niche right move all my clients have been coaches are consultants of some type since 2008 and.

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00:35:04.590 --> 00:35:15.450

Tiffany Johnson: For about seven years I certified and coached online business managers, which gave me a little different perspective into what it looked like to build successful businesses.

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00:35:15.990 --> 00:35:27.240

Tiffany Johnson: It wasn't just the implementation side, but I actually spent a good bit of time managing I mean i'm mentoring and coaching online business managers food this certified online business manager.

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00:35:28.140 --> 00:35:37.890

Tiffany Johnson: With Tina foresight and what I learned through that process was is great to have tech is great to have team, but if we don't have core business structures in place.

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00:35:38.160 --> 00:35:48.630

Tiffany Johnson: Then we can often find ourselves chasing tech or chasing team right you're chasing down the team Member did you get this done, did you get this done, did you get this done or you're chasing down the tick why isn't this working why isn't this working.



159

00:35:48.930 --> 00:35:59.400

Tiffany Johnson: And, and so, as I grew in understanding what I desired and then my husband came to me and said hey I think that we're supposed to be running an agency together, I was like yeah.

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00:35:59.880 --> 00:36:09.300

Tiffany Johnson: I don't really think that so much right look guys, he was a corporate engineer he had a really solid career he had spent 20 years building that career.

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00:36:10.080 --> 00:36:22.320

Tiffany Johnson: Here I was over here doing like this side job, while I raise my kids i'm like i'm not seeing what you're seeing but, but he was pretty adamant know I really think we need to build this agency together and so.

162

00:36:23.100 --> 00:36:35.250

Tiffany Johnson: In 2015 we launched our agency and and we've been doing it now what is 21 so six years and it's great we have 16 employees, we do.

163

00:36:35.640 --> 00:36:41.580

Tiffany Johnson: All the technical implementation we do marketing strategy with some clients, but most of our clients are like stephanie.

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00:36:41.760 --> 00:36:50.610

Tiffany Johnson: Like they have a really poor strategy, and they have coaches in place and really what we do is come in and take what they want to create like the what.

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00:36:50.970 --> 00:36:54.570

Tiffany Johnson: And we provide the how this is how we can actually make your vision come.

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00:36:55.020 --> 00:37:06.150

Tiffany Johnson: come to play this is how we can actually create the design or the implementation or the structure that you're looking for right so that's what we do so, I have a picture here of a little bit of our team.

167

00:37:07.020 --> 00:37:17.610



Tiffany Johnson: My husband and myself, we actually remodeled 100 year old schoolhouse and that's where we have our employees so 11,000 square feet, we remodeled it from.

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00:37:19.050 --> 00:37:31.680

Tiffany Johnson: start to finish took us about two and a half years to remodel it and make it the business and home because we are living on the third floor and the first two floors are all business office space and, as you can see.

169

00:37:33.180 --> 00:37:39.690

Tiffany Johnson: We have a great team, and we really just love serving our clients and that's that's our heartbeat like at the at the end of the day.

170

00:37:40.020 --> 00:37:46.740

Tiffany Johnson: i've been doing this long enough to know that my heartbeat is simply to make your lives easier right make the make the.

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00:37:47.490 --> 00:37:55.260

Tiffany Johnson: The business owner easier, how do we do that we provide the structure the technology and the team that allows that.

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00:37:56.160 --> 00:38:00.000

Tiffany Johnson: All right, enough about me that's not my favorite part okay now how dependent.

173

00:38:00.660 --> 00:38:16.620

Tiffany Johnson: On you is your business we just went through that most of you are at a you know, there was a few they raised their hands on could run without them, which fantastic that's awesome there was about half that I was seeing that felt like that 50% of the time you could probably be.

174

00:38:17.700 --> 00:38:24.600

Tiffany Johnson: away from the business and everything would run and then the other half is still recognizing that the business is solely dependent on them.

175

00:38:25.440 --> 00:38:42.240

Tiffany Johnson: So let's step into six steps to not doing it all yourself right, these are the steps right tech stack development process power team evaluate pivot repeat, if you will place the steps in front of you



and.

176

00:38:42.960 --> 00:38:51.570

Tiffany Johnson: reevaluating them about twice a year you're going to build the business that you desire, without having to be the person, that is.

177

00:38:52.170 --> 00:39:02.040

Tiffany Johnson: Leading the ship I guess you could say so, the first piece is the tech stack right, so I just want to bring up chat right quick and see if there's anything specific being ask.

178

00:39:03.330 --> 00:39:13.230

Tiffany Johnson: um the name of my business is entre team, and we do not have a website, we have not actually had a website up and in about three years.

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00:39:13.980 --> 00:39:21.270

Tiffany Johnson: All of our clients have come through referral so six years of client 16 employees and we have only.

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00:39:21.720 --> 00:39:28.500

Tiffany Johnson: Added clients by referral, just like stephanie became one of our clients every one of our clients has come through referral i've never marketed.

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00:39:29.460 --> 00:39:41.400

Tiffany Johnson: So we do not currently have a site up, but I know that stephanie would be happy to send our information out if we needed to do that okay so let's start into the tech stack now.

182

00:39:42.360 --> 00:39:53.340

Tiffany Johnson: These are the core elements, you need for an online business and i'm just going to kind of go through them and then tell you the tech that I recommend I recommend this tag for ease of use.

183

00:39:54.330 --> 00:39:58.710

Tiffany Johnson: not always for cost effectiveness, because some of them are more expensive than others.

184



00:39:59.460 --> 00:40:13.290

Tiffany Johnson: But I do think you get what you pay for right for so for tech you get what you pay for the same as you do in anything else, your CRM system is going to be your customer relationship management that's where your database is going to live and.

185

00:40:14.580 --> 00:40:22.350

Tiffany Johnson: In should be able to handle any autoresponder should be able to handle any segmenting should be able to handle any element of.

186

00:40:22.650 --> 00:40:35.400

Tiffany Johnson: Reviewing payments if if there has been a car attached to it that should all be part of your CRM system, so the in one place, you can go and see exactly what your clients.

187

00:40:35.850 --> 00:40:48.030

Tiffany Johnson: Who who's on your list who's a hot prospect, who is purchasing who are customers right so that's going to be your CRM so i'm a huge fan of key bright or infusionsoft.

188

00:40:48.990 --> 00:40:57.720

Tiffany Johnson: Which is the same if you didn't know keeping infusionsoft or the same i'm really trying to transition to using keep but I usually call it infusionsoft anyways but.

189

00:40:58.410 --> 00:41:11.220

Tiffany Johnson: Keep active campaign is a great option, it does not have a car attached to it, so you can use like stripe and a page builder like click funnels but it's a great little.

190

00:41:12.300 --> 00:41:21.180

Tiffany Johnson: CRM for getting auto responders out segmenting running automation things like that, and then go high level go high levels, a little newer on the scene.

191

00:41:21.480 --> 00:41:36.720

Tiffany Johnson: But it is an all in one software right so basically you can set up workflows through it, you can have your carbs attached to it, you can have texting through it Facebook messenger through it like it has is, it is a very um.

192

00:41:39.750 --> 00:41:52.170



Tiffany Johnson: What is the word i'm looking for effective all in one so good job is an all in one and cartridges and all in one but they're not super effective if you if you have a job by job you might find yourself a little bit.

193

00:41:52.950 --> 00:42:03.690

Tiffany Johnson: frustrated with design limitations carter's the same like they no one has mastered this all in one until now really, in my opinion, go high level.

194

00:42:04.590 --> 00:42:16.560

Tiffany Johnson: Is that is still has a few little tweaks, but when when the right add ons you can make it a really great all in one so that's kind of your your CRM system your page builder whether you're working in wordpress.

195

00:42:16.860 --> 00:42:22.770

Tiffany Johnson: click funnels again go high level has a page builder or maybe you're using lead pages.

196

00:42:23.580 --> 00:42:31.440

Tiffany Johnson: You you definitely have to have something that allows you to meet your creative interest so not everyone.

197

00:42:31.770 --> 00:42:39.990

Tiffany Johnson: is going to be a high creative and so they might be able to use a page builder like a weebly or Wicks that is super easy to manage.

198

00:42:40.230 --> 00:42:46.950

Tiffany Johnson: But doesn't give you a lot of creative license or you have stephanie who wants all the creative license right.

199

00:42:47.130 --> 00:42:57.120

Tiffany Johnson: And we want to give it to her so she can have things exactly the way that she desires to have them, and in that case you definitely want to work with a wordpress or click funnels or something that gives you a little more design.

200

00:42:57.780 --> 00:43:02.280

Tiffany Johnson: options next you need a payment processor, which I probably don't have to tell you all.



201

00:43:02.280 --> 00:43:05.730

Tiffany Johnson: About merchant gateway stripe PayPal Square.

202

00:43:07.020 --> 00:43:13.620

Tiffany Johnson: Most of my clients are kind of on have a mixture it's authorize net is often the merchant or stripe.

203

00:43:13.890 --> 00:43:28.740

Tiffany Johnson: So we don't have a lot that is kind of varying from that, but those are those are kind of the top ones, for us, and then a calendar system that this is often when I start working with clients i'm always amazed if they don't have a calendar system where they're.

204

00:43:28.770 --> 00:43:39.030

Tiffany Johnson: Going back and forth trying to figure out times with people all the time right and i'm like man that is so much Labor to go back and forth and try to figure out do you have this time available, do you have that time available.

205

00:43:39.810 --> 00:43:53.610

Tiffany Johnson: So get with a good calendar system acuity scheduling once hub calland Lee I didn't put appointment core on here, but if you have key appointment corps and great system that works well with key bright so that's an option as well.

206

00:43:54.660 --> 00:43:57.030

Tiffany Johnson: Did you have a question stephanie I think I saw your mute come on.

207

00:43:57.120 --> 00:44:05.580

Stephanie Bogan: I was just gonna say I know a number of number of our Members are working on educational components, if you think about like segmenting and tearing clients.

208

00:44:07.020 --> 00:44:15.420

Stephanie Bogan: I think our culture is very like try to find a way, like a number of our Members are really trying to create a financial planning access price point that's lower price point.

209



00:44:15.930 --> 00:44:25.500

Stephanie Bogan: Think of like an educational component of program so advice pay for in our space right advice pay in terms of client fees, but the advice, the the the.

210

00:44:26.370 --> 00:44:36.690

Stephanie Bogan: The merchant the gateway the stripe etc For those of you that are creating educational components that is a feature that you could built in and embed into your website so that if someone isn't yet an ideal client.

211

00:44:36.990 --> 00:44:46.890

Stephanie Bogan: That there's a series of courses or a mastermind or something that so I know six or seven of you are working on something like that, so that would be a component, that you would want to consider if that's something you're thinking about.

212

00:44:48.870 --> 00:44:49.350

Tiffany Johnson: Great.

213

00:44:52.080 --> 00:44:54.000

Tiffany Johnson: All right, um.

214

00:44:55.890 --> 00:45:07.260

Tiffany Johnson: So then maybe go back the membership area, which would be how you would how's your your educational component could potentially be think if ik.

215

00:45:07.710 --> 00:45:17.250

Tiffany Johnson: wordpress could be wordpress is good in the sense of you still have control over the design a lot more than you do think if they can be are very.

216

00:45:17.730 --> 00:45:28.110

Tiffany Johnson: template ID whereas wordpress if you build it inside your wordpress now you would need a plug in to go with your CRM so if your tech stack is key, you could use mem barium.

217

00:45:28.710 --> 00:45:39.090

Tiffany Johnson: or wishlist Member or something like that to connect your basically the tags and keep will trigger what access people have inside the wordpress so.



218

00:45:42.570 --> 00:45:53.100

Tiffany Johnson: So, creating whatever educational song i'm just curious, I do have chat up here what what systems are y'all using right now for delivering your membership, so you may want to pop in.

219

00:45:54.360 --> 00:46:03.840

Stephanie Bogan: Does anybody is anyone have an organized way of addressing I know tiffany and some other firms are working on building communities and membership basis or any and the rest of you doing that.

220

00:46:03.960 --> 00:46:05.970

Tiffany Johnson: Okay, so we have a good job, be.

221

00:46:07.650 --> 00:46:25.170

Tiffany Johnson: awesome and good job he is great like I use good job, be a lot if I have clients that are like listen, I just want a really clean doesn't have to be overdesigned deliverable with a wiki tree that super structured good job he is to go to every time for me, in that sense, so.

222

00:46:26.190 --> 00:46:29.610

Tiffany Johnson: So that that's great that you're that you're working in that.

223

00:46:30.900 --> 00:46:34.080

Tiffany Johnson: Okay drop down with all tech job be great Thank you Jennifer.

224

00:46:35.280 --> 00:46:45.120

Tiffany Johnson: He signed contracts, so another element is getting those contracts on right So these are the core systems that we want in our tech stack now adobe sign docuSign Hello some.

225

00:46:45.540 --> 00:46:55.710

Tiffany Johnson: pandas on I think I don't have Hello and Panda on there because I haven't worked in those those systems, but I know that adobe and docuSign are really great with.

226

00:46:56.280 --> 00:47:11.220

Tiffany Johnson: Creating an automated option for getting your contract signed specifically if you



generalize your contract, so that you're not having to update a ton of the pieces every single time, those are great systems to support you with that.

227

00:47:12.360 --> 00:47:19.320

Tiffany Johnson: project management tool lot of times people leave this out of their tech stack but it's so important that you have something that lays out.

228

00:47:19.920 --> 00:47:26.850

Tiffany Johnson: Every initiative that's being worked on inside the business right so i'm a huge fan of teamwork projects that's what we've used for.

229

00:47:27.360 --> 00:47:40.710

Tiffany Johnson: The entire time we've had our agency running that's what we've used as well as prior to the Agency, when I was coaching online business managers teamwork is definitely my heartbeat but i'm many clients that really love a sauna and so.

230

00:47:41.100 --> 00:47:52.620

Tiffany Johnson: We have some clients that are in a sauna so i'm in a sauna every single day as well, and then of course there's trial oh and Monday and then there's a new one called click up which I haven't worked in i've heard that it, it takes a bit of a learning curve.

231

00:47:54.270 --> 00:48:00.540

Tiffany Johnson: i'm curious to how many of you are actually working in a project management tool, right now, do you all have that.

232

00:48:03.270 --> 00:48:06.300

Tiffany Johnson: If you want to just pop that in chat Okay, a sauna great.

233

00:48:07.320 --> 00:48:10.560

Tiffany Johnson: hubli okay I haven't checked out humbling but i'll check it out for sure.

234

00:48:12.300 --> 00:48:16.500

Tiffany Johnson: it's on and base camp yep I was yours and base camp before I found teamwork.

235



00:48:17.850 --> 00:48:29.280

Tiffany Johnson: Okay, great yeah I saw is a great tool, if you are a light very linear thinker and you really enjoy just that you know here's the task click the task here's the task the task.

236

00:48:29.730 --> 00:48:39.780

Tiffany Johnson: Then it's on it is fantastic for that for sure also we want to have a virtual file structure in place so whether that is Google drive dropbox or like box calm.

237

00:48:40.020 --> 00:48:51.660

Tiffany Johnson: Making sure that you have somewhere, that is, I call it a virtual office really your filing cabinet and then it's organized because that thing can become a hot mess and when you're trying to onboard new client, I mean more.

238

00:48:52.020 --> 00:49:02.280

Tiffany Johnson: New TEAM members not having a really sound structure around your virtual office or virtual file structure will become a headache for you right so.

239

00:49:03.390 --> 00:49:13.830

Tiffany Johnson: I really encourage that you think through what you want, if you have documents that was they need a higher level of encryption in terms of you know minimizing breach are many.

240

00:49:14.100 --> 00:49:18.990

Tiffany Johnson: Then you definitely want to go with dropbox over Google because Google isn't as safe.

241

00:49:19.470 --> 00:49:36.750

Tiffany Johnson: Basically, as dropbox so you might want to look at that and then an integration platform that we use constantly that makes all the little pieces talk to each other is a beer and so or zapier However, you will say it, I call it as a peer and.

242

00:49:37.620 --> 00:49:39.720

Tiffany Johnson: That is a great option for.

243

00:49:40.860 --> 00:49:48.060

Tiffany Johnson: Your tech person to know and for you just to know you may have to pay for, but your tech person to know how to work inside of.



244

00:49:49.830 --> 00:50:03.810

Tiffany Johnson: It inside of Xavier alright expected investment, depending on the number of contacts starts at about \$500 and that's for your tech stack so you should be able to get most your tech stack in at \$500 a month, if you have.

245

00:50:04.170 --> 00:50:15.690

Tiffany Johnson: A big list of course that's going to raise the price on your CRM that's going to raise the price on how many envelopes envelopes go out for your contract, so there is a there is a little bit of a.

246

00:50:17.730 --> 00:50:24.510

Tiffany Johnson: increase based on the volume that you're working with right, so I want to go ahead and just kind of stop and take questions on on.

247

00:50:24.870 --> 00:50:33.720

Tiffany Johnson: The tech stack right click because I feel like we'll probably have the most questions in this area, then in other areas, and then we'll dive back into that step, two.

248

00:50:35.310 --> 00:50:38.880

Stephanie Bogan: I actually wanted to ask you a question well i'll give everybody else a minute.

249

00:50:39.390 --> 00:50:41.130

Stephanie Bogan: When you think about you know active active.

250

00:50:41.580 --> 00:50:46.530

Stephanie Bogan: everybody's using something active campaign infusion softer, also known as confusion soft.

251

00:50:47.580 --> 00:50:49.980

Stephanie Bogan: You know you guys are working in all of them, because you have.

252

00:50:50.070 --> 00:50:59.070

Stephanie Bogan: A presumably different clients what what is it can you give us like an overview of what you know highs and lows like what would you use if you got to choose and why.



253

00:51:00.360 --> 00:51:16.020

Tiffany Johnson: So right now we're really loving go high level so because it allows it's an all in one, but basically what go high level did is they studied all the top CRM you know they studied click funnels and active campaigns and.

254

00:51:17.190 --> 00:51:26.130

Tiffany Johnson: Keep and calland Lee they studied all the top tech that was out there and they created a system that is based off of those 10 that tech.

255

00:51:26.430 --> 00:51:32.040

Tiffany Johnson: So we're really enjoying go high level from that perspective, especially if you're more of a new startup.

256

00:51:32.730 --> 00:51:44.010

Tiffany Johnson: I usually tell my clients whatever you're already paying for is the best tech to be in because migrating tech is insane migrating your database migrating your pages migrating all the pieces.

257

00:51:44.670 --> 00:51:52.800

Tiffany Johnson: can often be more of a distraction than it is a real Roi you don't get as much of a return on your investment, unless you have a clearly.

258

00:51:53.280 --> 00:52:09.090

Tiffany Johnson: Like a clear strategy around that so whatever tech, you have is the right tech until it's not now when it's not is when it's not easy to use it's not easy to train on or will it simply will not do the thing that you desire to have done in it i'm.

259

00:52:10.470 --> 00:52:18.570

Tiffany Johnson: On a personal level i'm a key person go high level we're playing with with specifically newer clients who are starting out or working and go high level a lot.

260

00:52:18.960 --> 00:52:32.760

Tiffany Johnson: and keep is is still my my go to in terms of or infusionsoft is still my go to in terms of businesses that are mid six figures and higher because it has a proven, I mean it's just proven that it can it can handle.



261

00:52:33.090 --> 00:52:44.100

Tiffany Johnson: That level of volume right So when I have clients that have 300,000 people on their list, I know that keep can handle that volume other systems are still having to prove out to me.

262

00:52:44.940 --> 00:52:50.100

Tiffany Johnson: I haven't worked in active campaign at that level, right after campaign was probably.

263

00:52:50.400 --> 00:53:07.710

Tiffany Johnson: The most i've had running through active campaigns about 40,000 on a list so I don't know how it handles at \$350,000 list, whereas I do know how keep handled so for me it's really about where you're at and what system has a proven process did I answer that for you stephanie.

264

00:53:07.950 --> 00:53:08.940

Stephanie Bogan: Yes, great thanks.

265

00:53:09.120 --> 00:53:10.590

Tiffany Johnson: Okay, great yeah.

266

00:53:10.830 --> 00:53:12.360

Tiffany Johnson: Any other questions.

267

00:53:13.020 --> 00:53:18.210

Limitless Adviser: If we had one earlier tiffany from lori she's asking how.

268

00:53:19.320 --> 00:53:35.310

Limitless Adviser: let's see again answer a little bit, but um do we have any sense, we have to use industry specific CRM and how these work together as we needed a CRM for digital marketing as well just have a great if you could.

269

00:53:36.300 --> 00:53:40.890

Stephanie Bogan: So tiffany Let me give you some context that right, so there are very industry specific.

270



00:53:41.160 --> 00:53:57.690

Stephanie Bogan: CRM and financial services and then like Adam one of our advisors has his CRM and then he's using in his case active campaign to use email integration for prospects like once they go through the online sales funnel they hit an email series.

271

00:53:57.960 --> 00:54:02.910

Stephanie Bogan: And then I believe they're using zapier is the integration tool can you talk a little bit because because.

272

00:54:03.240 --> 00:54:19.170

Stephanie Bogan: Truly guys I that which system that you use relative to our space versus the broader universe to tiffany's point like just use a system really well and you're going to get far you know their shelf where and there's rope the rolodex as I call it right tips like you get you.

273

00:54:19.170 --> 00:54:21.750

Stephanie Bogan: Get 10% of the information in there.

274

00:54:21.990 --> 00:54:25.020

Stephanie Bogan: And then you think I got to go by the next system because it's so much better.

275

00:54:25.650 --> 00:54:35.040

Stephanie Bogan: yeah until you're really using 70% of the system, you do not need to go find another system unless you're really like we looked at different systems based on size and scale and.

276

00:54:35.370 --> 00:54:40.920

Stephanie Bogan: And growth rates for that's not going to be applicable to most of you it's I think tiffany for them it's.

277

00:54:41.310 --> 00:54:56.730

Stephanie Bogan: How do they get that tag to talk to you know what are the pieces, I think, to your point and did a really good job here's the overview of how those pieces all connect to each other they'll have you know they use red tape, you know just wealth, you know see so there's three different CRM.

278

00:54:56.760 --> 00:55:05.910

Stephanie Bogan: But the integration with the email systems in the market, the online, you know the is



the active campaign and the infusion soft and using zapier that is 100%.

279

00:55:06.480 --> 00:55:14.100

Stephanie Bogan: still the case so, can you talk a little bit about how kind of irrespective of what see or them they're using how they can integrate.

280

00:55:14.820 --> 00:55:26.100

Stephanie Bogan: You know, through the life cycle of the website to you know, to the client onboarding some ways that they can use those digital marketing and and make those pieces work together.

281

00:55:26.520 --> 00:55:30.660

Tiffany Johnson: yeah for sure, I know that you know we always want automated.

282

00:55:31.110 --> 00:55:39.210

Tiffany Johnson: But some systems that are more secure, do not have open api's and if they don't have an open API they're not going to allow content in and out.

283

00:55:39.540 --> 00:55:57.060

Tiffany Johnson: So the first thing you have to do is find out if the CRM that you have that niche specific has an open API if it does, then it probably integrates with a beer and allows a fear to do that automation between the two if it doesn't have a client, that is a cybersecurity.

284

00:55:57.060 --> 00:55:59.880

Stephanie Bogan: expert, I want to, I want to start i'm just going to interrupt here.

285

00:55:59.910 --> 00:56:05.250

Stephanie Bogan: Can I just stop this can you you've got your emojis your hands, how many of you know it's a fear isn't what it does.

286

00:56:07.020 --> 00:56:15.810

Stephanie Bogan: One too, so he so most of you okay so right it's this the piece it's going to integrate your tech okay.

287

00:56:16.650 --> 00:56:29.730



Tiffany Johnson: Basically, is a beer is like a phone line right so i've got the phone over here you've got the phone over there and Xavier is the one talking right so it's like a phone line back in the day when we had phones right but.

288

00:56:30.750 --> 00:56:39.300

Tiffany Johnson: This string between cans right so zapier is the stream it basically just runs information across the Web from one platform to another.

289

00:56:40.530 --> 00:56:49.170

Tiffany Johnson: So it's it's really easy it's basically a drag and drop in setup so it's not a difficult process to set up unless you get really integral in.

290

00:56:49.920 --> 00:56:57.120

Tiffany Johnson: Like filtering things and things like that, but for the most part, just having one system mirror another it's fairly easy to build out.

291

00:56:57.780 --> 00:57:07.320

Tiffany Johnson: To make that happen, but if you have a closed system if you have a system that for security reasons is does not allow API, then it is going to be a manual process.

292

00:57:07.620 --> 00:57:13.500

Tiffany Johnson: There isn't another way to do that, I have, as I was saying, I have a client, that is in cybersecurity.

293

00:57:13.710 --> 00:57:26.520

Tiffany Johnson: And we have many platforms that are close endpoints right, so if it has a closed endpoint there is no it's not going to communicate out any way whatsoever, because that's part of the security of it so.

294

00:57:26.850 --> 00:57:33.900

Tiffany Johnson: In those cases, you may have to do some mirroring you may have to do some manual process to get from one to the other.

295

00:57:35.250 --> 00:57:45.240

Tiffany Johnson: for security purposes, you know that's that's what needs to happen, and so you just you



don't pay for the tech you pay for the person to manually handle the tech right between the two.

296

00:57:46.320 --> 00:57:49.170

Tiffany Johnson: um any other questions specifically around tech.

297

00:57:50.640 --> 00:58:01.830

Tiffany Johnson: who's building funnels in here like Is anybody got a free offer opt in to a trip wire to a coaching page is that something we're doing on the regular okay great.

298

00:58:03.030 --> 00:58:03.240

Limitless Adviser: and

299

00:58:03.300 --> 00:58:05.610

Limitless Adviser: We had another question to tiffany and.

300

00:58:05.700 --> 00:58:12.420

Limitless Adviser: lori did not see one drive on your list of recommended file structures, is there a reason why you don't recommend that one.

301

00:58:14.220 --> 00:58:19.410

Tiffany Johnson: i'm not necessarily other than i'm just not i'm not a Microsoft girl.

302

00:58:20.580 --> 00:58:21.420

Tiffany Johnson: So.

303

00:58:22.500 --> 00:58:35.340

Tiffany Johnson: Now that they have teams Microsoft has come a long way in in creating a cloud experience right, so if that's what you know and that's what you're used to exactly like what stephanie said, like use the tools, you have.

304

00:58:36.840 --> 00:58:44.760

Tiffany Johnson: To the highest extent if that's what you know and that's what you're used to that's the best tool for you period learning new tech is super annoying right, so why bother.



305

00:58:46.470 --> 00:59:08.460

Tiffany Johnson: I do think that, like the the Microsoft teams, the whole project management tool onedrive like sharepoint all the pieces of Microsoft teams is very effective if that's what you're used to, and I have been out of the corporate world now since i've been in digital agency for about.

306

00:59:09.540 --> 00:59:22.500

Tiffany Johnson: You know, since 2008 so i've been in all things Google, since then, but I do know that a lot of people coming in to entrepreneurship from corporate they're very familiar with everything Microsoft and so.

307

00:59:23.850 --> 00:59:34.110

Tiffany Johnson: me and my client I was telling you that's a cybersecurity expert, he will only do Microsoft, he does not work and Google at all because of you know what he says is security issues, so.

308

00:59:34.590 --> 00:59:42.450

Tiffany Johnson: From that perspective, Microsoft has got a good a good standpoint there acuity versus calland Lee which is your preference and why.

309

00:59:43.410 --> 00:59:45.960

Tiffany Johnson: It really depends on whether or not you have a sales team.

310

00:59:46.560 --> 00:59:52.950

Tiffany Johnson: If you are the only person selling then i'm all for calland Lee is so easy it's so easy to use.

311

00:59:53.220 --> 01:00:01.890

Tiffany Johnson: If you're going to have a sales team, and you need different questionnaires happening for different people and different reminders going out, I really like acuity for that.

312

01:00:02.550 --> 01:00:13.920

Tiffany Johnson: It just it handles a sales team a bit better than then calland Lee does and appointment for does I don't know if you're familiar with that, but appointment core also handle sales team so i'm always looking to see.

313



01:00:14.640 --> 01:00:19.650

Tiffany Johnson: Are you the only person selling calland Lee by far go with calendar is just so easy.

314

01:00:21.360 --> 01:00:24.960

Tiffany Johnson: Once hub previously known as schedule once.

315

01:00:25.980 --> 01:00:34.560

Tiffany Johnson: is probably one of my least favorite systems because of the fact that they charge you for every booking page right, so I have a client that has.

316

01:00:34.980 --> 01:00:38.520

Tiffany Johnson: Hundreds of booking pages based on hundreds of different funnels.

317

01:00:38.850 --> 01:00:45.810

Tiffany Johnson: And if we were on schedule once that would they would charge us for every one of those booking pages that allows for a different Thank you page.

318

01:00:46.080 --> 01:01:01.800

Tiffany Johnson: Right and so that's just not a great option for my clients that have sales teams, because it would get very expensive again if it's just you and there's not a sales team in place then once hub is an option.

319

01:01:03.120 --> 01:01:03.660

Tiffany Johnson: yeah.

320

01:01:06.840 --> 01:01:10.410

Tiffany Johnson: Alright awesome do we have any more questions before I jump into the next.

321

01:01:13.980 --> 01:01:20.220

Tiffany Johnson: Okay, I have somebody said that their husband's company moved on to teams it's been a disaster.

322

01:01:20.820 --> 01:01:29.700

Tiffany Johnson: What I learned is that the biggest disaster you run into is bad planning and



communication around building out project management right so.

323

01:01:29.940 --> 01:01:37.260

Tiffany Johnson: Often, if there's the right strategic plan in place and the right communication going out to the team, you can get the result that you're looking for.

324

01:01:38.220 --> 01:01:42.960

Tiffany Johnson: But if you just kind of throw everybody in there, it can become a hot mess and a quick minute right so.

325

01:01:43.560 --> 01:02:00.750

Tiffany Johnson: That is that's really just the reality of pretty much anything project management is, it has to have a strategic plan behind it that's well communicated and everybody knows the expectation of that plan all right i'm gonna jump in now to step two for us.

326

01:02:04.530 --> 01:02:08.280

Tiffany Johnson: The 10 business systems i'm not going to go in depth on these, I just want to.

327

01:02:08.520 --> 01:02:15.720

Tiffany Johnson: I want you to see what the business systems are that need to be in place that are going to support you, creating that predictable success right.

328

01:02:15.930 --> 01:02:21.240

Tiffany Johnson: Because, at the end of the day, it's about the predictable success so that you do not have to be the one.

329

01:02:21.480 --> 01:02:30.150

Tiffany Johnson: Carrying your business and doing all the implementation, and so one is vision and leadership having a process around vision and leadership is so important.

330

01:02:30.330 --> 01:02:42.660

Tiffany Johnson: You know, do you have your time that you just set apart, where you go off by yourself as the CEO and the founder of your company to really vision not work out problems not that's not the time to to manage.



331

01:02:43.680 --> 01:02:51.180

Tiffany Johnson: All the pieces in the business, but really to just vision cast where it's going what your five year what your three year what your 10 year looks like.

332

01:02:51.420 --> 01:02:56.730

Tiffany Johnson: that's so important that we write that into the structure and the core foundations of our business.

333

01:02:57.090 --> 01:03:11.970

Tiffany Johnson: Financial management, I really don't have to talk to you guys about i'm sure having a solid process there you already work with clients and see what happens when they don't have a solid process and what a mess that is human resources as well, having a really clear onboarding.

334

01:03:12.420 --> 01:03:24.180

Tiffany Johnson: process for your team understanding like an employee handbook knowing whether their employees or contractors, they still need to have a really clear picture of what the expectation is what the benefits are and.

335

01:03:24.540 --> 01:03:28.170

Tiffany Johnson: What it looks like to be in the culture of your company right.

336

01:03:29.130 --> 01:03:40.140

Tiffany Johnson: Operations management and admin This is all the spreadsheet you're keeping right, this is where all the processes around the manual pieces of business needs to be laid out and.

337

01:03:40.440 --> 01:03:52.050

Tiffany Johnson: built out communications communications is a system in and of itself communication is the number one breakdown that happens in teams that that ends up causing us not to get the experience that we desire.

338

01:03:53.040 --> 01:04:00.600

Tiffany Johnson: If you want a better experience with the people on your team improve your communication skills and you'll get a better experience is that simple.

339



01:04:01.170 --> 01:04:09.930

Tiffany Johnson: Marketing and brand having your brand guide having so the anybody you bring on whether it's a contract or whether they're doing a one off project, whether it is.

340

01:04:10.590 --> 01:04:16.650

Tiffany Johnson: TEAM members that are long term with you, having a Brian guy that has your fonts and has your colors and has your styles.

341

01:04:17.190 --> 01:04:23.520

Tiffany Johnson: makes it so easy to get the results that you're looking for right, so you want to make sure you have that in place social media.

342

01:04:23.700 --> 01:04:35.280

Tiffany Johnson: social media is literally the face of your company, a lot of times, so ensuring that whatever is going out to social media often you know clients want to hire social media people to come in and do social media forum.

343

01:04:35.610 --> 01:04:45.510

Tiffany Johnson: Right everything why because it's super Labor some to be everywhere, all the time it's exhausting to be everywhere, all the time, but if you don't have solid process in place your brand.

344

01:04:45.780 --> 01:04:51.300

Tiffany Johnson: can literally take a nosedive simply because you have someone doing your social media that can't spell.

345

01:04:51.930 --> 01:05:02.580

Tiffany Johnson: Right that's going to kill your brand your brand can do a nosedive simply because someone's not following your marketing branding God and now they've got colors and images and things going out that no longer set.

346

01:05:02.760 --> 01:05:17.550

Tiffany Johnson: With your brand style So these are important processes to have in place your sales process the minute it's no longer you doing all the sales, you need to have an enrollment script you need to have because now that's going to determine the actual.

347



01:05:18.090 --> 01:05:27.120

Tiffany Johnson: success of the sale, it only takes one salesperson to turn somebody away from your company that could have you could have turned on right, so making sure you have a solid process in their.

348

01:05:27.690 --> 01:05:39.810

Tiffany Johnson: Technology we just went through and the metrics having a solid metrics in place know your numbers which is probably pretty easy for you guys know your numbers, how are pages converting how are.

349

01:05:42.180 --> 01:05:58.920

Tiffany Johnson: How are your efforts converting everything, the more you know about your numbers, the easier it's going to be to move into a predictable success scenario, if I know out of every hundred people they opt in from a Facebook ad that one of those people are going to sell to \$3,000 Program.

350

01:05:59.220 --> 01:06:14.340

Tiffany Johnson: Then it's easy for me to look at my cost per lead and say Okay, we can go to this cost per lead because one out of every hundred is going to buy a \$3,000 program it just makes it so much easier to understand, where we can be successful, where we can put our ad budget where we can.

351

01:06:15.150 --> 01:06:24.450

Tiffany Johnson: move our initiatives when we know our numbers so keeping a metric of what's happening in the business, specifically on the marketing in because I focus more on marketing than anything else.

352

01:06:24.720 --> 01:06:36.540

Tiffany Johnson: Specifically on the marketing in knowing how pages are converting knowing how ads are converting know how initiatives are converting is going to be the the map that creates that predictable success right.

353

01:06:37.170 --> 01:06:43.440

Tiffany Johnson: um i'm happy to open up for questions here if anyone has any questions on the top 10 business systems.

354

01:06:48.690 --> 01:06:49.620

Limitless Adviser: engineer muted.



355

01:06:52.830 --> 01:06:54.390

Stephanie Bogan: I was going to say when you think about.

356

01:06:54.930 --> 01:07:05.190

Stephanie Bogan: You know, digital marketing, in particular the the social media and the digital systems can you talk a little bit about the processes that you think they should have like I know you guys have a process with.

357

01:07:05.190 --> 01:07:12.180

Stephanie Bogan: us like what would be because a lot of our people I think josh was on talking about how he's using a third party provider that does all the.

358

01:07:12.600 --> 01:07:22.260

Stephanie Bogan: The advertising and stuff that you don't it's not as customized so like what what would that system like How would you describe that system as people are thinking about whether to do it themselves.

359

01:07:22.770 --> 01:07:24.870

Stephanie Bogan: On the digital side or to outsource.

360

01:07:26.040 --> 01:07:35.190

Tiffany Johnson: Well, the first thing with social media is to determine what you actually want to gain from it right, is it just visibility is it engagement is it sales.

361

01:07:36.780 --> 01:07:46.110

Tiffany Johnson: You you ultimately need all three of those pieces, but when you are really clear on what what you're trying to do, I have a client that we have.

362

01:07:47.190 --> 01:07:58.410

Tiffany Johnson: Over 100,000 visibility and social media across all the platforms and we recognize that really what we want is visibility that's it like we want, as many people as possible to see.

363

01:07:58.650 --> 01:08:08.910

Tiffany Johnson: What is available in terms of free resources but we're not trying to engage and sell from



there that we we tested it, it was not a predictable success for us.

364

01:08:09.180 --> 01:08:19.560

Tiffany Johnson: So we backed away from that and just went to okay we're going to use these platforms just for visibility so they're going to then land, you know go search something that they saw in social media.

365

01:08:19.680 --> 01:08:22.830

Tiffany Johnson: they're going to land on our website we're going to use our website as.

366

01:08:23.040 --> 01:08:33.540

Tiffany Johnson: The actual engagement and sell process right so we're not using social media for that I have other clients in the coaching industry transformational industry and really they really want engagement.

367

01:08:33.810 --> 01:08:43.290

Tiffany Johnson: and sales from social media, so they are DM and people all day long they are commenting on every comment that lands on any post, they are.

368

01:08:44.100 --> 01:08:53.640

Tiffany Johnson: Following people on instagram following people on Facebook and getting those follow backs doing the same and linkedin So the first thing you have to decide, is what, what do you actually want to use the platform for.

369

01:08:53.880 --> 01:09:03.810

Tiffany Johnson: The second thing is how often do you want to actually be seen on social media are you a once a week kind of person, are you three times a day kind of person.

370

01:09:04.830 --> 01:09:12.420

Tiffany Johnson: And that has a lot to do with your brand it has a lot to do your personality and it has a lot to do with your ideal client like what what is it that they're going to most.

371

01:09:13.140 --> 01:09:20.820

Tiffany Johnson: connect with if you don't know test it all right tested all test test sending for a month three times a day and see.



372

01:09:21.480 --> 01:09:27.360

Tiffany Johnson: What kind of response you get does it increase on your funnel flow does it increase in your post engagements does it increase.

373

01:09:28.050 --> 01:09:35.400

Tiffany Johnson: Your CRM your list building If not, then you probably don't need to do it, that much, and you can back down to maybe once a day.

374

01:09:35.760 --> 01:09:45.480

Tiffany Johnson: and get the same result, the whole thing is is we don't want to invest energy time and money into things that we can get the same result with less effort.

375

01:09:45.690 --> 01:09:52.350

Tiffany Johnson: Right so, but you have to test it to get a baseline to figure out what does that look like, as far as social media.

376

01:09:53.220 --> 01:10:05.790

Tiffany Johnson: Like tech goes i'm a big fan of using a scheduling tool, so that you can have everything pre created and then schedule it out so hootsuite buffer later Those are all really good scheduling tools.

377

01:10:06.360 --> 01:10:18.090

Tiffany Johnson: They also give you great metrics I love hootsuite because I love the metrics that it gives me, I know that it's not the easiest you know social media people like some of the other systems, but I like that one because of the metrics that it allows me to see.

378

01:10:18.540 --> 01:10:31.620

Tiffany Johnson: And I can see, are we up on post engagement, are we down are we up with um you know how many people saw a video the views and all those pieces, without going in and out of every single technology, you can get that all in one place.

379

01:10:32.730 --> 01:10:42.450

Tiffany Johnson: Once you have a plan social media is all about having a strategic plan and executing that strategic plan and then looking to test to see what you can do different to get.



380

01:10:42.780 --> 01:10:48.750

Tiffany Johnson: The results that you desire, with less initiative right, so you can be on social media 24 seven.

381

01:10:49.290 --> 01:10:52.500

Tiffany Johnson: Some people try to be, but it can get very expensive.

382

01:10:52.860 --> 01:11:04.200

Tiffany Johnson: If you are hiring someone to build every single piece of artwork and every single post and you've got a copywriter and a graphic designer and now social media scheduler, and so it can get expensive when you need to.

383

01:11:04.800 --> 01:11:15.060

Tiffany Johnson: Show yourself visible all the time, so having a really clear understanding of exactly what you need to accomplish from social media is your ideal client even there like.

384

01:11:15.660 --> 01:11:23.610

Tiffany Johnson: The cyber security guy was telling you about we've learned his I don't plan is not taking action on Facebook and instagram, but we can blow up linkedin right.

385

01:11:23.820 --> 01:11:38.670

Tiffany Johnson: And it works so well someone, but you know, sometimes we feel like we need to be everywhere, all the time, and you don't, we need to see which of the platforms actually is generating the visibility, the engagement and the sale and then let that be your focal point.

386

01:11:39.870 --> 01:11:41.940

Tiffany Johnson: yeah did that answer that stephanie.

387

01:11:42.030 --> 01:11:42.990

Stephanie Bogan: that's great Thank you.

388

01:11:43.200 --> 01:11:56.820

Tiffany Johnson: Okay, great great alright let's move on to step three hire a team so clearly defining the roles and responsibilities so now you have your tech in place, you have your systems in place now it's



about hiring the team doesn't really support you.

389

01:11:58.140 --> 01:12:06.780

Tiffany Johnson: Many times we just start looking for people to hire and we're not we haven't really clearly defined exactly what we want them to do and what we want them to take off our plate.

390

01:12:07.020 --> 01:12:14.760

Tiffany Johnson: So the first thing I do is I run my clients through what I call a yes list, what are the top three things in your business that only you can do.

391

01:12:15.180 --> 01:12:19.350

Tiffany Johnson: Like only you can do the service providing because you're the expert right.

392

01:12:19.680 --> 01:12:27.990

Tiffany Johnson: Maybe it's only you can do the selling because you haven't trained anybody to sell and nobody knows your programs, and your offers like you do so only you can do the selling.

393

01:12:28.350 --> 01:12:44.310

Tiffany Johnson: Maybe you speak on podcast and you speak at different places and only you can do the speaking because you are, you are the brand right from that perspective if those are the three things that only you can do, then everything else kind of needs to be taken off your plate.

394

01:12:45.810 --> 01:12:49.590

Tiffany Johnson: Once you go to hire a team, you want to create your interview process ahead of time.

395

01:12:50.550 --> 01:13:00.180

Tiffany Johnson: don't just wait and start you know dropping into ND and dropping into linkedin you have all these people coming through and then you don't have a really clear project sample project for them to do, or you don't have.

396

01:13:01.650 --> 01:13:08.670

Tiffany Johnson: The questions that you're using for every single candidate, so that you can do a really good comparison of who you're hiring.

397



01:13:09.510 --> 01:13:17.310

Tiffany Johnson: engage post the job description, where we choose and then engage the interview process it's I think it's so important to.

398

01:13:17.490 --> 01:13:29.220

Tiffany Johnson: Have that process written out so that you can do an apples to apples comparison across all candidates, it will save you a ton of time and it'll also save you mistakes from hiring people you really like.

399

01:13:29.790 --> 01:13:38.160

Tiffany Johnson: Well, I really like this person they're super personable and I enjoy being with them, or I enjoyed our conversation well that's great, but if you have an apples to apples comparison on.

400

01:13:38.460 --> 01:13:46.920

Tiffany Johnson: The questions that you're using across the board, then, even if you like, to personality, you might find that someone else was stronger in answering those questions.

401

01:13:47.520 --> 01:14:00.030

Tiffany Johnson: determine the measures of success for the first 90 days, this is so key the first 90 days of anyone coming onto your team clarifying for yourself and for them what success looks like for the for all involved right.

402

01:14:01.080 --> 01:14:05.220

Tiffany Johnson: and laying out those measures of success, which should be like three to five bullet points.

403

01:14:06.300 --> 01:14:11.400

Tiffany Johnson: of business basically results measurable results that you're looking for from that role.

404

01:14:12.150 --> 01:14:20.580

Tiffany Johnson: schedule a time to train new person, this is where a lot of frustration comes in, is you're already full your business is full your time is full.

405

01:14:20.820 --> 01:14:27.510

Tiffany Johnson: And now you've hired someone and you just want them to take the workload off your



plate and often what it feels like is the first month.

406

01:14:27.720 --> 01:14:34.020

Tiffany Johnson: Is they've added a ton of work to your plate, because now, you have to train them, and you have to educate them, and you have to get them up on the processes.

407

01:14:34.380 --> 01:14:40.680

Tiffany Johnson: Go ahead and know when you're going into the hiring process if that is going to have to happen start with recurring tasks first.

408

01:14:41.670 --> 01:14:47.490

Tiffany Johnson: recurring tasks that you do every single day, let them do it every single day This builds confidence.

409

01:14:48.060 --> 01:14:59.760

Tiffany Johnson: Confidence is what minimizes mistakes, the more confident someone is in the work that they're doing the less likely they are to have a mistake, the less confident, they are, the more likely they are to have a mistake.

410

01:15:00.030 --> 01:15:07.620

Tiffany Johnson: running an agency and working with 30 to 40 different clients, I can assure you that is proven true every single time build that confidence first.

411

01:15:07.950 --> 01:15:14.100

Tiffany Johnson: start with a project that they have to figure out on their own, so we want to spoon feed and we want to.

412

01:15:15.090 --> 01:15:30.990

Tiffany Johnson: Give them the like authority to be able to go out and figure something out and own something we want them to own something that first week that was like bears they owned it, it was it was there, good work to to stand on and then ensure that you schedule your 90 day review.

413

01:15:32.880 --> 01:15:38.670

Tiffany Johnson: The week you bring them on go ahead and get on your calendar, the 90 day review it's real easy to get stuck in the weeds.



414

01:15:38.940 --> 01:15:50.520

Tiffany Johnson: and not get that review in place, and then they never know if they're really needing the expectation which causes and security and security causes a lack of confidence, lacking confidence causes mistakes.

415

01:15:50.820 --> 01:15:55.590

Tiffany Johnson: right we don't want to stay, so we want people to be able to function and work at their highest level and.

416

01:15:56.400 --> 01:16:09.390

Tiffany Johnson: This is the best way to do that is to be able to communicate out those those measurable goals, do we have any questions on hiring a team, I know i'm kind of going through this little fast, but I want to be conscious of everyone's time.

417

01:16:09.690 --> 01:16:19.590

Stephanie Bogan: hey TIM, can I ask a question around, just as we, as we really kind of focusing on the digital marketing piece how, aside from hiring you guys obviously an option.

418

01:16:19.770 --> 01:16:24.690

Stephanie Bogan: yeah, what are the roles that someone because I know we have a lot of Members who are doing some themselves looking for.

419

01:16:24.690 --> 01:16:33.540

Stephanie Bogan: writers or copywriters or design like How would you if you were going to thinking through those three options that we talked about right doing it on your own.

420

01:16:34.050 --> 01:16:41.760

Stephanie Bogan: Doing IT agency would be like the creative, plus the implementation, then I think you guys to to an extensive it kind of in that middle box into the right.

421

01:16:42.090 --> 01:16:44.430

Stephanie Bogan: What would that higher strat like.

422



01:16:44.550 --> 01:16:55.170

Stephanie Bogan: You guys have those people on your team, what would that look like for people that are you know as our Members are kind of deciding where in that spectrum of implementation, they fall, what are the roles that they should be looking at.

423

01:16:55.560 --> 01:16:59.580

Tiffany Johnson: Great So the first thing you want is an admin.

424

01:17:00.420 --> 01:17:10.590

Tiffany Johnson: And admin who can take the administrative pieces off your plate because that's going to free you up from a lot right, so if we're talking about virtual assistants, then.

425

01:17:10.890 --> 01:17:17.490

Tiffany Johnson: I think every business needs a manager a virtual assistant admin a virtual assistant tech, you need those three elements.

426

01:17:17.760 --> 01:17:29.430

Tiffany Johnson: To really support you now you get to stay in the management role until you can hire a manager to come in and manage the project, but the end man is going to take off those daily recurring.

427

01:17:30.900 --> 01:17:42.810

Tiffany Johnson: Like processes or tasks and then the tax is going to be the person who figures out how to create the pieces that you want created for for digital marketing so for your funnels building your pages.

428

01:17:43.860 --> 01:17:50.310

Tiffany Johnson: Now, with the tech, you can find people that actually have a really great design, it can also be your graphic designer.

429

01:17:50.520 --> 01:17:57.960

Tiffany Johnson: or they don't and you bring in a graphic designer to to do a piece of it, maybe they create the design, but then your tech is going to implement.

430

01:17:58.260 --> 01:18:13.560

Tiffany Johnson: The sales page is going to implement the email autoresponder is going to implement



Xavier to make sure everything's talking test everything through So if you have an ad man who's taking the processes off your plate that are managing email.

431

01:18:16.050 --> 01:18:23.640

Tiffany Johnson: Like any spreadsheets that need to be updated pulling data pulling numbers that kind of stuff they are also helping with.

432

01:18:25.920 --> 01:18:32.790

Tiffany Johnson: We don't do a lot of admin work over here so i'm trying to remember what are you doing that man, but they're also helping with the.

433

01:18:34.410 --> 01:18:47.430

Tiffany Johnson: The scope of anything that's manual like if you do have two systems and they're not talking your admin can move the data from one place to the other admin is great with that, following things away keeping your your virtual office structured well.

434

01:18:47.670 --> 01:18:57.870

Tiffany Johnson: Your admin can also be the person who's laying out the projects like you have a call with them and they lay out all the projects and the project management tool to make sure that everyone knows, are helping with the communication pieces.

435

01:18:58.170 --> 01:19:01.830

Tiffany Johnson: And then again your tech is going to be the person who is building all the pieces.

436

01:19:02.550 --> 01:19:12.930

Tiffany Johnson: Supporting you with ensuring that it's right like at the end of the day, it has to be right, you know the links have to be right, the integration has to work, the.

437

01:19:13.260 --> 01:19:25.410

Tiffany Johnson: Design has to be correct everything needs to be talking to each other, so your tech person is going to be that if you're hiring for a virtual assistant admin you can probably expect to pay anywhere from 20 to \$35 an hour.

438

01:19:26.040 --> 01:19:32.910

Tiffany Johnson: To support you with that also with admin you can I mean also with with team, you can



hire a.

439

01:19:33.330 --> 01:19:46.110

Tiffany Johnson: social media person as well, so not just admin tech, but also a social media person, if you want to outsource that you can expect to pay at that 25 to \$35 an hour for a va that's doing social media.

440

01:19:46.830 --> 01:19:53.880

Tiffany Johnson: There are people who are going to charge you \$80 an hour there are people who maybe would charge you \$15 an hour so i'm just telling you the average.

441

01:19:54.150 --> 01:20:04.200

Tiffany Johnson: Of what I would expect to pay if I was reaching out for an admin be 25 to \$35 an hour if i'm reaching out for social media and they're not coming up with a strategy.

442

01:20:05.010 --> 01:20:10.860

Tiffany Johnson: They may be repurposing your content so they're taking content from blogs from podcasts from.

443

01:20:11.370 --> 01:20:15.900

Tiffany Johnson: curriculum that you've built and they're pulling the nuggets out of that and they're repurposing that.

444

01:20:16.110 --> 01:20:25.560

Tiffany Johnson: that's going to be a 25 to \$35 an hour person if you're looking for someone to actually create the content from scratch you're probably looking at 50 plus on social media.

445

01:20:26.160 --> 01:20:43.140

Tiffany Johnson: To bring someone in that has that level of expertise, a solid tech is going to run you anywhere from \$45 an hour to \$80 an hour, depending on the the technology and what exactly you are putting on their plate for them to support you in right so.

446

01:20:44.520 --> 01:20:51.300

Tiffany Johnson: So that's that's kind of what you can expect from, and this is, like us, Canada price points.



447

01:20:52.350 --> 01:20:54.210

Tiffany Johnson: yeah just throwing that out there.

448

01:20:54.690 --> 01:21:06.180

Tiffany Johnson: And then, an online business manager if you're looking for someone to come in and literally manage all the people and manage the process and things like that you can usually the starting range is about 55 to 60 an hour.

449

01:21:06.480 --> 01:21:14.190

Tiffany Johnson: And then goes up from there, depending on expertise and years of experience so did that answer that for us 70 they.

450

01:21:14.400 --> 01:21:15.420

Stephanie Bogan: that's great Thank you.

451

01:21:15.750 --> 01:21:17.340

Tiffany Johnson: yeah awesome all right.

452

01:21:18.450 --> 01:21:25.290

Tiffany Johnson: Any questions on hiring a team who i'm gonna I want to see faces here, who has team on board.

453

01:21:27.390 --> 01:21:31.080

Tiffany Johnson: Okay, few people in the digital marketing round.

454

01:21:32.550 --> 01:21:35.790

Tiffany Johnson: Okay um who's looking to hire their first person.

455

01:21:39.270 --> 01:21:50.880

Tiffany Johnson: Know wondering now, not on the first screen remains has the videos off okay great that that tells me where we're at alright let's jump on to the next slide here.

456



01:21:51.720 --> 01:21:54.720

Limitless Adviser: Anyway, I have a question, who do you recommend for branding.

457

01:21:55.680 --> 01:21:57.180

Tiffany Johnson: In terms of.

458

01:21:59.790 --> 01:22:00.240

Tiffany Johnson: Building.

459

01:22:01.320 --> 01:22:01.890

Tiffany Johnson: Getting.

460

01:22:02.160 --> 01:22:05.370

Tiffany Johnson: Like your brand guide together is.

461

01:22:05.400 --> 01:22:09.540

Limitless Adviser: i'm not sure the question when I chime in Jill you're still there, she asked that question.

462

01:22:13.830 --> 01:22:21.210

Jill Hansen: yeah so that's what I was talking about, as far as getting the branding like you know tanya has done a great job with her branding.

463

01:22:21.570 --> 01:22:23.670

Jill Hansen: mom and I don't think her person is.

464

01:22:24.150 --> 01:22:27.060

Jill Hansen: is even available anymore, but it seems like a lot of the good ones.

465

01:22:29.370 --> 01:22:34.440

Jill Hansen: Have a really long wait list but branding for like an overall business branding.

466

01:22:35.070 --> 01:22:44.460



Tiffany Johnson: Okay, so branding has two elements right, it has design, it has messaging so are you talking about design or messaging specific.

467

01:22:44.820 --> 01:22:46.410

Jill Hansen: So i'm talking more design.

468

01:22:46.830 --> 01:23:02.700

Tiffany Johnson: Okay design great i'd be happy to run some people through stephanie over to you, and she can get that out if that's good I don't want to specifically name anyone without running them through stephanie first because.

469

01:23:02.730 --> 01:23:08.430

Stephanie Bogan: We weren't happy to get tiffany's references we've got some as well, but we're certainly happy to get you some of.

470

01:23:08.430 --> 01:23:09.300

Tiffany Johnson: Those great.

471

01:23:09.660 --> 01:23:15.450

Stephanie Bogan: I when you think about digital marketing, for me, I think one of the challenges that we're that we.

472

01:23:15.750 --> 01:23:23.160

Stephanie Bogan: That we identified and we continuously work through is integrating that brand through all of the digital marketing.

473

01:23:24.180 --> 01:23:32.190

Stephanie Bogan: Right like you can hand the brand brief we're working on the you know the webinar for next year, the public webinar and we're designing you know this path.

474

01:23:32.580 --> 01:23:39.150

Stephanie Bogan: And you send it off to a designer and you get something that's close ish but not what gets that translation piece I think Jill.

475



01:23:39.600 --> 01:23:47.850

Stephanie Bogan: That once you've got the core brand like how you transfer that that called the voice and the culture into the emails and the social media and the website.

476

01:23:48.240 --> 01:23:52.230

Stephanie Bogan: is really important, with digital marketing that becomes really important because.

477

01:23:52.830 --> 01:24:01.380

Stephanie Bogan: You know, we had this idea that if we just put something on social media on a consistent basis that's going to work, and I think to tiffany's point it's really about the design aesthetic right is it.

478

01:24:01.680 --> 01:24:12.570

Stephanie Bogan: punchy does it create curiosity to people's I grab it and then the messaging is what's contained in that social media blip or that website and the example, but in terms of digital marketing.

479

01:24:12.840 --> 01:24:19.860

Stephanie Bogan: what's in that blip that people are going to notice and then is it going to engage them further and that's where the copy and the messaging come in.

480

01:24:20.190 --> 01:24:25.050

Stephanie Bogan: And so I think both of those are really important, I know, with our in our relationship with tiffany's firm.

481

01:24:25.710 --> 01:24:34.830

Stephanie Bogan: They brought on designers who we work with very closely on a consistent basis, but we are really this is going to largely be the case until you go full agency.

482

01:24:35.250 --> 01:24:45.360

Stephanie Bogan: We are still guiding the brand like Oh, I want an ad like I write a creative brief for every campaign that we do like hey we're going to do, literally you guys will appreciate this.

483

01:24:45.930 --> 01:24:57.300

Stephanie Bogan: Because we do, we are very consistent like hey we're going to do a series on possibilities, then the next campaign is going to be on pain points and the last campaign is going to be



on big questions things you've heard me talk about a million times.

484

01:24:57.900 --> 01:25:08.640

Stephanie Bogan: And then that drives right what the campaign is what the visuals look like what the copy looks like and then what tiffany's talking about what the team is who's executing on that.

485

01:25:09.060 --> 01:25:18.810

Stephanie Bogan: No, you can hire a firm like entre team to do all of the execution right you're you're still providing I think depending on your situation right some of the strategy or whether you outsource that.

486

01:25:19.260 --> 01:25:35.010

Stephanie Bogan: And, or do you hire someone right to do like games got a virtual marketing team in terms of rates podcasts and the writing and the design and so the idea is really, how do you put the people in the process and those platforms together as you're designing your digital strategies.

487

01:25:36.150 --> 01:25:45.360

Stephanie Bogan: And so I think this has been helpful in terms of like what are the tech stacks that we're very we're very much in this container ecosystem and many of you are familiar with zapier obviously and.

488

01:25:45.660 --> 01:25:51.180

Stephanie Bogan: good job and some of you like they're very new concept, so what what tiffany is really talking about is putting.

489

01:25:51.540 --> 01:26:01.320

Stephanie Bogan: An organized cohesive system to gather around your digital strategies talking about the other pieces that really wrapped around that which is very consistent with what we do.

490

01:26:01.920 --> 01:26:10.350

Stephanie Bogan: Which is why I think there's such alignment, but what we're what we really are what I want you all to consider is how does this apply to your digital strategy.

491

01:26:10.680 --> 01:26:19.380

Stephanie Bogan: In terms of the partners that you choose that spectrum, we started with DIY to full agency or something in the middle, what does that process look like.



492

01:26:19.800 --> 01:26:26.850

Stephanie Bogan: When you when tiffany talks about like the vision, the lead like we've talked about that a lot, but can you look at that back through the lens of.

493

01:26:27.720 --> 01:26:42.300

Stephanie Bogan: elevating yourself to the point of either you're in strategy and crew what I call creative like I drive a lot of creative at our firm like hey I want to campaign around is very different than saying to an agency here's our stuff tell me what the campaign should be around.

494

01:26:43.500 --> 01:26:52.380

Stephanie Bogan: Right, so how you elevate yourself in terms of that conversation around systems and team is really about what we always talk about which is what's your highest and best use.

495

01:26:52.740 --> 01:26:59.730

Stephanie Bogan: What are your energy creating activities and where I think this becomes powerful is you've got people in process and platform.

496

01:27:00.090 --> 01:27:13.080

Stephanie Bogan: If you are that creative like I am right you're either going to handle that creative for a lot longer or you're going to pony up let's be honest for the agency that can do what at the level that you want it done that's just that's the reality of it.

497

01:27:13.620 --> 01:27:25.140

Stephanie Bogan: And then there's that spectrum in between there's as we do, very often here, this is the beauty of this conversation, it does not have to be \$100,000 venture you get gel you get a good core brand.

498

01:27:25.680 --> 01:27:36.390

Stephanie Bogan: You get a good core message you go to good execution firm and some writing and design and you can build out the entire campaign so that's one of the things that we've talked with tiffany and Chris about.

499

01:27:36.720 --> 01:27:47.340

Stephanie Bogan: Next year is actually For those of you that are more in the do it yourself or the middle



mode is actually saying like they know what makes a good campaign, and I know what makes a good campaign.

500

01:27:47.550 --> 01:27:56.040

Stephanie Bogan: So why don't we just sit down and build those campaigns and say like hey here's a good prospect campaign you're going to do this on X days you're going to have this flow you're going to have the download.

501

01:27:56.460 --> 01:28:07.320

Stephanie Bogan: similar to what you would do with like a snappy cracking and then but to your, to the point of like being able to still customize it to your brand, which is where anything to snappy crack ends of the world are great resource.

502

01:28:08.010 --> 01:28:17.610

Stephanie Bogan: In terms of the delegating and they do it it's just about how you embed your brand and your message and where you want to create that scale and leverage and where you want to do more of it on your own.

503

01:28:18.060 --> 01:28:27.600

Stephanie Bogan: So I think, as you look at tiffany slide with tacking process and team, the layer I the view I want to add or the lens I want to bring to this conversation is, as you look at growing.

504

01:28:28.260 --> 01:28:37.050

Stephanie Bogan: using technology in general right when tiffany's I think in baked a lot of that conversation, and which is very much aligned with what we talked about.

505

01:28:37.380 --> 01:28:50.310

Stephanie Bogan: And then around digital marketing whatever role it might just be like do I use email to nurture my prospects versus just sending a letter that confirms the appointment like can I be dripping on them.

506

01:28:50.640 --> 01:29:01.950

Stephanie Bogan: For a couple of weeks or a couple of days, based on your cycle, so that they get a sense of who we are and what we add, so I really want you to think about digital marketing, not just the lens of social media.

507



01:29:02.310 --> 01:29:11.760

Stephanie Bogan: As you think about all those tech offerings that tiffany went through every one of those is embedded in your prospecting and clients it's embedded in the life cycle of what you do.

508

01:29:12.480 --> 01:29:18.750

Stephanie Bogan: And so it's about how we use that tech and and today's conversation a little bit more geared towards the digital marketing piece of it.

509

01:29:19.260 --> 01:29:23.850

Stephanie Bogan: But to tiffany's point like is your tech stack currently giving you what you need.

510

01:29:24.180 --> 01:29:35.010

Stephanie Bogan: To do Level one level two or Level three of that digital marketing right is just using some emails on an automated basis we've all tiffany doesn't know this we've all talked about using those email campaigns.

511

01:29:35.340 --> 01:29:37.170

Stephanie Bogan: to drive services hey it's.

512

01:29:37.500 --> 01:29:48.420

Stephanie Bogan: You know it's February it's time for everybody to review their estate plan like that's the beauty of an active campaign or Nikki and it can literally be like if everything's good click here if everything if you need to change click here.

513

01:29:48.720 --> 01:29:59.430

Stephanie Bogan: And it drops them to an online forum which then zapier integrates into your CRM which then prints a report for you, that says these seven people need to talk to you about their beneficiary change.

514

01:29:59.790 --> 01:30:06.840

Stephanie Bogan: Like that's the beauty, so when we think digital marketing we think prospecting and it trust me, yes, obviously legion and she.

515

01:30:07.110 --> 01:30:14.880

Stephanie Bogan: But tiffany made some really valuable points and we're going to obviously double



down on digital marketing a lot next year, because I do absolutely believe it's a huge part of the future.

516

01:30:15.450 --> 01:30:24.930

Stephanie Bogan: Is she talked about the goal of your digital marketing so as we talk about execution I don't want you to lose that because the goal drives the execution.

517

01:30:25.620 --> 01:30:36.510

Stephanie Bogan: So i've been on Twitter, I was in Costa Rica for bazillion years like eight years, so I was not tapped into the financial pressure I didn't care what anybody was doing on Twitter and care was on the beach.

518

01:30:37.020 --> 01:30:42.780

Stephanie Bogan: So, last year I was like someone's like you know Twitter was like Okay, I guess, I should.

519

01:30:43.290 --> 01:30:52.830

Stephanie Bogan: So just over a year ago and Twitter and I was like i'm going to do a natural campaign, and what I what I mean by natural campaign is we do our like webinars for launch but outside of that it's all just me there's no.

520

01:30:53.100 --> 01:31:01.890

Stephanie Bogan: join our mailing list or sign up for this it's just me and then whatever we have going on, so we got 13 or 1400 names which is really good.

521

01:31:02.790 --> 01:31:12.450

Stephanie Bogan: But watch what happens when we turn that on in a really intentional way like hey here's a post that leads to a resource that leads to a download that leads to the mailing list you're going to see that change.

522

01:31:12.660 --> 01:31:18.930

Stephanie Bogan: I did that one because they just wanted to get on and get a feel for the right the digital space we know how to do it.

523

01:31:19.530 --> 01:31:27.000

Stephanie Bogan: So I wanted to get like what's the anchor of me just showing up and building the



brand as a great to tiffany's point manually.

524

01:31:27.720 --> 01:31:39.330

Stephanie Bogan: there's value in that you got to do it if you're going digital but there's a lot of scale that you can build into it with those other platforms that she talked about so that's the ecosystem that I want you guys to be thinking about is how does.

525

01:31:39.840 --> 01:31:49.020

Stephanie Bogan: Irrespective of whether you execute with tiffany on your own but there's an ecosystem a life cycle that we're going to talk a lot more about next year in terms of like what's the beginning to the end.

526

01:31:49.410 --> 01:31:54.240

Stephanie Bogan: But the idea is to be able to build out those campaigns and say hey if you want to build a.

527

01:31:54.930 --> 01:31:58.860

Stephanie Bogan: Just a messaging campaign to get the brand out, which is what i've been doing for the last year.

528

01:31:59.160 --> 01:32:02.520

Stephanie Bogan: here's the kind of campaign that you should have you should go on twice a week.

529

01:32:02.790 --> 01:32:12.120

Stephanie Bogan: You should be on there for 15 minutes a day, you should you know respond to at least four posts like there's these basic rules that we all know that we want to make a lot more transparent to you.

530

01:32:12.510 --> 01:32:20.160

Stephanie Bogan: And then on the farther in tiffany and I have talked about like Can we just build some of those campaigns and say hey plug in your message plug in your download.

531

01:32:20.760 --> 01:32:33.060

Stephanie Bogan: here's the campaign, and then we can turn those on for the different systems, but wherever you are and we are in that spectrum because we're all obviously getting better all the time it's



really about, as we look at step four and you evaluate.

532

01:32:34.050 --> 01:32:47.760

Stephanie Bogan: You know where it is your tech stack work to embed digital marketing in every facet of the lifecycle from the on you know the website to the sales funnel when they say yes, what happens with your email.

533

01:32:48.240 --> 01:32:53.940

Stephanie Bogan: all the way through to the servicing and the campaign we're obviously again focus more on the digital marketing piece, but.

534

01:32:54.180 --> 01:33:06.270

Stephanie Bogan: But that's the idea like, how can you create a digital marketing system that is consistent repeatable and scalable and that's when tiffany talks about this core business lessons that's exactly what she's saying is.

535

01:33:06.540 --> 01:33:09.570

Stephanie Bogan: This system has to work in very much the same way.

536

01:33:09.630 --> 01:33:13.050

Stephanie Bogan: that's how you get the growth without you being there pushing the buttons all the time.

537

01:33:13.980 --> 01:33:19.080

Tiffany Johnson: What I love about what stephanie just shared was with the Twitter what she was doing was getting a baseline.

538

01:33:19.440 --> 01:33:24.060

Tiffany Johnson: Right so anytime you're testing something new you're getting a baseline, this is one of the metrics are so important.

539

01:33:24.300 --> 01:33:34.170

Tiffany Johnson: Once you have a baseline you have comparative data to run it against right and that comparative data is how you know how to create the predictable success.



540

01:33:34.470 --> 01:33:43.350

Tiffany Johnson: i'm giving you these elements, not you know not simply because I think this is cool and let's just go over it, but really about looking at what is a predictable success in your business.

541

01:33:43.800 --> 01:33:55.410

Tiffany Johnson: And once you have a baseline you can say hey I want to increase by 20% I will increase post by 20% I want to see if I get an increase of engagement by 20% and start looking at those baselines to determine.

542

01:33:56.370 --> 01:34:09.150

Tiffany Johnson: Digital marketing is a numbers game, at the end of the day, yes, these are the tools, you have to use because they make your life easier and they can run 24 seven and they help you scale and create volume and manage volume.

543

01:34:09.480 --> 01:34:15.930

Tiffany Johnson: But really digital marketing is a numbers game it's just and i'm in the right place for numbers people right so did you.

544

01:34:16.890 --> 01:34:32.430

Stephanie Bogan: Make over here like almost having like an like a heart attack of excitement, because I know this stuff is real, so you all know, like i'm a creative, I have a pretty good intuition and instinct about what will work in our space I get paid good money to bring that to the table.

545

01:34:33.210 --> 01:34:43.890

Stephanie Bogan: But we, like, I cannot like you guys like when I talk about being a closet geek you can ask allison we were in our our gst we have our weekly huddle or gst huddle You all know what that stands for limitless.

546

01:34:44.280 --> 01:34:47.640

Stephanie Bogan: And we're just going through launch and all these things that are happening and.

547

01:34:48.060 --> 01:34:57.540

Stephanie Bogan: I was like well i'm not sure that I want to do this campaign, right after this campaign, I feel like we just marketed to them and we're not like literally my words were we're not tacky marketers.



548

01:34:58.320 --> 01:35:05.670

Stephanie Bogan: So the team, I was like let's pull up the spreadsheet some pull up the spreadsheet from all our prayer campaigns and you know what the data tells me.

549

01:35:06.720 --> 01:35:17.370

Stephanie Bogan: That we get rate from the people who didn't open that first round of emails we get a considerable number of people for webinars two and three that every year I apparently tacky market to.

550

01:35:17.490 --> 01:35:18.540

Stephanie Bogan: For three months.

551

01:35:20.040 --> 01:35:28.380

Stephanie Bogan: that's what the data said that's what the data set, and I do feel like I have considerable experience, and I mean this would love over my team was like okay.

552

01:35:29.520 --> 01:35:40.320

Stephanie Bogan: we're going to do that because that's what the data says as data tells you a story there's interpretation and translation and that wisdom counts for something it truly does.

553

01:35:40.740 --> 01:35:49.500

Stephanie Bogan: But when I I got I get so excited about this point because no one feels things marketing wise stronger than me I promise you, nobody nobody.

554

01:35:50.520 --> 01:35:58.920

Stephanie Bogan: But I have learned that i've got to pull in the data there's a sign obviously it's very dated but does anybody know the company Sara Lee the old.

555

01:35:58.980 --> 01:36:00.120

Stephanie Bogan: The old bakery company.

556

01:36:00.570 --> 01:36:15.030

Stephanie Bogan: Anyone anyone over the age of 14 So if you don't Google it the CEO Sara Lee had a sign on his desk like literally every day of his 37 year career and the sign read in God we trust all others, bring data.



557

01:36:15.750 --> 01:36:19.290

Stephanie Bogan: um and I like I love you like.

558

01:36:19.470 --> 01:36:28.710

Stephanie Bogan: And i'm usually right which is the challenge right but that's where the like the first response I had was don't trust me trust the data, do we have that data pulled up the data.

559

01:36:29.010 --> 01:36:39.990

Stephanie Bogan: And when your vision is clear your decision is easy, the vision is to get the message out the data says that doing this gets the message out with nobody unsubscribed from email is it's the strangest thing truly.

560

01:36:40.410 --> 01:36:52.710

Stephanie Bogan: But that the data says that it's Okay, so that is the piece like, whatever your systems are you're going to get a lot of value out of using them and that's where most of you will stop.

561

01:36:53.280 --> 01:37:00.180

Stephanie Bogan: And what I want to tell you is that 80% of the value is on the back side of knowing why you chose it.

562

01:37:00.510 --> 01:37:08.730

Stephanie Bogan: What the processes and what you're measuring on the back end, and when you get that measurement right, you can literally the spreadsheet you pulled up it's nothing fancy it's literally.

563

01:37:09.060 --> 01:37:18.630

Stephanie Bogan: A Google Doc spreadsheet with a bunch of lines, it says have 500 people signed up like all those data points I told you here's how many like by source ap perspectives article got us.

564

01:37:18.870 --> 01:37:32.880

Stephanie Bogan: at three signups right my FA magazine like by source, I can tell you why everybody and how everybody comes to limitless which then puts me in a position to say i'm going to right here next year, instead of here next.

565



01:37:33.120 --> 01:37:39.180

Stephanie Bogan: year because we've better traction with that audience, or you know that email campaign worked better than I thought.

566

01:37:39.990 --> 01:37:47.490

Stephanie Bogan: I think we're going to try that again, so there is an art and I love tiffany's word like the art and heart of the creative and the digital.

567

01:37:48.150 --> 01:38:02.730

Stephanie Bogan: But what makes it work, ladies and gentlemen, is the science of it, there is a system, there is a you post between 11 and three on these days, and you do X and y and their core practices, best practices.

568

01:38:03.150 --> 01:38:11.880

Stephanie Bogan: And then, what we like to create are those proven practices, what do we know works for you and your audience and your specific situation that we can give you that will work.

569

01:38:12.240 --> 01:38:18.060

Stephanie Bogan: Time and time again, and those are what we're really working out with entre team to really be able to hand you guys in the future.

570

01:38:18.570 --> 01:38:25.860

Stephanie Bogan: But whether you use them or do it on your own or get a snappy your hire your virtual team like GABE I really want to understand that this is a.

571

01:38:26.130 --> 01:38:35.100

Stephanie Bogan: An ecosystem and the digital marketing pieces part of it, but the same ecosystem that tiffany laid out with all that tech is the same ego like there's no.

572

01:38:35.670 --> 01:38:45.000

Stephanie Bogan: hard line between marketing onboarding and service anymore It all starts over here and it just pulls through here, so if someone goes to your website and visits and then they get an email.

573

01:38:45.420 --> 01:38:52.980

Stephanie Bogan: And then they get four emails that touch them through the process, and then they go



through onboarding and then everything happens again through that system that's what they.

574

01:38:53.250 --> 01:38:58.380

Stephanie Bogan: become accustomed to and that's the world that we're moving into is that you have to use that platform and system.

575

01:38:58.680 --> 01:39:04.530

Stephanie Bogan: To create the consistency and the scale or you will get crushed by the way the the digital way of the world is moving into.

576

01:39:04.800 --> 01:39:16.260

Stephanie Bogan: Your job is to do that what we hope to teach you here is get so efficient and effective at that, but the other half of your time, energy and focus is spent on the client the care the specialization.

577

01:39:16.530 --> 01:39:30.780

Stephanie Bogan: The making it really awesome so I just I want to, I want to just that was a little bit of a sidetrack but I cannot tell you these systems are so valuable, but if you are not pulling data out of the other side, it is wild as guess.

578

01:39:31.230 --> 01:39:39.720

Stephanie Bogan: and generally you're Okay, but man when you pay attention to that data if you're like oh i'm doing this and i'm struggling and i'm not getting the results I want.

579

01:39:40.050 --> 01:39:49.740

Stephanie Bogan: I can almost guarantee you you're not looking at the data on a regular basis, because if you were, it is a dashboard it does lie and you're like that campaign sucked I don't care how much I like it it didn't work.

580

01:39:50.220 --> 01:39:54.930

Stephanie Bogan: And i've looked at things that I was like that's not going to work at all, and then the data tells me otherwise and i'm like.

581

01:39:55.020 --> 01:39:57.240

Stephanie Bogan: Go for it like I get a funny fit, but like.



582

01:39:57.270 --> 01:40:00.120

Stephanie Bogan: that's what we need is we need that feedback system.

583

01:40:00.930 --> 01:40:01.980

Stephanie Bogan: At the live is out there.

584

01:40:02.490 --> 01:40:08.940

Tiffany Johnson: yeah I think to what's important here is recognizing that when you're starting out, you have to create right as the law of momentum.

585

01:40:09.120 --> 01:40:17.970

Tiffany Johnson: It takes more effort to get something going than it does to keep it going so when you're starting out you're in creation mode, which means constant content creation content creation content creation.

586

01:40:18.150 --> 01:40:30.450

Tiffany Johnson: What that does is it allows us to alleviate the pain of creation, because if you already created it and it was a success, now you just time it and we send it right and so.

587

01:40:31.560 --> 01:40:35.970

Tiffany Johnson: that's why metrics is one of my top 10 business systems because of the importance of it.

588

01:40:36.360 --> 01:40:42.210

Tiffany Johnson: I do want to look at the evaluation right quick of each of the elements that we've gone through that process and team.

589

01:40:42.510 --> 01:40:51.510

Tiffany Johnson: And it's if we don't evaluate whether or not something is working for us, then we can find ourselves paying for things forever that we are actually utilizing.

590

01:40:51.780 --> 01:40:59.940

Tiffany Johnson: And i'm a huge fan of utilizing what we're paying for and getting rid of access right, because I think that that just creates a better lean business.



591

01:41:01.050 --> 01:41:13.860

Tiffany Johnson: So does your tech stack Olivier manual tasks is it easy to use and train on I know that that's that you know we don't think of tackle be an easy, but if it's not easy, people will not utilize it to its fullest potential and.

592

01:41:14.220 --> 01:41:23.370

Tiffany Johnson: that's a breakdown that actually cost you more money than it saves you it cost you more time than it saves you right, so you want to evaluate once you have things in place, have you over complicated it.

593

01:41:24.030 --> 01:41:39.360

Tiffany Johnson: is real easy to overcomplicate the tech, and you want to take a step back and evaluate like it is there a faster path to what we want to create here, then, then the upper round and all around that we went through right to get there.

594

01:41:40.710 --> 01:41:48.960

Tiffany Johnson: The process evaluating your process are they set up for easy access I can't tell you how many businesses i've come into the back end and then be like.

595

01:41:49.230 --> 01:41:53.880

Tiffany Johnson: Oh yeah we have all the processes are over in in our Google drive.

596

01:41:54.270 --> 01:42:06.660

Tiffany Johnson: But there's no structure there's no like if you don't know the terms to surge you're never going to find those processes right, so we want to make sure they're easy access are they clear enough so that you don't need to answer questions.

597

01:42:07.500 --> 01:42:12.870

Tiffany Johnson: Can they be further developed to a video screen shares and checklist now what does this have to do a digital marketing.

598

01:42:13.200 --> 01:42:21.990

Tiffany Johnson: It really has more to do with bringing people on to support you in digital marketing, so that you can stay focused on your top three yes items.



599

01:42:22.290 --> 01:42:27.090

Tiffany Johnson: And allow someone to come behind you and execute based on what you desire to have done.

600

01:42:27.750 --> 01:42:33.510

Tiffany Johnson: You bring an agency in and you don't have clear process, let me tell you what they're going to do I know because i'm an agency.

601

01:42:33.780 --> 01:42:44.400

Tiffany Johnson: they're going to do it, the way that they've decided is the best way to do it, but it may not be your process, it may not be your brand what they're going to do is they're going to say this is how we send email campaigns.

602

01:42:45.450 --> 01:42:53.100

Tiffany Johnson: We do this for all of our other clients we send three campaigns after the opt in to the tripwire we send three campaigns from the tripwire to the coaching.

603

01:42:53.370 --> 01:43:00.240

Tiffany Johnson: And that's it like we send three but in your process, you may have that they send six or set that you want six or seven sent.

604

01:43:00.630 --> 01:43:05.100

Tiffany Johnson: But if they don't have an easy process you're gonna have to explain that every single time right so.

605

01:43:05.640 --> 01:43:11.640

Tiffany Johnson: Getting those clear processes in place and then also your team is your team Member on track for their measures of success.

606

01:43:11.880 --> 01:43:22.440

Tiffany Johnson: Have they freed up your time do you feel supported at the end of 90 days, if you don't feel supported if it still feels like a strain, that is the wrong person right and we want to.

607



01:43:23.070 --> 01:43:37.200

Tiffany Johnson: intentionally like the old saying goes, higher slow and fire quick i'm a fan of that and I work with team, but at the if people can't take work off my plate then they're putting stress on my plate.

608

01:43:37.860 --> 01:43:45.450

Tiffany Johnson: that's kind of my philosophy right if you don't have the skill set to take work off my plate then you're probably adding stress to my plate, and I don't need that right.

609

01:43:46.440 --> 01:43:55.920

Tiffany Johnson: When you're looking at building out your digital marketing side of your agency, these three areas, yes, the texts important yes, the workflow is important, like what.

610

01:43:56.580 --> 01:44:06.420

Tiffany Johnson: stephanie and are looking at building out together next year and creating those workflow campaigns for you, so you don't have to be in that place of will do, I sent three emails us in seven emails.

611

01:44:06.600 --> 01:44:19.770

Tiffany Johnson: You know, giving you a little bit of data to be able to tell you, you know this type of business is going to send three miles, but we're going to work together on building that, but if you don't have these core pieces in place the tech the process and the team, then.

612

01:44:20.130 --> 01:44:33.300

Tiffany Johnson: All we're going to do is overload with the information we want to execute on the information and that's how we build the business, so that it doesn't run from you is executing on the information which is getting you added that doing it yourself.

613

01:44:34.500 --> 01:44:39.300

Tiffany Johnson: And and getting some people in place to help you and getting some processes in place to help you do it.

614

01:44:41.010 --> 01:44:51.870

Stephanie Bogan: I think, to that point and I know you're going to talk about like just making changes, but you know I think about game per se on the screen right Dave you know you built is build a great virtual marketing team that really supports him.



615

01:44:52.290 --> 01:44:54.300

Stephanie Bogan: I gave right those the baseline is like.

616

01:44:54.300 --> 01:45:00.390

Stephanie Bogan: What were your likes and posts, and you know conversions when you started with this person.

617

01:45:00.870 --> 01:45:10.320

Stephanie Bogan: I think, because this is when we hire people tiffany what I noticed is we give them general goals like hey please hands so whatever he's talking about like if you're doing it take stress off me that's a huge win.

618

01:45:11.160 --> 01:45:18.480

Stephanie Bogan: But that may not elevate you beyond your baseline so just understand that how you measure success if game i'm just going to use game, but you know if he.

619

01:45:18.750 --> 01:45:23.610

Stephanie Bogan: gets the same results for the next year with that delegation and he's done great delegation.

620

01:45:24.030 --> 01:45:35.460

Stephanie Bogan: And that's excellent, and then the next level is great can that person, then, if our average likes a month or X, can we can we bump those up to 1.5 X if our average.

621

01:45:35.820 --> 01:45:42.870

Stephanie Bogan: impressions are why like if our conversions are So how do we start to raise the game on people, if you will.

622

01:45:43.170 --> 01:45:48.300

Stephanie Bogan: And again, that depends this tiffany talked about if someone's purely in the execution mode that's not a fair ask.

623

01:45:48.690 --> 01:45:54.780

Stephanie Bogan: If someone is in more of the creative and kind of saying like I let you know, like this.



content let's try this content.

624

01:45:54.990 --> 01:45:59.640

Stephanie Bogan: Then the data and the measurement becomes really important because that's how you're going to determine.

625

01:45:59.820 --> 01:46:08.010

Stephanie Bogan: Someone being better at it than you is good, it does not mean that that's the bar and we just want to make sure that we're clear on where the bar is and how we continue to raise it.

626

01:46:08.640 --> 01:46:15.750

Tiffany Johnson: When after you evaluate, you have to do it step five is, which is exactly what stephanie was talking about, as you pivot right you become a quick decider.

627

01:46:16.260 --> 01:46:26.940

Tiffany Johnson: You look at the numbers you evaluate the team you evaluate the processes and you make a quick decision on is this getting me the result, I want, is it not getting me the results I want is one question.

628

01:46:27.900 --> 01:46:34.080

Tiffany Johnson: it's an easy question, yes, this person gets me the result of what know this person doesn't okay great, we need to pivot.

629

01:46:34.560 --> 01:46:39.060

Tiffany Johnson: Yes, this initiative gave me the results I wanted this initiative didn't great, we need to pivot.

630

01:46:39.390 --> 01:46:51.480

Tiffany Johnson: Right, being a quick decider and recognizing that toleration only creates frustration and that toleration can be with the people can be with the process, it can be with the tech stack you can just be tolerating you know.

631

01:46:53.580 --> 01:46:55.680

Tiffany Johnson: I was gonna say, one of the tag but i'm not going through.



632

01:46:56.190 --> 01:47:02.550

Tiffany Johnson: You can tolerate tag like sometimes I have to tolerate check because i'm not the decider on what take my clients working right.

633

01:47:02.760 --> 01:47:11.400

Tiffany Johnson: And that toleration can create frustration, so we want to pivot anytime you see yourself tolerating anytime you see something's not giving you the result that you want.

634

01:47:12.240 --> 01:47:19.650

Tiffany Johnson: And if it's not working on one side is not working, on the other, and I heard one of my mentor say that about 12 years ago about team.

635

01:47:19.920 --> 01:47:25.860

Tiffany Johnson: And they were like you know I really wanted to let this person go, but I felt guilty it's their livelihood is this is that.

636

01:47:26.070 --> 01:47:33.030

Tiffany Johnson: And then, when they finally had a conversation with them, they realized that that person wasn't any happier working for them as the other person was.

637

01:47:33.720 --> 01:47:40.380

Tiffany Johnson: Having them on the team right, so if it's not working on one side is probably not working, on the other side, either, and I have learned that.

638

01:47:40.620 --> 01:47:49.740

Tiffany Johnson: Over 14 years of working with clients If that is true, if a client isn't loving me i'm probably not loving them either like that's a reality and we want to pivot quick.

639

01:47:51.030 --> 01:47:51.780

Stephanie Bogan: measurement.

640

01:47:51.840 --> 01:47:56.610

Stephanie Bogan: The measurement that drives pivot in digital isn't isn't getting done right.



641

01:47:56.640 --> 01:47:57.690

Tiffany Johnson: Now, no, no that's not the.

642

01:47:57.870 --> 01:48:00.300

Stephanie Bogan: delegate delegate that tends to be the.

643

01:48:00.300 --> 01:48:05.370

Stephanie Bogan: First easiest yardstick measurement like I wasn't getting done doesn't look pretty good yes.

644

01:48:05.760 --> 01:48:07.230

Stephanie Bogan: To tell you guys going like.

645

01:48:07.380 --> 01:48:22.770

Stephanie Bogan: Is it getting done well, is a function of data in conversation and that's where you can create a good communication loop with that person because getting it out there is not what's valuable in digital marketing it's getting the results rate the conversion.

646

01:48:23.130 --> 01:48:30.810

Stephanie Bogan: On the different steps in the process, so we tend to just feel good about it but we've got to really pull back and bring a lot more function to it.

647

01:48:31.230 --> 01:48:43.050

Tiffany Johnson: And that's so good stephanie because so many people spend all their time and effort and getting things done on their team in their business and never really looking at it and saying, but are we getting the result.

648

01:48:43.680 --> 01:48:54.660

Tiffany Johnson: And so, at the end of the month, when they look at their revenue she and they're like oh man like I invested in team and I invested in copywriters and designers and social media people and admin and tech and.

649

01:48:55.080 --> 01:49:06.810

Tiffany Johnson: And here's my tech stack and i've invested all of this over here and we got all of our



initiatives done, but we still haven't made the revenue, we wanted to make this month that's not successful.

650

01:49:07.410 --> 01:49:09.120

Tiffany Johnson: You can't build a business on that.

651

01:49:09.600 --> 01:49:16.440

Tiffany Johnson: Right so recognizing that the result at the end of the day is whatever you're big you're big vision result yes.

652

01:49:16.650 --> 01:49:29.430

Tiffany Johnson: And everything has to tie into that like one of the things we teach the team here is it's if you are, you know head to task all day long, which we have to get stuff done like our team does over 3000 tasks, a week.

653

01:49:29.760 --> 01:49:37.320

Tiffany Johnson: Like, we have to get stuff done, it is not, it is not an option to not get things done, but you better look up from that task and say what was the result.

654

01:49:38.220 --> 01:49:46.110

Tiffany Johnson: What was how did that page convert like I built this page, for you know I spent a day and a half, working on this page two weeks from now, when it launches.

655

01:49:46.350 --> 01:49:54.570

Tiffany Johnson: That team Member better look back at those stats and see even if it never gets communicated with a client, even if no one else cares.

656

01:49:55.050 --> 01:50:05.040

Tiffany Johnson: That team Member better care whether or not that page converted right because it's it's literally not about getting it done, I wish definitely would preach that.

657

01:50:05.760 --> 01:50:24.060

Tiffany Johnson: Across all businesses because it's so important that people understand it's not about getting the work done it's about the result when i'm looking at pivoting i'm always going to ask myself how can I lead more effectively, how can I communicate more clearly and how can I.



658

01:50:25.170 --> 01:50:33.660

Tiffany Johnson: decide more confidently right if we're leading communicating and being strong decision makers, our business will go where we want it to go.

659

01:50:35.040 --> 01:50:42.750

Tiffany Johnson: Before we look to transaction or take action on tech on people on process, we first have to be willing to take action on ourselves right.

660

01:50:43.380 --> 01:50:51.870

Tiffany Johnson: What is the fastest path to the result for your business and then do it that's that's the decision step six is super easy it's just repeat it.

661

01:50:52.680 --> 01:50:59.640

Tiffany Johnson: repeat steps one through five twice a year if you'll take this slide deck twice a year, and say, as my tech stack cracked.

662

01:51:00.390 --> 01:51:12.240

Tiffany Johnson: Do I have my systems in place in my writing processes and my creating processes, I mean one business, it took us 18 months to write the processes for writing processes and getting processes in place is not a quick fix.

663

01:51:12.810 --> 01:51:26.970

Tiffany Johnson: it's a consistent determined persevering task right, so I want you to just think through like what processes of these of these non systems like where do I have processes, where do I have gaps.

664

01:51:27.420 --> 01:51:36.570

Tiffany Johnson: and lay out a plan of action to start meeting those gaps, it might be i'm going to write two processes, a month right or it might be i'm going to have my team turn in a process every Friday to me.

665

01:51:37.740 --> 01:51:48.180

Tiffany Johnson: But you want to get those processes in place and then hiring your team, evaluating and pivoting like this is the process to create a predictable success in your business.



666

01:51:49.830 --> 01:52:06.540

Tiffany Johnson: Whether it's on your marketing side or not on your marketing side, this is a proven process to creating success in a business period is to follow these elements so with that i'd love to open the line I don't know I think we're at time aren't we 70 or over.

667

01:52:07.200 --> 01:52:07.650

Sorry.

668

01:52:09.120 --> 01:52:12.780

Stephanie Bogan: If you guys have any more questions drop them in the chat tiffany can answer them quick.

669

01:52:12.810 --> 01:52:16.140

Stephanie Bogan: Or we can just follow up with her The good news is we have them on tap.

670

01:52:16.950 --> 01:52:24.930

Stephanie Bogan: And if you have activity, do you want to give an overview, because I know you guys cover a lot in web service or digital implementation is sort of generic can you give a quick.

671

01:52:24.990 --> 01:52:28.830

Stephanie Bogan: overview on what you all do on in terms of the implementation and the marketing work.

672

01:52:29.220 --> 01:52:39.780

Tiffany Johnson: yeah for sure so basically what our business does is we just run the back end operations, and so, when I say back in that's digital marketing or client fulfillment membership areas websites.

673

01:52:40.140 --> 01:52:46.410

Tiffany Johnson: Integrating all the pieces design work what we don't have on staff as a copywriter but I know some great copywriters.

674

01:52:46.770 --> 01:52:54.900

Tiffany Johnson: And we just put all the pieces in place and then make sure that they happen right, so



we like to partner with clients we're not a one off team we don't go in and do projects.

675

01:52:55.170 --> 01:53:02.700

Tiffany Johnson: Everyone who works with us, or all of our clients that we partner with we literally absorb the vacuum of all the processes of their business and so.

676

01:53:03.510 --> 01:53:14.130

Tiffany Johnson: that's our goal is to partner, not necessarily be an external part of your business our goal my husband and mine is and stephanie can tell you is really to be that partner with you.

677

01:53:14.940 --> 01:53:23.190

Tiffany Johnson: about the strategic partner implementation partner and, potentially, you know management partner, where we're managing the team and all the pieces that are getting done.

678

01:53:24.900 --> 01:53:40.710

Tiffany Johnson: And, as I said earlier, we only work off referral, so we we have been really blessed with amazing clients through the years, who have sold our praises out to everyone, and when it comes to tech stack all of the tech stacks that I mentioned here today we work in.

679

01:53:42.810 --> 01:54:01.620

Tiffany Johnson: and building building websites building funnels managing the autoresponder systems all that good stuff that's exactly what we do, day in and day out, so if you have more questions stephanie can send out my email, and you can email me directly, and we will get those answered for you great.

680

01:54:02.820 --> 01:54:05.640

Stephanie Bogan: yeah and I just we will be doing some more structured things with.

681

01:54:05.850 --> 01:54:12.600

Stephanie Bogan: tiffany and Chris and entrepreneur next year, but as allison and I sort of looked at the agenda post growth retreat recognizing that again that.

682

01:54:12.900 --> 01:54:24.420

Stephanie Bogan: that the digital marketing piece isn't is no longer just hey This is my lead gen, it is the branding it's the prospecting it's the the conversions of the Center of influence.



683

01:54:24.720 --> 01:54:33.000

Stephanie Bogan: Everybody goes to your website now everybody will go to your website so if it's the Center of influence or referral or legion they're going to end up on your website.

684

01:54:33.390 --> 01:54:43.170

Stephanie Bogan: And then everything else, this digital marketing piece should continue from there, but it's where it tends to drop off, so what I hope you took away from today is one.

685

01:54:43.620 --> 01:54:54.150

Stephanie Bogan: Even with digital marketing is tiffany laid out like it's not a hey like just show up throw some stuff out there and it's like what's your vision for it what's the leadership what's the process what's the team, how are you evaluating it.

686

01:54:54.690 --> 01:55:02.280

Stephanie Bogan: And then I think what you hopefully really heard loud and clear, was how are you measuring it because, with digital marketing, it is.

687

01:55:02.550 --> 01:55:18.150

Stephanie Bogan: time and money and tech, and I see gave nodding like it's real people like, so in that sense, you know, in your business when you do client service or advice work in the end it all works out Okay, but with digital marketing, this is a very specific.

688

01:55:18.930 --> 01:55:22.470

Stephanie Bogan: expense stream like hey we're going to make an investment in.

689

01:55:22.950 --> 01:55:30.900

Stephanie Bogan: Marketing this way or even integrating it into our service model this way, so I really do and again we'll provide more structure, but we really wanted to bring tiffany.

690

01:55:31.140 --> 01:55:40.350

Stephanie Bogan: To dressed really disrupt you let you know kind of what was out there and how you might want to be thinking about this in terms of doing an entirely on my own.

691

01:55:40.980 --> 01:55:47.910



Stephanie Bogan: hiring an agency to do everything from creative to implementation, which is totally awesome you find the right agency it'll cost you more.

692

01:55:48.210 --> 01:55:53.460

Stephanie Bogan: or whether you want to sit in the middle, which, quite honestly, is where we are and will be for quite some time.

693

01:55:54.000 --> 01:55:59.820

Stephanie Bogan: Right it's all about leverage and how you want to lean in how creative versus how implementation focus, you want to be.

694

01:56:00.180 --> 01:56:07.170

Stephanie Bogan: So tiffany, thank you for sharing all of that, with us and for being an ongoing resource so we'll sure talk to you a lot more next year.

695

01:56:07.590 --> 01:56:19.200

Stephanie Bogan: So if we can get some resources for you guys, if you have any questions for tiffany or Chris or the team, please let us know, and we will make sure that you get answers to those questions about your individual situations i'm sure tiffany would be happy to answer them for you.

696

01:56:19.830 --> 01:56:21.000

Stephanie Bogan: stephanie Thank you very much.

697

01:56:21.240 --> 01:56:23.460

Tiffany Johnson: Thank you, thanks everyone all right.

698

01:56:23.880 --> 01:56:38.760

Stephanie Bogan: All right, everybody, so this is the official end the end of our official call I do want to take a few minutes, I know, we had scheduled some extra time to talk a little bit about limitless 2022 I know we're like the anti sellers around here where we're like it will tell you.

699

01:56:41.670 --> 01:56:52.590

Stephanie Bogan: My husband's bringing me to putting us in that really nice of him, he forgets that I can't eat anything, while i'm talking to you guys but it's a lovely gesture nonetheless alright so i'm going to open up.



700

01:56:53.700 --> 01:56:58.170

Stephanie Bogan: The PowerPoint for and let's see if I can share my screen here all right.

701

01:57:00.240 --> 01:57:01.830

Stephanie Bogan: All right, can you guys see my screen now.

702

01:57:04.740 --> 01:57:12.030

Stephanie Bogan: Either all right, you all know about building a million dollar practice in life that you love so we're going to go through this, I just want to take you guys to.

703

01:57:14.970 --> 01:57:24.840

Stephanie Bogan: Next year, so we started to talk a little bit about this that retreat, but I was running from lunch, and we were short on time and I started drawing circles on the boards, we decided to pause it.

704

01:57:25.590 --> 01:57:34.080

Stephanie Bogan: So we've had lots of conversations internally with our coaches alumni and certainly with some of you in terms of just feedback we've looked at all the surveys and the results.

705

01:57:34.530 --> 01:57:40.050

Stephanie Bogan: And really sat down and said okay after three years, so you've all heard me at some point have the runway conversation right.

706

01:57:40.920 --> 01:57:47.430

Stephanie Bogan: three year runway so anytime you're starting something new right Adams podcast gave stuff right limitless.

707

01:57:47.880 --> 01:57:56.550

Stephanie Bogan: In general there's about a three year runway until you get like that that momentum that picks up where they're calling you like it just happens versus you reaching out.

708

01:57:57.150 --> 01:58:08.160

Stephanie Bogan: So we've really spent the last three years, evolving limitless as we go sort of in that



startup mode really responding and adapting practicing and perfect, as you know, so after three years, and certainly with coven.

709

01:58:08.730 --> 01:58:21.840

Stephanie Bogan: It was a really good reflection point to say what about this is really working well, which is a lot, and then, what are the things that we've learned like, how can we really expand the REACH, in terms of the number of people that we can.

710

01:58:22.260 --> 01:58:31.410

Stephanie Bogan: really bring this information to, which is why i'm retired, how do we do that, in a way that doesn't compromise the experience, because you all know, i'm all about experience.

711

01:58:31.740 --> 01:58:39.240

Stephanie Bogan: And how do we do it in a way that really allows us to scale the kind of results that we've been able to scale again, while maintaining the experience.

712

01:58:39.690 --> 01:58:45.660

Stephanie Bogan: So what we ultimately ended up with after all that conversation and dialogue was four core offerings one.

713

01:58:46.350 --> 01:58:51.180

Stephanie Bogan: Lifestyle which you're very familiar with and i'll talk to you about the changes for lifestyle for next year.

714

01:58:51.750 --> 01:59:03.300

Stephanie Bogan: Two leaders i'm really excited about leaders because i've spent you know, the better part of 30 years consulting with firms over seven figures to get to that next next level so it's a place that I have a lot of heart around.

715

01:59:03.960 --> 01:59:15.210

Stephanie Bogan: And we've really I think a third of limitless advisors every year already over a million dollars or just trying to simplify that success and then some of you decide to stay there, but oftentimes when we get time back, we realize wow I can.

716

01:59:15.690 --> 01:59:20.190



Stephanie Bogan: Do more things with my time and still maintain a life so leaders is really about.

717

01:59:20.670 --> 01:59:28.680

Stephanie Bogan: Those of you who are at that million point or above and who still have ambitious goals right, if you want to stay lifestyle focus.

718

01:59:29.070 --> 01:59:35.190

Stephanie Bogan: and lifestyle is a great place if you're ready to to really reach into that more and better than cause we're going to be offering limitless.

719

01:59:35.580 --> 01:59:43.170

Stephanie Bogan: And then For those of you were lifestyle or leaders, for whatever reason doesn't fit, we have finally been able to start our legacy alumni Program.

720

01:59:43.560 --> 01:59:53.700

Stephanie Bogan: Which is really where we'll have the wave a way for you to stay engaged in the Community and create that connection and collaboration and then learning labs is are the boot camps in the courses that will be offering.

721

01:59:54.270 --> 02:00:04.650

Stephanie Bogan: On a standalone basis so that we can invite more people to have a limitless experience and then you know integrate themselves in the Community, in whatever way, so we have people call us all the time and ask.

722

02:00:05.040 --> 02:00:14.460

Stephanie Bogan: For branding help or m&a help or succession help or service model help and just as a function of my limited time and the strategy for the business, I cannot do a lot of that one off.

723

02:00:14.880 --> 02:00:19.740

Stephanie Bogan: So we're going to again scale that version of special the learning labs and courses so.

724

02:00:20.700 --> 02:00:26.940

Stephanie Bogan: For those of you that are in the different programs that next year, those will be options that you can take advantage of to go deeper so.



725

02:00:27.270 --> 02:00:35.640

Stephanie Bogan: You all are very familiar with the lessons and courses what I hope you have heard through the last year, and even in the last conversation, is that we are really doubling down.

726

02:00:36.120 --> 02:00:43.290

Stephanie Bogan: On i'm going to call it enriching the content or content, the content works and it's great, but when we look at things like digital marketing.

727

02:00:43.650 --> 02:00:51.900

Stephanie Bogan: and other areas, we want to make sure that we have that execution path even more built out so we're bringing in more strategic partners building out more things.

728

02:00:52.470 --> 02:01:04.440

Stephanie Bogan: But the path is literally if I you and we did this, I think, at one of the retreats but if I were to take you through the limitless journey, it would be something like hey we're going to start by learning the science of success and then we're going to get clear on the vision.

729

02:01:05.130 --> 02:01:17.610

Stephanie Bogan: And, as you know, you're all weaving through what is now this path of right, how do we keep going and then get to surges and reviews and right hands and websites and sales funnel and digital strategies and all the things that we're talking about.

730

02:01:18.120 --> 02:01:24.870

Stephanie Bogan: So the way that the the program is designed next year is, we will have These are the things that you guys have seen.

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02:01:25.650 --> 02:01:36.900

Stephanie Bogan: Lifestyle will be the same sort of soup to NUTS program in terms of the 12 month curriculum does not right, obviously, the Court, the Court they get up today the coaching the courses and the content.

732

02:01:37.560 --> 02:01:49.890

Stephanie Bogan: But what we are going to do is peel back some of the extra call, so I know some of you in lunch or like him and launch, but you know there's a lot of calls We just have to calls, now we have I don't know four or five a month outside of tribe tax.



733

02:01:50.310 --> 02:01:55.740

Stephanie Bogan: And you guys all feel compelled to attend them all, which is not really required right as part of your personal journey.

734

02:01:56.070 --> 02:02:05.880

Stephanie Bogan: So lifestyle is kind of going back to the core model of the 90 minute coaching calls that will have the four core retreats, so we are embedding the virtual and the personal retreats.

735

02:02:06.300 --> 02:02:09.270

Stephanie Bogan: into the program so instead of having to, we will have four.

736

02:02:09.720 --> 02:02:21.000

Stephanie Bogan: We will have the 90 minute coaching calls, we will put those on a bit more of a structured agenda related to things around retreats, we will have the office hours which you are all used to will have alumni.

737

02:02:21.450 --> 02:02:24.600

Stephanie Bogan: faculty and guests coming into those office hours.

738

02:02:24.990 --> 02:02:35.940

Stephanie Bogan: we're also going to expand tribe talks we've had a number of those this year they've been very well received so we've actually outlined the curriculum next year, so each week, there is something first week is coaching.

739

02:02:36.210 --> 02:02:45.240

Stephanie Bogan: mastermind second week is coaching call third week will be tribe talks and then fourth week will be office hours if you need tribe talks go to them if you don't.

740

02:02:45.630 --> 02:02:55.830

Stephanie Bogan: That week right that time is focused on the things that you're doing we're also going to expand them I don't have to be in them right you guys can be in them so we're building a schedule around the mindset piece.

741



02:02:56.130 --> 02:03:06.810

Stephanie Bogan: m&a and succession some other things so we'll have some some deeper tracks around tribe talks all the things that you guys are used to Community one on one learning library.

742

02:03:07.860 --> 02:03:22.140

Stephanie Bogan: But here's what is changing to we're going to build a bit more accountability and so we're the quarterly business reviews and the accountabilities friends will be structured in next year, and the reason for that is we're actually going to make masterminds optional.

743

02:03:23.160 --> 02:03:31.530

Stephanie Bogan: I cannot tell you how much debate, there was it internally at limitless around whether mastermind should or should not be optional there's no right or wrong answer right it's not that.

744

02:03:31.980 --> 02:03:42.570

Stephanie Bogan: it's that as we look at over the three years, the first year they started it was like I was standing on stage and i'm like Oh, we should partner up, and it was like literally turn over your paper and write your name on the back, if you want to join up with the group.

745

02:03:42.600 --> 02:03:51.420

Stephanie Bogan: Like that's how it started so in the first year, it was very informal we brought a lot of structure, and I think that that shown in the results and just the efficacy of it.

746

02:03:52.200 --> 02:03:58.650

Stephanie Bogan: And what I noticed what I noticed is that about 90% of the people are super engaged and about 10% of the people aren't.

747

02:03:59.790 --> 02:04:08.820

Stephanie Bogan: it's not a bad thing it just means their schedules are busy or they're not group people or whatever it is, and what i've noticed as well all the masterminds in general do quite well.

748

02:04:09.450 --> 02:04:11.700

Stephanie Bogan: For all the reasons that we know the science says.

749

02:04:12.150 --> 02:04:23.580

Stephanie Bogan: It you know the accountability factor I was just reading some data on this, if you share



a goal with someone your odds go up if you share it with an accountability partner on a regular basis, you know what the odds of achieving that goal go up to.

750

02:04:25.200 --> 02:04:26.280

Stephanie Bogan: 95%.

751

02:04:27.300 --> 02:04:37.710

Stephanie Bogan: that's why we do masterminds like it is super amazing in terms of the clarity and accountability piece, but what i've noticed is that 10%, for whatever reason, that aren't all in dilute those groups of it.

752

02:04:38.520 --> 02:04:43.500

Stephanie Bogan: And it might be that they have larger firms that they're working with and so they've got that structure and accountability.

753

02:04:43.770 --> 02:04:51.120

Stephanie Bogan: It might be that they're smaller and they're busy it might be that they're just a super introvert and they haven't learned how to engage at that level like there's no judgment around it.

754

02:04:51.630 --> 02:04:55.350

Stephanie Bogan: But what we want to do is make masterminds an intentional decision.

755

02:04:56.160 --> 02:05:03.660

Stephanie Bogan: Now, if I embed masterminds in the fee will get more people in masterminds so it's not about the revenue here like this is a business risk for me.

756

02:05:03.900 --> 02:05:10.050

Stephanie Bogan: But it's one i'm willing to take, because what we know is when people are all in on their masterminds For those like it's amazing.

757

02:05:10.860 --> 02:05:16.800

Stephanie Bogan: So we're basically going to make that shift one because we're discontinuing launch in its current form.

758



02:05:17.670 --> 02:05:28.350

Stephanie Bogan: So the price point on lifestyles going down it's currently 15,000 and I think it's dropping to is a 12 or 12 five allison I think it's 12 with the just the alumni discounts in different things.

759

02:05:29.070 --> 02:05:39.180

Stephanie Bogan: So I want to make sure that we have an option for people that have a lower price point because the knowledge and the courses and the content still completely work we learned that from launch like those they're having.

760

02:05:39.840 --> 02:05:45.300

Stephanie Bogan: really incredible results, so we couldn't quite get it to where lunch was We found that sort of middle price point.

761

02:05:45.990 --> 02:05:53.040

Stephanie Bogan: So we'll have the lifestyle virtual which will be all that you know I want to be really clear about this, everything you know about lifestyle.

762

02:05:53.580 --> 02:06:02.520

Stephanie Bogan: Except that the retreats will not be included in person, so if you want to do the virtual version, you will get a track at retreat like whatever's happening in the main room.

763

02:06:02.850 --> 02:06:13.020

Stephanie Bogan: Plus all the recordings, but because we want to keep retreats relatively contained in terms of size right they're probably not going to have 600 people at them and create the same kind of experience.

764

02:06:13.410 --> 02:06:21.960

Stephanie Bogan: we're breaking that out, so if you're in lifestyle virtual, you will have all the things that you're used to plus all the cool stuff that we're doing.

765

02:06:22.560 --> 02:06:29.580

Stephanie Bogan: But masterminds are optional so that additional level of support and accountability, and then the retreats will be virtual.

766

02:06:30.090 --> 02:06:37.080



Stephanie Bogan: If you're in virtual and you're in eliminate, you will have the option to attend retreats as a standalone as capacity allows.

767

02:06:37.530 --> 02:06:44.010

Stephanie Bogan: now going to be really honest with you, based on where things are right now I don't think there's going to be a lot of capacity i'm not telling you that to twist your arm.

768

02:06:44.670 --> 02:06:50.250

Stephanie Bogan: But the hotels that we're booking relative to the number of people, we think we're going to have in the program like capacity is going to be the issue.

769

02:06:50.670 --> 02:07:00.720

Stephanie Bogan: So we'll make sure that we can account for that, but if you are in life server virtual and you think you want to go to retreat, I would really encourage you to do, plus because I don't think we're gonna have a lot of space to add people.

770

02:07:01.320 --> 02:07:09.180

Stephanie Bogan: Plus, is essentially the program that you know now, including the retreats like it's not like we're not taking anything away.

771

02:07:09.690 --> 02:07:23.130

Stephanie Bogan: For the 12 The only difference is that masterminds are becoming optional So if you do lifestyle plus which is basically everything you're doing right now, plus new cool stuff and mastermind you're going to be, at the same exact spot.

772

02:07:24.240 --> 02:07:31.860

Stephanie Bogan: Option two is if you're not if you're not into masterminds or it's not your thing now with the boot camps which I don't have a big slide on.

773

02:07:32.640 --> 02:07:42.990

Stephanie Bogan: But for those of you that did the boot camp, they were the two boot camps, they were super awesome we're going to do more of them, so the idea will be if you want to do virtual and instead of going to retreat you want to go to one or two boot camps.

774

02:07:43.350 --> 02:07:48.000



Stephanie Bogan: you'll have that option and price wise right you'll be in a similar spot so it's really about.

775

02:07:48.510 --> 02:07:57.630

Stephanie Bogan: limitless virtual is the scale version right, we can have 1000 people in it retreats are, how many people, we can put in the facility together.

776

02:07:57.930 --> 02:08:05.400

Stephanie Bogan: And then masterminds we can expand and contract just depending on how many of you, there are so we did is we kept lifestyle as lifestyle, the core.

777

02:08:05.880 --> 02:08:12.060

Stephanie Bogan: And then basically anything that allows you personally a deeper level of engagement.

778

02:08:12.420 --> 02:08:22.950

Stephanie Bogan: Whether it's coming to a boot camp or taking a deeper course to go, maybe jennifer's like hey I really want to build out my specialized service model and that's what i'm going to focus my time and energy on.

779

02:08:23.760 --> 02:08:33.990

Stephanie Bogan: So you have options on how you want to engage for more clarity, accountability and implementation so that the program so that we can meet you where you are for those of.

780

02:08:34.560 --> 02:08:38.040

Stephanie Bogan: For those that are in launch right they'll have those lighter options for those of you.

781

02:08:38.370 --> 02:08:46.800

Stephanie Bogan: That are over a million you'll have the leaders options and for those of you that are in the middle you'll you'll have an option that you can tailor to fit where you are and how you want to engage going forward.

782

02:08:47.220 --> 02:08:59.010

Stephanie Bogan: So lifestyle is a core is not changing the price point is just coming down we're adding things into it more accountability more structure more resources, more partners.



783

02:08:59.370 --> 02:09:05.730

Stephanie Bogan: And a lot more tracks and co creation those things that we've been talking about, we will bring in the quarterly business reviews so.

784

02:09:05.970 --> 02:09:18.750

Stephanie Bogan: The things that we know in terms of support that we can embed we'll see those change next year, but lifestyle itself will stay, the core of masterminds will come off, as will the learning labs and you'll have the option of how you want to go deeper.

785

02:09:20.220 --> 02:09:32.550

Stephanie Bogan: Leaders as we've talked a little bit about so leaders will be all, so this is really cool, by the way, if you're interested in leaders so leaders will be obviously a higher price point but leaders is basically an overlay to lifestyle so.

786

02:09:32.850 --> 02:09:39.570

Stephanie Bogan: For firms that are in that 123 million dollar range where you're at the point where you are ready to scale.

787

02:09:39.900 --> 02:09:44.430

Stephanie Bogan: grow and you'd say my dog you'd still like to have a life like we don't want to give that up.

788

02:09:44.790 --> 02:09:51.600

Stephanie Bogan: that's what leaders is for it's right for that more and better that calls where we want to create sale, but we still want to maintain our significance.

789

02:09:52.020 --> 02:10:00.990

Stephanie Bogan: So, like here's the cool thing leaders will have access to all things lifestyle because you're in different points, as are the firm's that we're talking about outside of the Community.

790

02:10:01.380 --> 02:10:13.020

Stephanie Bogan: Some of you will have service models completely built out some of you want some of you will have branding done some movie you will need to work on it so leaders is really built on top of the core lifestyle platform, you can access all of it.



791

02:10:13.650 --> 02:10:20.220

Stephanie Bogan: There will be additional retreats for leaders so we'll have three retreats a year, two of them will be adjacent to lifestyle retreats.

792

02:10:21.000 --> 02:10:31.980

Stephanie Bogan: So we'll have days before if you want to attend or your team wants to attend lifestyle, they can that's just all included, but you also don't have to so it will depend on your personal agenda.

793

02:10:32.310 --> 02:10:35.220

Stephanie Bogan: And what you want to squeeze out of the Program.

794

02:10:35.610 --> 02:10:46.920

Stephanie Bogan: So the way that the agendas will work next year is we'll have retreat week we'll have leaders for a day and a half, on the front end we'll have our mastermind groups so masterminds will now have a meetup day i'm really excited about this.

795

02:10:47.340 --> 02:10:52.470

Stephanie Bogan: masterminds are you guys are crushing it in masterminds want to bring that personal connection in.

796

02:10:52.710 --> 02:11:03.600

Stephanie Bogan: So that Wednesday before where we did the meetups we're actually going to bring in more structure meet in the morning, give you activity choices for the areas that we're in so you can go off and do things as a group.

797

02:11:04.020 --> 02:11:13.500

Stephanie Bogan: And then, have you do your mastermind meeting with more structure so that that mastermind day and lifestyle will be Thursdays and Fridays, and then we'll do boot camps after that.

798

02:11:14.070 --> 02:11:22.410

Stephanie Bogan: So leaders will have to retreats adjacent to lifestyle and we will have one what I call radical retreat in between.

799



02:11:22.770 --> 02:11:31.680

Stephanie Bogan: Which is where it will be a leaders only event, and we will go off to Costa Rica, or will snake, you know we'll do the snake river with Carl and you know hang out at a campfire overnight like.

800

02:11:31.950 --> 02:11:38.700

Stephanie Bogan: These are going to be really epic experiences, some of them will be elite experiences, some of them will be camping on the snake river.

801

02:11:39.180 --> 02:11:50.520

Stephanie Bogan: But the idea is to have these really epic experiences that elevate us and to create it really get clear on the goals and objectives so leaders will be much more elite mastermind meets personal coaching.

802

02:11:51.090 --> 02:11:58.560

Stephanie Bogan: So i'll be doing quarterly calls with everyone and leaders will have our experts and we'll have you on a system you'll have a personal plan.

803

02:11:58.980 --> 02:12:08.190

Stephanie Bogan: That we're putting you through and then we'll have that individual retreat in the in the middle of the year, where we bring in outside experts, the Mark two virgins or.

804

02:12:08.550 --> 02:12:18.330

Stephanie Bogan: You know who's the awesome person out in digital marketing that's not necessarily financial services that we can bring in right like to really dive into those things and then all be working with leaders.

805

02:12:18.780 --> 02:12:29.820

Stephanie Bogan: To build the strategic plan for that growth and then we'll be coaching over the course of the year, to make sure that you've got time to design and strategize those solutions in ways that work for you so leaders is really a blend of.

806

02:12:30.300 --> 02:12:39.840

Stephanie Bogan: A really cool elite mastermind in terms of firms that are really taking it up a notch and the business coaching and the personal coaching so that's where leaders is going.

807



02:12:40.560 --> 02:12:46.230

Stephanie Bogan: So we're really excited about that so leaders will have the three meetings and the three masterminds.

808

02:12:46.680 --> 02:12:57.480

Stephanie Bogan: And really again leaders is all about taking it up a notch and then for our alumni and those of you who've been around for a while and who feel like maybe the the commitment and the cost level need to pull back a bit.

809

02:12:57.930 --> 02:13:06.930

Stephanie Bogan: Well we're going to create the legacy program so every year, we have alumni who say like what's the way to stay in the Community if we don't need the full coaching and we're finally able to give you guys that option.

810

02:13:07.260 --> 02:13:13.920

Stephanie Bogan: So legacy is really about how do I maintain my connection and engagement and collaboration with the tribe.

811

02:13:14.160 --> 02:13:20.940

Stephanie Bogan: so that I can continue to do the work that i've done and come to this community and get the coaching and the content and the collaboration that I need.

812

02:13:21.390 --> 02:13:27.900

Stephanie Bogan: So legacy will allow you to join live office hours that you'll have access to the full library.

813

02:13:28.260 --> 02:13:37.590

Stephanie Bogan: you'll have access to office hours right i'm just going to pick on Jennifer because she's sitting here so Jennifer joins legacy and she's working on something, and she has a question she can pop into office hours and ask it.

814

02:13:38.160 --> 02:13:49.380

Stephanie Bogan: you'll have access to the tribe so again, those same resources you'll still have access to the tribe talks so as we're doing those special she topics or Member driven topics and those are going to change constantly and be really relevant.



815

02:13:50.400 --> 02:14:00.060

Stephanie Bogan: And then legacy, because we we don't just want to say here's the library of content that is not a Community that's an engagement that's not going to elevate people, according to the data.

816

02:14:00.630 --> 02:14:08.460

Stephanie Bogan: So what we really want to do is make sure that legacy members have a way to stay engaged in the Community so we're just going to give you the option, you can choose a retreat.

817

02:14:08.850 --> 02:14:17.850

Stephanie Bogan: or a boot camp or course it's where do you want to create that engagement, so that not only do you have access to the resources and the coaching and the content.

818

02:14:18.150 --> 02:14:24.900

Stephanie Bogan: But you also have access to the Community and the collaboration that we think and the data says is really what drives change in progress.

819

02:14:25.950 --> 02:14:30.990

Stephanie Bogan: What you won't have in legacy is the current years coaching right So if you want to continue.

820

02:14:31.200 --> 02:14:42.270

Stephanie Bogan: The coaching program and the retreats and all of that, then legacy is probably not your best option, but if you're at a point where you're like hey I love the Community and I love what i'm getting and I still want access then legacy is a good option to consider.

821

02:14:43.800 --> 02:14:51.330

Stephanie Bogan: So those are the three core offerings masterminds we've talked about we're going to make some changes to masterminds next year one to be easier for you.

822

02:14:51.720 --> 02:14:55.950

Stephanie Bogan: And to to be more effective, for you, has been doing a lot of research around masterminds.

823



02:14:56.190 --> 02:15:06.240

Stephanie Bogan: So we're going to change the mastermind structure, a little bit so that we meet up once a month for a longer period of time, so that we can dig in more if you have groups that are meeting more often we're going to give you that structure.

824

02:15:06.600 --> 02:15:16.470

Stephanie Bogan: we're also going to bring strategy and structure to masterminds right we've been learning and we know that they work and creating structures around them i've spent a fair bit of time this year doing more research around them.

825

02:15:16.920 --> 02:15:27.270

Stephanie Bogan: So the idea is we're going to give you mastermind guides so as you're doing those calls each month or more regular depending on you as you're getting together those two or three times a year for the meetups.

826

02:15:27.570 --> 02:15:33.360

Stephanie Bogan: will have mastermind guys that will give you more guidance and direction like what questions should we be asking in general.

827

02:15:33.900 --> 02:15:43.020

Stephanie Bogan: will be doing a quarterly business review process that you should all be taking each other through so we can embed that actually came from the feedback from one of your mastermind check ins, you were like.

828

02:15:43.560 --> 02:15:48.780

Stephanie Bogan: We do this, why can't we all do it together has like brilliant idea we absolutely should so we'll be baking that in.

829

02:15:49.620 --> 02:15:57.390

Stephanie Bogan: And i'll be doing check ins will be doing check ins with your masterminds a little bit more personally and you'll have more access to us if you guys need a kick in the pants not that you don't now.

830

02:15:58.110 --> 02:16:10.380

Stephanie Bogan: But we'll be doing it on a much more structured basis, so the good news is is that if you do the program at plus and masterminds you're not spending a single dime more you're going to



get more in terms of what we're learning and baking into the Program.

831

02:16:11.610 --> 02:16:19.110

Stephanie Bogan: But we also want you to know that you have the option if if because what I want you to do if you're going to show up for a mastermind is show up for a mastermind It really is a commitment.

832

02:16:19.410 --> 02:16:34.920

Stephanie Bogan: To support your success and everyone else's and when people do that they're extraordinary and when they don't it's diluted, so you know my goal is not to just keep as much revenue my goal is to give you that choice, so that you can decide how you're going to best drive yourself to results.

833

02:16:36.090 --> 02:16:44.640

Stephanie Bogan: So masterminds we'll do that we'll have more accountability around those, but we are, if you, for whatever reason aren't going to do them we're going to bake more of that accountability into the Program.

834

02:16:45.450 --> 02:16:52.800

Stephanie Bogan: will pull back, and we have kind of an accountability system and check ins, that will be doing with all of you, so you can count on that as well.

835

02:16:53.580 --> 02:17:04.230

Stephanie Bogan: And then general information everybody always wants to know what it costs so here is the very fancy slide with all that information I lifestyle virtual is essentially going to be 7500.

836

02:17:04.890 --> 02:17:12.060

Stephanie Bogan: There is nothing, and I can say this with unequivocal confidence, there is nothing like lifestyle.

837

02:17:12.540 --> 02:17:20.010

Stephanie Bogan: Even without live retreats out there for 70 \$500 a year there's not there's just not I\* could charge 12 grand for it, we have.

838

02:17:20.460 --> 02:17:26.760

Stephanie Bogan: But the goal is to create scale and reach because that's how we're going to elevate



the profession, the work that you guys are doing is.

839

02:17:27.060 --> 02:17:30.270

Stephanie Bogan: amazing Michael lives at carla's that you're having an impact.

840

02:17:30.660 --> 02:17:39.210

Stephanie Bogan: And that's the effect that I want to help create so virtual is very scalable for us and we want to bring that price point down honestly as low as we possibly can, and that's where it is.

841

02:17:39.840 --> 02:17:47.610

Stephanie Bogan: Lifestyle plus will be 13 five minus your alumni code will bring it down to 12 so the goal, there is to keep it \$100,000 a month.

842

02:17:48.150 --> 02:17:59.820

Stephanie Bogan: Leaders is a very different proposition it's \$36,000 a year i'll be 33,000 for everyone else for you guys it'll be 30 it'll be 30 it shouldn't say 2736 minus six is 30.

843

02:18:00.960 --> 02:18:13.530

Stephanie Bogan: But the idea, there is this is very much a next level experience right we're going to be getting together i'm going to be personally like kicking you in the heinie in a very positive way, all the way through and we're going to have just a very different level.

844

02:18:13.950 --> 02:18:16.890

Stephanie Bogan: of engagement and experiences so i'm very excited about that.

845

02:18:17.310 --> 02:18:23.880

Stephanie Bogan: masterminds are just going to be a flat \$3,000 we don't need a deposit from you guys like we it's already it's only going to be for legacy.

846

02:18:24.210 --> 02:18:31.170

Stephanie Bogan: and lifestyle members and for some alumni that we know really never wanted to leave, they just literally keep their masterminds going.

847

02:18:31.620 --> 02:18:37.320



Stephanie Bogan: So we've made masterminds is affordable, as we can, as well, and then legacy will be 6000 a year.

848

02:18:37.860 --> 02:18:47.730

Stephanie Bogan: For \$500 a month, which again will include the library access to live coaching and calls and to one of the events, whether it's a retreat or a boot camp, or whatever you want to choose.

849

02:18:48.150 --> 02:18:58.620

Stephanie Bogan: So we're going to send you an email, with all of that information, but I just wanted to give you the rundown lifestyle legacy labs masterminds are still all about.

850

02:18:59.280 --> 02:19:07.560

Stephanie Bogan: Helping you build a wildly successful business and life that you're live we've baked in everything that we could to keep it simple on the lower price point.

851

02:19:07.860 --> 02:19:15.540

Stephanie Bogan: And all of the awesome experience epic next level stuff on those higher price point offerings so that no matter where you are next year.

852

02:19:15.870 --> 02:19:22.440

Stephanie Bogan: We have a way to meet you where you are so that's the overview, I will pause there if you guys have questions, I am happy to answer them.

853

02:19:23.430 --> 02:19:29.580

Stephanie Bogan: But I think we wanted to make sure that you guys got that information and your promo code, if you as your re-enrolling is la.

854

02:19:30.390 --> 02:19:41.490

Stephanie Bogan: By the way, i'm supposed to let you know that and then Lisa asked me to let you guys know we will have you guys, of course, are always welcome but we're trying to really get a sense by November 5 we're booking our final hotel.

855

02:19:42.060 --> 02:19:49.530

Stephanie Bogan: We have the hotel the two hotels that we're choosing from the dates, I believe, or the week of March 7 through the 10th if anyone wants to the early bird preview.



856

02:19:50.130 --> 02:19:54.090

Stephanie Bogan: And we're choosing from a couple of hotels, based on capacity.

857

02:19:54.570 --> 02:20:04.410

Stephanie Bogan: So if we have more Members, we obviously don't want to turn anyone away because they want to come to retreat, so we just want to make sure that you guys get the option of getting in there before everybody else does.

858

02:20:05.160 --> 02:20:10.770

Stephanie Bogan: But of course there will always be room in the virtual program so that is the overview of limitless.

859

02:20:11.730 --> 02:20:18.960

Stephanie Bogan: And with that one i'm just I think the team and I continued to be honored and privileged that you trust us that you have the trust and confidence.

860

02:20:19.320 --> 02:20:28.410

Stephanie Bogan: In us that you do, and I hope the results that you've gotten in this year has been more than worth every single penny that you've invested because that's my goal every single day.

861

02:20:29.520 --> 02:20:43.710

Stephanie Bogan: All right, where are we on time in my own time, like i'm over okay i'm two minutes over all right got a lot to do today all right, do we have any questions that I need to answer do you guys just want to get the email, and let me know they cover everything.

862

02:20:45.960 --> 02:20:53.430

Stephanie Bogan: Yes, we are working on the price for boot camps will be 3000 so it'll be the same there'll be a process, there will be a before.

863

02:20:53.760 --> 02:20:59.190

Stephanie Bogan: The boot camp and then a process after and then we will have a discount for Members and alumni.

864



02:20:59.640 --> 02:21:04.050

Stephanie Bogan: So it'll be less for you all, if you're enrolled in one of the programs because again.

865

02:21:04.380 --> 02:21:11.580

Stephanie Bogan: My goal is, ultimately, if you do virtual and to boot camps, you should be at the same price essentially as as lifestyle this year so.

866

02:21:11.820 --> 02:21:20.190

Stephanie Bogan: If you add that up we're actually for the same money next year we're adding in deeper personal experiences we're just giving you choices about how you choose them.

867

02:21:20.700 --> 02:21:27.120

Stephanie Bogan: And that's that's our example of when we talk about specialized services that's the way that we're implementing it so i'm pretty excited about it.

868

02:21:28.050 --> 02:21:37.380

Stephanie Bogan: Liz great question the team Member add on costs will remain 3000 a year that will include them in the retreats which is really very retreats cost us, but again.

869

02:21:37.800 --> 02:21:48.240

Stephanie Bogan: We don't want your code Members, you know not to join, because when when you get the team or the members on board you're not translating right then you're all in this together so we'll make sure all those details are in there for you.

870

02:21:49.740 --> 02:21:57.120

Stephanie Bogan: Hopefully, what you took away from this is that limitless continues to be really effective at what it does and we're continuously working on a way.

871

02:21:57.420 --> 02:22:05.580

Stephanie Bogan: To make that experience better for you, both in terms of a price point and creating options for people and in terms of the efficacy and the experience.

872

02:22:06.270 --> 02:22:12.990

Stephanie Bogan: So that we can meet you wherever you are whether you're really an emerging or whether you're a much more mature from this taking it to the next level so.



873

02:22:13.260 --> 02:22:22.110

Stephanie Bogan: i'm really excited about being able to expand the offerings to meet you where you are next year because we've been waiting a couple years with coven to do that and we're finally at a place where we can do it.

874

02:22:25.230 --> 02:22:29.100

Stephanie Bogan: All right, any other questions allison that I need to get to anything i'm missing.

875

02:22:29.520 --> 02:22:29.820

Limitless Adviser: Not.

876

02:22:29.850 --> 02:22:35.040

Stephanie Bogan: I think we're doing now Mike had a question, we will be generally, we will be in park city.

877

02:22:35.340 --> 02:22:44.880

Stephanie Bogan: Next year for the two lifestyle retreats leaders will decide whether we want to do that there's the snake river in like there's some cool stuff that we can do here, I also would very much.

878

02:22:45.210 --> 02:22:49.140

Stephanie Bogan: tentatively I have leaders planned for a Costa Rica retreat next summer.

879

02:22:49.860 --> 02:22:57.480

Stephanie Bogan: And an alumni i'm going to call it a strategic planning visioning retreat for our alumni and anyone that wants to do strategic planning goal setting.

880

02:22:58.080 --> 02:23:08.730

Stephanie Bogan: Probably November, December of each year in Costa Rica we've done that, historically before cove it and it's I can't eat like it's there the most incredible experiences if you've if you've been to one in your alumni than you know.

881

02:23:09.780 --> 02:23:18.510

Stephanie Bogan: So we'll give you all the information and the details on that if you have any questions,



for me, or you want to connect we've got our office hours coming up where you can reach out and we will make sure to get you answers to your questions.

882

02:23:20.430 --> 02:23:27.090

Stephanie Bogan: All right, thank you guys have a wonderful week as you leave this call your intention, your question is.

883

02:23:27.810 --> 02:23:41.010

Stephanie Bogan: How am I going to use what I learned about creating a platform for my digital marketing right wherever that spectrum, from do it myself to delegate it to an agency or in between is as you're thinking about growth next year.

884

02:23:41.370 --> 02:23:52.380

Stephanie Bogan: Please don't just be thinking about digital marketing as a lead gen strategy, it clearly is but it's also a prospecting strategy and nurturing strategy a servicing strategy, and I want us.

885

02:23:52.710 --> 02:24:00.420

Stephanie Bogan: And we will help you, but the goal is to get you to think more about how you build that bionic business we're tech is the platform for everything that you do.

886

02:24:00.600 --> 02:24:09.120

Stephanie Bogan: so that you can elevate the value that you deliver, so I hope that the time we spent together today helps you to do that and I will see you all, I think, next week or the week after allison.

