

Meeting summary for SSBC Fall Call #5 (12/09/2024)

Quick recap

The meeting focused on improving marketing strategies, business systems, and website design to enhance efficiency and attract more clients. Discussions covered the importance of understanding target audiences, creating clear messaging, and leveraging local partnerships, as well as optimizing website content and layout to better engage potential customers. The group also explored ways to automate and delegate tasks, emphasizing the need for effective communication and task management to streamline business operations.

Next steps

- Tammy to update website content to be more focused on potential clients rather than herself
- Tammy to add opt-in forms to capture email addresses for free content offerings
- Tammy to create an FAQ page about body code, emotion code, and belief code
- Trish to update website navigation to include "In-Person Organizing" and "Tiny House" options
- Trish to add a video to her homepage
- Trish to create separate call-to-action buttons for services, speaking, and about page
- Suzanne to reorganize Fairy Ball website content, combining experience and ticket sales pages
- Suzanne to create a video montage of event highlights for the Fairy Ball page
- Suzanne to design a new postcard with less text and a call-to-action directing to a specific webpage
- Suzanne to create a hidden webpage for postcard recipients with additional event information
- All attendees to review their websites and make necessary updates based on Katrina's feedback
- All attendees to consider delegating tasks such as follow-up, bookkeeping, and social media management

Summary

Marketing Strategies and Local Partnerships

Katrina led a discussion on marketing strategies, focusing on the importance of understanding one's target audience, the need for clear messaging, and the effectiveness of local marketing. She emphasized the importance of nurturing local groups and partnerships with local businesses for visibility. Trish, a professional organizer, shared her struggles with social media marketing and Katrina suggested focusing on local events and partnerships. Katrina also encouraged the group to review their websites and social media presence. The group agreed to continue discussing these topics in future meetings.

Improving Business Systems and Strategies

Katrina led a discussion on improving business systems and strategies for increased efficiency and profitability. She emphasized the importance of regular website and technology checks, delegating tasks, doubling marketing efforts, and focusing on self-care and mindset shifts. Katrina also discussed the importance of setting up systems for efficient

business operations and the need for continuous marketing efforts. She encouraged the team to consider their business models and pricing, and to simplify and systematize their operations. Katrina also highlighted the importance of positioning oneself as an expert and the potential benefits of speaking engagements and running events. She concluded by discussing the importance of setting clear boundaries and scheduling dedicated work time. The team was encouraged to review their current systems and strategies and make necessary improvements.

Website Design and Content Strategy

Katrina discussed the importance of website design and content for attracting and engaging potential clients. She emphasized the need for clear and descriptive wording, visuals, and a variety of free resources to encourage sign-ups. Katrina also stressed the importance of good design, including color schemes and layout, and the use of testimonials. She advised against scrolling testimonials and recommended having multiple free resources on the homepage. Katrina also highlighted the importance of having full contact information, including a mailing address, on the website. She concluded by suggesting the inclusion of a speaker page and good grammar and spelling. The conversation ended with Katrina suggesting to review some websites for further discussion.

Improving Tammy's Website Layout and Content

Katrina and Tammy discussed improving Tammy's website, thehealingorchard.com. Katrina suggested changes to the website's layout, font, and content to make it more user-friendly and engaging. She recommended using a video to showcase Tammy's services and suggested reframing the website's content to focus more on Tammy's services and less on the modalities she uses. Katrina also suggested adding an FAQ section about the Body Code and Emotion Code. The conversation ended with Katrina providing guidance on how to restructure the website's content to better capture the attention of potential clients.

Improving Website Homepage Strategies

Katrina provides feedback to Tammy on improving her website's homepage to better capture leads and guide visitors through a journey. Key suggestions include adding an opt-in form to build an email list, reframing free content as a guided experience with an introduction and call-to-action, and shifting the focus from talking about herself to addressing the visitor's needs. For Trish's website, Katrina recommends prominently showcasing her tiny house expertise on the homepage through visuals and navigation, as well as clarifying her service areas for in-person organizing. She also advises adding buttons for Trish's main service offerings like move management and tiny house organizing.

Website Design Improvements Discussed

Trish and Katrina discussed website design improvements. They agreed on the need for a video on the homepage, and suggested adding three buttons for 'Learn More About Me', 'Book Me to Speak', and 'Check Out Our Services'. Katrina recommended placing a video and a free download between sections, and suggested using a divider line or different background colors for better visibility. They also discussed the placement of testimonials, with Katrina suggesting a dedicated page or featuring them in a purple box. Katrina emphasized the importance of opening links in new windows to maintain user engagement. Trish agreed to implement these changes.

Enhancing Website Content for Clients

Katrina and Trish discussed the need for more detailed information on their website to convince potential clients to hire their services. Katrina suggested adding more examples and before-and-after pictures to their website, particularly on the move management page. She also emphasized the importance of copywriting and suggested adding videos to every page except the speaker and contact pages. Katrina also advised Trish to include more instances where their services could be beneficial, such as moving into a new house or needing help with decluttering. Trish agreed to consider these suggestions and to add more details about the process. They also discussed the importance of having a pop-up on their website, but Katrina noted that it might not be as effective due to people using ad blockers.

Fairy Ball Website and Video Plans

Suzanne and Katrina discussed reworking the website for the Fairy Ball event. They decided to combine all domains into one and focus on the main page as the sales page for buying tickets. They also discussed the need for a video showcasing the event and the importance of having a contact page. Katrina suggested that the experience page should be dedicated to vendors and sponsors, with all event information on the sales page. They also discussed the need for a B roll and a video for the event. Lastly, they agreed to share their social media links in the Facebook group for feedback on their profiles and pages.

Automating Tasks for Business Efficiency

Katrina discussed the importance of automating and delegating tasks to improve business efficiency. She emphasized the need for a system to manage leads, particularly from social media and email clients. Katrina also highlighted the importance of pre-writing emails and creating a series of automated messages for new clients. She suggested using a text message service, but advised against it unless a comprehensive marketing strategy is in place. Katrina stressed the need for pre-work before investing in a platform, and encouraged the team to think about other systems that could enhance their business operations.

Delegating Tasks to Virtual Assistants

Katrina emphasized the importance of delegating tasks to virtual assistants (VAs) to save time and increase efficiency. She suggested that tasks such as follow-up emails, social media management, and graphic design could be delegated. Katrina also stressed the need for regular team calls to maintain communication and ensure tasks are being completed. She encouraged the team to think about their tasks and delegate accordingly, considering the skills and availability of their VAs. Katrina also discussed the importance of tracking tasks and setting clear expectations for VAs. She ended the conversation by encouraging the team to continue working on their tasks and to reach out if they needed further assistance.

AI-generated content may be inaccurate or misleading. Always check for accuracy.