

Takeaways from Quiet Power Strategy Summit

Day 1

Intro: Tara Gentile

<http://taragentile.com/>

- Events can change your life if you let them. We're going to talk about techniques, tactics and fire.
- Each speaker is going to address a specific problem attendees have.
- Expect:
 - To be challenged
 - To push limits
 - To hear things we've never heard before
 - To get a new perspective
- Spirit of Quiet Power:
 - Keep your strengths in mind
 - Keep your goals in mind
- As solutions present themselves, remember your ethos to see if those solutions apply to you.

Keynote: Charlie Gilkey, Productive Flourishing

<http://www.productiveflourishing.com/>

- You don't have to yell louder to be more successful
- "Go big or go home" isn't necessary. You can go deep instead.

Build a small fire, and sit close to it.

- When your fire is small, a little wood goes a long way
- Think about the impulse we have in business to get **MORE** — the "more" we get is usually more pressure, not more good
- We can have 150 meaningful relationships in our lives at any given time — that's it

What's your medicine?

- Your expertise, experience. What do you *have* that other people can take?

We're in an experience economy.

- Think Disney.
- The better the experience, the more likely people are to come back.
- Your medicine is an experience only **you** can deliver.
- We can't compete with wikipedia on content. If we try, we lose.

Breakdown of your followers:

- 90% are lurkers who will never say anything
- 9% are interactors
- 1% are your true fans
- You don't need more than 1000 true fans to make a sustainable (aka wealthy) living

Why true fans?

- They buy more from you
- They buy directly from you
- They tell their circles to buy from you

Cultivate true fans by delivering *deep* experiences.

- Content
- Relationships
- Contributions

It takes **a lot of work** to deliver deep experiences.

- Deep content —> great work
- Deep relationships —> more impact
- Deep contribution —> more profit

Your fans become your evangelists.

If you're a deep contributor to even *some* of your 150 relationships, they become leaders *because of your impact*.

You can't **control** your extended network, but they will advocate for you, through their own ideas.

Great leaders are results driven, humble, and contribution focused.

In essence, they're deep experience providers.

Examples:

- Susan Piver, <http://susanpiver.com/>
- Josh Kaufman, *Personal MBA* and *The First 20 Hours*
- Tara Gentile, *Quiet Power Strategy*, *The Art of Earning*, Kickstart Labs

Write a book.

That's the way to create deep experiences for *many* people. Go deep, focus on quality, and don't worry about quantity.

Coal is plentiful, diamonds are not. Diamonds are coal + heat + pressure + time.

Questions to Consider:

- What's your medicine?
- Who are the people who can most use it?
- How will you deliver deep experiences and lead your leaders?
- When is your fire big enough? **People don't ask this question enough.**

Go deep —> big will happen as a byproduct.

How to get 1000 fans?

- Empower your leaders
- Put together resources for your 1% fans so they can share the word about you.
- Ask people to help "spread the word" — don't treat this as an opportunity to get testimonials, those are for your sales page.
- Create images, prompts, hashtags — ask them to tag you in Instagram.
- Think like a company that has an affiliate program, and handle the creative, the sample text, everything

Breanne Dyck

<http://mnib.ca/qpssummit>

3 Strategies for Scaling Your Business

Spreadsheet grid:

<https://docs.google.com/spreadsheets/d/1QReObklqKo1KV-cCsm31N8qtomadUIwOJj4HB8uz0Mc/edit#gid=0>

1. Product Strategy

- **Profit center:** what do people want?
 - What do people want that i'm not providing yet?
 - Where is the gap?
- **Promo channel:** how do I get (more) people to buy it?
 - Can i make better use of my promotion channels?

2. Business Strategy

- **Plans:** what will my business accomplish?
- **Projections:** where and when will I make money?

Run these numbers quarterly.

3. Operations Strategy

- **Projects/Processes:** what needs to change?
- **People:** who is going to make those changes?

Product: what

Business: why

Operations: how

Coaching = teaching

Dr. Michelle Mazur

drmichellemazur.com/challenge

How to Create Speeches that Get You Gigs

Begin with the end in mind.

Visualization: When you close your eyes, imagine the stage you're standing on, right before you give your signature speech. What does it look like? What kind of room are you in? Are you at a conference? A TED talk? A college classroom?

Give a speech, get the gig.

Don't think about your speech as "just a speech"

And don't tell your story unless it applies to your audience. Nobody cares about your story unless it relates to them.

Your speech is your next best-selling product.

Action: Commit to building your speech like a product.

Result: your speech becomes a profit center.

Make a mindset shift from "I want to make a difference" to "It's *essential* for me to make money from my speaking"

Align your speech to a path to revenue. How?

1. Paid speaking gigs (the gold standard)

Goal: referral/testimonial, using the speech as a marketing tool.

These are great, but they're harder to get and may not end up making you as much money as the second category.

2. Client-attracting speeches (not to be confused with "selling from the stage")

Speech tied to a product/service —> sell speech (or give it away) —> give speech —> link to a landing page/content upgrade —> connect that to a lead-nurturing campaign —> sign up a new client (could be that day, could be two years down the road)

These can often lead to paid speaking gigs as well.

Action: create a path to revenue

What's your "big idea" — what do you want to be known for?

One sentence creates a huge transformation.

Big idea:

- Helps your audience remember what you're talking about

- Helps you gain momentum
- **Importantly:** serves as a lighthouse in the storm of ideas in your own brain

Struggling to find your big idea?

- What's your rant?
- What's your rave?

Action: answer the questions above. Find your rant. Find your rave. Bridge the gap between now and your end goal.

Stacey Howe-Lott

<http://teachaction.com/qps>

Keys to Compelling Courses

Kathleen's notes: this was the biggest game changer speech of the weekend for me, probably because I'm in the middle of course-land.

Start Small

People get overwhelmed really easily, and we, as experts, like to provide more and more and more.

New-to-me word: infobesity

Avoid that.

Instead, offer the "perfect bite of learning"

Start way smaller than you think.

Action: take out a piece of paper (she provided index cards). Think of one teeny tiny microscopic piece of training your audience will love.

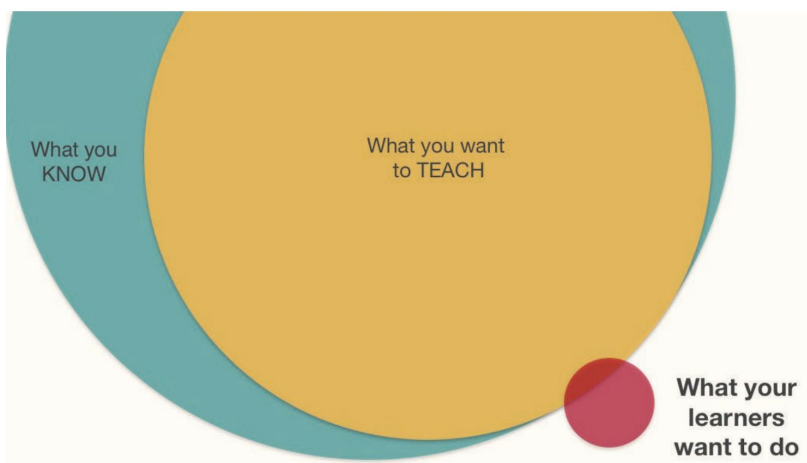
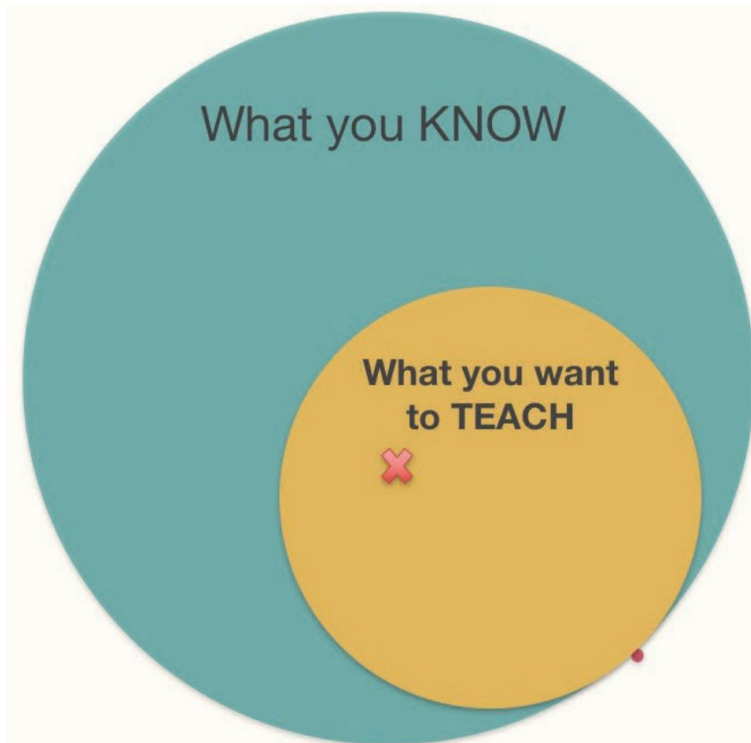
Think Action

Do NOT info dump. Turn off the fire hose.

Action: on the same piece of paper, write 1-3 action steps for your learners in this training.

Where do you start?

Seems like a trick question, and it is — do not start at the start.



Action: focus on the results your learner wants. write on your index card, “At the end of this training, my students will be able to _____” and fill in the blank.

Stacey’s challenge: take the brainstorming you just did on your index card, turn it into a PDF/email course/whatever, and ship it by next Friday.

Remember, people pay for results.

Your course should be 80/20 action/content.

That flips the equation on its head — make sure for every one thing you tell them, there are four things for them to do.

Question: “Can a training have *too little* information?”

Answer: “Yes, in theory, but nobody in here, and no course I’ve ever seen, has been guilty of that particular problem.”

Don’t be afraid of the basics.

Launch your course in three places:

- **Pilot:** test your curriculum with a very small number of people
- **Private:** test your marketing (run the pilot 2-3 times and don’t advertise it outside your list)
- **Public:** this is where you go big. Use facebook ads, attract affiliates, gain momentum.

Kathy Bourque

<http://www.kathybourque.com/#!qps/kotqk>

What’s your story?

“I am” are the two most powerful words in the English language because the words that come after them tell people what you can and can’t do.

Mentions this TED talk:

https://www.ted.com/talks/drew_dudley_everyday_leadership?language=en

- Leadership happens in moments.
- Busy-ness is an epidemic, effectiveness is the cure.

How do you want to show up? How intentional are you?

Authenticity is magnetic. What’s your story? What are the words and phrases that are holding you back?

- Not ready yet
- “What will people think?”
- shrink/shy away from expressing your opinions

Here’s what you can do:

- Become aware of your limitations. Explore labels.
- Use “I am” vs. “I am not”
- Reset your intention. Lead authentically.
- You have presence
- You have influence

- You are a leader

Question from the audience: how do you scale a service? The answer isn't necessarily to turn your service into a product. Not all services can be product-ized.

Remember, people don't pay for prevention. They pay for products that help them make more money.

Where do you want to be five years from now?

Discussion points for your business. Where do you want to be:

- One year from now
- Three years from now
- Five years from now

Remember, you can't know the answers to everything, but you *can* know some of the answers. How much money do you want to be making? How much time do you want to spend on your business?

Answer these questions ASAP — they'll lead you to knowing how to steer your ship in the weeks and months and years to come.

Day 2

Brigitte Lyons

<http://bthinkforward.com>

Creating Momentum for Your Great Work

What are the preconceptions your audience brings to you?

Snowball effect: what momentum feels like

Start with your snowflake — the tiny kernel of truth that will spin into a larger and larger snowball as it gains momentum

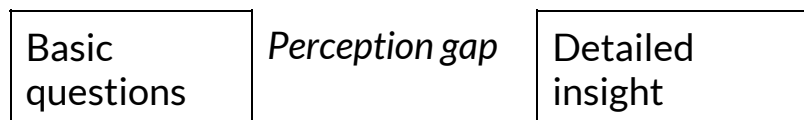
What do you want to be known for?

- Why would someone recommend you to their friends? "I just worked with so-and-so, and I told them..."

Your audience:

- Is desperately seeking relief
- Is overwhelmed with information (there are too many “you shoulds” out there)
- Is unsure of where to start

“If you say three things, you don’t say anything.” James Carville, 1992



You have graduate-level information about your topic, but your audience has 101-level questions.

Start by answering the questions everyone has.

- Don’t fuss about whether you’re saying the same things everyone else is saying
- Your job is to *help your audience* — lend them a helping hand

Example: Brene Brown’s rigorous commitment to her message *and* her audience (she frames her message around the question, “what do people think of me?”)

Ground *your message* in the things your audience cares/worries about.

Question 1: how does your customer frame the problem?

- Answer in words your customer uses
- How? Google’s auto-fill and suggested search terms.
- Don’t get clever here — your “special sauce” isn’t in the question, it’s in your answer

Question 2: where does your customer look for resources?

- First page of google search results
- Amazon book reviews on your audience’s topic
- Don’t survey your audience — instead, mirror them, get inside their head

Question 3: what do you *most* want your audience to know?

- What’s the conventional wisdom leading them astray?

Once you answer these three questions, you're able to bridge the 101 → grad school gap

One message. Endless variety.

- Build your marketing plan around this
- Remember, it only *feels* repetitive to you — everyone else needs to hear your message multiple times before it kicks in.

Know what you want to be known for, marry that with your audience's language, then keep repeating that over and over again.

- You don't have to plan on being "picked from obscurity" — you can choose yourself and your ideas.
- When shiny objects present themselves (and they will!), ask yourself "Is this new thing what I want to be known for?"
 - If it is, then you've found your next tiny snowball
 - If it isn't, then leave it and focus on your current snowball
- Because, remember, only one snowball can gain momentum at a time.

Consistent trumps unique.

Alex Broderick-Foster

<http://earnenough.com/qps>

Make More Money From Your Facebook Ads

- Don't boost posts. They're a waste of money.
- Use Facebook Power Editor
- You can outsource the technical side of Facebook ads, but **don't** outsource the creative side.

Ads are mini landing pages

- make sure when someone clicks from your Facebook ad to your landing page, they have a consistent design experience.
- Make your ad look like your landing page — images, copy style, fonts, etc

Goal: List Building

- Link to a content upgrade or a blog post, not a sales page

- Use the retargeting pixel to lead people to a blog post first, then target them specifically and lead them to a content upgrade on their second visit

Design: Create Your Headline First

- “Don’t even spend \$1 on Facebook ads until you do these three things

More Resources

- [Please Stop Sucking at Facebook Ads](#)
- [Conversion Tracking Guide](#)
- [How to Filter Through Crazy Big Audiences with Facebook Ads](#)
- [Power Editor Tutorial](#)

Mindy Crary

<http://mindycrary.com/sales>

Is Your Sales System Broken?

- You don’t have to be *Glengarry Glen Ross* — you can still be yourself and make money
- All you need is a sales process and a shift in mindset

How to get more sales

1. Keep it simple

- Narrow your focus
- What would you sell if you could only sell one thing for the next 90 days?
- The confused mind doesn’t buy

2. Make space for the result you want

- What happens before you get the client?
- Do your research
- Instead of focusing on the number of new clients you want, focus on the quantity of presale activity that will get you there and you’ll stay motivated

3. Detach yourself from the outcome

- Stay close to your boundaries
- Don’t get attached to your prospect — they haven’t paid you yet!
- Attach yourself to your medicine, your process, your values

We get the clients we deserve — so if you make all kinds of concessions during the sales process, and you get the client, your troubles have only just begun.

Your business is this fun, awesome party, and you get to decide *everything* about it.

- The music
- The theme
- The food
- The invite list

When you think of your business as a party, you have more fun.

Make sure you're:

- Transparent
- Authentic
- open

Takeaways:

- Make the path to purchase more clear
- Book calls in terms of research — more low pressure that way

Follow up 3X:

- Do you have any questions?
- Timeline — I'm planning my schedule for the next 90 days, you want in?
- I don't want to be a stalker, but I haven't heard from you

Jacquette Timmons

<http://jacquettetimmons.com/ceo-quiz/>

Level Up Your Life

- Every business decision you make is a financial decision
- What are you doing to ensure your business's success positively impacts your personal wealth?
- If you don't save money, you end up giving everything to your business... including your future.

Financial Wheel

Save

- How much do you want to save
 - In the next 30 days?

- By the end of this year?
- By the time you're as old as your oldest living relative?
- It's okay to guess — it might seem like you plucked things right out of the air, but there's more to it than that.

Invest

- How much do you want to invest
 - In your business
 - In people
 - In charities

Spend

- Where do you want to go?
- What do you want to do?
- If you had all the money in the world, how would your life be different?

Earn

- How much do you need to earn in order to afford everything else you just listed?
 - In the next 30 days?
 - By the end of this year?
 - By the time you're as old as your oldest living relative?

Asking the “earn” question last flips the whole conversation.

“Is my business supporting my personal life?”

You don't manage money, you manage choices.

Are you creating a job, or are you creating a business?

If you are creating a job, what are the steps you're taking to turn that job into a business?

Tara Gentile, Lead Yourself Backwards

- Goal: connect vision to hustle
- Vision only gets you in the door

Self-Leadership

- The set of choices you make
- What you pay attention to
- The process to get you there

We focus on execution too soon, before we finish up on strategy because it's easier to mark things off a checklist than it is to answer hard questions.

Make **bold** choices

- Of all the things you can choose to go with after this weekend, select the bold choice.
- Ask yourself where you have divided your attention and energy and see if you can remove yourself from the choices that are not helping you with your bold direction.

Work **backwards**

- B→A is easier because you can ask yourself what kind of person you'll be, what kind of life you'll live, once you've reached point B.
- What is point B?
- I want _____, how do i get there?

Pay **attention**

- Pay attention to a lot of things, not just the things that interest you.
- Example: <https://suebzimmerman.com/> — used to own a boutique, figured out Instagram, sold the boutique, makes all her money on Instagram

Create a Chief Initiative Plan

- What is one thing you want to accomplish in the next 3/6/12 months? If your business is new, start with three. If your business is more established, pick a timeframe and a goal that is bigger.
- How will you know when you've accomplished that goal? What does it mean to have it checked off your list?
 - No open-ended goals here

Name 3 projects you need to complete to make your chief initiative a reality

- **Key:** make the chief initiative so compelling and motivating that it helps you get through the sticky bits and the parts you hate
- Outline action steps and standards in chronological order — do this *right away*

Chief Initiative

- Project 1
 - Action steps
 - Standards

- Project 2
 - Action steps
 - Standards
- Project 3
 - Action steps
 - Standards

Be the leader your business deserves.