

## JFDI with Bon Mastermind Live Zoom Chat 17 May 2022

11:34:20 from Stephanie Bergeron: My tower is ancient, too. Lol.  
11:34:49 from Stephanie Bergeron: SUCH a Mercury retrograde activity  
11:34:57 from Sarah McLean: Technology!  
11:35:43 from Stephanie Bergeron: My printer just died...  
11:36:42 from Kristen Girard: Figuring on using the unexpected part of Mercury Rx to get things moving in my life.  
11:36:53 from constance Z. (she.her): I cannot WAIT to throw money at the problem!!  
11:37:23 from Kathi Carey: Me, too Connie!  
11:41:50 from David Manship: Great advise, pay your business first so it can grow before you pay yourself  
11:43:52 from David Manship: It is a great temptation to give stuff for free just to get audience  
11:44:58 from Stephanie Bergeron: Do you use tags to keep track of what they come off of within your mailing list thing (Ontraport?), or is that a separate database you write? Might be a tangential question, lol.  
11:47:31 from David Manship: Peer Group  
11:48:49 from David Manship: But .... Machinima?  
11:50:29 from David Manship: Love the idea of ORIGIN STORY. Especially if you have a unique approach.  
11:51:17 from Stephanie Bergeron: THAT'S power. Fucking caring less and that damn high enoughness.  
11:52:35 from Dana Middleton: I was interviewed on Insta live and will be again on thursday. Is there a way to download that for YouTube, website, etc.  
11:52:55 from Stephanie Bergeron: Screen-record it, Dana?  
11:53:38 from Stephanie Bergeron: I believe your iPhone has a built in screen-recorder. I have one on my Android. Otherwise, you can do it on a laptop as well. I can write out some instructions for you. :)  
11:53:47 from constance Z. (she.her): i'm trying to think, Dana. I know I've seen IG live recordings posted  
11:53:50 from David Manship: Hiit me up everyone.  
11:54:05 from Dana Middleton: ok, thanks Dave!  
11:54:22 from Stephanie Bergeron: I did an Instagram Live show early on in the pandemic, and that's what I did to save it on the DIY level.  
11:54:34 from Sarah McLean: Dana - whoever hosted might have recorded it.  
11:54:43 from Dana Middleton: Don't know how to do that Stephanie  
11:55:00 from Dana Middleton: I think it's just on Insta, Sarah

11:56:27 from Stephanie Bergeron: Carlease: Lenka has some resources specifically for repurposing content! I'll find the thing, or else, just message her directly!

11:56:55 from constance Z. (she.her): i wanna circle back to "origin story" at some point in this call...

11:57:00 from David Manship: Bonnie, Perfect t solution.

11:57:46 from Stephanie Bergeron: When I did my IG performance, we had multiple phones screenrecording as backups. We got a little intense. But we got that show!

12:01:34 from David Manship: Dana we would do this but are traveling

12:01:36 from Stephanie Bergeron: I'll double-check, but if I have the time, I am willing.

12:01:49 from Kristen Girard: Dana I can probably do it.

12:01:51 from constance Z. (she.her): dana, if i can & i make sure i know how to screen record, i will!

12:02:26 from Dana Middleton: Thanks, Dave. Thanks, Stephanie. Thanks, Kristen.

Thanks, Constance. xoxoxo

12:03:10 from Dana Middleton: It will be this Thursday at noon PT. I'll be interviewed at @ajaraecoleman on Insta

12:03:13 from constance Z. (she.her): dana, screen record is in control center under settings

12:03:23 from constance Z. (she.her): you have to click it to put it in that pull down space

12:04:08 from Stephanie Bergeron: Windows has a screen recorder built in, too... I think Macs do, too?

12:04:13 from Dana Middleton: Done!!!

12:04:18 from Stephanie Bergeron: Quote cards!

12:04:25 from Kristen Girard: Dana where do you want us to tune in on Thursday?

12:05:28 from Stephanie Bergeron: It's more expensive for the renewal in Canada, too.

12:05:45 from Stephanie Bergeron: But ours is every 10 years.

12:05:48 from Sarah McLean: to prevent people squatting trademark's probably.

12:06:31 from constance Z. (she.her): how does she have the money??

12:07:24 from constance Z. (she.her): excoet he doesn't have the money--insanity!!

12:07:25 from Stephanie Bergeron: Yeah, okay. So "friend" person was quoted \$1700 to do his trademarking in Canada and Mexico. That ain't 10 grand, though.

12:07:40 from Kristen Girard: Same with real estate. Oh my goddess.

12:09:45 from Stephanie Bergeron: Probably the only time you'll hear "yay" and "IRS" that close together.

12:10:50 from Sarah McLean: if we've learned anything from Brett Kavanaugh congressional hearing, save those calendars!

12:11:09 from Kristen Girard: I could use some help coming up with a freebie offer.

12:11:14 from Jaki S (she/her): ive got updates but no needs at this time besides encouragement/mindset

12:15:29 from constance Z. (she.her): & i wanna piggy back, too. big news!

12:15:50 from Bonnie Gillespie (she|her): Okay, so Stephanie, Jaki, Kristen, Connie. 😊

12:15:56 from constance Z. (she.her): Canadian "out!"

12:18:40 from Kristen Girard: Ouch. I had something like happen to a solo art show opening a couple years ago.

12:19:09 from Bonnie Gillespie (she|her): Yay! But Glue!

12:19:12 from Bonnie Gillespie (she|her): BUTT Glue

12:19:28 from constance Z. (she.her): I've never needed butt glue...

12:19:30 from Dana Middleton: Welcome to book signings!

12:20:06 from constance Z. (she.her): don't step in to help with the point shoe fitting...

12:20:09 from Kristen Girard: Oh, my.

12:20:10 from Bonnie Gillespie (she|her): Bring your own poster/pop-up for the table.

12:20:11 from Dana Middleton: Do you have a sign to put on the table that says: Author Signing

12:20:18 from Bonnie Gillespie (she|her): Brain-share with Dana.

12:20:38 from constance Z. (she.her): yayayayayay!

12:20:41 from Bonnie Gillespie (she|her): That's excellent ROI.

12:21:11 from Dana Middleton: In person in many ways is just to amp on online

12:21:31 from constance Z. (she.her): Kristen kitty!

12:22:33 from David Manship: Best if is a two shot, You and the cover of your book

12:22:44 from Dana Middleton: Yes to what Dave said

12:22:46 from Kristen Girard: I think he wanted to bring some love for everyone. He's basically a JFDler.

12:23:10 from constance Z. (she.her): i appreciate that, Kristen. also wanted to show cat butt

12:23:28 from Sarah McLean: butt glue, cat butt... we have a theme for this call.

12:23:33 from Bonnie Gillespie (she|her): Indeed.

12:23:41 from Kristen Girard: That's kitty love, too. 😊

12:23:53 from David Manship: Get a \$1 foam core at DOLLAR TREE and print an 81/2x11 of your book cover and an 8x10 of you

12:23:54 from Bonnie Gillespie (she|her): Create an appointment for it.

12:24:23 from constance Z. (she.her): cute! i like that re: teach kids

12:24:58 from Dana Middleton: But so good for you for getting out there, Stephanie!!!

12:25:06 from David Manship: There are a lot of indy book stores that do "story time" for kids. 30 second ballets would be perfect for that.

12:27:05 from Jewel Greenberg: Driving home so just listening in for now 💕

12:28:13 from Kristen Girard: If you have an older iPad, it may be worth having your email sign up page up and having them sign up right there. Like an old fashioned notebook sign up, but with tech. That way people can act right away. And have a hub spot option your phone for internet. And just during the event turn off double opt-in.

12:28:43 from constance Z. (she.her): always need butt glue! also, reminds me of "don't fix it" bonnie...

12:29:46 from Dana Middleton: Do you have a clip board with sign up form for your email?

12:29:48 from Sarah McLean: The why behind the what.

12:30:39 from David Manship: Steph, You sold 30% of the audience .... AMAZIING

12:32:28 from Kristen Girard: If you have a Squarespace site they have a membership area option range as an add on that is pretty reasonable.

12:33:13 from David Manship: VIMEO pro (approx \$200/yr) allows you to create a pleasing layout and also allows you to sell access.

12:35:35 from Stephanie Bergeron: Thank you so much, y'all. Truly. I'll go back through all these comments, and really appreciate all the support!!

12:35:40 from Jaki S (she/her): my client has a single \$700 offering and they get about \$650 out of teachable

12:38:25 from David Manship: I also think the lower tier does not allow unlimited courses

12:38:38 from Bonnie Gillespie (she|her): Thanks, Dave. That makes sense.

12:39:01 from David Manship: The interface can be confusing to set up

12:39:05 from Stephanie Bergeron: Back to Dana, Kristen- I had a QR code in a picture frame on my table for signups, rather than an iPad or clipboard. I actually left those pieces of paper at the store for the month.

12:39:08 from Bonnie Gillespie (she|her): AGREE, Dave.

12:41:06 from constance Z. (she.her): FB assholes

12:41:50 from Dana Middleton: Dave and Jewel, I just looked up the Teachable Basic plan and it DOES include unlimited product.

12:43:04 from David Manship: This is a tricky period Jackie, You need the momentum to propel future work. A body in motion is easier to keep in motion. It is harder to push a car that is stopped and out of gas.

12:43:15 from Kathi Carey: Dana, I think that Teachable limits the number of customers on the lower tier.

12:43:35 from constance Z. (she.her): ahhhh, so you can direct folks in FB to your website kind of thing? they'd post that?

12:43:36 from David Manship: MAYBE I will have \_\_\_\_\_ slots for new clients

12:43:39 from Kristen Girard: I post first to my Facebook business page, then share to personal page. It works reasonably well.

12:43:42 from Dana Middleton: I just looked and I don't think so, Kathi.  
12:43:47 from Dana Middleton: I'll double check  
12:43:48 from Stephanie Bergeron: I'd agree David. I'd also say if a social/page/whatever isn't posted to for some time, we might start to wonder if you're still in business.  
12:44:06 from Kathi Carey: They limit something -- I remember that when I signed up (I, too, have the lower tier)  
12:44:08 from Kristen Girard: And Insta I just do business account.  
12:44:25 from Dana Middleton: Yes, unlimited students on basic teachable plan  
12:45:41 from Kathi Carey: That's what you said you need, Dave.  
12:46:43 from Sarah McLean: How about a daily "words of affirmation" or saying that they receive via email? like a mantra?  
12:46:57 from Sarah McLean: for however long you want the freebie to me.  
12:47:02 from Sarah McLean: be\*  
12:47:16 from constance Z. (she.her): i like the email affirmation gift  
12:47:20 from Stephanie Bergeron: Maybe the quote cards have some of your artwork as background images?  
12:47:29 from David Manship: What are you leading them to Kristen, what is the paid offer artwork wise?  
12:48:37 from Stephanie Bergeron: Random idea: a paint-by-number?  
12:51:32 from Sarah McLean: highlight the subliminal marketing  
12:53:57 from Stephanie Bergeron: This is brilliant.  
12:54:26 from David Manship: "Airbrush" or "retouching" the beauty of the inner you  
12:54:56 from Stephanie Bergeron: And then repurpose it as a GIF  
12:55:40 from Kristen Girard: Going back and reading all the comments. Thank you everyone!  
12:56:17 from Bonnie Gillespie (she|her): I'm assuming Jonathan Emerson is Jewel. YES. 😊 Okay!  
12:56:21 from Dana Middleton: Long game!!!!  
12:56:31 from Jaki S (she/her): yessss that's the way to go!!!  
12:56:34 from Bonnie Gillespie (she|her): Amazing!  
12:56:45 from Jonathan Emerson: Yes! That's me - Jewel  
12:56:46 from Kathi Carey: YAY!!!  
12:56:55 from David Manship: Because you were putting it out there!!!!  
12:58:32 from Jonathan Emerson: Kristen - another thought for you freebie - a self-love iphone background that you design with a positive message  
12:58:45 from Dana Middleton: "You need a better doorman!" PRICELESS  
12:59:27 from Kristen Girard: Thanks Jonathan.  
12:59:40 from Sarah McLean: TRUST, CONNIE. TRUST.

13:03:05 from Stephanie Bergeron: They just announced they are discontinuing iPods... so it'll be this generation's needle on the record. Lol.

13:03:29 from Stephanie Bergeron: I say as I sit about fifteen feet from a turntable. Ha.

13:03:37 from David Manship: Connie they are already in the 30% that loves you

13:03:42 from Sarah McLean: ME too, Stephanie.

13:03:44 from Jonathan Emerson: Good call, Dave

13:04:27 from Kristen Girard: Teeter Tap - that sounds like a mixed drink

13:04:40 from Jonathan Emerson: It also sounds very instagrammable - do a video

13:04:40 from Stephanie Bergeron: Teeter ON tap

13:04:45 from Stephanie Bergeron: That'd work, too!

13:04:53 from Dana Middleton: What's the date of the next one?

13:05:07 from Jonathan Emerson: Bonnie can I just introduce myself real fast?

13:05:51 from Bonnie Gillespie (she|her): Thursday, June 16th 11:30am PDT

13:06:03 from Bonnie Gillespie (she|her): Our wedding anniversary!

13:06:29 from David Manship: Welcome Jewel

13:06:45 from constance Z. (she.her): that's thrilling, Jewel!

13:06:48 from constance Z. (she.her): thank you!

13:06:53 from Kristen Girard: Glad to meet you Jewel!

13:07:01 from constance Z. (she.her): when we need it.

13:08:36 from constance Z. (she.her): alas, i went ig

13:09:51 from Sarah McLean: jewel - when i had my web series in 2014 i had all the eps ready to go and released weekly.

13:10:12 from Jonathan Emerson: Thanks, Sarah

13:10:33 from Dana Middleton: Such a great point, Dave!

13:10:57 from constance Z. (she.her): just fucking do it!

13:11:08 from Bonnie Gillespie (she|her): Consistency is THE number-one priority.

13:12:05 from constance Z. (she.her): like Dana's momentum Mondays