



EMPOWERING EVENTS

# M.A.F.I.A. ACADEMY

Meetup  
And  
Facebook  
International  
Academy



# EMPOWERING EVENTS

## Table of Contents

<b>LAUNCH SERIES.....</b>	<b>3</b>
THE POWER OF YOUR MEMBERSHIP SITE .....	5
B.O.O.M MARKETING FUNNEL.....	6
B.O.O.M MODEL .....	7
BUYING BOX .....	8
BOOM-WORK .....	14
1. CHOOSING YOUR COMMUNITY NAME .....	15
2. WHAT ARE YOUR MEMBERS CALLED? .....	16
3. CREATE AN APPEALING DESCRIPTION.....	17
4. CREATE A WELCOME MESSAGE FOR EVERY NEW MEMBER .....	19
5. SCHEDULE YOUR FIRST MEETUP EVENT .....	20



EMPOWERING EVENTS

# LAUNCH SERIES

## STAGE #1–3

## WORKBOOK

# BUILD THE FOUNDATIONS



# EMPOWERING EVENTS



## EMPOWERING EVENTS

# THE POWER OF YOUR MEMBERSHIP SITE

- START HERE
- STEP 1: JOIN FACEBOOK GROUPS
- STEP 2: INVISIBLE TO INVINCIBLE TEST
- STEP 3: PREP SESSION QUESTIONNAIRE
- STEP 4: BUYING BOX
- STEP 5: BOOM MODEL
- STEP 6: INVISIBLE AND ACTIVE
- STEP 7: ESTABLISHED JNR
- STEP 8: ESTABLISHED SNR
- STEP 9: EMPOWERED
- STEP 10: INVINCIBLE
- SALES MASTERY
- M.A.F.I.A. COMMUNITY
- MY PROFILE



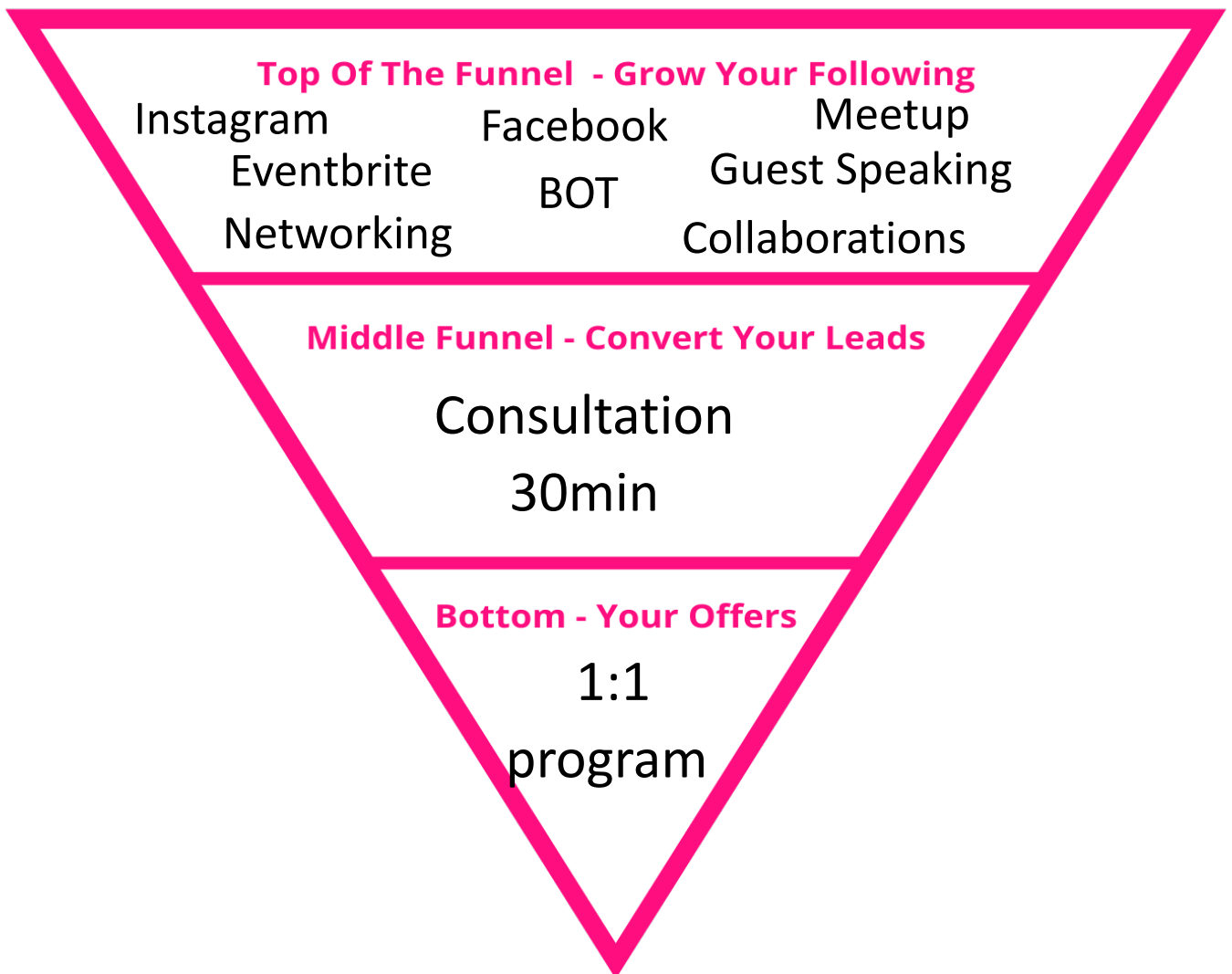


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## B.O.O.M MARKETING FUNNEL

### TYPES OF FUNNELS

- Working on 1:1 Offline
- Working on 1:1 Online
- Working on 1:Many Offline





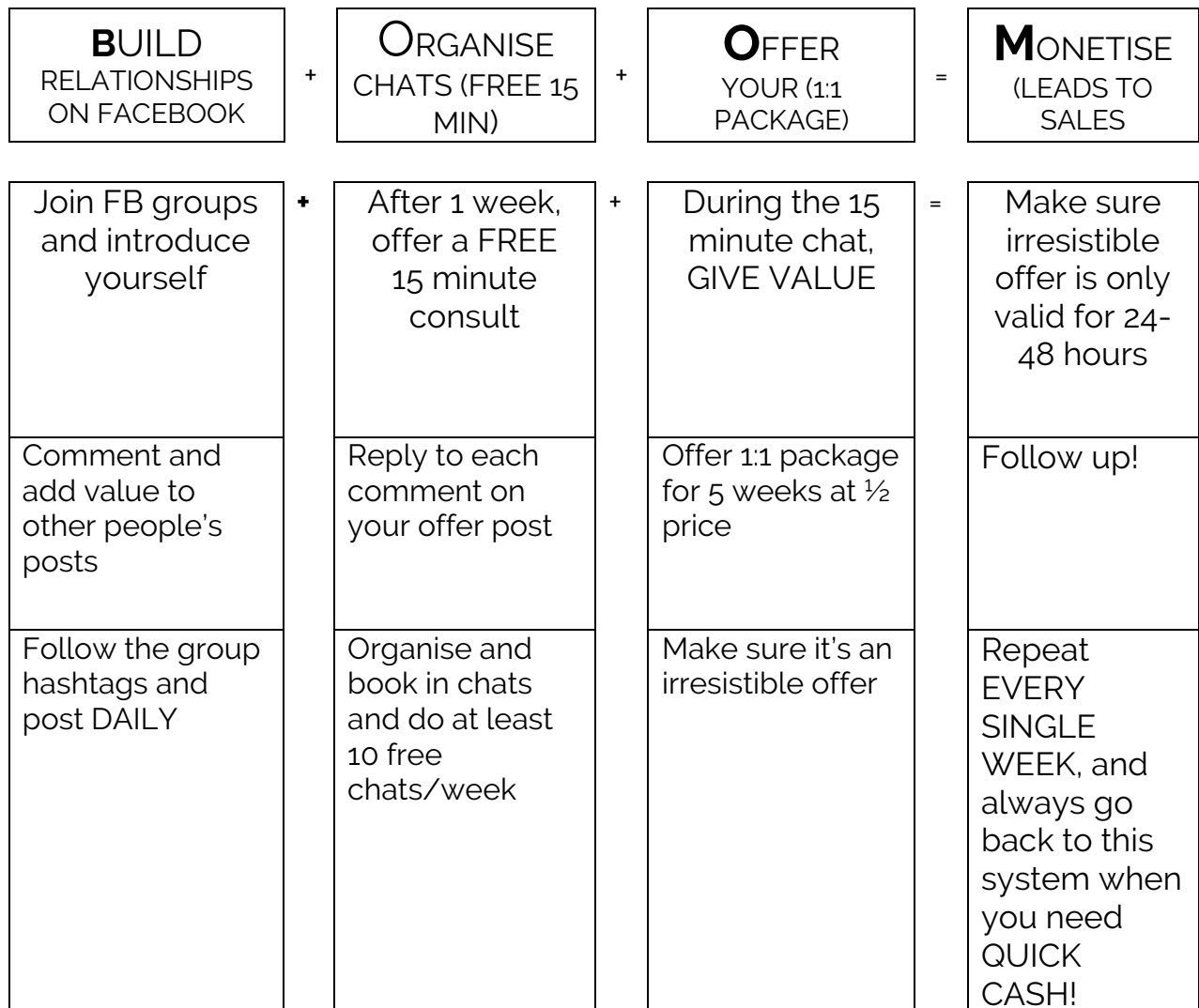
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### B.O.O.M MODEL

# Quick Win: 3 Steps to BOOM!!!

How to bring your Marketing Funnel to life!

Note this is a quick win from the Monetise section of the program





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## BUYING BOX

Have the blue boxes with pink highlight

START HERE
STEP 1: JOIN FACEBOOK GROUPS
STEP 2: INVISIBLE TO INVINCIBLE TEST
STEP 3: PREP SESSION QUESTIONNAIRE
STEP 4: BUYING BOX
STEP 5: BOOM MODEL
STEP 6: INVISIBLE AND ACTIVE
STEP 7: ESTABLISHED JNR
STEP 8: ESTABLISHED SNR
STEP 9: EMPOWERED
STEP 10: INVINCIBLE
ABUNDANCE CIRCLE
M.A.F.I.A. COMMUNITY





## EMPOWERING EVENTS

### BUYING BOX

You have now created your Meetup and Facebook group—these are your new babies, and you need to NURTURE them and BUILD TRUST with your community!

Be active daily and follow all the Buying Box strategies as a LEADER.

RESONATE	CREDIBILITY	SOCIAL PROOF
TRUST	AWARENESS	AUTHENTIC
CONSISTENCY	PASSION	INSPIRE
VULNERABLE	CONNECTION	SOLVING A PROBLEM

[www.empoweringevents.com.au](http://www.empoweringevents.com.au)



## EMPOWERING EVENTS

BUYING BOX – BE SEEN			
	<b>Be Visible</b>	<b>Build Network Online</b>	<b>Build Network Offline</b>
<b>SEE</b>	<ul style="list-style-type: none"><li>• Story Pitch</li><li>• Daily posting on your personal profile</li><li>• FB Lives</li></ul>	<ul style="list-style-type: none"><li>• Make Friends on Facebook</li><li>• Send Messages to people – start conversations and make it about THEM</li><li>• Join many Facebook groups</li><li>• Join Meetup Groups</li></ul>	<ul style="list-style-type: none"><li>• Crewing</li><li>• Attending Events</li><li>• Friend people you meet &amp; post selfies together</li><li>• Connect with POI, organisers, speakers</li></ul>

BRAINSTORM BELOW:

BUYING BOX – BE SEEN			
<b>SEE</b>			



## EMPOWERING EVENTS

BUYING BOX – BE LIKED			
LIKE	<b>Resonate</b> <ul style="list-style-type: none"><li>• Just be you in everything you do! The right people will resonate with that</li><li>• Use your own language</li><li>• Celebrate your unique qualities</li></ul>	<b>Personality</b> <ul style="list-style-type: none"><li>• Be real and raw</li><li>• Be authentic and vulnerable</li><li>• Show your fun side</li><li>• Share your personal life</li><li>• Show your kids and family</li></ul>	<b>I like you when you....</b> <ul style="list-style-type: none"><li>• Let me into your life</li><li>• Make me feel like a part of something</li><li>• Include me</li><li>• Are generous</li><li>• Contribute</li><li>• Are interested</li><li>• Aren't opinionated</li><li>• Avoid talking religion or politics online</li></ul>

BUYING BOX – BE LIKED			
LIKE			



## EMPOWERING EVENTS

BUYING BOX – BE TRUSTED			
TRUST	<b>Demonstrate Results</b>	<b>Values Alignment</b>	<b>Social Proof</b>
	<ul style="list-style-type: none"><li>• Share Case studies and Testimonials on Business page, personal page and in Facebook groups</li><li>• Celebrate Wins</li></ul>	<ul style="list-style-type: none"><li>• Support people in Facebook groups and as crew for events</li><li>• Don't fake it 'til you make it!</li><li>• Be generous (don't just promote all the time)</li><li>• Share quality content in Facebook Lives</li><li>• Sheep</li></ul>	<ul style="list-style-type: none"><li>• Demonstrate that you are a person with Credibility and Authority</li><li>• Give people social proof and a feeling that you are famous and popular</li></ul> <p>Note: For this to be successful, you need to tick all the other boxes first</p>

BUYING BOX – BE TRUSTED			
TRUST			



## EMPOWERING EVENTS

### **7 tips to keep in mind for business and entrepreneurship:**

1. People of Influence = Opportunities
2. Your NETWORK = Your NET-WORTH
3. Everyone WANTS something
4. Never ever cancel an event
5. Give, give, GIVE!
6. Quantity vs. quality
7. Model successful people

Effective networking can take time as you grow, nourish, and cultivate relationships within your community. When it takes off, you'd better be ready to have lots of new clients and heaps of new collaborations and connections!

Follow my shortcuts and it will all happen faster than you think!



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### **BOOM-WORK:**

### **BUILD A TRIBE**

**The group name is the most important thing (with the photo of the group) as it will be the first thing that people will see, and decide if they click or not.**

**You probably came up with a few group name ideas in your 1:1 with my team. Be sure to do a poll in the M.A.F.I.A. Academy FB group if you're having trouble choosing.**

- The title needs to attract people that want to be part of that community, as a positive re-enforcement of who they can be or what they can achieve
- Meetup will suggest a group name after you choose your interests (very simple name that sometimes just needs a little tweak)
- How does your target market like to be named?
- What do they like or dislike?
- Have a short, detailed, appealing, cool, captivating title that will spark curiosity!
- Keyword that people would search for (entrepreneur)
- Make it congruent with what they are looking for.
- Research that the name is unique in your area
- Get idea of names from other city's Meetups

**Think and act as if you were a member of your newly founded Meetup Community.**

- Who are the people in your new Meetup Community?
- What do they want?
- What do they need?
- Who are they now?
- Who do they want to become?

## **LET'S DO IT!**



## EMPOWERING EVENTS

### 1. CHOOSING YOUR COMMUNITY NAME

- WHO
- WANT
- WHERE

### THE FORMULA

Who are we + What do we WANT + City

Community-Oriented Name	Salesy Name
Entrepreneurs Abundance Mindset	
Personal Development Mindset Brisbane	<ul style="list-style-type: none"><li>• Brisbane Mastermind group</li></ul>
Business Entrepreneurs Brisbane	
Women in business	<ul style="list-style-type: none"><li>• Brisbane Marketing Meetup</li></ul>

A great method is to check out other Meetup names that you find appealing (Google keywords/interests + Meetup) and see if it's working well (has over 1000 members) and change it a little and create your own name.

You can get ideas from other cities successful Meetups.



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### 2. WHAT ARE YOUR MEMBERS CALLED?

The Members Name has to be:

- Congruent with the COMMUNITY NAME
- Inspiring
- Something that members are proud to be called
- Captivating

COMMUNITY NAME	MEMBERS CALLED
Absolutely Positively Women	<b>Dynamic Inspired Women</b>
Entrepreneurs Abundance Mindset	<b>Motivated Business Owners</b>
Brisbane Owners and Entrepreneurs	<b>Business Owners &amp; Entrepreneurs</b>

COMMUNITY NAME IDEAS	WHAT ARE YOUR MEMBERS CALLED?





### 3. CREATE AN APPEALING DESCRIPTION

Section	Example	Your Version
<b>Call out</b>	Calling Entrepreneurs and Small Business Owners with a winning mindset that are ready to take their business to the next level!	<hr/> <hr/> <hr/> <hr/>
<b>Questions that relate to your audience's current situation</b>	<p>Do you feel that your product is great and your business could grow but there is something that is stopping you from achieving that goals?</p> <p>Do you feel you are in front of a road block?</p> <p>Would you like to learn strategies to shake off this situation and STEP UP?</p> <p>Or do you think your business is already going well and could do with some tips to make it even better?</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<b>Show that you have the answers</b>	<p>If you resonate with the above description this meet up is for you!</p> <p>We will organise networking events where we will introduce you to different techniques to increase your clientele and give you the tools to grow your business fast.</p>	<hr/> <hr/> <hr/>



## EMPOWERING EVENTS

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### Benefits from the group

Huge benefits from our meet up:

- Network with other business owners and creating a community of people that support each other and create win win situations
  - At least one HUGE event per month with more than 50/60 attendees (not bigger so that we allow you all to interact with each other)
  - Massive knowledge from workshops and seminars (with successful Entrepreneurs and National Speakers) and events with massive discounts (some free tickets give away)
  - Grow your database of potential clients (remember that your NETWORK equal your NET-WORTH)
  - Learning how to step out of your comfort zone and leverage from the new "you"
  - Personal development events and workshops and catch ups
- And a lot more...

Stay tuned, lots of workshops coming up!

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### Sign off

Look forward to catching up with you and understand where you would like to take your business! Let's STEP IT UP!!!!

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## EMPOWERING EVENTS

### 4. CREATE A WELCOME MESSAGE FOR EVERY NEW MEMBER

You must create an email separate from the welcome message

***Passionate Business Women - Melbourne***

*Hi Name,*

*I would like to extend a very warm welcome to Passionate Business Women Melbourne!*

*I love getting to know new members and find out more about their business. Where's the best place I can learn more about what you do?*

*I look forward to hearing from you,  
Amanda Wright*



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### 5. SCHEDULE YOUR FIRST MEETUP EVENT

It is very important that in a new group you schedule a Meetup event before publishing the group or inviting your database.

When the email is sent to your database it will show if there are any upcoming Meetups.

People might not want to join the group yet, but if you have an appealing Meetup event coming up they might just join the group for that event.

Don't miss out on the chance to hook your group from the start!

Remember that the first month is all about **BUILDING TRUST**. So especially on the FIRST Meetup try not to invite guest speakers, but be the face of the Meetup and gain trust.

Your members and your clients should remember you when they hear the name of your Meetup. Be the reason why they are attending your Meetup and not someone else's!



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### **EXAMPLE 1 - Invitation to First Meetup:**

#### **First Meet and Greet!**

So exciting to organise the first Meetup!

We are coming together for the first time to meet each other and to support one and other.

#### **Are you:**

- facing major changes or challenges in your personal or professional life, such as a relationship breakdown, starting your own business or a new family, or moving to a new city/country (or ALL of the above)?
- noticing that these changes or challenges are impacting your body, mind and spirit, and your ability to cope at home and at work?
- feeling lost, uncertain and overwhelmed and are looking for encouragement, support and inspiration from others who are having or have had similar experiences?

Well, look no further because this Meetup is for you!

There will be an open discussion about how to embrace change and find our unique path in this ever-changing world. You are all invited to share your own unique stories, challenges and lessons learned (but there's no obligation to share if you don't want to!). Then the rest of the evening will be spent on getting to know each other and sharing your ideas and experiences to support and inspire each other. We are all on a journey somewhere but we don't have to travel alone.

Look forward to seeing you there!

Please RSVP to this event to let me know you are coming and whether you are bringing someone. Guests are always welcome.



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EXAMPLE 2 -

### **Meet, greet and network for Business Success in the Digital Age!**

It's so excited to organise the first Meetup for this group!

#### **Book Now!**

This will be our first meeting where we can get to know each other, create meaningful connections and talk about where this group will be going over the coming months.

\*\*\* There are some exciting guest speakers coming in the NEW YEAR!

**Who is this for?** Anyone that is, will be, or should be, using the internet for business! More specifically it is for business owners, start-ups, entrepreneurs, anyone even thinking of starting a business, authors and wannabe authors(!) and anyone that just wants to know more about using the internet to further their business success.

#### **Are you:**

- aware of the need for your business to engage with the online world through video, social media, websites, landing pages, email funnels
- wanting to create a following for your business, engage with your audience, gain their trust and ultimately win their business
- in need of this new digital business environment to be broken down and simplified
- looking for cost effective strategies that will allow you to take control of your online identity and engage with your ideal customers

Well, then THIS is the Meetup for YOU.

There will be open discussion around strategies and knowledge sharing so that we can all benefit from each other's experience. Connections will be made, stories told, tips shared and results achieved.

Running a business can be lonely, especially in the age of social media, but it doesn't have to be. We can help each other, support one another and see the power of collaborative support.

I look forward to seeing you all there. Please RSVP to let me know you are coming and whether you are bringing a guest.

See you there!

Don't forget to join the FB group:

<https://www.facebook.com/groups/1525128644471804/>



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## **BOOM-WORK: YAY!!!!!!**

- Choose a name (POLL in M.A.F.I.A. Academy)
  - Meetup Group Description
  - Facebook Group Description
  - First Event Description and Title

**DO NOT START YOUR GROUPS UNTIL YOU HAVE  
WATCHED #4 AND #5 OF THE LAUNCH SERIES**