

Give me 3 minutes a day for 7 days and I will show you what REALLY stands in your way!

GUIDANCE ON COMPLETION;

- Do not complete more than one module a day.
- Have pen and paper or diary to hand so that you can write notes on what you notice.
- Don't over analyse it, just write it!



Networking. Promotion. Training.
GROWING Businesses. Leaders. Teams.

FREE 7 DAY 3 MINUTE COURSE

3 minutes will guide you to FAST
improvements to your communication,
time management, business model
and results in business.

GET STARTED



- Essential strategies that many get wrong.
- Major issues that damage profit.
- Obstacles that stop your marketing from performing.
- The dangers of ignoring the human element.
- The risks of misinterpretation in communication.
- **What I know about you before you've even get started!**



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Day 1

Big mistake: selling at people.

Over the next 7 days I'm sharing unique strategies that will make you, your team and your business, more successful, more profitable, more productive and happier.



One of the big mistakes many people make is to sell at people.

"Mand, we are here to sell!" you cry.
Absolutely.

However, to sell you have to qualify your right to say anything first, and that's what many don't do! To do that you have to;

1. Be useful, relevant, and/or interesting. No selling!
2. Create a robust marketing strategy* Over reliance on social media is not robust!
3. Communicate consistently on the right subjects to the right people, in the right places.
4. Stop we-ing all over the place – if your marketing is rich in what you do and not in what they get, you are going to love this mini course. And that's just for starters!

Tomorrow, I will tell you what comes before these and it's something many successful businesses forget to do!

***If you are on the INSiders use the magnifying glass**

- Look up training on sales and marketing I've delivered for INSiders. There's video's, planners, and content.
- Ideally you want 8 to 10 tools on this planner. This is a free version that gets you going but doesn't include the strategies or actions you need to consider.
- If I asked you to tell me in less than 60 seconds something useful, relevant, or interesting, what would you say? That's a top tip on what to say in elevator pitches.

Those short "What do you do?" questions that so often throw business owners.

Take the time today to think about your elevator pitches.

It will give you a clue on how robust your marketing strategy really is.

[Need help? Click here.](#)

Day 2

Missed opportunity.

If you are opening this course, reading it and then *not* taking action, what does that say? No faith in my skills? No faith in yours? Not made the brain space to actually make these 3 minutes count?



Today we consider something many established businesses haven't done... And that's answering this question;

“What matters most to you?”

I can help you sell a lot and make a lot of money but if you aren't getting to do what matters to you, trust me it will start to grate, and you will resent your business and that has far reaching damaging potential to your future sustainability.

If you need a hand to answer this question, in the *Insiders* look up values and goals or read **Fight the fear** Chapter 1 where I teach you the powerful Values exercise. It's amazing how often people's values aren't aligned or not as they thought they were and the impact that has on their business, actions and results.

Need more help?

Just ask the *INSiders* for their views and you can tag me [@mandieholgate](https://www.instagram.com/mandieholgate) so I can help you. *INSiders* is my business and personal development community of hundreds of business owners and professionals from every industry and profession that actively look to support each other's success. Ask for help - you will get it.

Your values to a successful business and life underpin;

- What actions you take.
- What you believe.
- What results you get.

So, it's worth a few minutes contemplation right?

Got a team?

(You can also use the values exercise to assess what your company's values are and those of your staff to understand how you all think so differently and how this impacts on actions, interpretation and results. I work with many teams and this is very important.)

Day 3

Can you answer this without thinking?

What does the perfect business look like?



How many people let alone business owners or start-ups ask themselves this very important question;

“What does the perfect business look like?”

Could you answer questions when challenged;

- How many hours you would love to work?
- How you spend all that money you make?
- How many staff in your team?
- How many locations?
- Remote worker or swish offices?
- What car would you drive?
- What your legacy is?
- Or even how much time you take for holidays or family time?

My perfect business...

Helping others, making a difference, automated income to protect from illness, living by the sea, money for the fun.

See why it matters?

When I create the perfect business with a client it takes hours to write, because if you know what you really want, you can get it!

You WILL create a business model that honours all you want to achieve and you WILL Stick with it!

On the INSiders you will find advice on;

1. Profit calculators – if you were fully booked and flat out would you be satisfied with the profit and time at work (and away doing the fun stuff you love)?
2. Perfect business model – how to work out what yours looks like and to work on that model.

This information creates so much of the communication both internally and externally that ensures your success. I've seen many huge goals achieved with this strategy.



Day 4

Time Management: emotionally charged results

I can make people more productive in 1 conversation, so be honest with me and you - let's get that success drain out of your way!



Did you know we over estimate how long unenjoyable tasks take and we underestimate how long enjoyable tasks take!

If time management is an issue head to the INsiders and look up my Time management strategies planner and money making planner to do list.

The reasons we procrastinate are endless, but people put off the important jobs because (and this is the briefest overview);

1. Lack of confidence in self. (Are you seeing that play out on this course?)
2. Lack of confidence in expected outcomes.
3. Assumptions on limitations of skill.
4. Assumed ability to cope with demand.
5. Scared to get back in touch and see why they aren't interested.

- What impacts on your time management skills?
- Do you need to alter what you believe or what you do?
- Or do you fear your communication is lacking?
- And if you need a hand, ask me. Email me at mandie@thebusinesswomansnetwork.co.uk
- Or go to the INsiders and tag me. I'm here to help you.

What are you not owning up to?

Be honest here.

Want more? I'm ready for ya! [Click here.](#)

Day 5

Marketing will be easier with this module

It doesn't need to be impossible to create endless great content that delivers sales and doesn't need a big budget!

Whether you are **responsible for the growth** of a large organisation, charity a start-up or small business, one of the most productive low-cost marketing tools that stops you from being attached to your phone trying to come up with things to say is blogging.

Blogging leads to so many amazing opportunities,

- Great for SEO (You don't need to overthink that one)
- New customers, repeat customers.
- Blogging has got me in the national press. On TV. On the Radio.
- It's got me lucrative speaking gigs.
- Global events.
- Awards.
- New business and opportunities I'd never considered. **All making me money!**
- My favourite thing blogging gave me was being asked to write a book by the UK's top nonfiction publishers! Imagine the phone ringing and someone asking if they can give you thousands of pounds for your words that then gives you royalties every year.

Blogging builds brand recognition, reputation, expert status, company trust and helps you stand out from the competition showcasing your voice and what matters to you most.

I can teach you everything you need to know to excel at this. I'm self-taught and my success rate is 100%;

1. There's free resources to blogging for business on both sites. [Start with this one.](#)
2. INSiders use the magnifying glass to find all the training and webinars I've created for INSiders. Can't find what you need? Tag me.
3. This course covers everything you need. Artist Charlie Kirkham bought this course and tells everyone how it helped increase their data base by 3100% and gets them funding - repeatedly! [Click here to learn more](#)
4. And the best bit? A great blog writes your digital marketing effortlessly!



Day 6

Running out of things to say?

I will make it impossible for you to run out of things to say.
Promise. Can't suss this? Tag me/message me - we will fix it.



Running out of things to say and no idea what to do to promote your company?

It's a pet peeve for those responsible for the marketing and brand recognition for their business.

Now here's the thing.

If you *really* know your audience(s).

I mean really know them you will *never* ever run out of things to say. Ever!

I could write for a million days and still have something I would want to write!

Why?

Because I know my customers on a deep level and by thinking of just one customer, I can write content that is relevant to them and many others in a similar situation.

Think about a customer you helped.

Think about what you did, how you made them feel and the results they got.

Take an idea like that and turn into a Q and A. Now take every element and think of the content you could create?

- The blog articles.
- The visuals.
- The new products and services.
- The speaking gigs and training you could host – low cost to high ticket! (Look up my [Sales Mountain here](#) and on INSiders to maximise on this.)
- The PR you could do.
- The new content for your social media.
- The new customers it could pull in!
- Shall I go on?

Often business owners are trying to reinvent the wheel instead of holding proper conversations with their ideal customers to ensure the guess work is taking out of the business growth.

Remember real conversations, about real issues, from a real person.

Day 7

Did you take action?

What have you learnt?

Or did you stall? Get distracted?
Guess what....I might have guessed the outcome!



Did you read and action all 6 emails?
No?

What does that tell you?

Is lack of time an issue or a lack of faith in the outcomes?
Or are you easily distracted?

It is 21 minutes that would have made you richer, happier and more successful and you didn't take it?

How does that feel?

I bet you found time to scroll mindlessly for 21 minutes or watch some pointless TV that you can't even remember right now?

What do you think is *really* standing in your way?

This planner will tell you what stands in your way so you can fix it. (Insiders request a 50% discount code) [Click here to read more.](#)

On the other hand....

You *did* read and action every day?

Congratulations. How does that feel?

Inspired?

Aware of what needs to change and got a plan?

"Getting a plan Mand but I need a hand."

Or "I've got this sussed, thanks."

Either way if you want to chat – 07989 935556 – you are welcome to get in touch and ask me anything.

If you want to stay connected you can access my social media accounts via my sites www.mandieholgate.co.uk and www.thebusinesswomansnetwork.co.uk

And if you want to discuss you, your business or teams' success and happiness, I would love to hear from you.

Benefited from this 7-day mini course?

Please do tell your friends. Thank you.



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