

Make GREAT Tech Choices

PART 1



What We're Talking About

AND WHAT WE'RE NOT ...

Let's Talk

My GREAT approach to making
technology decisions

3 things/tools you must have in your
online business

7 key areas for smart tech

Let's talk examples – what's got you
stuck

Putting the pieces of our biz,
marketing, + tech together

Let's Talk- Today

My GREAT approach to making
technology decisions

3 things/tools you must have in your
online business

Let's talk examples – what's got you
stuck

7 key areas for smart tech

Putting the pieces of our biz,
marketing, + tech together

What's Not Here ...

#SorryNotSorry

Not every tool you could possibly use in building your business or doing marketing

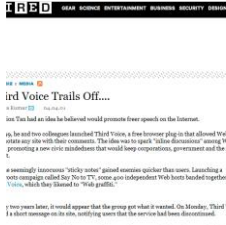
- Not a tool review webinar
- Not about building your website, per se

This won't end the tech search forever ... it **WILL** make it easier and simpler



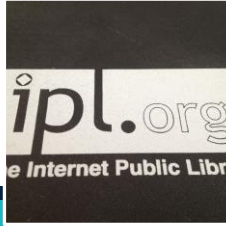
NYC ad days

Philly ad days



Grad school

Teaching library research skills



Now speaker, trainer, coach

My story
Trying to be brief!



Why Are You Marketing?

SumoMe

Hootsuite

stripe

HubSpot

KAJABI

ActiveCampaign >

PayPal

podia

ConvertKit

zoom

Basecamp

MeetEdgar

Be Live

click funnels

StreamYard



ZOHO

asana

Zapier

Trello



PicMonkey

GrooveFunnels

tailwind

wave

Sp

slack
vimeo

Analytics

teachable

Canva

RipI

STOP
THE
MADNESS

ENOUGH ALREADY!

First Moment of Truth



YOU DO **NOT** NEED ALL
THE TOOLS



YOU DO **NOT** NEED A
COMPLICATED
FUNNEL



That's what the GREAT framework helps you find

GREAT

G = GROW

**DOES THE
TOOL/APP/SOFTWARE DO
WHAT YOU NEED RIGHT NOW
TO **GROW** YOUR BUSINESS?**

WILL THE TOOL **GROW WITH
YOUR BUSINESS?**



**R =
Responsive**

**DOES THE TOOL
HAVE TIMELY,
RESPONSIVE
SUPPORT OR
TRAINING?**



**E =
EASY**

**IS THE TOOL
EASY FOR ME TO
LEARN, TO USE?
CAN I START
QUICKLY?**



A = Appropriate

**IS THE TOOL
APPROPRIATE FOR MY
STAGE + TYPE OF
BUSINESS? IS IT
APPROPRIATE FOR MY
SKILLS, MY NEEDS.
DOES IT WORK WITH MY
OTHER CORE TOOLS?**



T = Trusted

**IS THE TOOL TRUSTED
BY OTHERS I
RESPECT?
HAVE I FOUND
TESTIMONIALS OR
REVIEWS FROM
SITUATIONS LIKE
MINE?**



A close-up photograph of a baseball with red stitching, partially obscured by green grass blades in the foreground. The background is a blurred green field with a line of trees in the distance. The text "IF YOU BUILD IT, THEY WILL COME" is overlaid in white, stylized, uppercase letters across the center of the image.

IF YOU BUILD IT,
THEY WILL COME



#SorryNotSorry

We still gotta do the work, create content, and get traffic – but there are some shortcuts and simpler ways to go.

3 “Tools” Your Business Needs

Offers + Way to
Get Paid

Way to
Communicate
Your Offers

Way to Be Seen,
Be Found



1. PayPal, PayPal.Me, Venmo, Checks, shopping cart software – whatever gets you paid!
2. Your email list – a business asset
3. Your website – your home base online



- What business task do you need the most help with – where could a tool save you a ton of time?
- Is there a tool or software that makes you want to pull your hair out?

Is there a tool/software that has you stuck?

Website – I hate those blocks and have a hard time making them look ‘nice’.

Is there a way to pull off analytics (esp SM) without doing it manually– that would be nice.

Wishlist, aMember, SendOwl – I need ONE of them to work properly so I can set up my membership, coaching programs, replays ...

How do I build a course site? Do I use Teachific, LearnDash, something else?

My website, Elementor ...

Website shortcodes – I have never used shortcodes so not sure how to properly use them.

My email marketing ... broadcasts, automations, opt-in forms ... all of it!

Ok, What Comes Next?

What tech do we need? Especially if we have a website or have started email

How do the pieces of the online biz tech puzzle fit?

Part Two

My GREAT approach to making technology decisions

3 things/tools you must have in your online business

7 key areas for smart tech

Putting the pieces of our biz, marketing, + tech together

More of your examples – tech choices + set up

Contact Me for More!



Jburke@mightymarketingmojo.com



www.mightymarketingmojo.com



Let's keep talking in the Facebook Group!
www.facebook.com/groups/mightymarketingmojo/



@theinfohound



Mighty  Marketing Mojo

Mighty  Marketing Mojo