

Make GREAT Tech Choices

PART 2



Let's Talk

My GREAT approach to making technology decisions

3 things/tools you must have in your online business

Do Your Tech Check

7 key areas for smart tech

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

Does this sound like you?

Challenging No-Tech Mindsets

Budget Beth



Fearful Fiona



Tester Tina



Perfect Payton



Confident Cecilia



Who Will You Be?

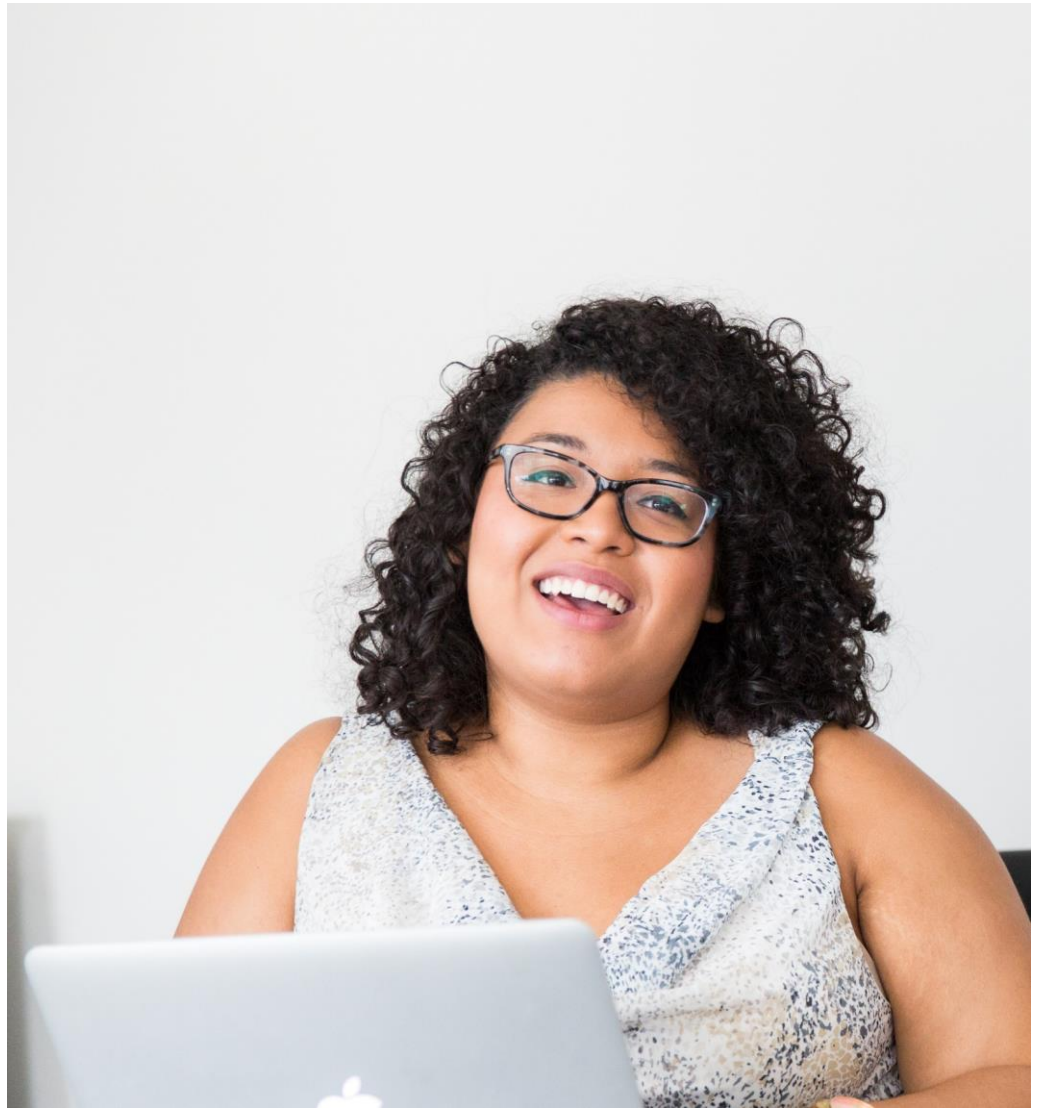
Confidence



Consistency



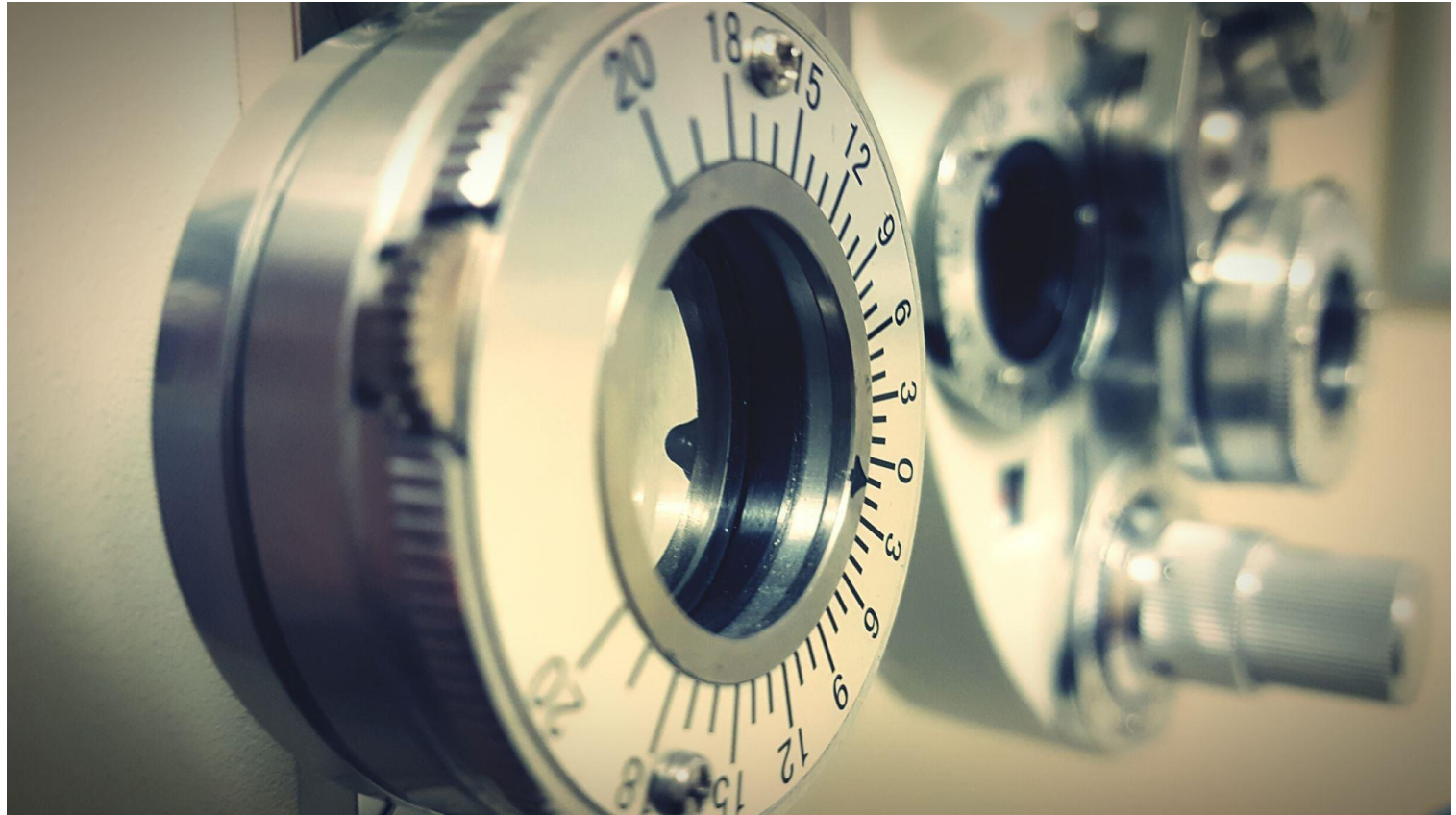
Growth





Tech as an Investment

Tech Check Time!



Make Some Lists

- Paid or free? How much, how often, when's the renewal?
- What biz task does it do?
- Are you actively using? Real intention to use in next 90 days?
- Notes
- To-do's

Tech Self-Check

Activity	Thinking/Working On	Got It Rolling
An email list started/building		
A free gift/opt-in/lead magnet for your email list		
Your own website is functional		
Blogging on your site		
Way to easily take payments online		
Posting to a business social media account		
Host a webinar		
Sell a digital product/service		
Speaking – events, podcasts, video, interviews		
1:1 Outreach (calls, email, networking)		



You're Not Marrying Your Tech!

GREAT Recap

G = Grow will it help your business GROW and will it GROW with you

R = Responsive (also Reliable) – does the tech have RESPONSIVE support + training; is it known to be reliable

E = Easy – how EASY is to learn and to use the tech? Will you be able to use it consistently in a short time?

A = Appropriate - is it appropriate for your current business needs, budget, your skill set? Does it connect well to your other core tech?

T = Trusted – what do reviews, testimonials, and other business owners in a similar situation to you say about the tech? Do you TRUST those reviews and feedback?

A ceramic owl figurine is the central focus, wearing a stethoscope around its neck. It is perched on a small, brown, tree-stump-like base. A small, white, stylized figure is perched on the owl's back. The owl has large, yellow eyes and a white ruff around its face. The background is a soft, out-of-focus light brown.

More Truth

No Magic Tool – Nothing Does it All



Start Simple, Keep It Easy

7 Key Tech Areas



Get Paid



Audience Asset – Your Email List



Organized Plans



Look Good



Communications



Visibility



Content Storage

3 Levels of Tech

Free/Freemium (good enough)

Canva

Zoom

MailerLite

Buffer

PayPal buttons/links

Landing Page w/ your
theme/free WP plugin

Paid (Better)

Canva Pro

Zoom Pro

ActiveCampaign

SocialBee/
SmarterQueue

SendOwl

Landing Page w/
premium theme;
ThriveLeads

Premium (Top Level)

~~Illustrator/Adobe Suite~~

Zoom Webinars /
Webinar Ninja

~~InfusionSoft/Keap~~

SproutSocial/Agora
Pulse

SamCart/ThriveCart/a
Member

LeadPages/
ClickFunnels

What's In My Toolbox

Payments – PayPal (I do have a Stripe account, not using);
aMember = shopping cart/affiliates/protect content

Email marketing – ActiveCampaign

Organized – Trello, Google Calendar

Look Good – Canva Pro

Communications - Zoom Pro, BookLikeaBoss

Visibility – website ThriveSuite; Canva, Meta Biz Suite,
Streamyard/Melon

Content Storage – YT, AMZ S3, Google Drive

Permission to Get It Wrong!

PERMISSION TO GET IT WRONG

This permission slip grants

YOU

the freedom to take risks, make mistakes, not
be perfect, and get marketing your biz 'wrong'
Go stretch and experiment!



JENNIFER BURKE

Chief Marketing Mojo Officer

Questions?



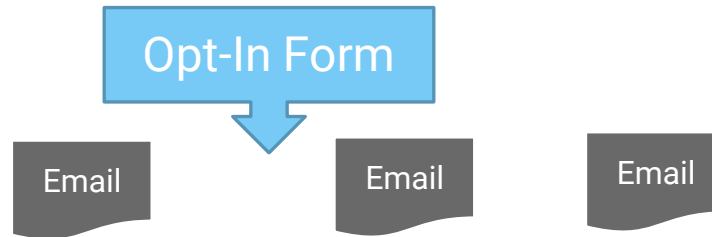
Put the Pieces Together

- ✓ KISS
- ✓ Manage your costs – make money before you spend more
- ✓ Know your audience – your ideal client + hone your message
- ✓ Start with the tech that is easiest for YOU
- ✓ Start with Email
- ✓ Add tools or systems as you refine your message, your offers, your audience and you grow

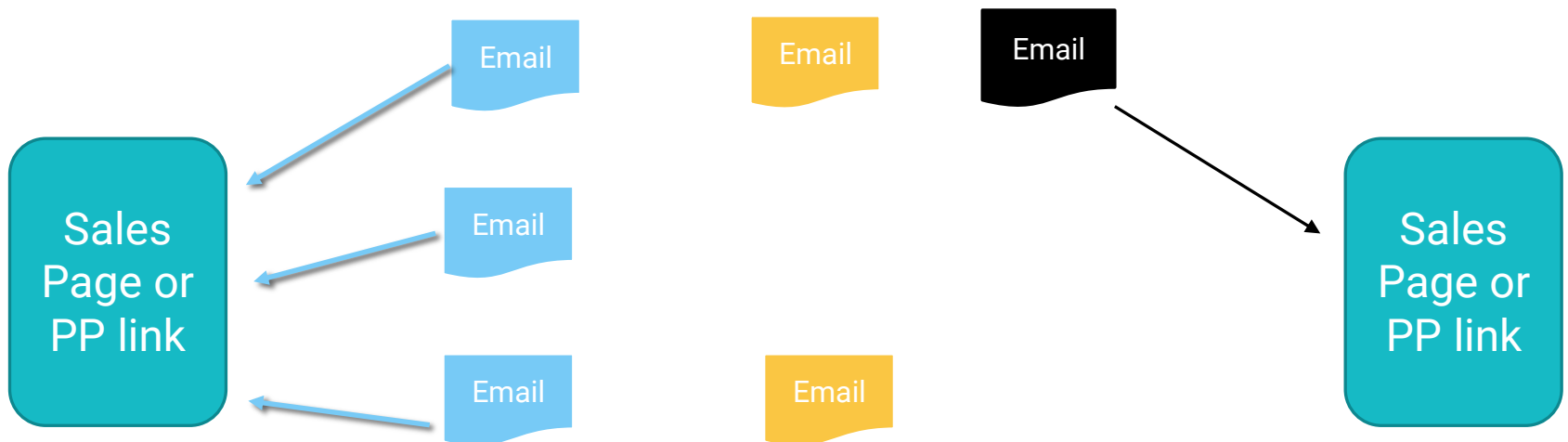
Connecting Pieces: Examples

KEEP SETUPS SIMPLE

Place to Be Seen – Collect Emails (Landing Pg, Website)



Your Audience – aka your List



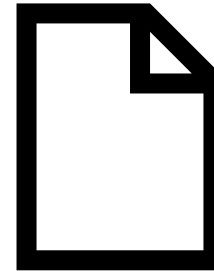
Traffic / Sources



Offers the Gift



Form/
Landing
Page



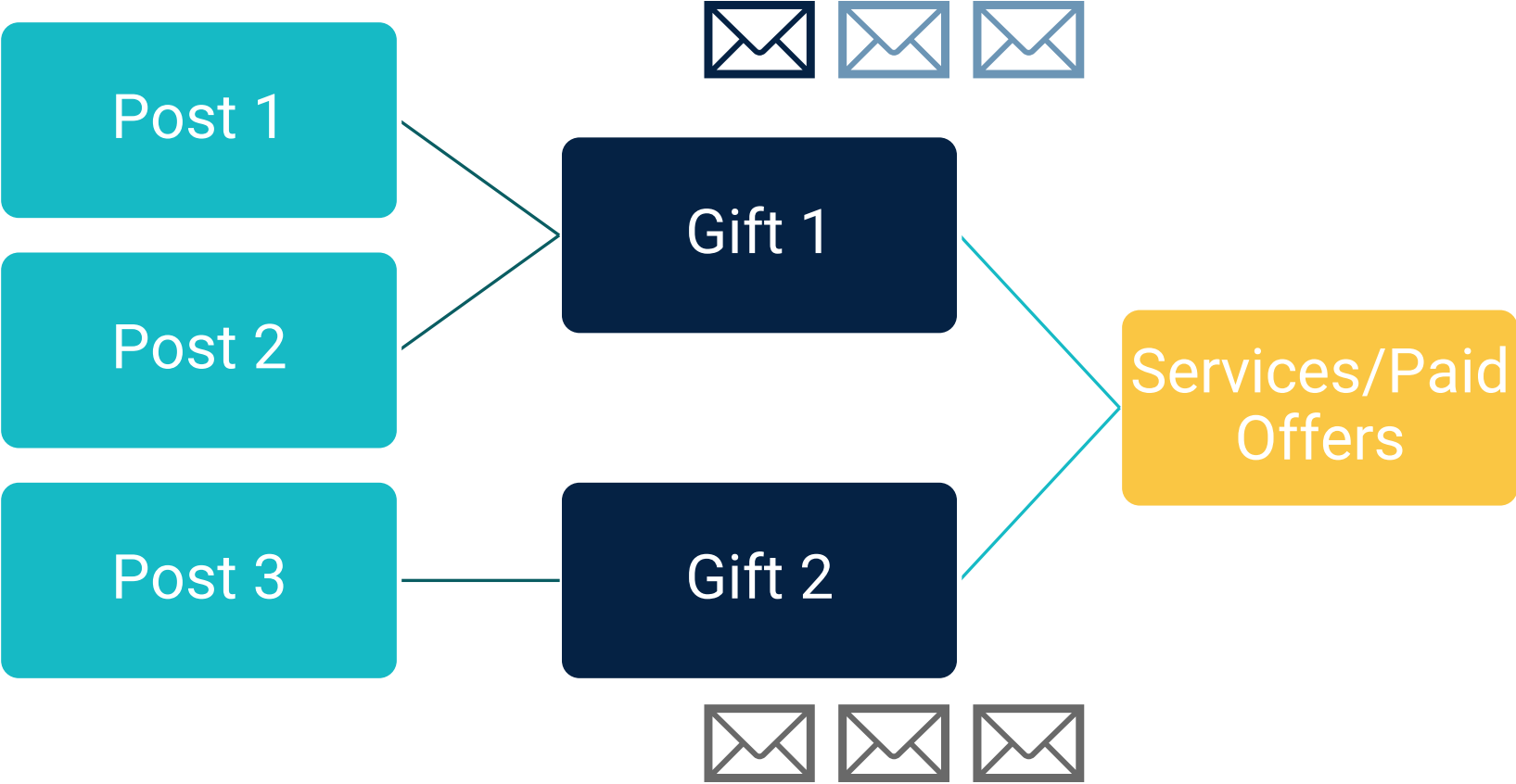
Thank You /
Confirmation

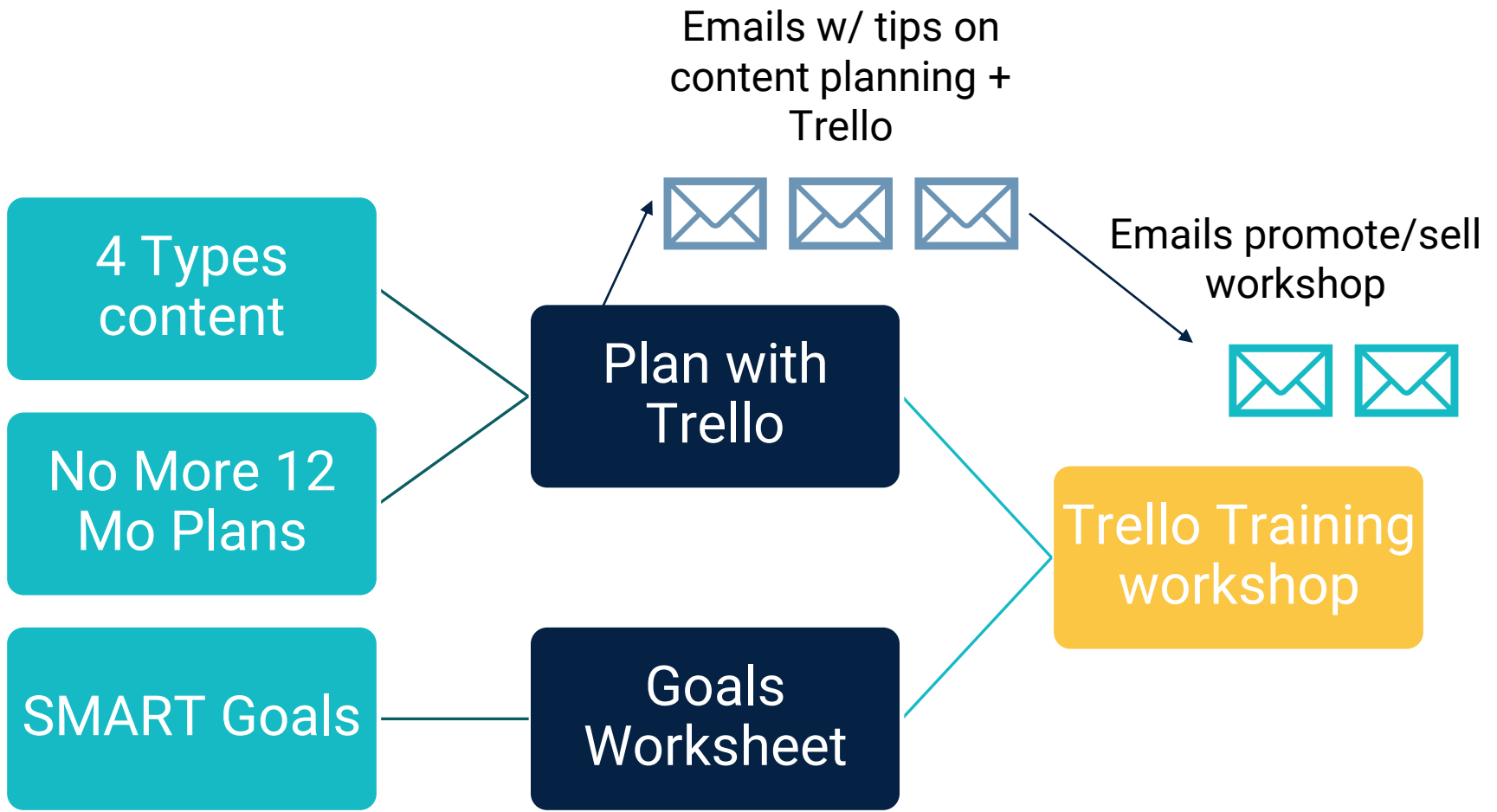


Welcome Email



Download
Your 'Gift'





Landing Page – Webinar Registration

Email You're In!

Email Reminder 1

Email Reminder Day of

Host Webinar in Zoom Meetings

Records file to
your computer

Video to YT
Unlisted

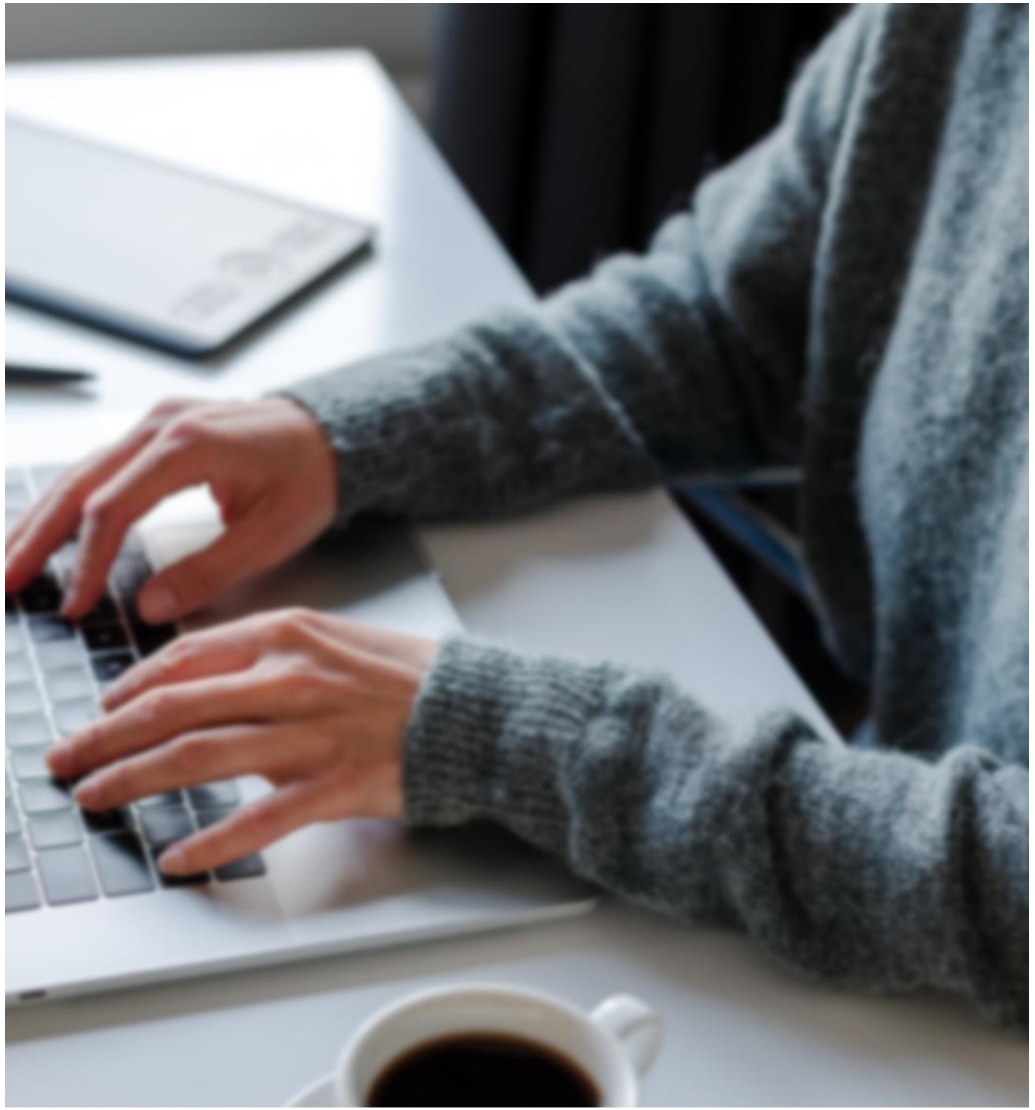
Email Webinar recording

Email

Reminder of
Recording + Offer
Next Step

**Super
Basic –
Good
Enough –
Webinar
Setup**

What's Next for You?



Want More Help Taming Your Tech?

- ✓ Borrow My Brain
- ✓ 3-Mo Tech Coaching
- ✓ Tech Therapy Hangout



Go From Frustrated to Confident + Getting Sh*t Done

- 2x calls per month
- Private group space
- Tackling common techie questions
- Bonus resources inc checklists, Trello boards, etc

<https://www.mightymarketingmojo.com/services/>

Contact Me for More!



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www.mightymarketingmojo.com



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



@theinfohound



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