

The Deep Dive

Format: 3x sessions on Zoom, 90-120 min each

Duration: Pick your own pace

Price: €599,- / R10,000* incl. Bonus feature

Session 1 - Inward

Duration: 90 min

Where: Zoom

Goal: Curate your intention

Tool we'll use: [Step-by-step mapping tool](#)

Here's a [video](#) with more information.

- Guided Meditation
- Deep dive mapping tool
- Exercise: 3x WHY

Session 2: Outward & Practical

Duration: 120 min

Where: Zoom

Goal: Define your ideal customer(s) and top 3 offerings

This session has an outward focus to decode, distil & get very clear on your **ideal customer(s)** and **3 core offerings** we'll start off with.

Here you can bring all your ideas and thoughts to the table and I'll help you **decode, distil** & get very clear on what you love so dearly.

We'll need to have a clear understanding of the core problems your ideal customer experiences. The homework questions should make these clear, but we can always add another powerful exercise to the mix.

We end off by mapping 2 to 3 concrete sales funnels from teaser to offer (incl. cross-selling).

If need be we'll extend this session to 2 hours, or do 2x sessions of 60-75 min each.

**The prices charged in Rand are exclusively for clients in South Africa and on the African continent. They are intentionally lower to provide marketing as a joyful act priced for a more inclusive client base.*

Session 3 - Details & Next Steps

Duration: 90 min

Where: Zoom

Goal: Vision, Clarity & Reduce Noise

In the last session we'll map our [implementation plan](#)! We'll list all goals, intermediate goals (smaller steps), means (what is going to get us there) & action points (what will we do to get there).

Based on the first two sessions, I'll put together an initial plan, and in this last session we'll use the time to tweak, add & enhance this plan.

Here's a short video of how I use the tool:

<https://somup.com/cZnOlhpBnu>

Bonus Feature:

What's a small problem that's taking up most of your energy and mindspace that you want resolved NOW.

Just a few examples:

- Home page copy
- Technical integration issue
- Zoom-bombing
- LinkedIn profile

Interested?

- Plan a call [in my online diary](#) (easiest)
- Or contact me directly on +27 79 256 1595 (a bit of a long shot)
- Or email me on mirjam@mirjamchristinehope.com

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The Journey - Optional

Duration: ongoing

Format: Monthly Retainer

Options: Reduced fee €95,- / R950,-* per hour / or commission % with lower hourly fee

During this phase we'll work through our one pager.

- I'll **implement** all the action points you've identified **as important** but cannot do.
- I'll help you **decode** that what you love so dearly & translate into actionable, manageable, gentle steps towards our shared goal
- I'll **facilitate** in areas where you experience stuckness to create **clarity & guide informed decision-making**
- We'll **collaborate** on the ones, we've identified as shared responsibilities

During the journey, we'll pilot our main findings & core product offerings.

The first phase will be that of **ready-ing for impact** to ensure all is aligned for execution.

I'll be your sounding board & main implementor to ensure our primary goals are achieved.

I've created a little video to give you an indication of the work I'm doing with clients at the moment. Heads up it has some European focus points, since this is a general video I share with new clients.

<https://go.screenpal.com/watch/cZeoidV7DBb>

The retainer work can include things like:

- Creating web pages
- Repacking & launching existing offers / services
- Launching new offers / services
- Creating lead magnets (a freebie in exchange for an email address)
- Setting up an email funnel that converts
- Taking care of all technical aspects regarding your website, payment methods, email program and / or social media channels
- Sending out a regular newsletter
- Assistance with content creation & delivery on your favourite channels
- Networking with & linking you to the "right" people
- Keeping a financial overview to ensure we're meeting targets as identified in our one-pager

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Addendum Guiding Questions

Why And Positioning

1. What's your rationale? Why are you doing this and where does it fit into what else you're doing?
2. What does your product do as opposed to what it is?
3. In which ways is your product unique and different, better or worse than what your competitors or alternatives offer?
4. Who are you targeting with this product? Is it your ideal customer? A new customer? How do they vary and in which ways?
5. What is the reaction / emotion / feeling you wish to evoke?
6. What do you want this customer to do? Be as specific as possible here and run through the entire sales funnel from interest to purchase.
7. What are the reasons why people would not buy your product?

Guiding Questions

1. What is your (ideal) customer experiencing?
 - What's actually happening there?
 - Does your idea embody what's really going on?
 - Are you connecting & sensing into felt pain points?
 - That seem insolvable?
 - To your customer?
2. What will happen if they don't handle the problem?
 - Does your product unpack where they'll end up if they don't handle the problem?
 - What's your tone like?
 - What's the vibe like?

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- Are you sympathetic?
- Judgemental?

3. What do they need to solve their problem?

- Create a top 5.
- Then check.
- Is my product featured?
- If so, you've got yourself an offer.
- If not, ask yourself "what needs tending"?

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