

Jodie Fielden [00:00:54]:

Hello and welcome everyone. It's great to be back for episode 22. I'm Jodie Fielden and I'm joined by my work wife, Bestie, and business partner, Adri Varga. During these podcasts, we share how you can leverage a passion into profit. Whether you're looking to launch into the next phase, take time away from the floor, or you're looking to sell your business and cash out your investment, you're in the right place because we've just about done it all. And we're here to share with you that you can too. Because it's time to believe your business can be everything you ever wanted.

Adri Varga [00:01:24]:

Hello everyone, and welcome back to this new episode. And today is going to be a juicy episode because it's going to be all about creating smart promotions and offers that attract clients to your business. And we are diving deep into the world of smart promotions and uncovering the pitfalls that often lead to wasted marketing dollars.

Jodie Fielden [00:01:51]:

Yeah, it's going to be a good one. I think we'll start with the first part, which is understanding your ideal client, I think.

Adri Varga [00:02:07]:

Yeah, that's fine. So I think when it comes to preparing your business for creating any promotions, the main part, what you need to understand is who do you want to attract to your business? And this is when it comes back to client Avatar because we're going to base our audience on clients who we already have in our business and we would love more of those type of clients to come to the business. And this is when we have a document, what we go through and we putting each details in the documents to find out who is our idea client here. And this client of a client avatar document is very important. Even when we are going to start to think about running promotions on Facebook or Instagram.

Jodie Fielden [00:03:06]:

Yeah, I think we need to remember that when you mentioning Facebook and Instagram and things like that, there are two very different types of promotions and there's the paid ones and there's the organic ones. So today, what we're talking about right now is the organic ones that you're going to create in your business and put out there. So instead of doing, you know, and Adri talk about the mindset around this is that I actually had someone say this morning about that they're wanting to what they say things are quiet. And so she doesn't make enough profit or enough money to be giving away discounts and free gifts and all those kind of things which she was doing before. And so it's those discounts and free gifts and the discounting side of promotions that I think we need to talk about why that's not a good idea. And that way it'll tie in with what the ideal client looks like. So I think it's hard to jump into that ideal client without sort of understanding the two different types of, you know, that you teach in the, in all our masterclasses, the triangle.

Adri Varga [00:04:29]:

Yes. So the market there is like the way we are teaching a market. There is two different markets available for all of us who have businesses. We have the market, which is a bigger, bigger market. And it's easier to reach people in that market. But that market is driven by money. It's driven by your low prices. And there, there is an upper market or a different market where people are looking for value for their money.

Adri Varga [00:05:04]:

They're looking for high end services, and that's a smaller market. And you need to be much, much prepared and smarter about how to reach those people. So when it comes to identifying our clientele, it's, you need to have a look who is it at the moment you are attracting in your business. And then obviously, obviously you have a couple of favorite clients. Couple of clients. You always say, oh my God, I just wish all of my clients would be like, I don't know, Mary. And I think that's something. When we start to think about marketing, our business is we need to think about, so are we, do we want to market, like, do we want to create promotions to attract clients who are attracted to discounted services, or we want to attract clients who are attracted to higher ticket services? You are muted.

Jodie Fielden [00:06:16]:

Of course I am. I'm muting myself again. Like I said, I say it every episode. One of us needs to get our L's for driving this camera and the mute button. Yeah. The foundation of putting any promotion together is knowing which type of client that you're catering for. And I think it also will come down to spending time with working out what promotion, like what you can offer. Like, how can you? I guess the one thing is that we always promote is to add value.

Jodie Fielden [00:06:54]:

You don't need to discount. Let's add value. So what can I add value with? That's not going to cost me a lot of money. I think that is one of the first places that we can sit down and really think about the tangible part of it. And then we have to remember that when we're marketing to clients is that there's a marketing client journey and the stats are that they have to see it. Used to be they, you need to see them three times. Now it's about eight times that they need to see you. Then they will click on you maybe three times to have a look at what it is and then they may sort of take action.

Jodie Fielden [00:07:30]:

So you need to make sure. So that's just from the marketing point of view. But then once you get them into the salon, and this is another important part that you need to remember when you're creating a promotion is that you need to keep them coming back and encourage them for their next and making a plan. And I think this is where you explain a little bit more about how that works.

Adri Varga [00:07:55]:

Yes. So the way it works is basically you need to think about an offer. So you're going to have an initial promotion when you're going to drive clients into your business. But that client journey should not end then. And then once they finishing with the service and when they pay their bill and ready to leave. Because we know how difficult is to get new clients into the business, you need to be more prepared what is going to be the next step for that client. And you want to encourage that client to make a decision before they pay that bill or before they leave your business to come back next time. And when we're talking about smart promotions, the way we teach smart promotions that you going to have, are you going to see promotions as a whole holistic way to attract and keep clients coming back to your business.

Adri Varga [00:09:01]:

Because the biggest mistake, what we can make is just to create one promotion, grab the clients, the client comes in and then we don't have a plan for the clients. So we pray and we just hope for the best that those clients eventually will come back to our business. But you want to be more in control because every promotion is on investment. You either, even when you are value adding, it's an investment on your part because you're going to value add smartly. So it's not going to cost you too much, but it still does cost for you also, you know, to getting new clients is costing us because we have our marketing cost and everything else. So we want to make sure that that client going to go through a new client journey. And this one, I think last time we were talking about client journey and we were talking about, it's in our recommendation. It must be two different client journey, one for new clients and one for clients who are already with you in the business.

Adri Varga [00:10:11]:

So when it comes to smart promotions, I like to create smart promotions when we have an initial offer and then we already know how we're going to move that client to come back to us at least three times. And once they come back three times, they are more than likely going to stay with us. But it needs to be very, very strategic. It cannot be just like, you know, we create a promotion and let's hope they will come back.

Jodie Fielden [00:10:43]:

That's it. And you also have to make sure when you're creating these promotions and you start running them, is that you're measuring them and you're keeping track of the data about how many promotions you've sold and how many of coming back. So you need to, because if you can't track the performance of the promotion, you don't know if it's worked or not. It's just guessing. Like, oh, yeah, I think, you know, we sold a few. Okay, we sold a few, but how many came back and stayed with us? Because it's. Unless they stay with you, it's not a, I wouldn't call it a successful marketing campaign. When you're in somewhere, like in the industry of hair, beauty and wellness, is that you're not a one hit wonder kind of clientele, unless, you know, that's your, I don't know many talents that are like that, but you.

Jodie Fielden [00:11:44]:

I was just trying to think, is there one that. I'm being very general with that statement, but no, I'm

pretty sure no, 98% of businesses in both industries is that we're trying to build a clientele that stayed with us for three to five years. So if you're marketing, if, say, those groupons were a great example of, oh, can be good and can be really bad, mostly bad, because people don't have that plan that you were saying about getting them to come back in. So coming back is that you may sell 50 groupons. That's great. You get an influx of five grand or something, but it actually costs you 15 grand to run the promotion and look after the client because you're doing, you know, a 90, \$90 balletage, and it's actually a \$300 service with no plan for it to keep them coming back. So for the initial, oh, yeah, we sold 50 or 30 of those promotions. Oh, yeah, that them was good.

Jodie Fielden [00:12:44]:

Well, no, it's actually cost me this much money to run it. And only four people out of the 30 or 40 vouchers that we sold actually became our long term client. So unless you can track that data, you don't know whether it's working or it's not. It's just kind of throwing money at the wall and guessing. And that's the mistake most business owners make, especially in our industries, because we don't like to take the time and do the numbers. So it's really important that if you can't, if it's not measurable, then you don't know whether or not it's worked.

Adri Varga [00:13:24]:

Yeah. I always recommend, you know, like once you have a promotion running, obviously you create some kind of posters for the promotion. And ideally you would have a description of the promotion for your team members. And then the third part is the measuring part, the document, when you actually going to measure who came in, what day, how much they paid, if there is an upsell or if they took retail or if they rebooked. And I always put these three documents together and I used to have a file and I put every single promotion in that folder. And after a while you will have a very, very clear idea about which promotions are working and which not. And once you have three or four promotions which are working, you just repeat it because you know those promotions are attracting the clients to you. But you are absolutely right.

Adri Varga [00:14:29]:

If you don't measure it, then how will you know if that promotion is successful or no or not. You know, like, it just depends. Like if you have paid promotion, then you need to know how much you spent on advertisement and how much the income, what you created. You need to know a lot of data and a lot of information. So you are not going to waste your money into promotions which are actually eventually costing you instead of making you money.

Jodie Fielden [00:15:05]:

For example, one of the clients that I'm working with at the moment when we jumped in and we're having a look at her pay promotions through meta. So we'll go through in a little while and explain. The next thing that we'll talk about is explaining the different types of platforms and what each platform is designed to do. But in this, her Facebook, she and Instagram, they have a really good organic following and it's a strong active following, but they're boosting their posts and they're boosting their promotions. They've just got like a promotion tile and they just do a

paid boost. They had spent in, I have to remember, it was like four months was almost \$5,000 in paid boosts. And I said, oh, did anyone book in for that? Like, did anyone contact you? And they're like, oh, no. I'm like, okay.

Jodie Fielden [00:16:02]:

Do you know how much you spent? Oh, no, we were just doing, you know, \$5,100 boost. And I said, and I showed them in the back end and I said, there's the dollar figure. It's thousands of dollars on site. That's not working because you weren't tracking how long you were running it for, how often it was being boosted. And did anyone accept the offer? Now, one of the worst things, the most least performing way of paid advertising is boosting. Please don't do it. You have no control. Unless you're looking for to be an influencer and get just reach.

Jodie Fielden [00:16:44]:

It doesn't matter who they are, what they are, you know, you just want likes and all this kind of thing, then okay, that's fine. But if you're using your Instagram or your Facebook as a marketing tool to build brand awareness, to gain followers that are potential clients, not just people in the industry, then boosting your post is money not well spent because you have no control over who gets to see your post. That's why it's so important to set up what they call a campaign in your Facebook, in the meta advertising. Because those campaigns, I know it can get tricky to understand, but a campaign you're able to target specifically who you want to see your ads, you can target the kilometer radius. There's, if you're, you may like, you might be in a big area like Wa. So you have to have a bigger radius than in Sydney, you know, so you, you have control over those things. But you also can say whether it's for men or women or it doesn't matter, gender neutral, you know, like, you can be specific in the age demographic that you talking to. So you really need to know who you're wanting to attract with a paid campaign on those kind of platforms.

Jodie Fielden [00:18:12]:

And that's why your ideal client that Adri's talking about, which is what we call a client avatar, that tells you, because you can put all the things that they, you know, okay, so I'm. I want to attract. Suzy, Melissa, and Rebecca are my three favorite clients. You know, what do they love doing? What, you know, are they into, I don't know, hockey or do they love high fashion? You know, so just those kind of things are really important when it comes to doing your marketing. And, and that's what you don't have control over in a paid boost? I get on my high horses when it comes to this, don't I, Audrey? Oops, you're muted. See, now Adriana's muted. I mute yourself. Hello.

Jodie Fielden [00:19:01]:

Welcome back.

Adri Varga [00:19:04]:

Yes, absolutely. And I think it's very important because when we have our business, we don't know too much about marketing. We just try to copy others and try to find our way around, you

know, like what should work and what shouldn't. I used to do exactly the same. I boosted posts. I never got return on my investments. You know, if I did say a specific campaign, then I could attract clients. But it took for me a while to figure it out.

Adri Varga [00:19:35]:

What's the difference between boosting and targeting someone with a company? And you just explained so well, so I can't even say or add anything to it because this is the biggest confusion when we start to work on marketing, that we tend to think that marketing is easy because it's just pressing the boost button and it's miraculously, you know, like we're going to have clients coming into the business because they want us. It's not like that. It's actually later on, not in this episode, but later on we can get into more in depth with marketing and everything else. For those of you guys who are, want to learn a little bit about the miraculous ways of, you know, or the very, very interesting ways of working marketing. And I must say, even the biggest marketing gurus are sort of, you know, struggling.

Jodie Fielden [00:20:35]:

It's guesswork. There is no, there is no set formula. Like if you mix a color or you do a set of exercises, you have a specific outcome. Marketing doesn't work that way. I hate to tell everyone that it just doesn't work that way. It's test and test and trial and test until you find the sweet spot, which Adriana was talking about, those couple of promotions that do work. And then you rinse and repeat. You don't try if they're working while ever they're working, you rinse and repeat.

Jodie Fielden [00:21:05]:

You don't, don't fix something that's not broken. But the reality is also you, once you get into paid marketing, you're better off to ask a professional. It is like, the truth is, that's why people pay us, is because we take them through and we, we go on the journey with them and we hold their hand and we do it with them and we guide them. And then once they get to a certain point, then it's like, okay, now you need a specialist in this area, but you've got to come through this first, this journey, first of learning what you need to do, understanding the reasons you need it, just the same way as you need to understand how to strengthen someone's body, or you need to understand how to do a color correction or the color wheel. Like every. You need to know what the color wheel represents before you can even think about starting to color someone's hair. It's the exact same thing with paid marketing. So we always start with, if you fix the five things that we were talking about before, during quiet times, and you have your seven foundations right, then everything's ready for this, because it's a massive investment in money.

Jodie Fielden [00:22:13]:

And unless you have your foundations right, you're wasting your money. It's the truth of it. I can't sugarcoat it because it's just. The truth is that if you don't have everything else right in your business, marketing is not going to work. You might get new clients in, but it just tipples up. And that's a whole nother story. And this, it's so convoluted that we'll end off in five different different areas. So let's get back to the next thing that we were going to be talking about was the multi channels.

Jodie Fielden [00:22:47]:

So I might just give a high level view with arjry about the different channels of marketing. So the very first is the marketing you do for people who are problem aware. So when they do, you want to explain a little bit about what problem aware looks like for someone?

Adri Varga [00:23:10]:

Yeah. So those people who are problem aware, they are actually know they have a problem and they are ready to find a solution. So those people are in the research mode. And if you offer, or if you speak their language and you have an offer for them, those people more than likely going to take on your offer.

Jodie Fielden [00:23:37]:

So these are the people that are actively looking for you. They know that they need, I don't know, an appointment with a Pilates instructor because they've decided that their back hurts too much and the physio is not helping them out. So who can. Okay, I'll try pilates. So the first place, 90% of them, when they're problem aware and looking for a specific person to solve their problem, they'll go to Google. And this is where Google Ads are really important because they type it in and you'll see in the search engine, once you've done the search engine, all the lists, you'll see all the paid ones come up first, and then you'll see the organic ones. And that's when, you know, SEO specialists come into it about how high you're ranking and all that kind of stuff. So again, that's another.

Jodie Fielden [00:24:26]:

We'll actually bring on some specialists to talk about those things for you. But that's Google. So that's one platform or a search engine. We'll call it a search engine, but usually it's Google Ads that everyone runs. Then you have the people that aren't particularly looking for you, but you want to be in the back of their mind when they are looking for you. So these are the people that you need to get in front of up to eight times before they even trust you enough to click on your link. Like, if you think about it and you've been sitting there scrolling on your phone, say, on Instagram or Facebook, and you see that sponsored ad come up and you just flick past it, and then all of a sudden, one day you click on it. I did it this morning with a clothing ad.

Jodie Fielden [00:25:12]:

It was like, oh, yeah, I saw them. I actually like those pants. Let me go and have a look. So it's the exact same thing. So you're building awareness, you're planting the seed and you're encouraging it so that when they do all of a sudden become problem aware, then they may more likely will click on your ad while it's, oops, I'm banging my microphone again. It's one of those days up in here. So they're more likely to click on the ad and take an interest in your offer or some of the reels that they've been seeing because they want to see your work, or they've been seeing your work. And now, oh, I need my roots done.

Jodie Fielden [00:25:50]:

Where's that chick? Or where's that guy that I was following? Oh, there it is. They do. Oh, yeah, they're in my area. They do Balayage. All right. Yep. I'm going to go and book in with them. So those are the people that meta and Facebook platform are advertising for.

Jodie Fielden [00:26:08]:

So those are the main two that our industry use. Then there's the whole heap. Adriana knows more than me about the YouTube channel. So YouTube, you can do advertising. What else? Adri, LinkedIn. I think Adria. Adri looks after YouTube and LinkedIn.

Adri Varga [00:26:26]:

Yeah. So it wasn't always like that. So for headers, Pilates, two donors, really, Instagram and Facebook. And then TikTok is coming because we can create visual effects because TikTok is all about visual short videos and just to create interest with those short videos. And then with our company started to get into YouTube and LinkedIn. And both platform is for those four team is more than likely for building relationships, mangling with like minded people or nowadays even hair and beauty salon owners and Pilates studio owners, they're looking for team members through LinkedIn. So before it was sick, seek doesn't work anymore. So we are moving to LinkedIn.

Adri Varga [00:27:42]:

And then when it comes to YouTube, YouTube is more for if you want to become an influencer or an educator. So if you are just a hassle on wanting to attract local clients, in my knowledge, and I don't have a really high level knowledge of YouTube, but I don't think it is actually the best platform for you to attract local clients. So this is when you need to make a decision. As Jody mentioned, do I want to become an influencer? And then I choose the platforms for that to attract global clients or global people or if you want to grow my local business and then which platforms I going to use to do that?

Jodie Fielden [00:28:32]:

Yeah, it's, it's really important to have clarity on what you want to achieve with your social media and your advertising. This is a little bit off topic, but it's really important when your salon owners especially, I don't see Pilates studios doing this quite so much, but salon like hair beauty, they go into groups and they go, I want to grow my Instagram account, let's do a like and follow and so we can follow and support each other and all this sort of thing. That's great. It gets you numbers. But if you're doing paid advertising to look for clients, then the algorithm within those, within meta thinks that those people that are your followers are the kind of people that you want to get in front of. So they start showing your ads to them instead of potential clients. So if that's what your aim is, that's fine. But if you're trying to get more clients, you're doing yourself a disservice by building your following up with numbers.

Jodie Fielden [00:29:40]:

Now, if you're looking to be an educator or an influencer in the industry, that's completely different. But if you're looking for the clients, asking other salon owners to support you, which we

all want to support each other, and there's other ways that we can, you know, do that, but you need to not do it via asking the like and follow. If you go in, you are better served on these platforms to have 500 followers that in your area are your potential clients, then 5000 followers who are not in your area and they're not potential clients. So it's, it can be really misleading because, you know, we hear about all these influencers that are making off money off the gram. But if you're looking for clients, that's not the kind of thing that you want to be doing. You still want to be doing some of those videos because your target audience are really attracted to those kind of videos and seeing form and movement and behind the scenes and seeing who you are and really getting to know you and trust you. But you need to make sure that they're in your area, that they're going to click on your promotion or share it with a friend, things like that. So we just need to be aware.

Adri Varga [00:31:03]:

Yeah. And I think at the end of the day, what you really need to be aware of that. You need to have a plan, you need to know who you want to attract to your business more, what kind of services you want to promote, and you going to base your promotion on that. And you need to work a little bit, you need to put work on it. You don't want to just to do the guesswork because it's costing too much money to run advertisement for the wrong people or, you know, like so to the wrong audience and not setting up in the right way. And even when your promotion is so successful, you need to work on the back end also. So that's really great. If you could create a promotion, run a campaign and you will gain, you know, like 5610, 15 new clients a week or maybe even more.

Adri Varga [00:32:10]:

It just depends, you know, like how big is your business. But if those clients are coming in and then you don't have a prepared way to look after those clients, it comes back to client journey also asking for feedback. And then if you don't have a plan, how am I going to make sure that client going to come back next time? And then next time and then next time, then your first promotion is not really the best investment or the smartest investment because that's the easiest step in a way to bring someone in, but to keep them, that's something what you really have to have a plan for.

Jodie Fielden [00:32:54]:

And honestly, if you don't have the, if you don't have your prices right and you're bringing more clients in, you're just working harder, longer and making less. Like essentially the amount of hours that you're putting in, if you don't have your prices right and you've got all these new clients coming in, you're just digging yourself into a bigger hole.

Adri Varga [00:33:16]:

Yes, absolutely. And honestly, you need to know your fundamentals and you need to have your fundamentals right before you start to attract people to your business because, and this time, you know, like this starts somewhere as business. And this is when you get into, you know, creating your prices. And normally there is, you either inherit prices with business, you purchase

or you copying others. This is normally how we start, but we start somewhere. And then obviously you try to attract clients and then you start to ask for feedback. So ask for feedback so you can potentially grow. Have a look.

Adri Varga [00:33:59]:

You have the analytics, have a look. What kind of clients are you attracting? Are you happy with those clients? Are those clients happy with your service? Are those clients committed to your business? Are they rebooking? Are they purchasing extra services? When you recommend?

Jodie Fielden [00:34:18]:

Are they regular?

Adri Varga [00:34:20]:

Like how regularly are they coming back to your business? Those analytics are extremely important in the beginning of your business before you move to the next level of prepared marketing. And this is a crucial part because none of us is perfect. So don't feel the pressure that you need to get it right straight away or you perfect. But there is a certain way, a certain blueprint, what you can follow. You can follow a formula, like we have a program called follow the formula. You can follow a formula which is going to take you on the shortest and quickest way to actually succeed and understand your business and grow your business properly. Marketing is a beast and you should not start investing your money into marketing before you get everything right and before everything is tested because you could attract the best clients. But if nothing is ready for keeping that clients or cater for that clientele, again, just remember the two markets, value based market and low price or price based market, different clients and that market do not mix.

Adri Varga [00:35:42]:

So when you want to attract people with lowering your pricing, you are not going to attract high ticket clients. And the forever question is, and Jody always reminds me, just talk about this, can you make of flourishing and profitable business with the price based market? And the answer is yes, but it's a hell lot of work and you're going to end up burnt out, tired and frustrated because the market you are attracting is a very challenging market and you need to put lots of hours for in for you to be able to, to make potential money out of it.

Jodie Fielden [00:36:27]:

It's good. Yeah. You've got to remember, if you're going for those, if that's your target market, it's high pace, it's bang, bang, bang, bang, one after the other. It's not someone that you sit there and they have 4 hours in your seat and it's a, you know, it's a cheap service, it's in and out, in and out, in and out. It's volume. The businesses that work in that lower price range, it's about the volume of clients that they get through. So whereas the value base, it's about the quality and the service. So that's.

Jodie Fielden [00:36:59]:

Yes, like Audrey said, yes, they both can work. You've just got to decide which way you want to go. Now, in saying that, it leads on to why lot of businesses aren't seeing a return on investment. I think we're going to talk about that in our next podcast. I don't know if you can hear this, but the birds are agreeing with me today. Your birds are my birds. We're both surrounded by native flora and fauna here on this lovely central coast of New South Wales. But yeah, so we'll talk about that.

Jodie Fielden [00:37:38]:

And I think what we'll do in the next couple of episodes is that we might look at bringing in some ad specialists so that people can hear what a perspective from a specialist. You know, we are. What we do is that we teach people the foundations and the theory of it and show you how to get started. But these are the people that you are wanting to work towards. If you're going to do paid advertising, unless you're going to spend, unless it's going to be your full time job, because you don't just set these ads up and forget they are not set and forget. You have to sit there, you have to monitor them, you have to measure them. And that's not even measuring them in the salon, you actually have to measure them on the platform. So on the Google Analytics or on the meta platform.

Jodie Fielden [00:38:28]:

So what we'll do is we might, over the next coming weeks is that we might bring in our, we have two amazing on our team that's specialists in those platforms. And I think we might sort of introduce and maybe have, if our listeners want to send in like a question that they've always wanted answered about their ads, what they should be doing or whatever, we might actually pop that up into the, to the, to the girls and, and get them to answer it for us. What do you think? Urge?

Adri Varga [00:39:05]:

Yeah, I think it's, it's a great idea. And both girls are specialists in different platforms. So I just want to say something.

Jodie Fielden [00:39:17]:

There really important, before I forget, there is no one there maybe five people in the world that is a specialist or a guru on both platforms. The one thing I've learned is that massive big marketing companies, they have a department that works in this department and the other one that works in that department, if you're out there looking for a cheap solution to manage both of them for you. It'd be like, you know, shooting fish in a barrel. I don't even know. Is that the right way around, getting the fish in the barrel or something? I don't know. But your chances are getting someone that's going to give you a return on your investment is minute. It's like hen's teeth. So that's.

Jodie Fielden [00:40:01]:

Will these girls will be able to explain that for you?

Adri Varga [00:40:06]:

Yes, absolutely. So as Jodi said, if you have any questions, get in contact with us. And we are more than happy to ask those questions from the girls. So one girl is a specialist on meta, which is looking after Instagram and Facebook, and the other girl is specialist on Google. And when you are a local business, when you. Yeah, when you are. When you are a business and want to attract local people to your business, these two types of specialists, you want to pick their brain and you want to work with.

Jodie Fielden [00:40:47]:

Yes, definitely. All right, so we'll wrap it up. Any questions, you can email us@helloocusgdt.com or you can slide into our DM's and send us a DM. Audrey, the handle for our socials to.

Adri Varga [00:41:03]:

Dm us is Instagram and Facebook is ogdt.

Jodie Fielden [00:41:10]:

Excellent. See, even in my head I started to say it wrong. So it's a thing for me if you'd like to join us for our pricing retreat, because you want to get, I want to start working on your pricing and getting those foundations right so that when you do invite clients into your business that your price is right and they're going to be profitable instead of just more hard work. Then jump into our pricing nexus and you can get tickets on our website, focus gdt.com, and the link there is for retreats. Audrey is going to spend two days step by step. She'll be holding your hand the whole way.

Adri Varga [00:41:54]:

Yes. So what you need to know about this retreat is a virtual retreat. Two days. You do not need to travel, but you need to set time aside to work on all the elements. So we're going to deep dive into your foundations and fundamentals. We're going to accomplish about two to three months worth of work in two days. And if you prepare and if you do everything right, then we guarantee that you're going to leave the retreat with your ready to go price list. And also we're going to give you the tools to implement branch change in your business.

Adri Varga [00:42:38]:

We're going to give you. Objection. Handling tools, going to give you scripts and they're going to give you tips and it's going to be easy for you to implement those prices. You will know what to do with services which are not profitable. You will know which services are the most popular and most profitable in your business. You will have a full clarity about your business and you will know a lot more. You will know your break even, how much money you need to make early each hour when you open your business in order to break even. And you will have an absolute clarity about your profit margin because you're going to set those margins up for yourself.

Adri Varga [00:43:23]:

It's not us who going to tell you, you know, like you must be 40%. You must have 40% profit.

This calculator, what we're going to give you, it's going to be forever for you. It's a digital calculator. And once you set it up, then you only need to change the parts which are normally your product price can change or your breakeven early breakeven can change. And once those elements are changing, you only change those elements. And the new price list is going to show up in your calculator for you.

Jodie Fielden [00:44:03]:

As a bonus. As a bonus. Sorry, I'm tongue tied. Try and say that again. As a bonus, Aji is also going to be teaching you stress management and how to take care of yourself as a business owner. Because it's really important that we take care of our mental wellbeing as well as our physical well being because people rely on us. You know, if, if you have people working for you, then their families rely on that job, you know, like, so it's not just the pressure of having to take home the bread for your own family, it's for the family of people that work for you. So you need to really look after yourself mentally and physically.

Jodie Fielden [00:44:47]:

So Audrey will be teaching you loads of techniques and we'll be doing those so that you don't feel guilty about looking after yourself either. Because I think not only do we have pricing guilt, but we also have, we're made to feel guilty if we take time for ourselves.

Adri Varga [00:45:06]:

Yes, absolutely. And that's a, that's a major part when we have our business and we running our business. So if you feel like this is something which what you would be interested, we're going to put the link below this podcast. But you can head to. Our website is www.focusjdt.com retreats. And this is where you can find the dates for our upcoming retreats and more information about the retreat.

Jodie Fielden [00:45:40]:

All right, guys, we will see you next time. Have a fantastic week, and we will see you for episode 23.

Adri Varga [00:45:52]:

Absolutely.