POC Mentoring Call #5

0.00 Welcome + Announcements
- Clients from Facebook Event
- Tech-Done-For-You Package by Kelly Jo Murphy

0.10 Alina shares here to find important info in the group

0.12 Alina informs about the change for Week 5 contest

0.13 Alina shares what happens after this week, new questions thread, how to win “time with Alina” prize, how to upgrade to a VIP event ticket

QUESTIONS ABOUT TOPIC

0.19 Heather Moreno confirm about the question section - Alina says yes

0.20 Kyra Lobers shares that she has a topic

0.21 Kathleen Marinell’s question - Alina helps to clarity the topic (theme - writing music)

0.28 Joyce Christie’s question - Alina helps to clarify the topic and challenge idea (theme - leadership)

0.34 Rachel Romaine’s question - Alina helps to define the topic (theme - fertility)

QUESTION ABOUT NAMING

0.37 Heather Moreno’s question - Alina shares feedback about the word “diet” in challenge name, what to consider when naming the challenge (theme - weight loss)

0.41 Alina Mihaj’s question - Alina encourages to take “struggle” away from our vocabulary, voting for challenge name, how to choose name for FB group (theme - abundance + branding),

0.46 George Morris’ question - Alina helps with topic and challenge name and (theme - muscle testing + joy)

0.53 Brigitte Nadeu’s’ question - Alina reminds that the challenge name does not need to carry all the weight and include everything, what to do with controversial group name, how to meet your audience where they are, Michelle shares a suggestion (theme - FB)

OPT-IN PAGE FEEDBACK

0.59 Darlene Karpaski’s opt-in page - Alina couldn’t access as the page was not yet published

0.59 Cornelia Merk's opt-in page - Alina shares feedback (theme - self-love)

1.09 Darlene Karpaski's opt-in page - Alina shares feedback and helps also to choose focus (theme - money)

1.23 Eliana Gilad's opt-in page - Alina shares feedback + drawing about possible layout + what to consider when choosing images, suggestion for the promotion, Katja shares about her experience with promotion (theme - self-sabotage)

OPEN Q&A

1.37 Teresa Bowers' question - Alina helps to clarify timeline (check also General Resources under the program)

1.42 Kyra Lober's question - Alina answers to question to FB posts and links

1.45 Kim McIntyre's question - Alina helps with Kim's question about marketing and challenge promotion (see also resources for module 2 with examples)

1.48 Tara's question - Alina helps with paid promo - challenge leading to program vs challenge leading to retreat timeline, have a result-based program name, result vs method, what is the ideal program length

1.54 Adiat's question - Alina answers about what to do when the main focus is on different social media, how to plan timeline when smaller audience and where to promote, what you need before you run a challenge

2.02 Alina's closing words

2.04 Call ends