



CLARITY TO CLANS

Mentoring Program

Sandy McDonald ©2016

Clarity is a beautiful place and intention is a state of mind that compels action.

When you put them together, they create a still place.

It shuts out the noise and shuts up the voice that persuades you otherwise.

It prepares you for the ride.

Then the momentum takes over and the good work begins. SANDY McDONALD



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Clarity is the only space to be

Particularly online. Websites can be the most expensive mistake you'll make in your business. That's because web builders and developers are not usually online marketing coaches.

Yet to build one of the greatest assets in your business development armoury, you need to have clarity on your business model, your best income stream, your offer framework, your ideal client, how they look for you and where you want to take your business in the future.

Your website structure needs to reflect this. It must also support your brand while allowing easy change and development in the future without having to start all over again.

Clarity – why? Curiosity – who? Coherence – what?

In this unique approach to being online and doing business, you'll work with Sandy McDonald, clarity and communications coach, in one on one coaching sessions. Together, you'll workshop and streamline your offer to structure the right online solution for your business, now and into the future.

With greater clarity and insight into your market, you'll develop a coherent approach to your whole online brand and build a great asset and sales force for your business, without the headaches.

It's your site. Get it right.

The development of the right website structure and the online presence that supports it is often overly complex, frustrating and expensive.

It's only complex if you're not clear about what your intention is for being online in the first place.

Becoming clear on why you do what you do for whom is a muslin-fine filter for all business activity. It unearths your purpose, principles and the your key messages that inform them.

Achieving this clarity means we can position you the right way online to support coherent and purpose-driven communications.

Ordering your value online

This is how the right positioning works for you. It:

- 1 Breathes life into your brand, building on your purpose and values
- 2 Acts as a well organised library of your knowledge, expertise and experience
- 3 Is a significant business asset with a value beyond an information portal
- 4 Is flexible, scalable and easily managed
- 5 Finds and engage your ideal customers.

A new conversation

Most entrepreneurs are driven by more than just doing their business. They want to educate and serve their market, be seen as the best in their field, employer of choice and recognized by their peers. They want to make a difference in people's lives.

With limitless marketing opportunities to express these messages, they're often caught in a vortex of activity that scatters their efforts for little result. Blogging when done well, changes the paradigm.

Communicating to connect

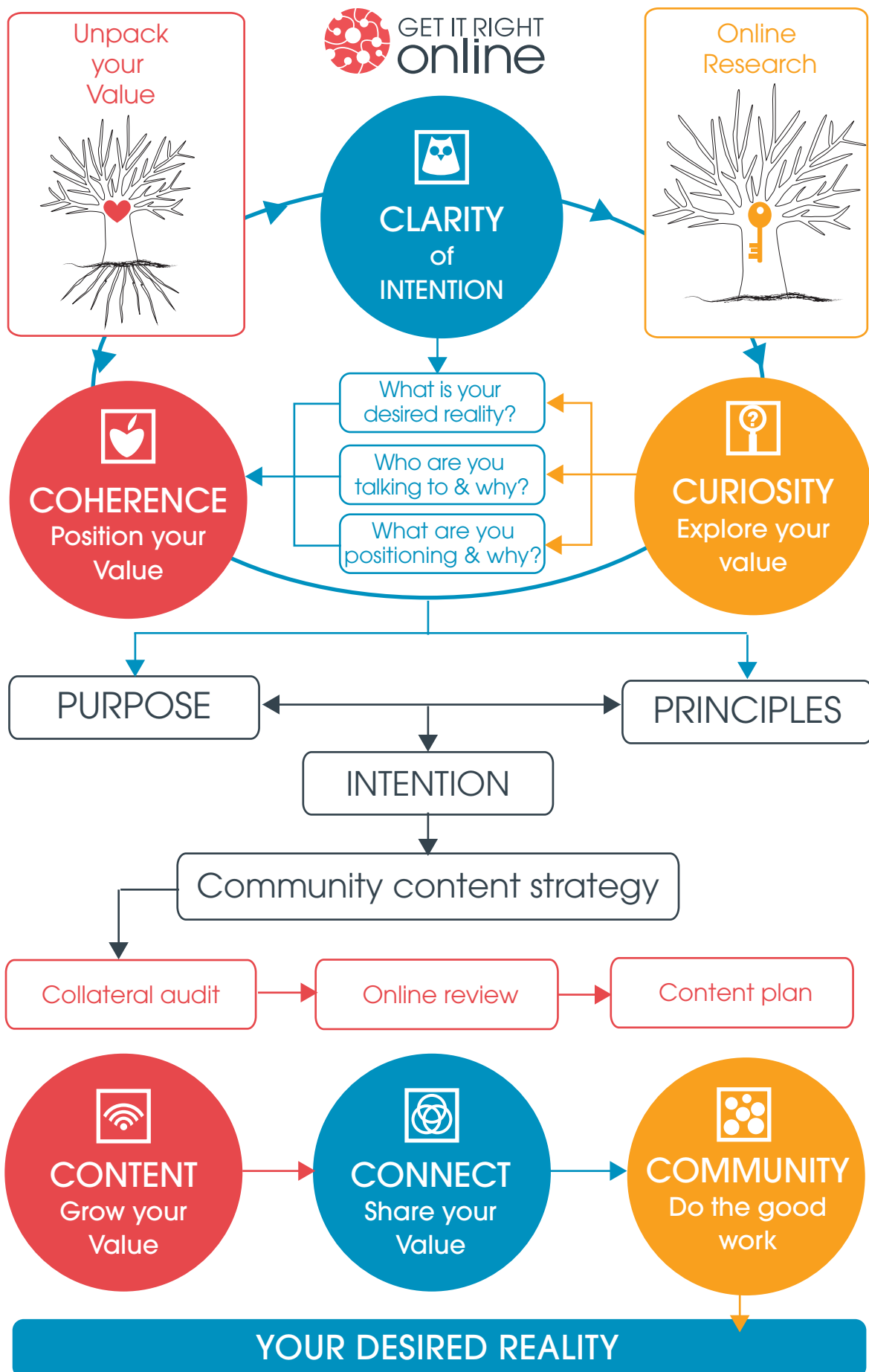
A coherent business blog is based on the intersection of purpose, research and correct positioning. Add to that the depth of research the web offers for exploring who and how many are looking for your exact offer, and the convergence leads to purpose-driven and laser-directed messaging.

In the hands of a purposeful business owner, this authentic storytelling builds influence. It finds and connects them to their most desired people and opens doors to a new conversation based on trust and collaboration.

When a business owner aligns this and their customers to a common cause for mutual benefit and to uplift lives, then they have the ingredients from which to create a loyal and advocating community.

Bloggging is the cornerstone of building such a clan. Why wouldn't you blog?

What we work through



Refining your presentation skills





IMPLEMENTATION:

Options for design of website and printed collateral, website development and co-ordination, brochure editing and design, videoed talk, editing, presentation coaching, press releases, crafting email campaigns and administrative work such as compilation of databases and follow up of contacts services are available. They will be recommended or advised on and quoted on an as needs basis.

Coaching Outcomes

TOPIC	OUTCOME
ABOUT YOU	A clear understanding of your desired outcomes; why you do what you do for whom. Researched and articulated insights into your industry/topic/area of interest.
PURPOSE & PRINCIPLES	An one sentence purpose. The identified principles by which you operate. These are your immutable laws.
INTENTION	A single focussed intention for this work.
VALUE	Your unique value unpacked and organised and that you bring to this work against each of your principles.
POSITIONING	An understanding of how you will position this work both internally and externally You the expert, your business, your industry niche or your offer?
AUDIENCE	An understanding of who you are talking to and why, and of the problems they have that your communications can impact upon.
MISTAKES & SOLUTIONS	The means by which you articulate solutions coherently and consistently against the mistakes your ideal clients are making.
KEY MESSAGES	Identification of the key messages that support your purpose for this work and the principles by which you do it
STORIES	A compendium of personal, community and organisational stories that will appropriately support the key messages
CONTENT	A content strategy and map for disseminating your key messages internally and externally
PITCH	A means by which you can pitch this work succinctly to gain immediate understanding of it and attraction to it
COMMUNITY	An understanding of how to use this work to develop a community of advocates with whom you can work to serve the greater good.

About Sandy



Sandy McDonald is an author, TEDx speaker, a facilitator and clarity and communications coach. She presented her TEDx talk, Tell Your Story, Save a life in Melbourne in 2014.

She works with business owners and individuals to bring clarity into their complex communications based on their purpose and principles.

That informs a coherent and correctly positioned platform from which to tell the stories that build advocating communities.

She is the director of Get It Right Online, founder of Why You Must Blog, and Australian charity, CreateCare Global.

After 22 years running a successful marketing communications company, she used purposeful story telling to start a community that works to warm, comfort and raise awareness of the millions of children orphaned in Africa.

Sandy's TEDx talk is based on this experience to explain how your story can enrich, change or even save lives.

Her book, Get It Right Online. Build A Clan and Supercharge Your Business, details the framework to do this.

She believes that being on purpose and working from principles is a paradigm shift. It changes a conversation to what really matters – how to make a difference in people's lives, which is the best way to grow influence, profile and business.

Through this work, Sandy is known for getting people excited by their focussed intention, which converts into practical, life-changing steps for business owners and individuals to supercharge their lives.

What others say

“As a successful business owner of 13 years, I needed to redefine my soul purpose of the business in order for me to launch forward into the future with confidence. It is through Sandy’s guidance and peeling back the layers of what drives me in my life, that I have managed to declutter the thoughts and ideas that have been congested in my brain and find clarity to the marvels in my head. Formulating strategies to build strength in my principles to move forward for future opportunities has been one of the most inspiring and rewarding journey I have taken so far in my career.” KERRIE MURPHY, INFINITY PILATES STUDIO, MELBOURNE

“Sandy is an exceptional communicator capable of shaping themes from early concept all the way through to engaging content of high net worth. The insight, presentation skills and regard for the end customer invested by Sandy in the creative process, kept my projects focused on an addressable market, keeping costs low and more importantly, ensuring my time was put to best available use. I heartily endorse Sandy for your project on the proviso that she can be free for my next! All the very best, Sandy.” ERROL KRUGER, SIMPLICIO, SYDNEY

“Sandy spent a day with our very sceptical PhD students. Within that short space of time she won them all over, and transformed their typically very academic talks into a passionate, engaging pitches to industry. She enabled them to think outside their comfort zone. At the conference in the following days the students were challenged with presentations and meetings with industry partners. The positive feedback from partners and their ability to now engage with the research would not have been possible without Sandy’s guidance and enthusiasm. She has transformed the way we now talk about our research.” DR NATHAN QUADROS | RESEARCH PROGRAM MANAGER (RAPID SPATIAL ANALYTICS), BUSINESS DEVELOPMENT AND EDUCATION MANAGER | CRC FOR SPATIAL INFORMATION

We are always looking for talented and inspiring speakers to present to our business network. When I was discovered to Sandy’s TEDx talk, I thought her story was remarkable. Sandy told a heart-rending tale of a disaster—millions of children in Africa orphaned and made vulnerable through AIDS and poverty. But she also showed us how she used simple online strategies to create a global movement that keeps growing. She has adapted her own experience into a book and a package that shows people how they can apply these strategies to their individual lives and businesses.

Sandy’s inspiring Get It Right Online presentation starts with the heart and ends with the head. She not only inspires people with passion toward a goal, but also gives people the skills they require to reach it. DANIKA BENISON, ECONOMIC DEVELOPMENT OFFICER, CITY OF BOROONDARA