

CLARITY OF **purpose** PRINCIPLES & STORIES

A NEW BUSINESS ELIXIR



GET IT RIGHT
online

Sandy McDonald

TEDx talker, author, blogger, mentor



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FOR LEADERS, EXECUTIVES
& ENTREPRENEURS

Topic one A new business elixir



In this thought-provoking presentation, Sandy McDonald explains the dominion of purpose and principles to effect a marketing transformation in a changing world of business.

Clarity of purpose, principles and storytelling – a new business elixir

Clarity of purpose and principles — the immutable laws that govern how we work—combine to drive intention. Intention compels action.

Together, they forge the right path, the right messages, and the right stories for the right people. Then the momentum takes over and great work can begin.

In this presentation, you'll hear Sandy unfold the exalted dominion purpose and principles sculpt in a business world today that has few definable boundaries.

She explains how they inform clarity of intention. She unpacks the process by which this can be leveraged to tell stories online. And through her own story as founder of a global charity with thousands of members, she reveals how to connect with and engage the people who most need to hear from your business or cause.

WHAT'S CHANGED?

She asks whether you have responded to the digital revolution with multiple solutions to meet the untapped niches it has exposed. She warns that while the online space provides many channels to market, the web can be a black hole, its noise deafening.

She explains why without laser-focused clarity and coherence, it's impossible to deliver on your brand promise, or reach, teach and convert your ideal customers and followers.

CHANGING THE CONVERSATION

Sandy demonstrates that it's clarity of purpose and principles that overcome these challenges to help any business or organization build a thriving community of advocates.

This powerful elixir moves the conversation to what really matters — making a difference in the lives of others.

Topic two Make your story matter



In this talk, Sandy McDonald will share the inspiration for her 2014 TEDx talk.

She will also explain the back story that helped her craft and present it.

When it matters, people are great story tellers. They tell their stories deliberately to inspire hope, courage and a conviction to act.

A REAL LIFE STORY INSPIRES

During her Tedx Melbourne talk, *Tell a story. Save a life*, Sandy McDonald explains how a young woman's story saved her grand-daughter's life.

Together with her tale of a simple idea that sparked a world-wide community that helps orphaned children in Africa, she demonstrates why stories matter.

She used purposeful blogging to awaken awareness of the children's tragic circumstances, and to persuade tens of thousands of people in 55 countries to knit more than a million blanket squares as a currency of hope.

Sandy believes we are each custodians of stories that can enrich, change and even save lives.

YOUR STORY MATTERS

Sandy will explain why your stories matter to bring about change so that you:

- can be inspired to share your story with the world
- understand the power of purpose in story telling
- discover why sharing your story is a privilege and a responsibility
- learn how to extract your key messages
- find out how to construct a 20 minute presentation that flows, entertains and inspires
- explore the many options for sharing your story on and offline.

FOR BUSINESS OWNERS,
ENTREPRENEURS & CONTENT GENERATORS

Topic three Brilliant blogging. Profitable clans



In this presentation, Sandy McDonald conveys insights into the exhilarating opportunities for you and your business that brilliant blogging and the community it builds deliver.

Purposeful blogging creates opportunity, positions us as leaders in our field and gathers our community. Can we afford to ignore it?

Have you responded to the digital revolution with innovative solutions for the rich vein of untapped niches it has created?

To build a profitable business based on these solutions, the online space provides many marketing channels to communicate your value to the right people.

THE WEB IS A BLACK HOLE

But, the noise online has become a roar.

Without laser-focused clarity and coherence, it's impossible to reach, teach and convert your ideal customers.

When your limited time is dissipated collecting likes and links for little result, it's easy to feel overwhelmed, disillusioned and frustrated with your online efforts.

In this talk, Sandy McDonald demonstrates the steps to good blogging and how it overcomes these challenges to build thriving business communities.

5 FACTS ABOUT BLOGGING

You'll learn how good blogging is a paradigm shift to:

1. position you as a leader in your field
2. find and connect you to your ideal clients
3. change the business dialogue
4. create communities that advocate and buy
5. enrich, change and save lives.

WHAT ELSE WILL YOU LEARN?

1. Why purpose and principles are key to great blogging
2. The best way to position your business online
3. Why online research is your business buddy
4. Why a blog is a serious and valuable business asset
5. How to tell stories your customers love to read
6. How to turn your visitors into enthusiastic customers
7. Why aligning your purpose and loyal customers to a common story drives a thriving community.

THE RIGHT QUESTION

The question is not 'are you blogging?', but 'how well are you doing it?'

Topic four Community, the new frontier



In this presentation, Sandy McDonald unfolds her passionate belief that it is only with community that we can change the world.

'At the intersection of intention, compassion and stories community gathers. With such community what we can do is yet to be imagined.' Sandy McDonald

A REAL LIFE STORY INSPIRES

During her Tedx Melbourne talk, *Tell a story. Save a life*, Sandy McDonald details her experience of building the organization CreateCare Global, now a worldwide volunteer community that keeps growing organically.

Told on two continents and full of heart-warming anecdotes, this is a story of a loving family separated by war and politics.

It's also a triumphant tale of resurgence, resilience, and the spirit of humanity as the power of community unfolds to demonstrate what we can do together. It shows how story can change lives.

Sandy tells how the community works to warm and comfort some of the millions of children of southern Africa who have been abandoned, orphaned or made vulnerable by the combined perils of HIV AIDS and poverty.

She shows how empowering people to make a difference has turned a simple knitted blanket square into a currency of hope.

WHY COMMUNITY MATTERS

Sandy's presentation unfolds the methods that drive organisations to embrace the power of volunteer communities for mutual returns as they uplift the lives of others.

You will learn:

- why being clear on intent, and cause-driven, builds a culture that fuels action
- why this nurtures the spirit of volunteering and an ethos of giving
- how a constant flow of purposeful stories gathers community
- why the measure of success should go beyond the bottom line for all your stakeholders
- why stories matter to enrich, change and save lives.

What others say about Sandy



We are always looking for talented and inspiring speakers to present to our business network. When I 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.

Sandy 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

The Australian Institute of Superannuation Trustees (AIST) engaged Sandy McDonald to speak at our annual major conference in March 2015.

From the outset Sandy was very receptive to developing content that would suit the needs of our audience and deliver both a strong emotional and professional presentation that would resonate with our delegates from a range of levels and backgrounds within the superannuation industry.

Sandy was a pleasure to deal with and kept us in the loop on her presentation development from concept through to final delivery. I would recommend Sandy for both corporate and community presentations.

THERESA HOOGLAND, MARKETING & PARTNERSHIPS MANAGER, AUSTRALIAN INSTITUTE OF SUPERANNUATION TRUSTEES

I have seen different versions of this talk from Sandy more than six times now. Each time I still tear up, but more importantly it makes me more determined to take a leaf out of her book and do something to make the world a better place. She is an amazing, accomplished, vulnerable, authentic and generous speaker and I am so very privileged to be working with her. If you want a speaker that cares deeply about making a difference and leaving your audience inspired and activated for change, then Sandy is your woman.

CAROLYN TATE, FOUNDER SLOW SCHOOL OF BUSINESS

When you've done what Sandy has done for thousands of African orphans, and tell the story simply and humbly on a TEDx stage, it's no surprise the 900 people present gave her a standing ovation. Sandy can speak like no one else I know: from head to head, and heart to heart.

VIVienne KANE, DIRECTOR, EXCITE PRINT

Listening to many of the comments after the TEDx talk - at the drinks - Sandy had touched the hearts and minds of so many. Each relating to the stories from their own perspective - but drawing a learning or a consolidation. A true story teller - showing the power of story telling

DIANA BARNETT, SEVEN CANARIES

Working with Sandy has been a really eye-opening experience. By asking the right questions she has helped direct the focus of my video blog, and really zone in on the results that I need to generate from the effort I put into the blog posts.

Without Sandy's help I'd still be posting content without a niched target and purpose. Thanks Sandy!

DAVE COLLINS, ANGRY CHAIR

I first approached Sandy because I wanted to establish a website for my business, but I couldn't actually explain what I did. I was not clear on the results I would be offering my clients and what problems I would be solving for them.

Sandy helped me find the clarity needed to define the work I do, and to articulate my purpose. With utmost patience she coached me in unpacking my value, finding my unique perspective, and planning a long term outcome. I would strongly recommend her guidance and service.

CALLY LOTZ, THE COLLECTOR'S ARTIST

Over just three sessions Sandy has stopped me from making a huge mistake around the way I was going to connect online with my community of current and potential clients.

Sandy has a brilliant step by step process that leaves you really clear on who you want to talk to and touch online, why you are talking to them and how this can benefit your business. Thanks Sandy.

KIM HESSE, VENUES 2 EVENTS

When we were starting our new business we knew that growing a huge loyal community would be the key to our success. Sandy helped us to set the foundations, work out a clear direction, and develop a framework to follow.

KAREN & DAN UDEN, BARXACTIVE

Who is Sandy McDonald?



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

She works with business owners to bring clarity into their complex online world and helps them build a coherent and correctly positioned online platform from which to tell the stories that can build a loyal and advocating community.

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 blogging to start a community that works to warm, comfort and raise awareness of the millions of children orphaned in Africa.

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

Blogging is story telling. Done well it changes a business conversation to what really matters – how to make a difference in people's lives, which is the best way to grow business.

Her book, *Get it right online. Build a clan and supercharge your business*, details the framework to do this.

She believes that at the intersection of clarity of intention and stories online, ingenuity shines and community gathers.

She's known for converting a complex online world into practical, life-changing steps for business owners to supercharge their business AND their lives.

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ABOUT *GET IT RIGHT ONLINE*, THE BOOK

At the intersection of intention, compassion and stories online, magic happens.

Get It Right Online shows why energizing a loyal clan is a best practice, business-building strategy that gives business owners a new and dynamic way to grow.

The book explains how to get it right online by positioning your intent using purposeful storytelling, to find and engage your most wanted people.

It then reveals the second, vital ingredient. By connecting your people to an aligned cause, you'll start a different dialogue that drives a thriving clan.

Get it right online is an essential resource for any business owner. It shows you how to harness the passion of people online to supercharge your business and your life, through her 7C System.

THE 7C SYSTEM

Clarity: Unpack your value, define your purpose, identify your principles and articulate your intention

Curiosity: Explore your online playground and embrace a relentless pursuit of the truth.

Coherence: Know what you stand for, position your message coherently and with constancy.

Control: Order your value and manage your online asset.

Communication: Tell your stories, block by block to educate, influence and enrich people and their lives

Connection: Engage, enrol and reward those with whom you connect to build your community

Collaboration: Turn business on its head. Share a common purpose and together, change the world.