



CLARITY TO CLANS

A business expansion
mentoring program

Sandy McDonald ©2017

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

Typically, those I work with have massive value but are unable to prioritise their best offer. Or they've been operating successfully for years but have become uncertain how best to move their businesses to a new level. For some, it's the excitement of start up mixed in with the frustration of no time to handle a competing to-do list.

As creative entrepreneurs, they're frequently caught in a vortex of ideas, effort and demotivation.

Where there is this lack of clarity, their efforts are spinning, or leaping from one thing to the other.

Clarity of purpose and principles straightens it all out, shifts it to forward motion and drives intention – simple, logical, doable next steps.

When you're in forward motion, doors open and opportunities abound. Particularly online.

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

In this unique approach to doing business you'll work with me, Sandy McDonald, clarity and communications coach, in one on one mentoring sessions.

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 key messages that inform them.

Achieving this clarity means you can position yourself and your business the right way, to support coherent and purpose-driven communications.

These will build your profile and influence, position you as leader in your field and develop your market.

It's your site. Get it right.

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 search for you and where you want to take your business in the future.

Your website structure needs to reflect this.

Ordering your value

Coherent and purpose-driven communication results from an intersection of purpose and principles, and the correct positioning. This works to:

- 1 Generate purpose driven, engaging content to serve not sell
2. Sustain energy in you and your brand, building on your purpose and principles
3. Act as a well organised library of your knowledge, expertise and experience
- 4 Become a business asset with a value beyond an information portal
- 5 Find 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 scrum of content generation activity that scatters their efforts for little result.

Story telling, on the other hand, when done well, changes this paradigm.

Communicating to connect

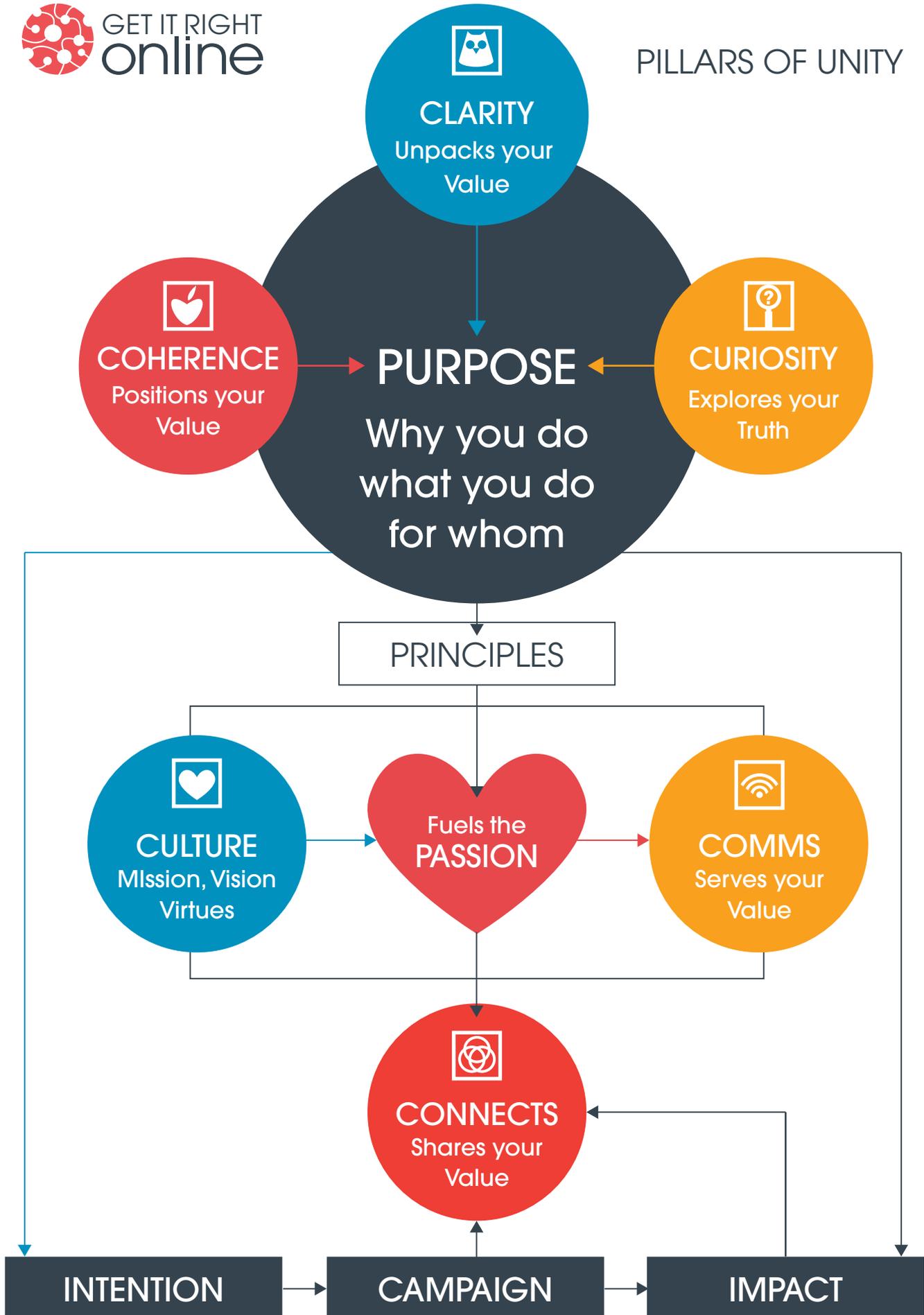
Authentic storytelling builds influence. It finds and connects you to your most desired people and opens doors to a new conversation based on trust and collaboration.

When you align this and your clients to a common cause for mutual benefit and to uplift lives, then you have the ingredients from which to create a loyal and advocating community.

What we work through



PILLARS OF UNITY



Framework & Specifications



CLARITY TO CLANS

A business expansion mentoring campaign



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; <i>why you do what you do for whom</i> . Researched and articulated insights into your industry/topic/area of interest.
PURPOSE & PRINCIPLES	An articulated and succinct purpose. The identified principles by which you operate. These are your immutable laws.
INTENTION	A single focussed intention for your work going forward.
VALUE	Your value unpacked and organised against each of your principles. This work is used to define the content of your blog, book or whitepaper.
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	A clearly articulated picture who you are talking to and why
MISTAKES & SOLUTIONS	The means by which you can 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 and of the influencers who you need to be talking to.
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 mentor. 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 communication, on and offline, based on their purpose and principles.

That informs a coherent and correctly positioned platform from which to tell the stories that connect to them to their best people and build advocating communities.

She is the director of *Get It Right Online* and *Present with Intent*, 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 significant shift. It changes the 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 helping people get clear on an intention to drive forward toward the next, often life-changing step.

What others say

"Sandy is someone you want to have in your corner when searching for that elusive CLARITY!

She helped me cut through the fog of my ideas and pin down the ones that contributed the most to my mission to bring Impact Spending to the world.

She pushed me hard but always with great compassion and I always left feeling energised and with a list of actionable insights.

Sandy's experience as a speaker was also hugely beneficial in helping me script and prepare for an important keynote opportunity to share my message"

MATT PERFECT, SOMETHING GOOD
(www.somethinggood.com)

I was lucky enough to consult with Sandy before I set up my website which saved me a lot of time and heartache.

Sandy has helped me map out how best to set up my website and gave me invaluable information about blogging. Your money is well spent investing it with her. She is very knowledgeable about blogging and has gone out of her way to make sure I understand what I should be doing. I feel very fortunate to have her in my life.

SANDRA ROBINS, IMAGE CONSULTANT (www.sandrarobins.com)

When we were starting our new business, we knew that growing a huge loyal community would be the key to our success. Fortunately we had the foresight to get Sandy on board to launch us off on the right foot. I can't believe I was naive enough to think that effective blogging was about staring at a blank screen and thinking up something to write. There is so much more to it than that!

Sandy helped us to set the foundations, work out a clear direction, and develop a framework to follow. Sandy leaves you in no doubt as to 'Why You Must Blog'...and HOW!

KAREN & DAN UDEN (AND TUX!),
BARXACTIVE (www.barxactive.com)

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

She 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.

I have no doubt that this will continue to save me both time and effort by understanding my 'community' and providing them with relevant content in a manner that is time and cost effective for me.

KIM HESSE, DIRECTOR, VENUES 2 EVENTS
(www.venue2events.com.au)

Sandy has many strings in her bow for offering needed value to those wanting to get it right online where blogging is actually a piece of the much bigger pie. She makes a lot of sense and has a system that works.

Once clarity is achieved, partnerships follow easily. Personally, I thank my lucky stars to have Sandy's wealth of guidance, because my messaging and website would be nowhere near where it is without her.

She's a modern angel and she's just a great human being too."

BETH JENNINGS, PHOTOGRAPHER
(bethjenningsphotography.com)

It was a fantastically hands on workshop. Every single student-completed the process with a vast improvement in understanding their key messages and, as a result, ability to talk about their work.

I was blown away with how much progress can be made in such a short space of time with the right insights and coaching expertise - and Sandy has this in spades.

JACQUELINE KING, EXCELLERATE AUSTRALIA

I started the day with a million things on my online 'to do' list – getting my book website launched, aligning it with my company website and social media, working out the best way to capture leads and how to blog. Now I have a clear action plan for the top three actions and a strategy in place to launch my new blog. Thank you Sandy! You're a star! I highly recommend Sandy for anyone wanting a strategic review of their online positioning across web, blogging and social media to ensure you're investing your time and resources with maximum impact.

JENNY VAN DYKE, CEO ZUMBARA,
CONSULTING AND AUTHOR OF
THE INNOVATION RECIPE.

YOU have the power.

The intersection of your purpose, principles and story telling is a collective energy that grows your business to make a difference.