

# Ideas Marketing

# Q&A



Ideas Architect  
Book Rapper

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**Happy 10th Webinar!**

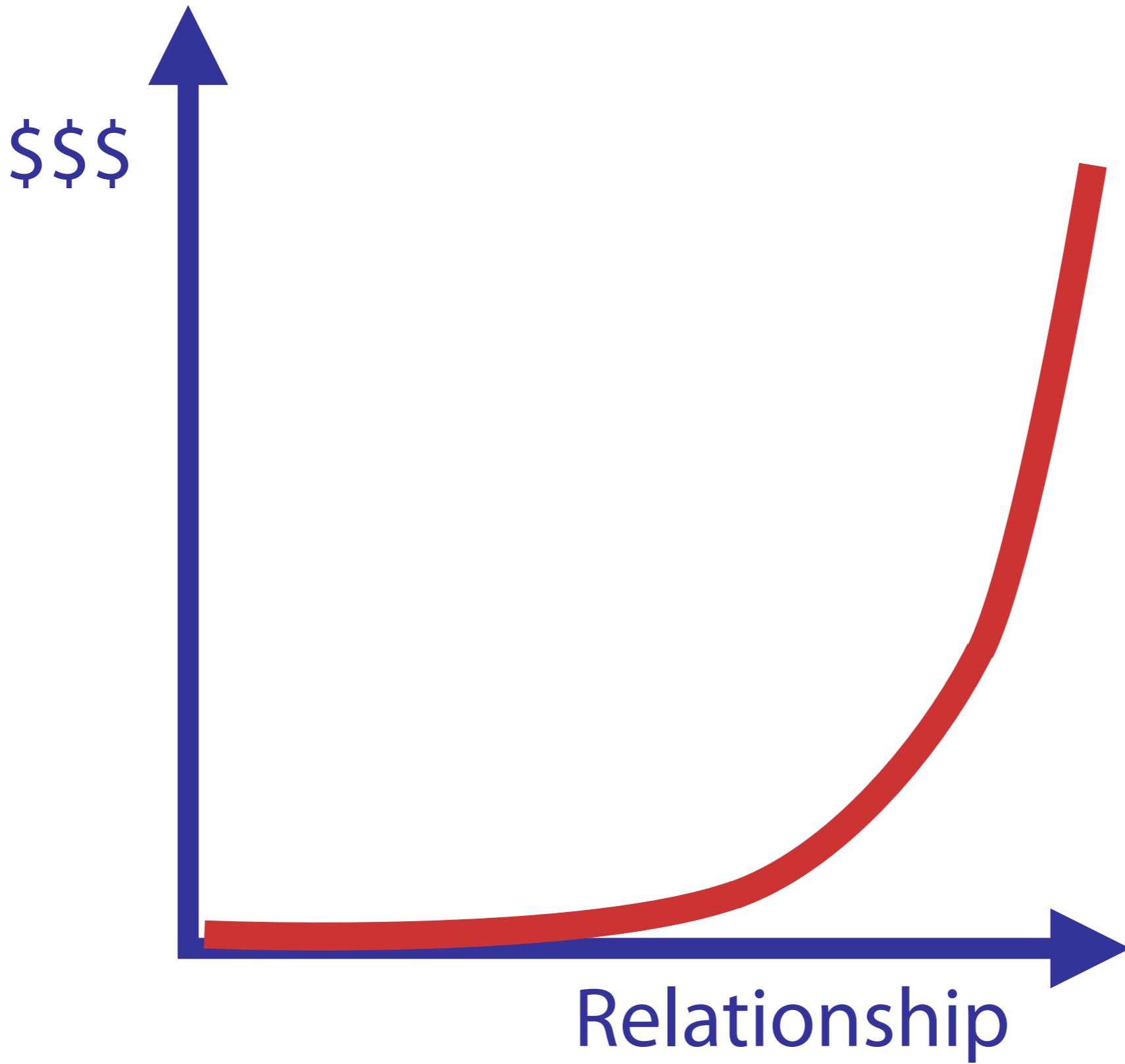
Question 1

Our most popular question...

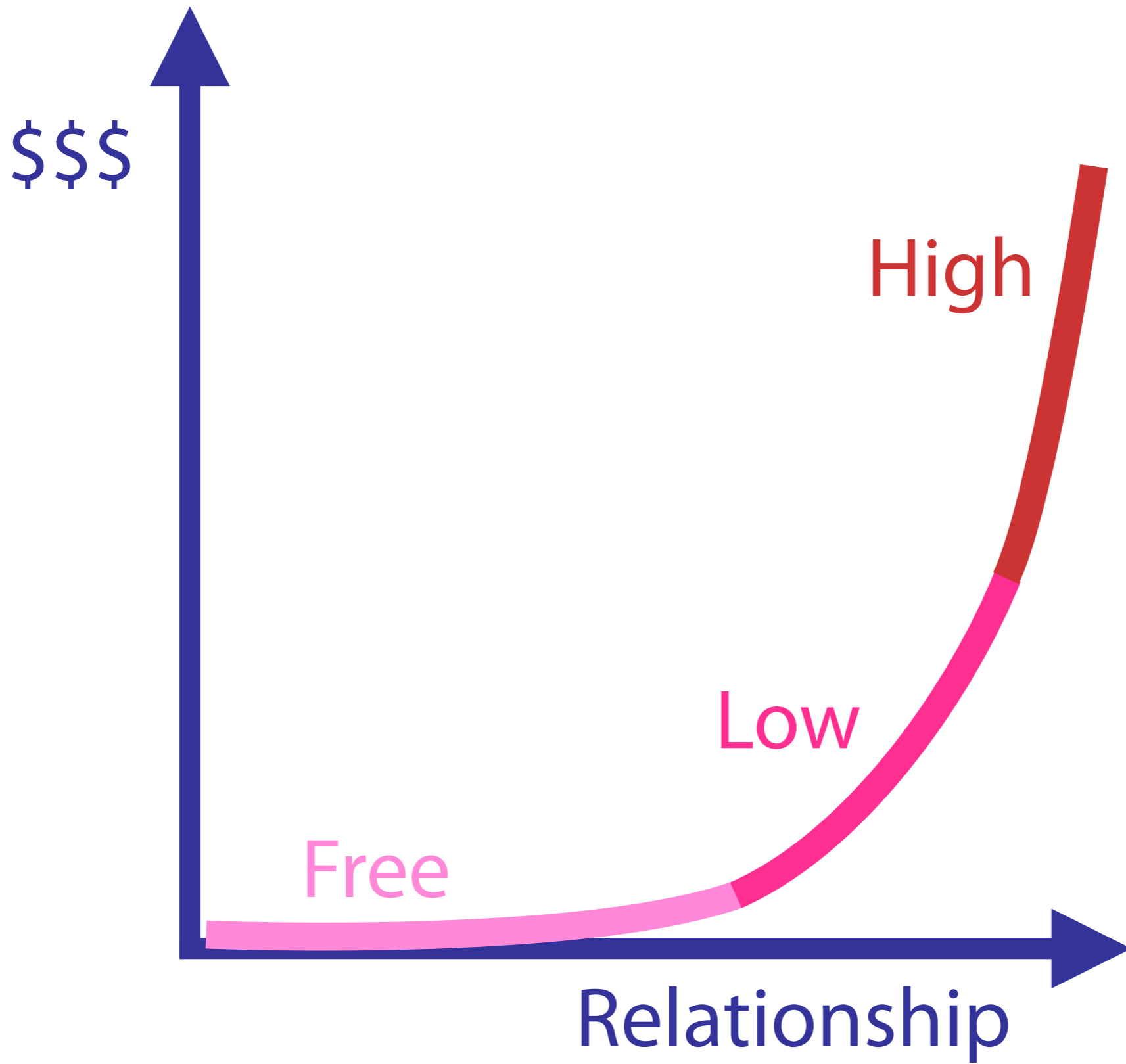
Can you speak a little louder?

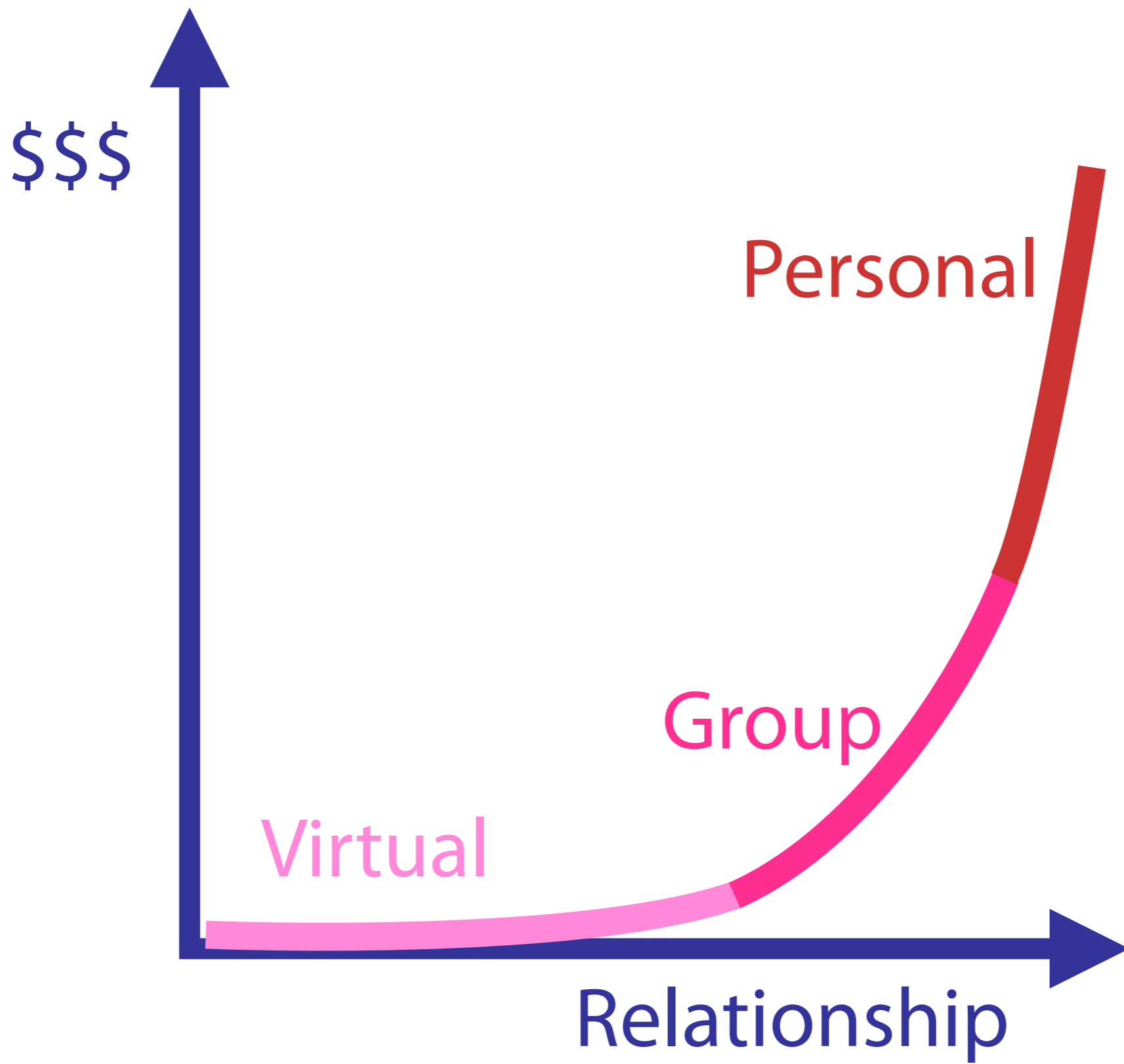
Question 2

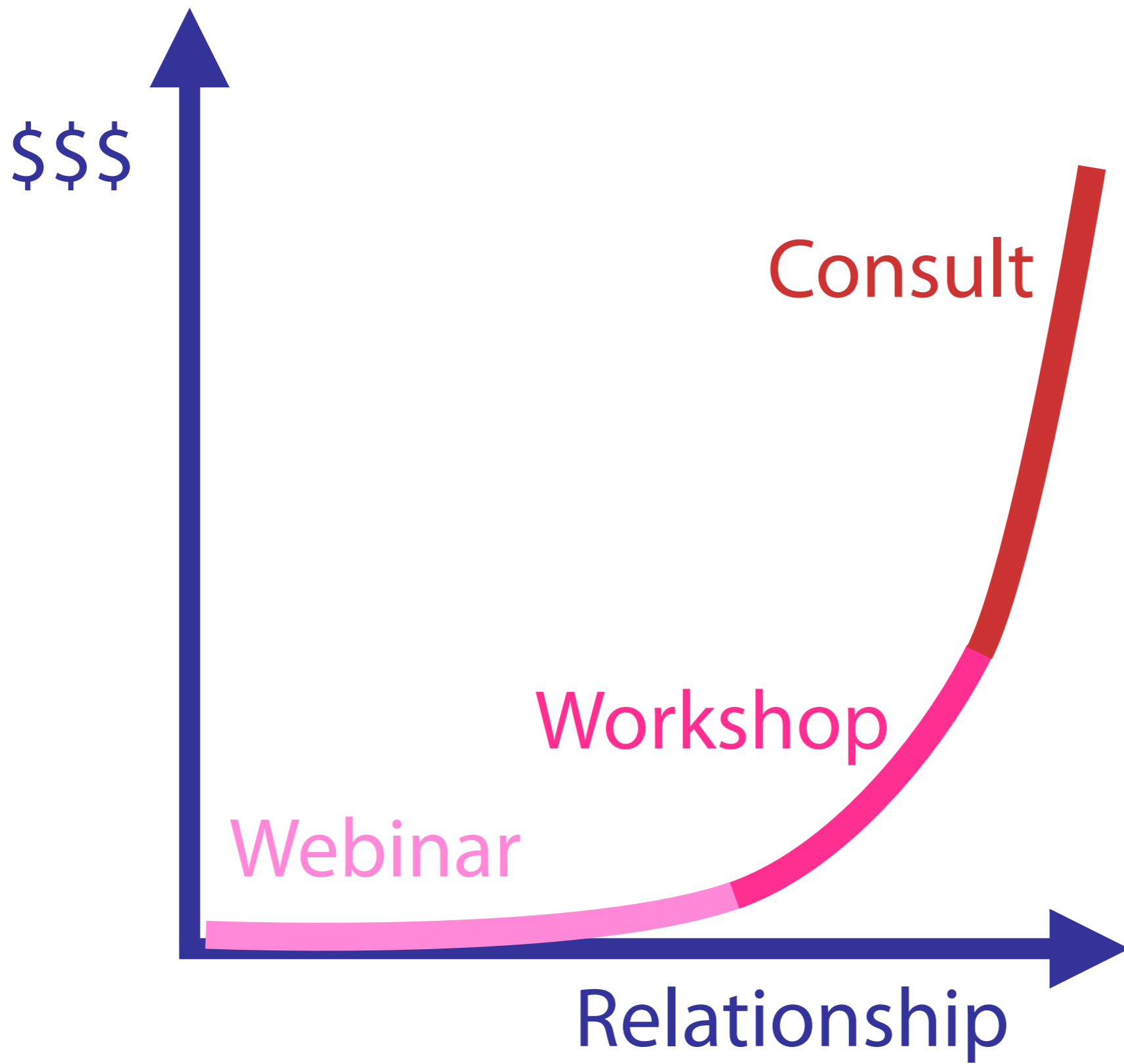
Why are you doing Webinars?



# The Ideas Marketing Curve







Question 3

What equipment/services are you using for your Webinars?

# GoToWebinar

# GoToWebinar USB Mic - Samson

GoToWebinar  
USB Mic - Samson  
Roland Edirol

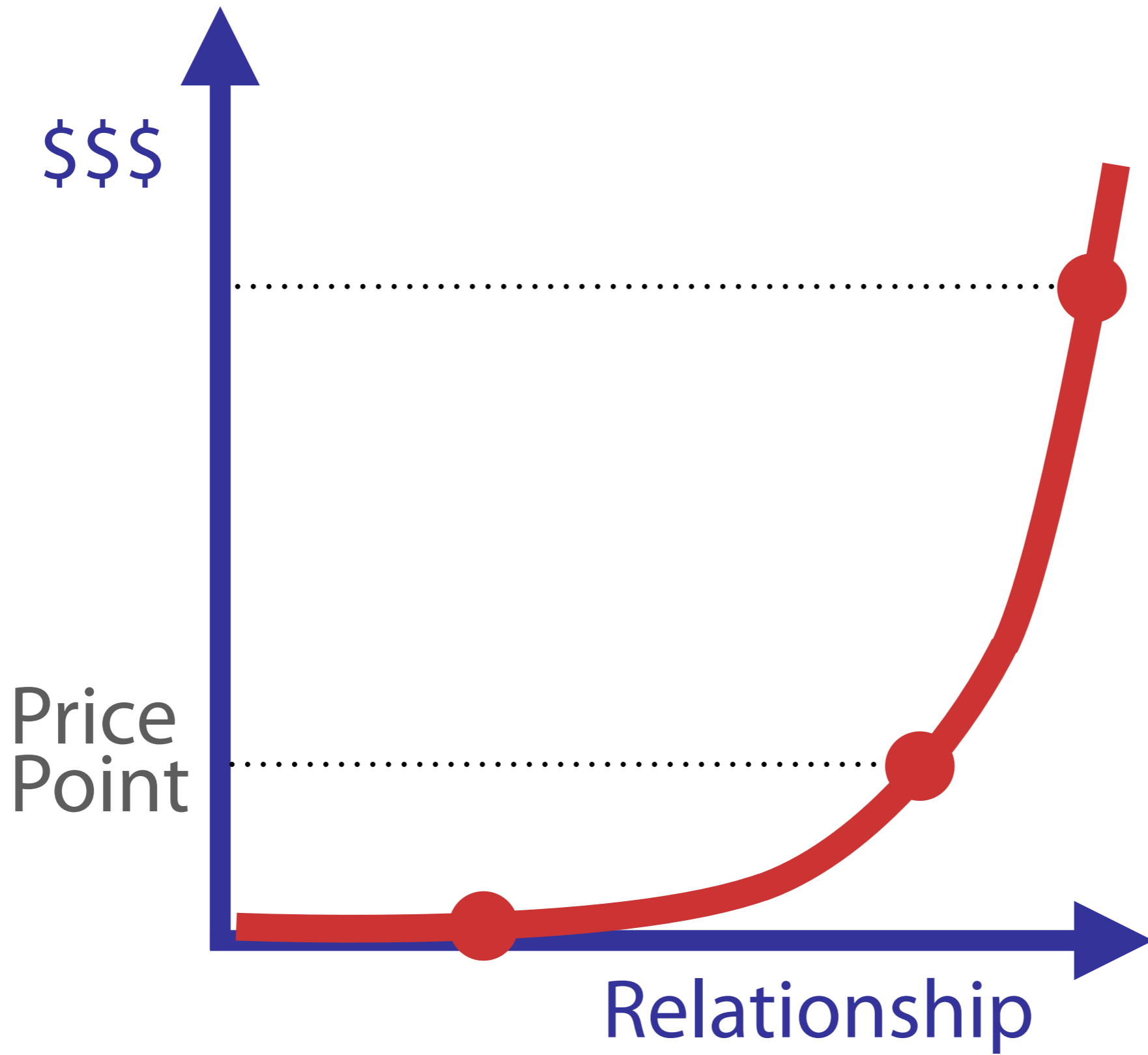
GoToWebinar  
USB Mic - Samson  
Roland Edirol  
Camtasia



# Practice, System

Question 4

How do I choose my pricepoints?



# The Ideas Marketing Curve

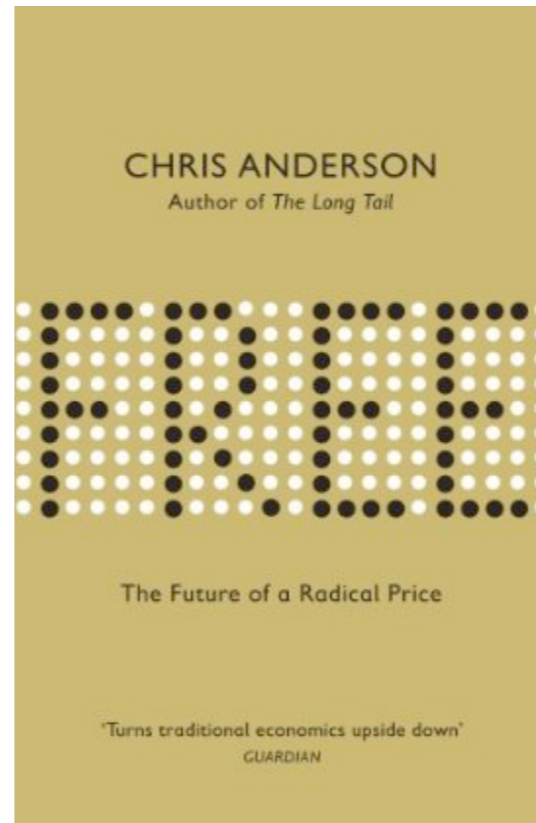
# What's your Premium Offer?

What's your Premium Offer?  
Is there a Market Price?

What's your Premium Offer?  
Is there a Market Price?  
What's the price flow?

Question 5

How do I decide what to give away and what to charge for?

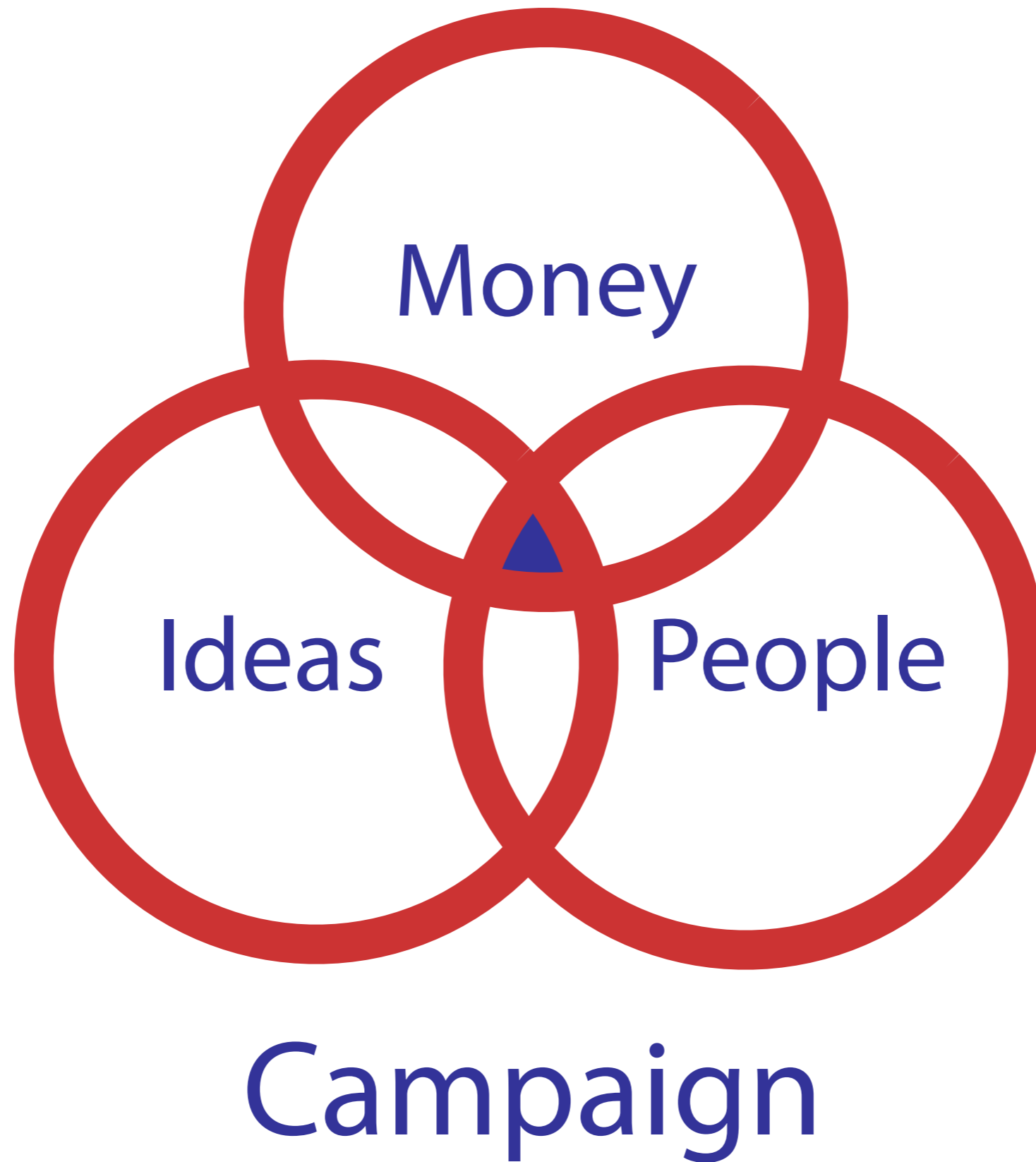


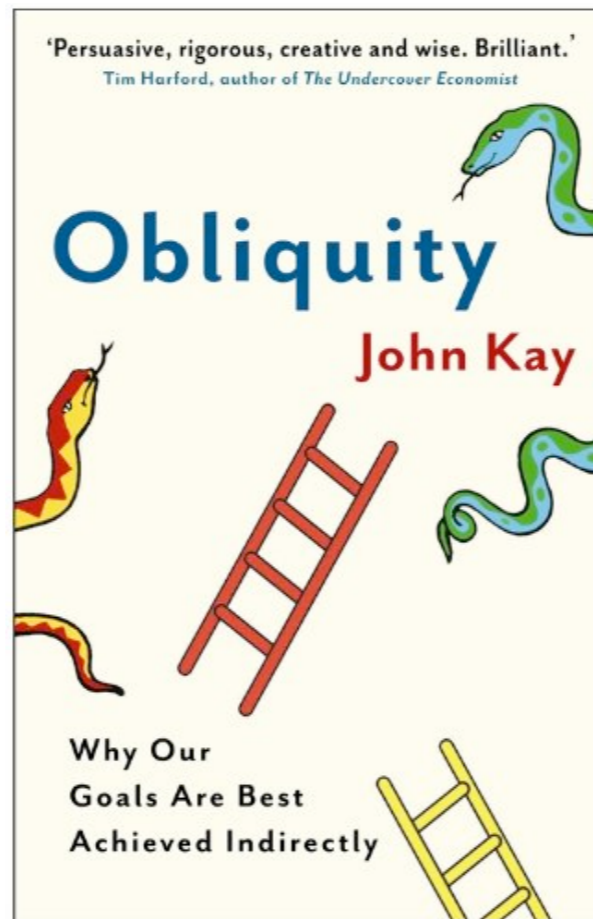
# Next Webinar: Free or Fee?

September 29th 12:30-1:15pm [Facebook.com/IdeasMarketing](https://www.facebook.com/IdeasMarketing)

Question 6

If my ideas are about making money do I need a manifesto?

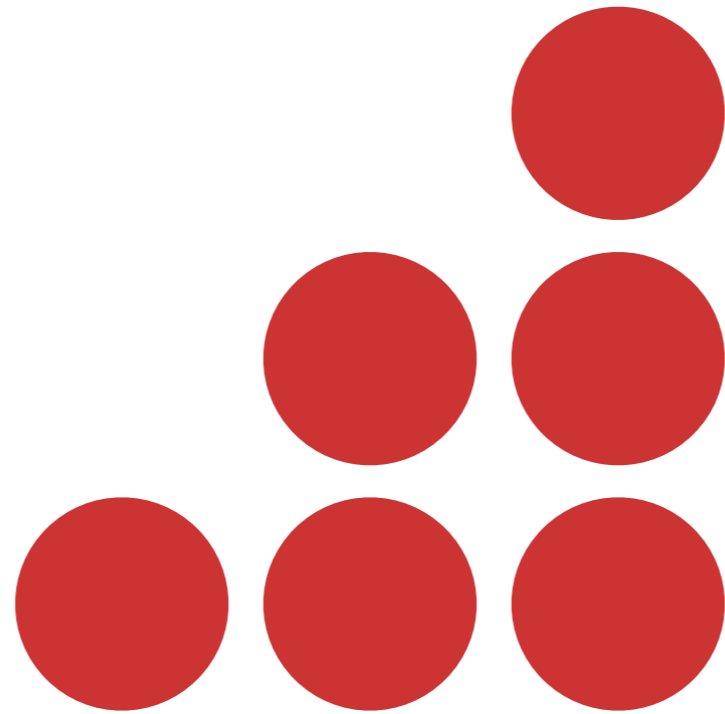




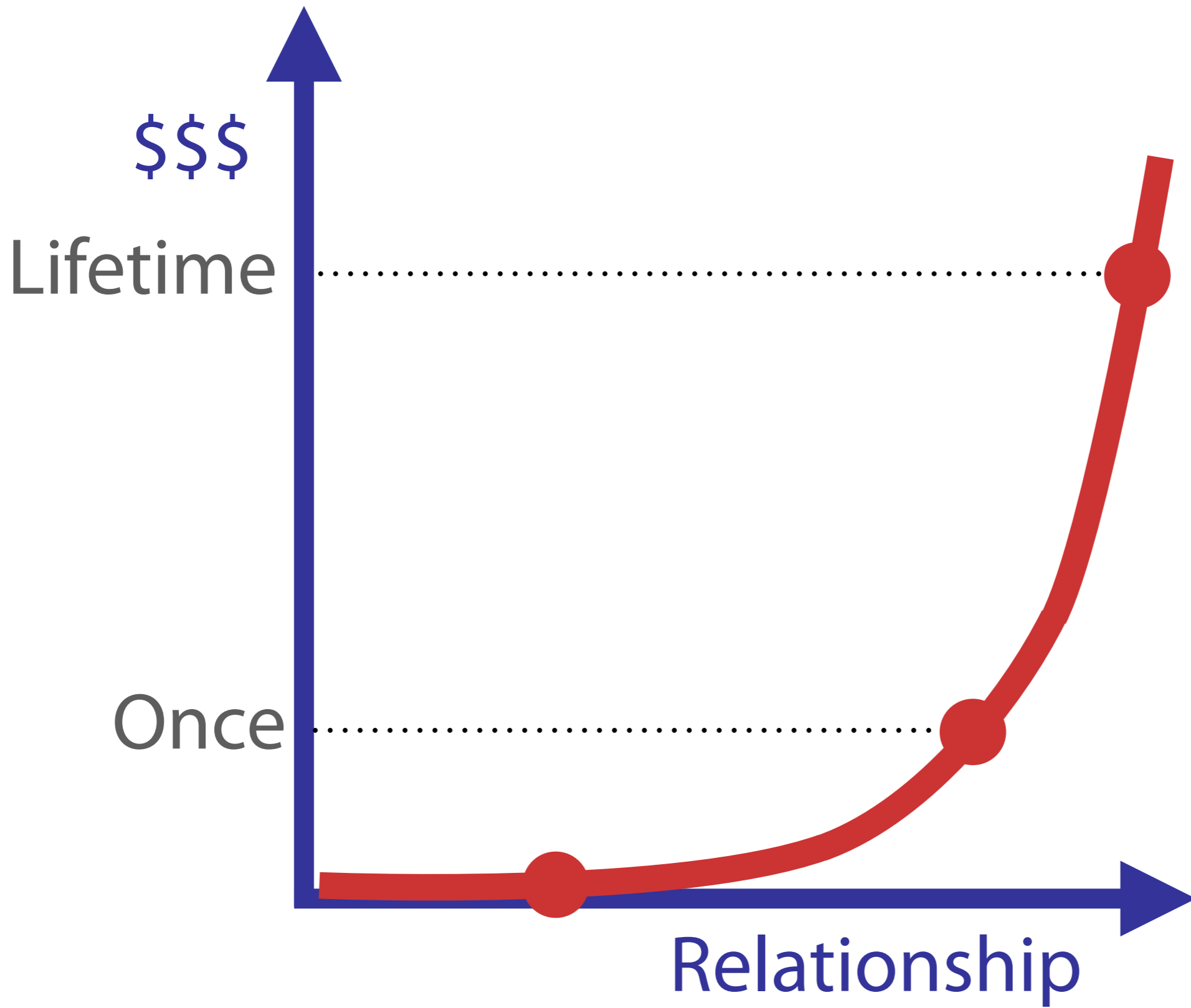
# Recommended!

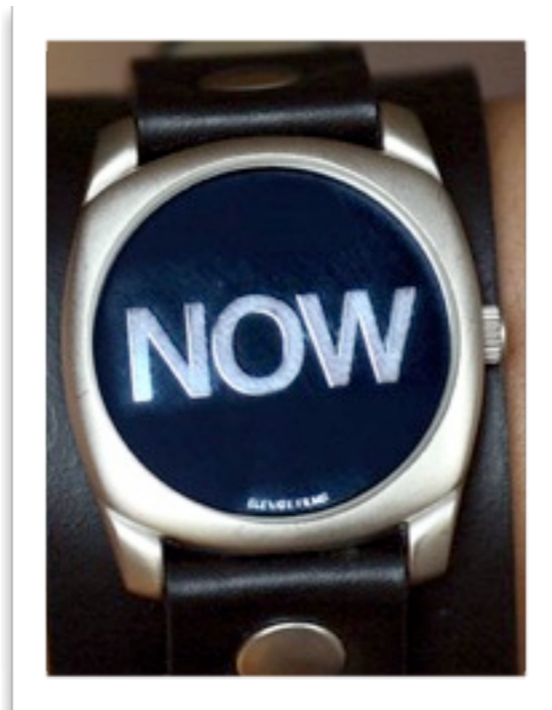
Question 7

Where do you put subscriptions versus one-off payments on the Marketing Curve?

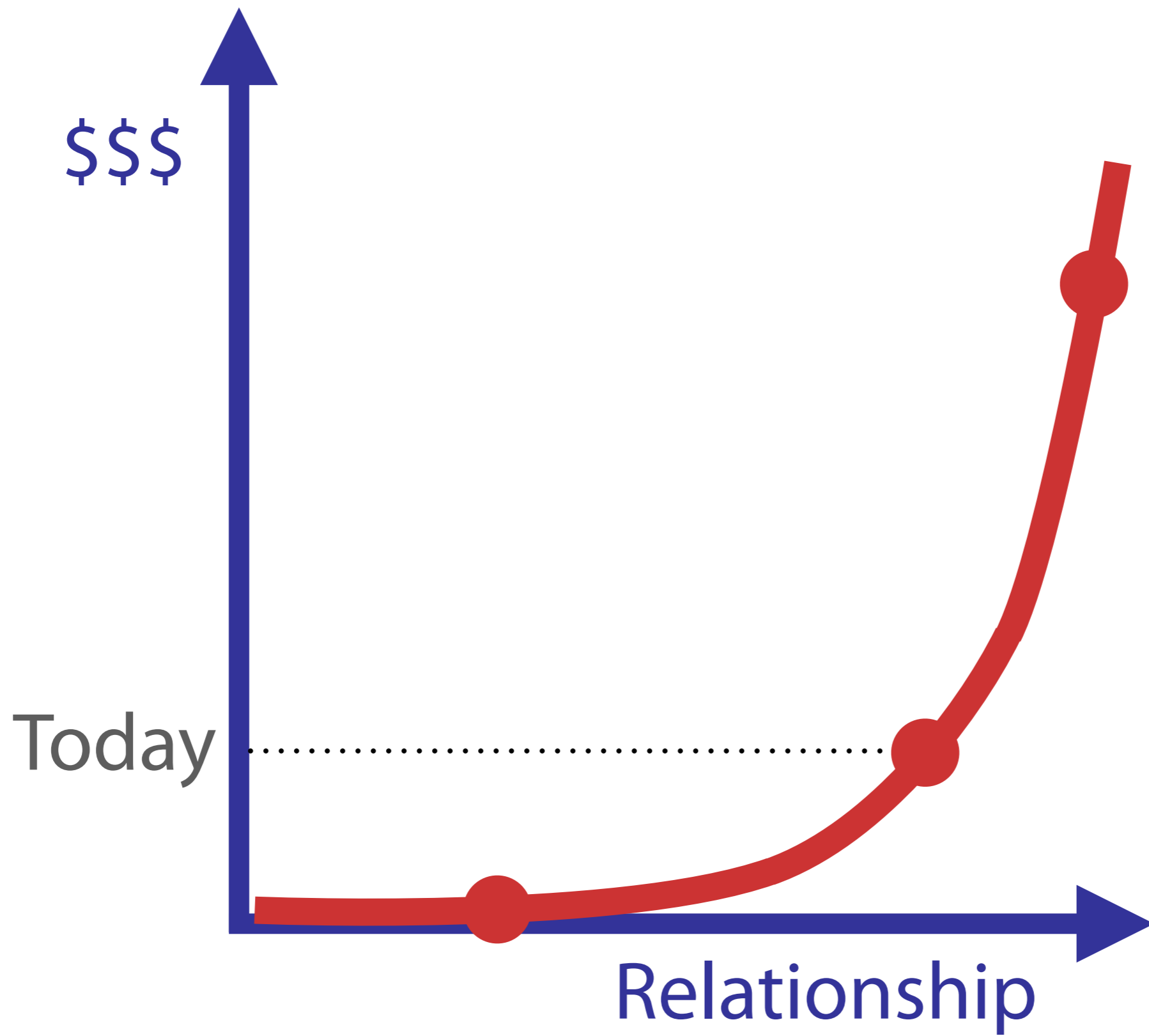


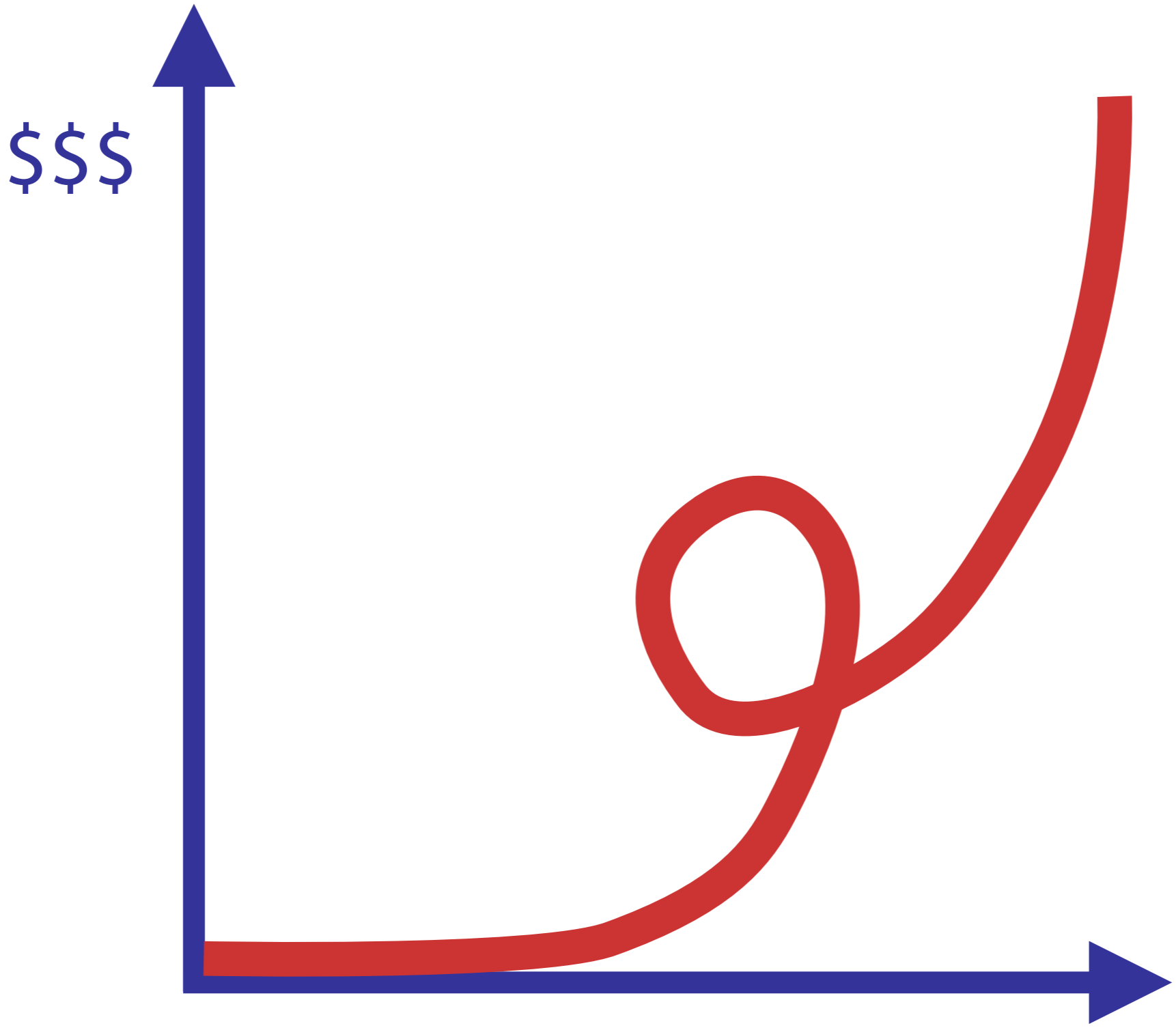
# Once Versus Lifetime





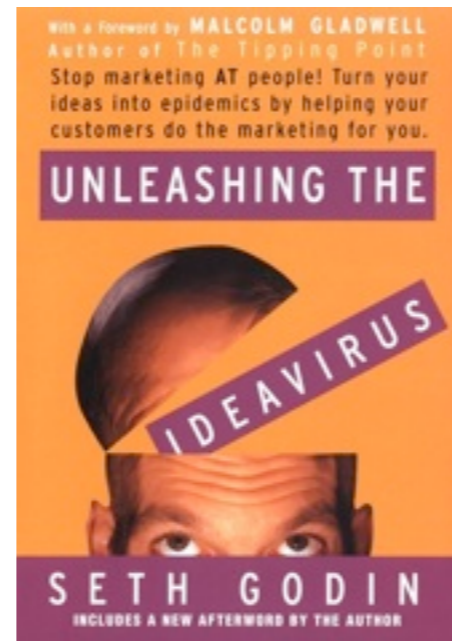
Today is the only day



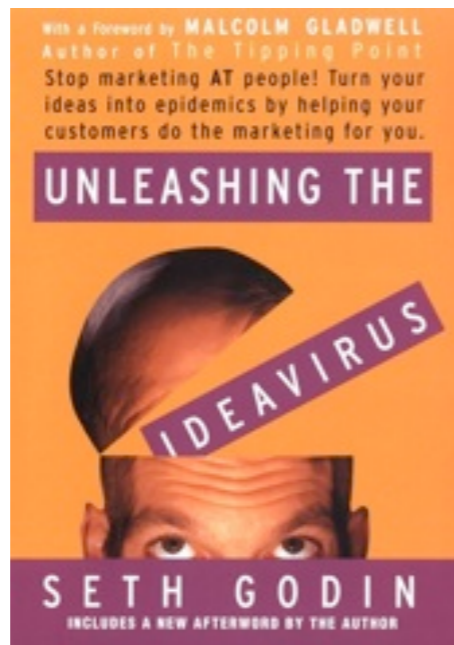


Question 8

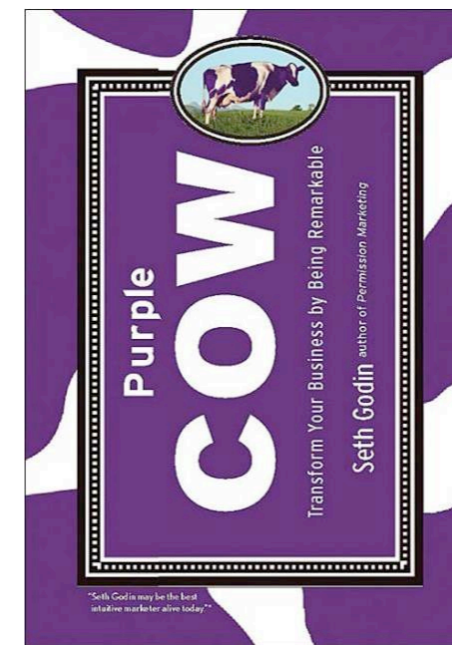
Can you be known for more than one idea?



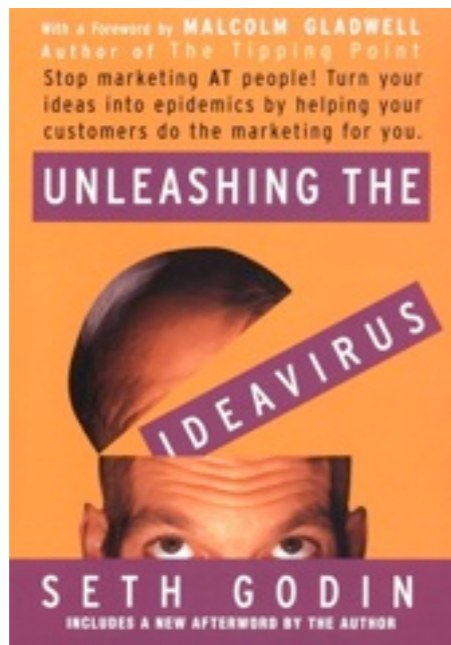
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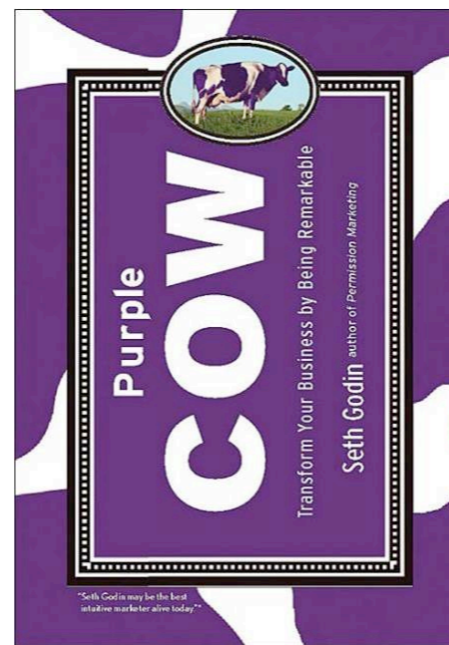
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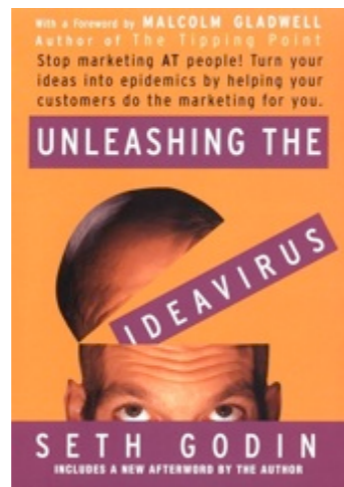
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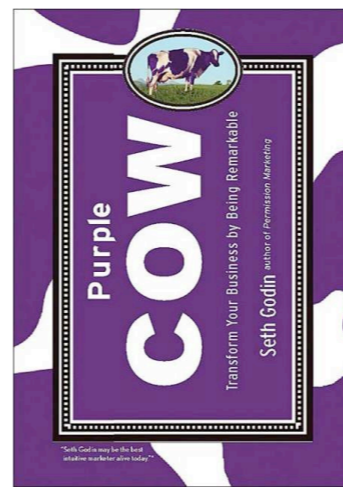
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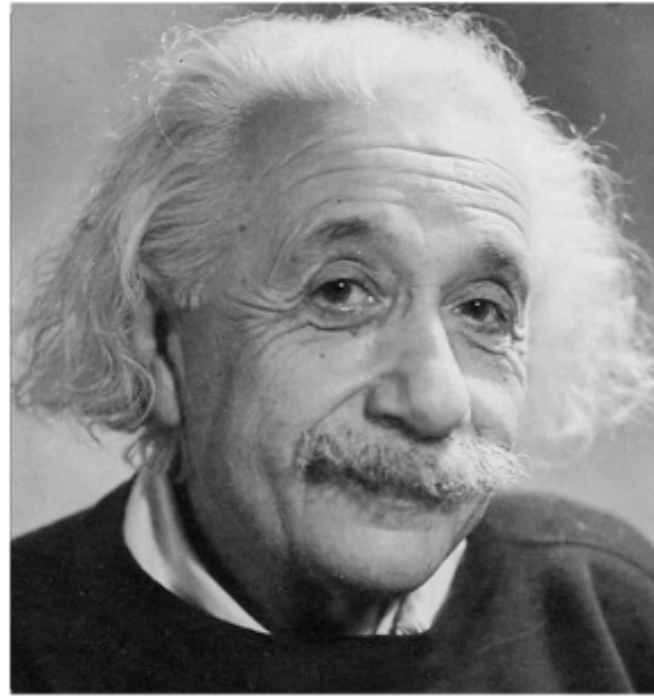


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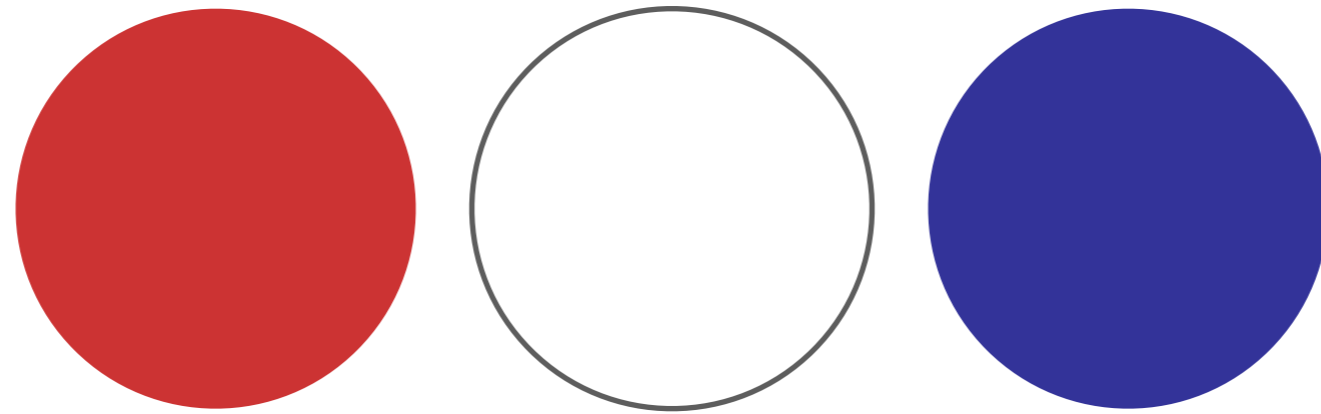
Question 9

I like your slides. How can I do that for myself?



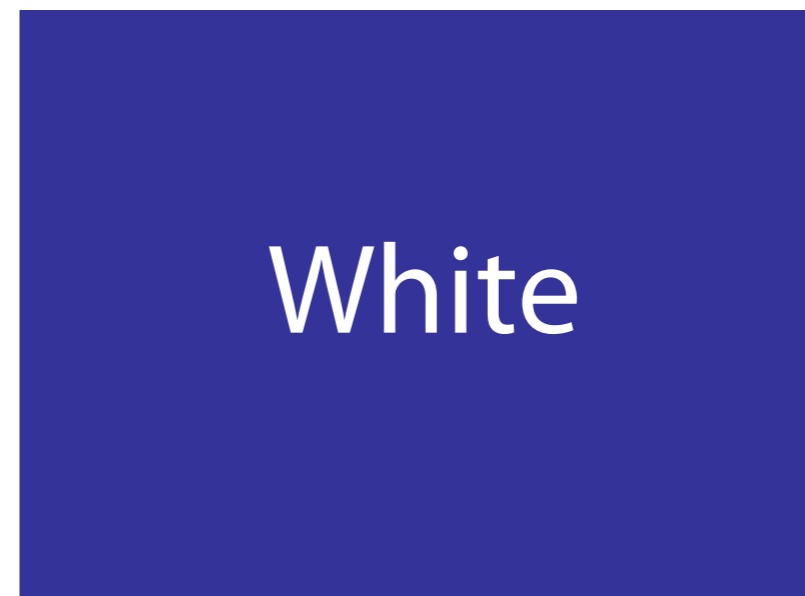
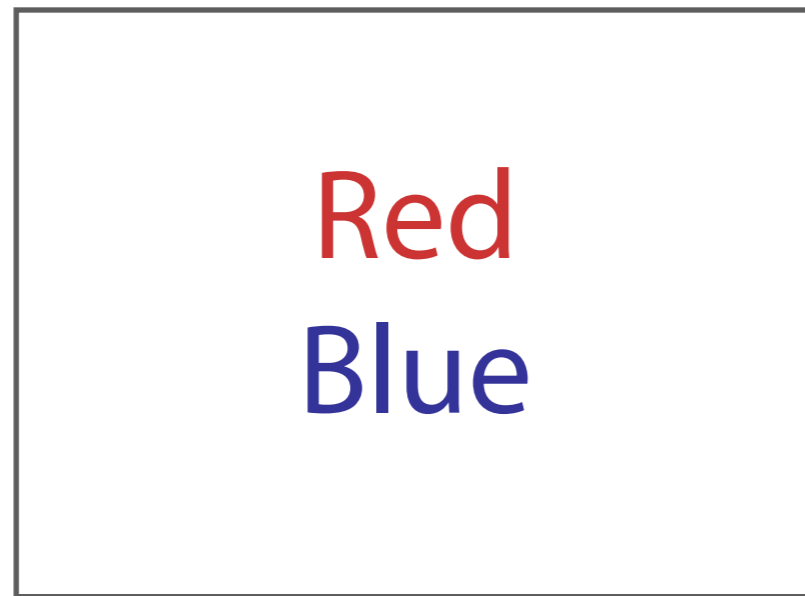
Simple

If you're reading this it means  
you're not listening to me!



# Few Colours

99% Myriad Pro



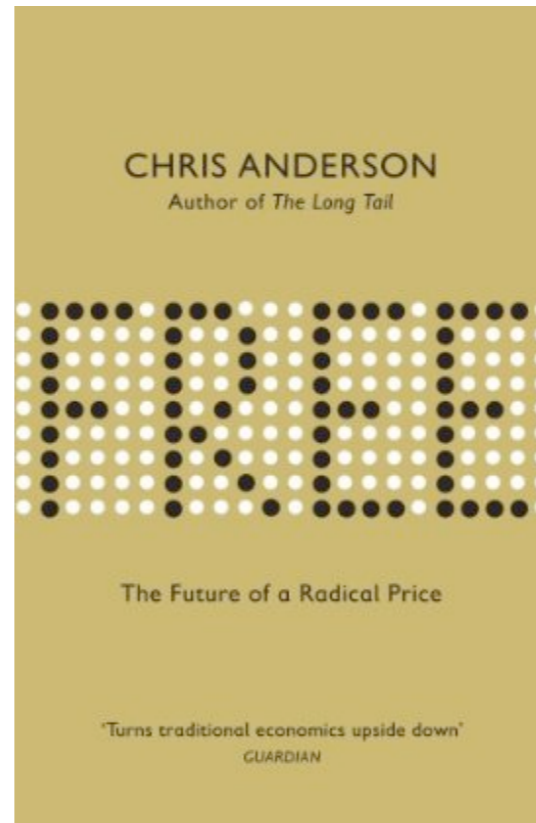
# Hierarchy of Templates



# How to make Your Presentation Sexy

Question 10

What's the next webinar going to be?



# Next Webinar: Free or Fee?

September 29th 12:30-1:15pm [Facebook.com/IdeasMarketing](https://www.facebook.com/IdeasMarketing)

Part 4

# What's Next?



# Workshop: How to Design, Build and Sell Your Ideas

Melbourne 14 October 8:30am - 5:00pm



\$450 +GST

# Workshop: How to Design, Build and Sell Your Idea

More: [IdeasMarketing.com.au/Workshops](https://IdeasMarketing.com.au/Workshops)



\$450 +GST

\$270 +GST

22nd September

# Workshop: How to Design, Build and Sell Your Idea

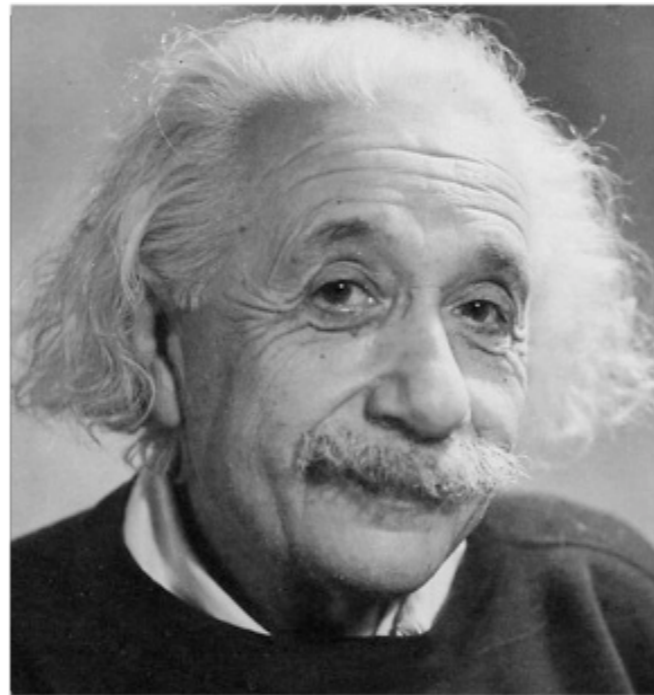
More: [IdeasMarketing.com.au/Workshops](https://IdeasMarketing.com.au/Workshops)

[IdeasMarketing.com.au/Webinars](http://IdeasMarketing.com.au/Webinars)



[Geoff@IdeasMarketing.com.au](mailto:Geoff@IdeasMarketing.com.au)





Any intelligent fool can make things bigger and more complex... It takes a touch of genius - and a lot of courage to move in the opposite direction.