



## MINUTES: 09 JUN 2021

**ATTENDEES:** Nicole Tomcho (NT), Szebastian Onne G. S. (SO) **[Required]** Sanjit Kumar (SK) **[Optional]**

**ENTITY:** The Mentalpreneurs

**FOCUS:** TheM Presence & Content Strategy

- **ITEM 1:** Finalize Full Structure of TheM Site
  - A. **Home | Services | Courses | eBooks | iCEL-SCAN | Articles | About Us**
  - B. Improve/Complete Copywrite on Site / **Each of the above pages**
  - C. Social Profiles / **Write Copy > Review Together > Final QC > Publish**
    - i. Business Entity Profiles on Socials
    - ii. Individual Profiles on FB
    - iii. Individual Profiles on Li 7 Minutes
- **ITEM 2:** Engagement + Marketing Strategy for them
  - A. **Content Strategy**
    - i. 2 Posts each by Founders
    - ii. 1 Post about Show
  - B. **Marketing Strategy**
    - i. 1 Post about eBook/Webinars
    - ii. 1 Post about Sales/Sessions 4 Minutes
- **ITEM 3:** Add pages for
  - A. **iCEL-SCAN Groups**
    - i. Facebook Group (About Done, Content in works)
    - ii. LinkedIn Group (About Done, Content in works)
  - B. **iSELFSCAN Show**
    - i. Once a week (7 AM AEST Tuesday/5 PM EST Monday)
    - ii. 2 Segments (strategy in works) 3 Minutes
- **ITEM 4:** Automation Preparation
  - A. Add Guest Application on website

- B. Connect with CRM and Automation
- C. Prepare Automation Content (Nurture Sequence)
- D. Event Booking on site (Calendly) 7 Minutes

- **ITEM 5:** eBook Plan & Deadline for TheM

- A. **Concept:** June 12
- B. **Content:** June 18
- C. **Publish:** June 21 5 Minutes

- **ITEM 6:** Any Other Business 4 Minutes

**Minutes Confirmation:**

I have read the minutes for the above Strategy Session and confirm they are accurate as per the discussions held during the session.

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Founder, Co-CEO

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Founder, Co-CEO

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President, SIPL

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Head of Production, SIPL

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