

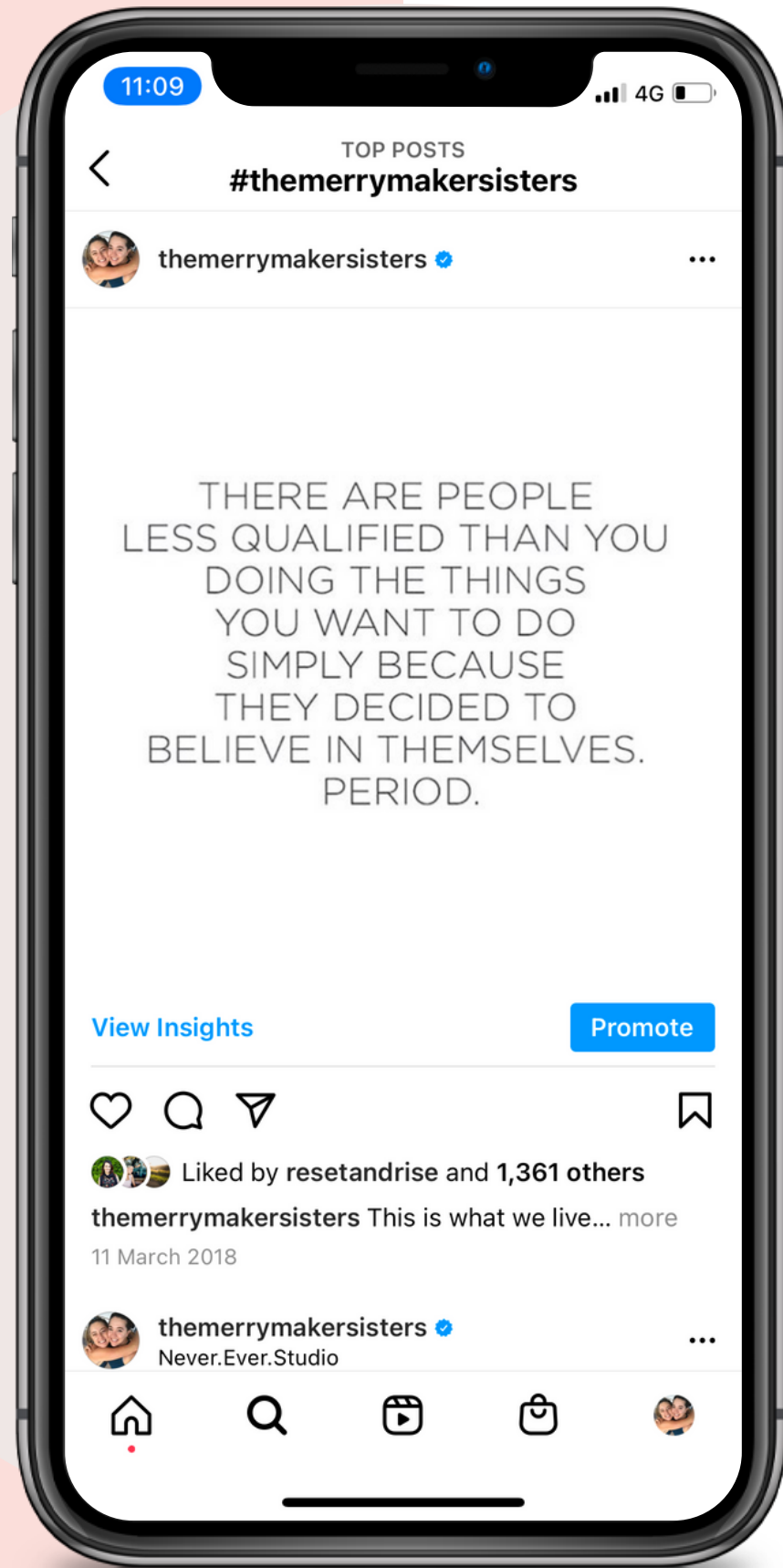
MerryBody

How to Build a Solid,
Scalable Online Business

HI, WE'RE EMMA AND CARLA

We're from Canberra and
studied at the University of
Canberra...





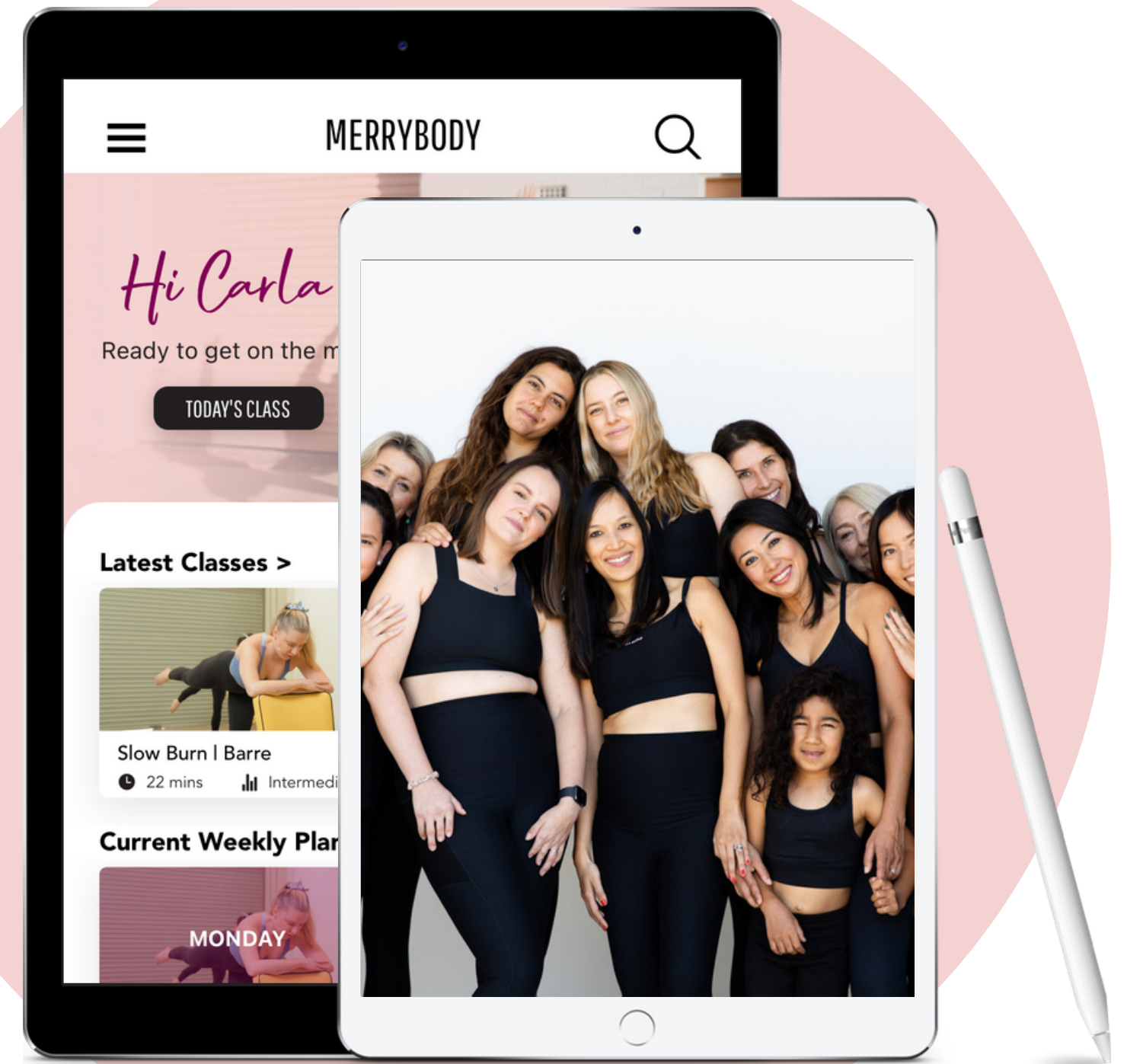
“If you do follow your bliss
you put yourself on a kind
of track that has been
there all the while, waiting
for you, and the life that
you ought to be living is the
one you are living. Follow
your bliss and don't be
afraid, and doors will open
where you didn't know they
were going to be.”
- Joseph Campbell

- eBooks
- working with aligned brands
- 4 week programs and challenges
- cooking demonstrations
- baked cakes
- hard copy books
- Get Merry Podcast
- Get Merry App
- MerryBiz program
- speaking engagements
- yoga and pilates IRL classes
- MerryBody program
- MerryBody Membership
- MerryBody App
- MerryBody Corporate

8 YEAR BIZ JOURNEY

The most important thing though...

focus on building an engaged online audience and community.



TODAY WE'LL COVER...

Blogging and
podcasting:
in it for the long
game

Email marketing:
building trust and
connection

Social media:
amplification and
engagement

Dictionary

Search for a word



blog

/blog/

noun

a regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.

verb

add new material to or regularly update a blog.
"it's about a week since I last blogged"

Definitions from Oxford Languages

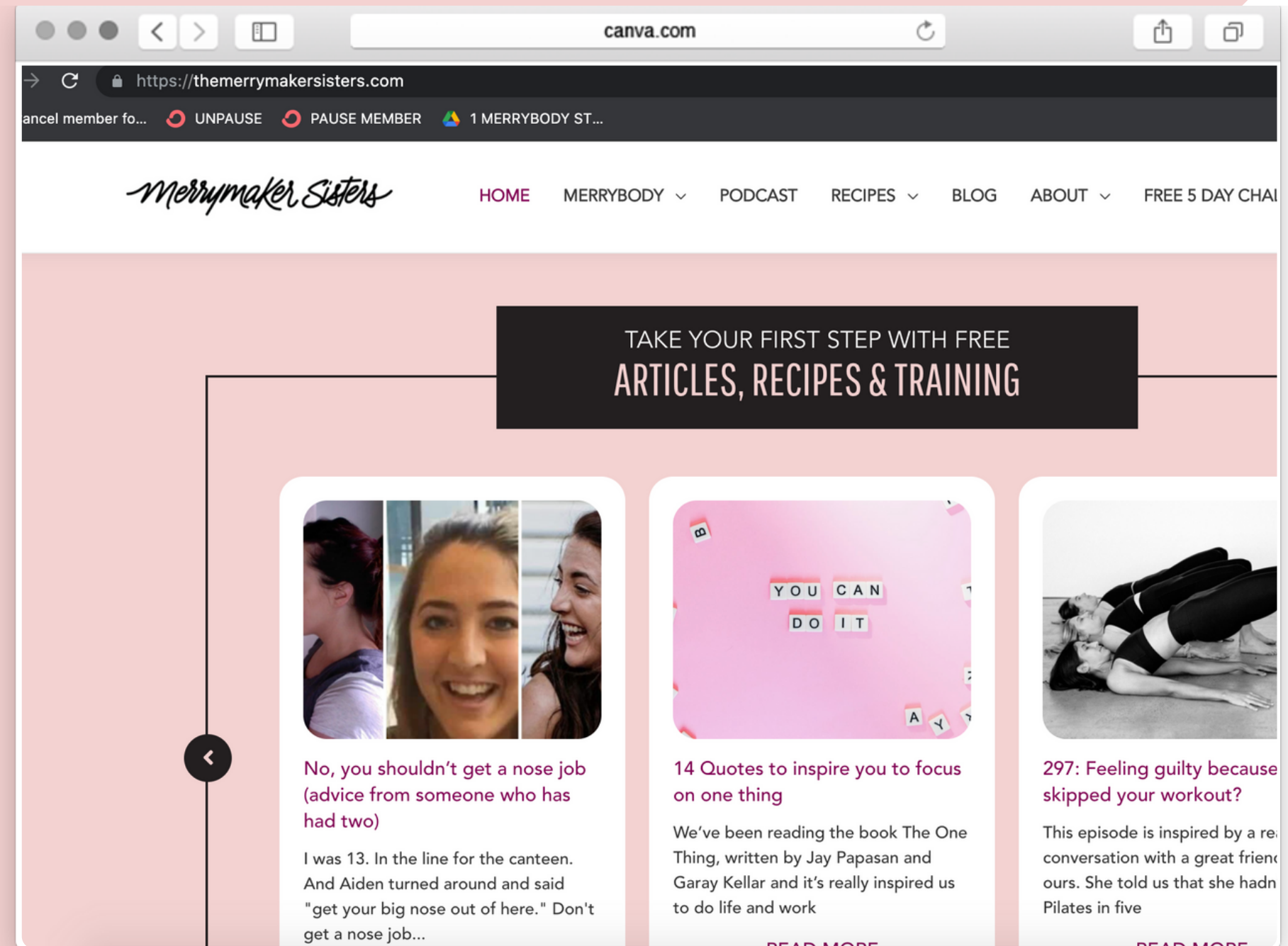
Feedback



Translations and more definitions

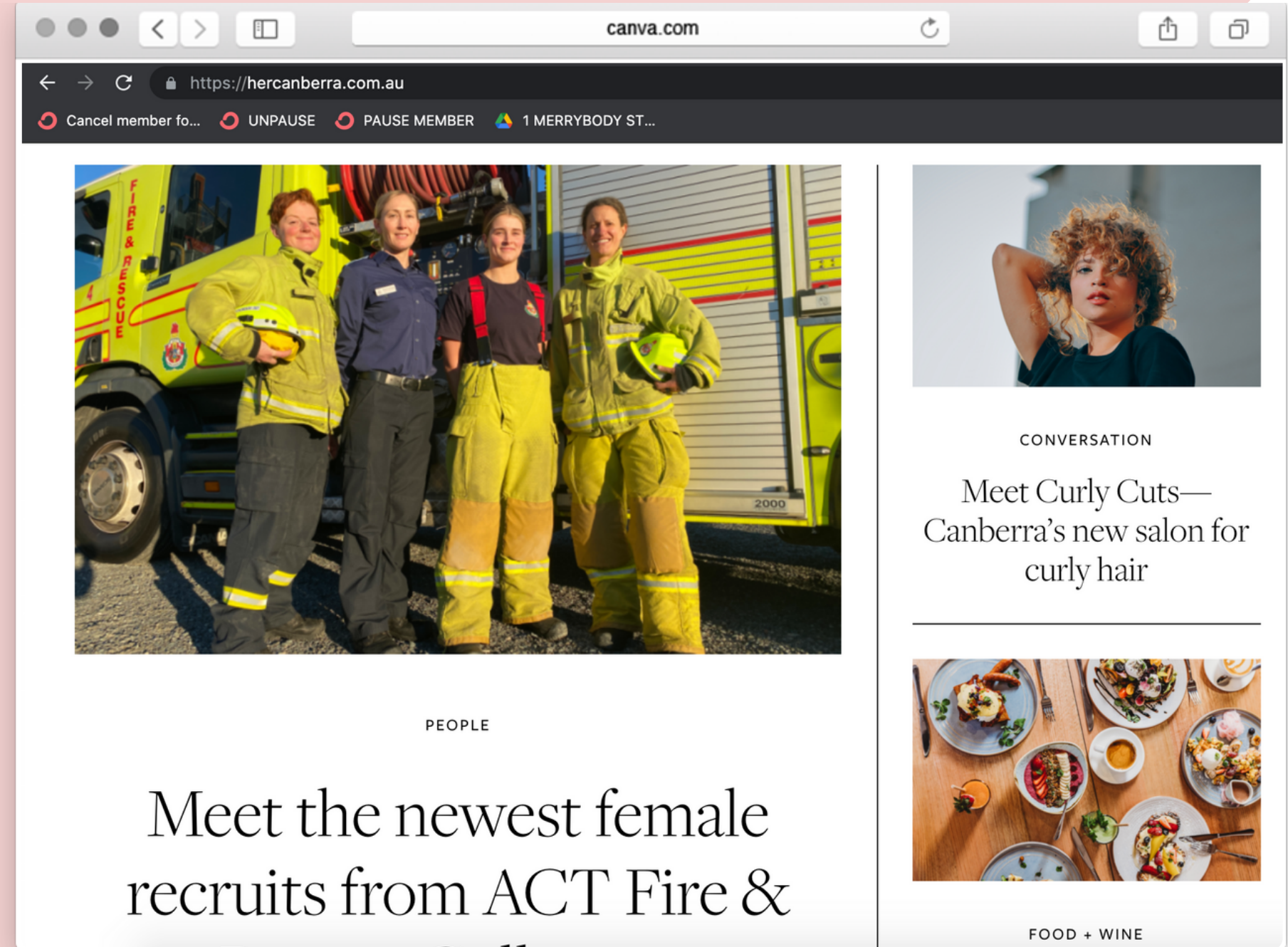
OUR BLOG

themerrymakersisters.com



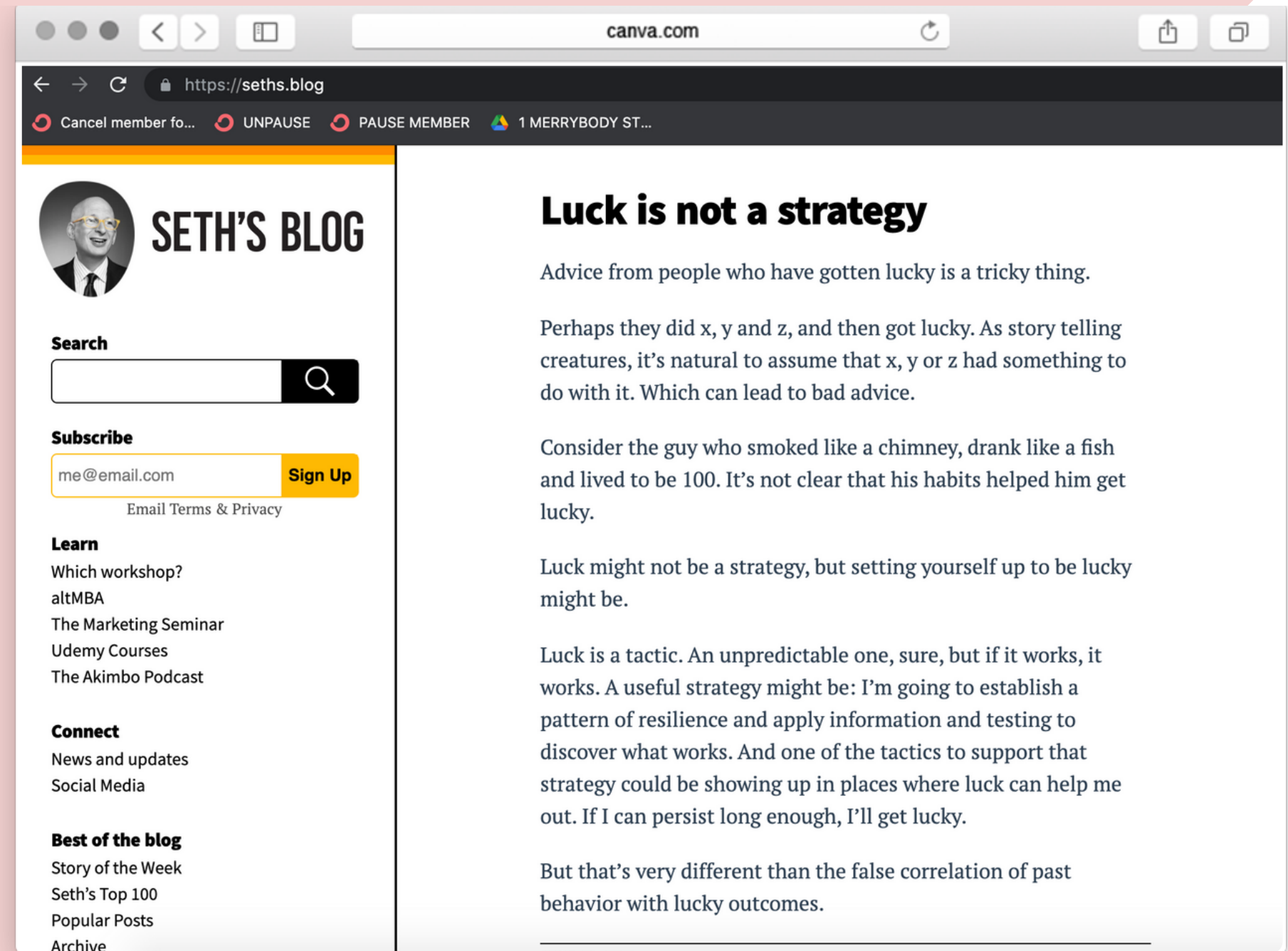
HER CANBERRA

hercanberra.com.au



SETH'S BLOG

seths.blog

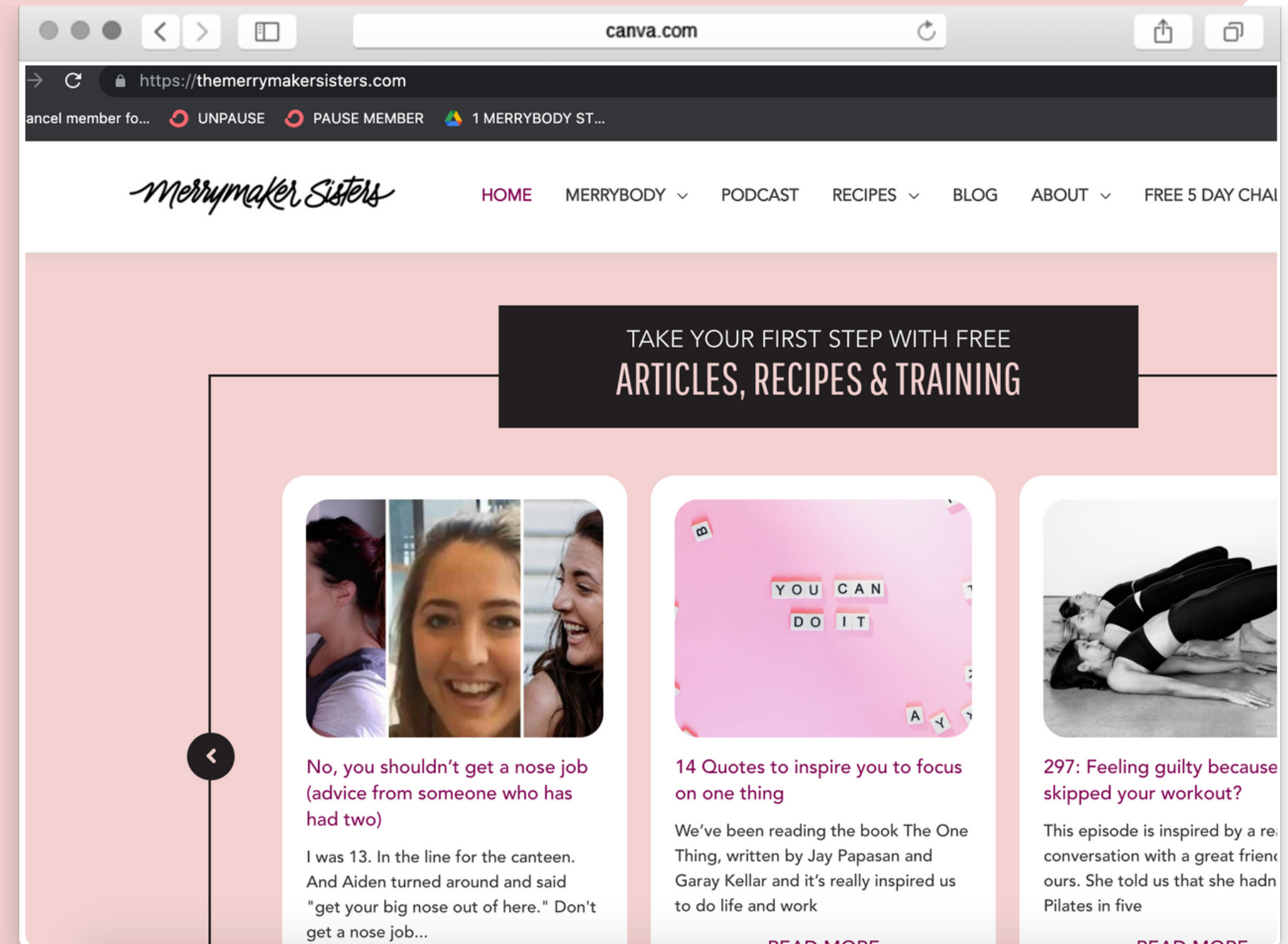


- helps people find you (SEO)
- tell your story (connect)
- reason to keep coming back
- build a profile
- brand building
- relationship building
- your own place to sell
- provide value
- build trust

WHY BLOG?

OUR BLOG STRATEGY

themerrymakersisters.com



Every week: Written blog Recipe blog Podcast episode

consistency is important but don't stress if you miss a week.

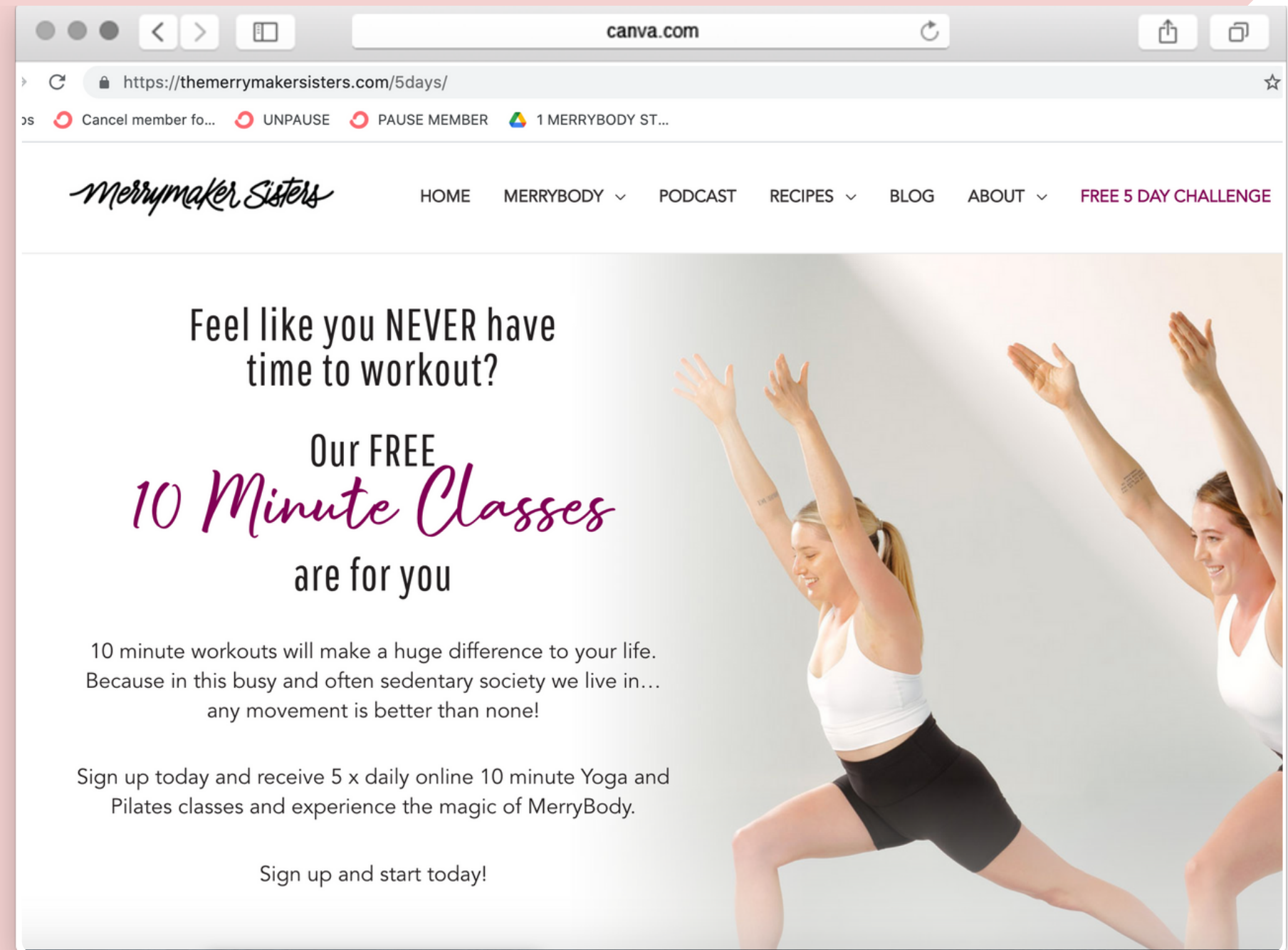


- Aim to: educate, entertain, inspire
- What is trending right now in your niche/area or even just generally in the world?
- What has already been popular on your blog?
- What is working for others? Can you take their idea and make it your own?
- Ask your audience? What do they want from you?
- Write/talk something personal.
- Do you have a team? Profile them!
- What can you share from behind the scenes?
- Interview someone!
- Have you read a good book lately? Why not write a review?
- Keep in mind: SEO and keywords

WHAT TO CREATE?

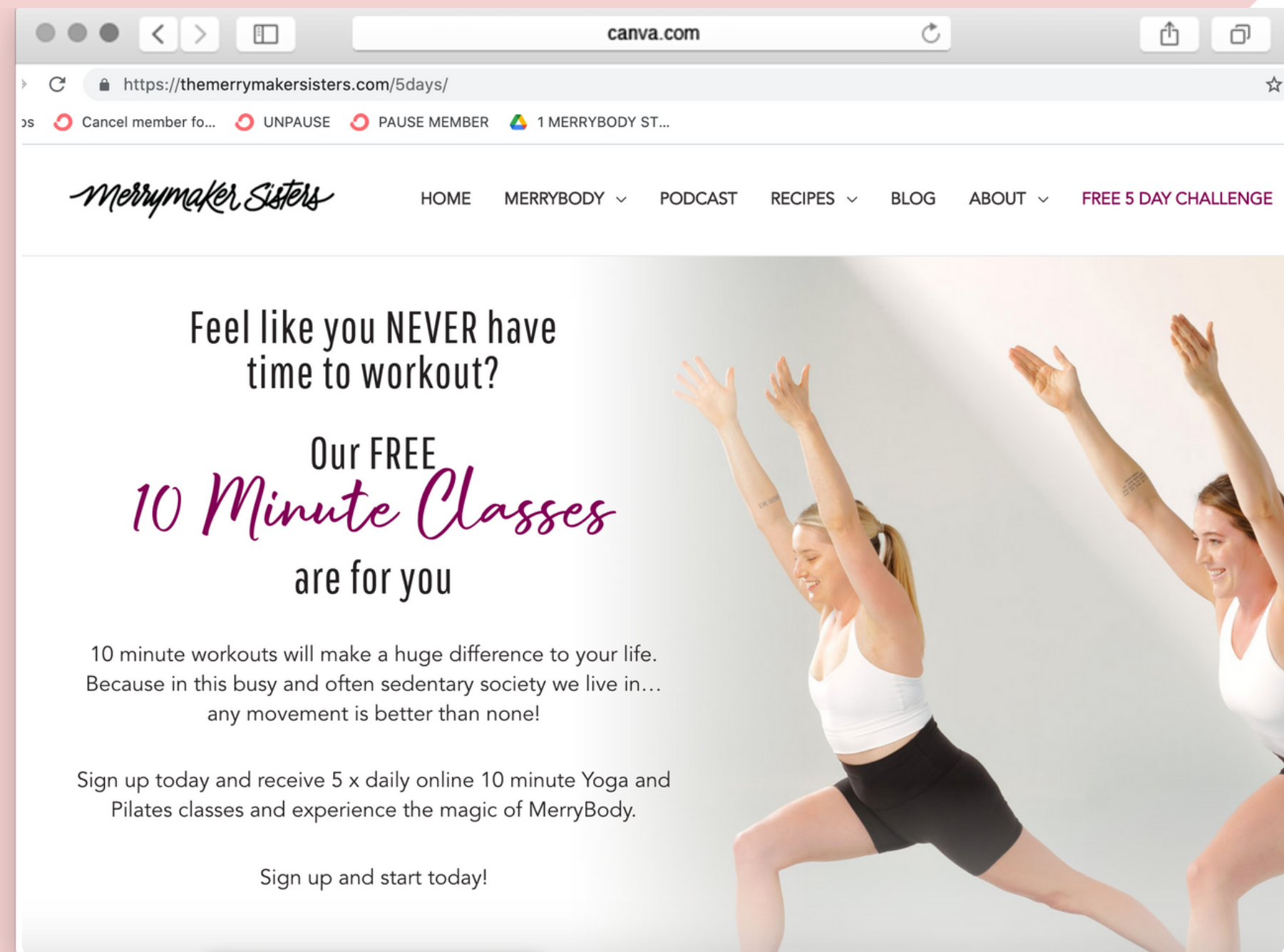
EMAIL MARKETING

Email is NOT dead



YEAH, WE DO
WEEKLY
EMAILS BUT
THERE'S
SOMETHING
BETTER...

Optins and lead magnets

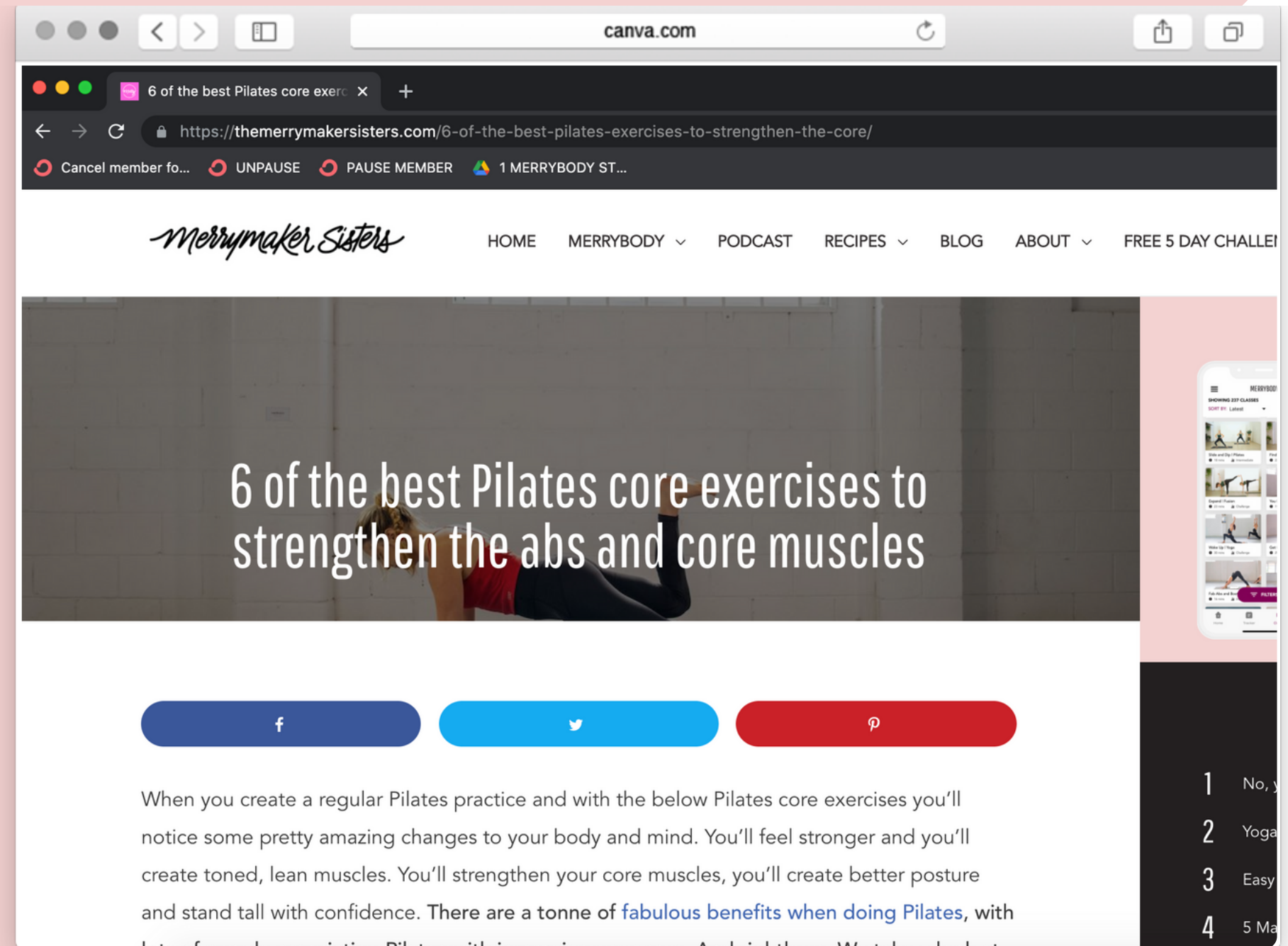


OUR OPTIN FLOW

01

Blog post promotes optin

BLOG POST PROMOTES OPTIN



OUR OPTIN FLOW

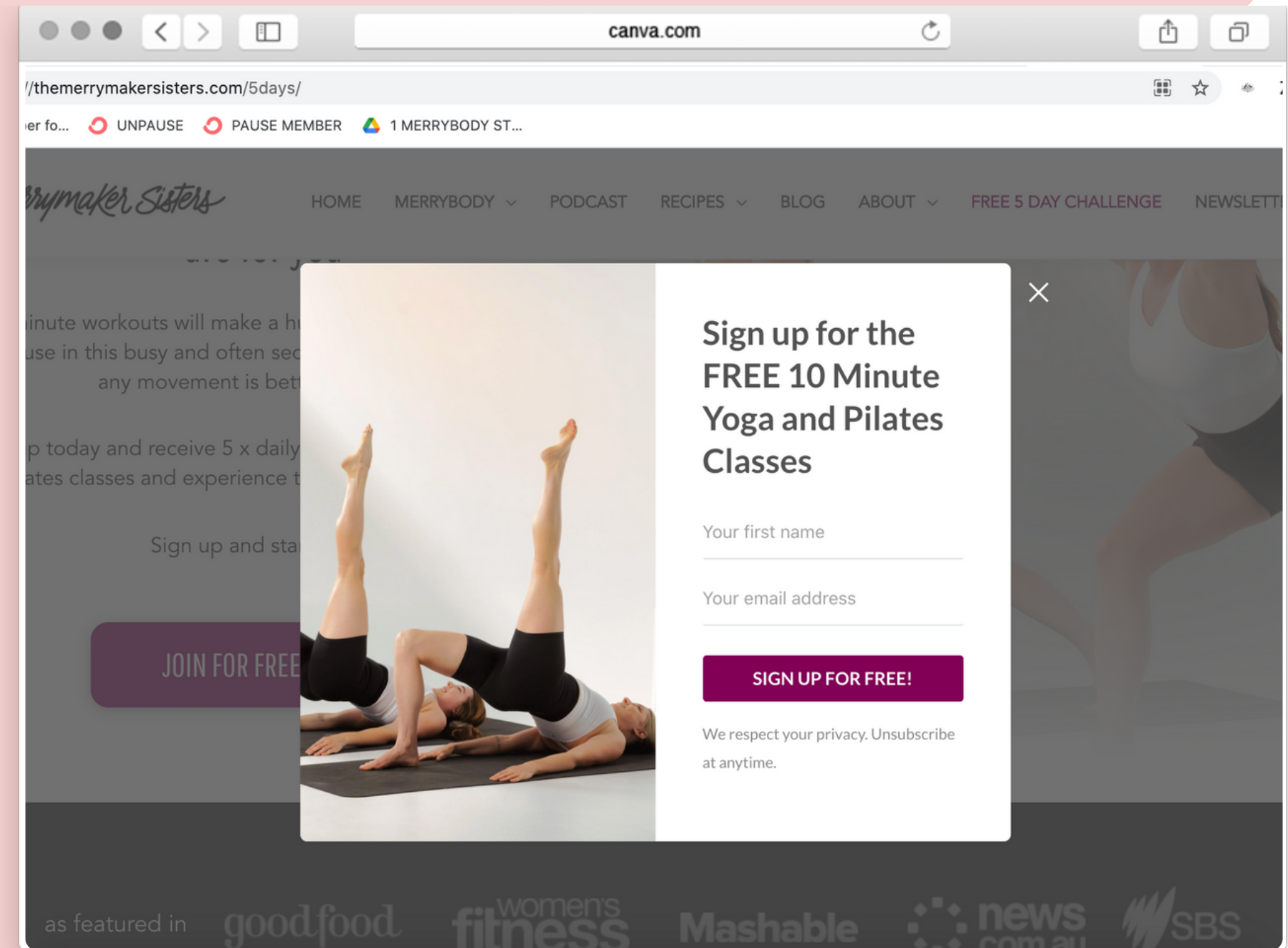
01

Blog post promotes optin

02

Signs up to optin

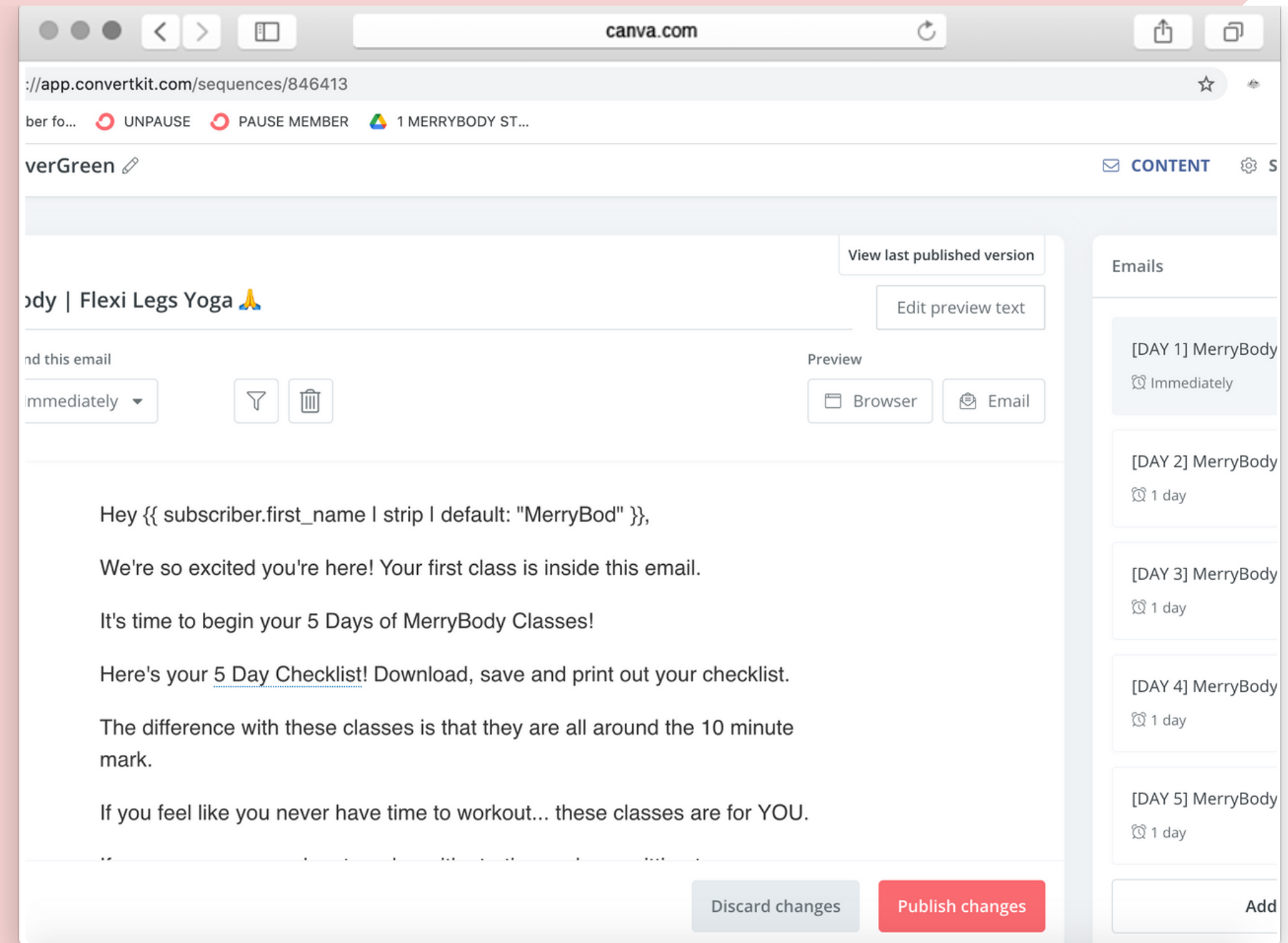
SIGNS UP TO
OPTIN (YAY!)



OUR OPTIN FLOW

- 01 **Blog post promotes optin**
- 02 **Signs up to optin**
- 03 **Receives email sequence**

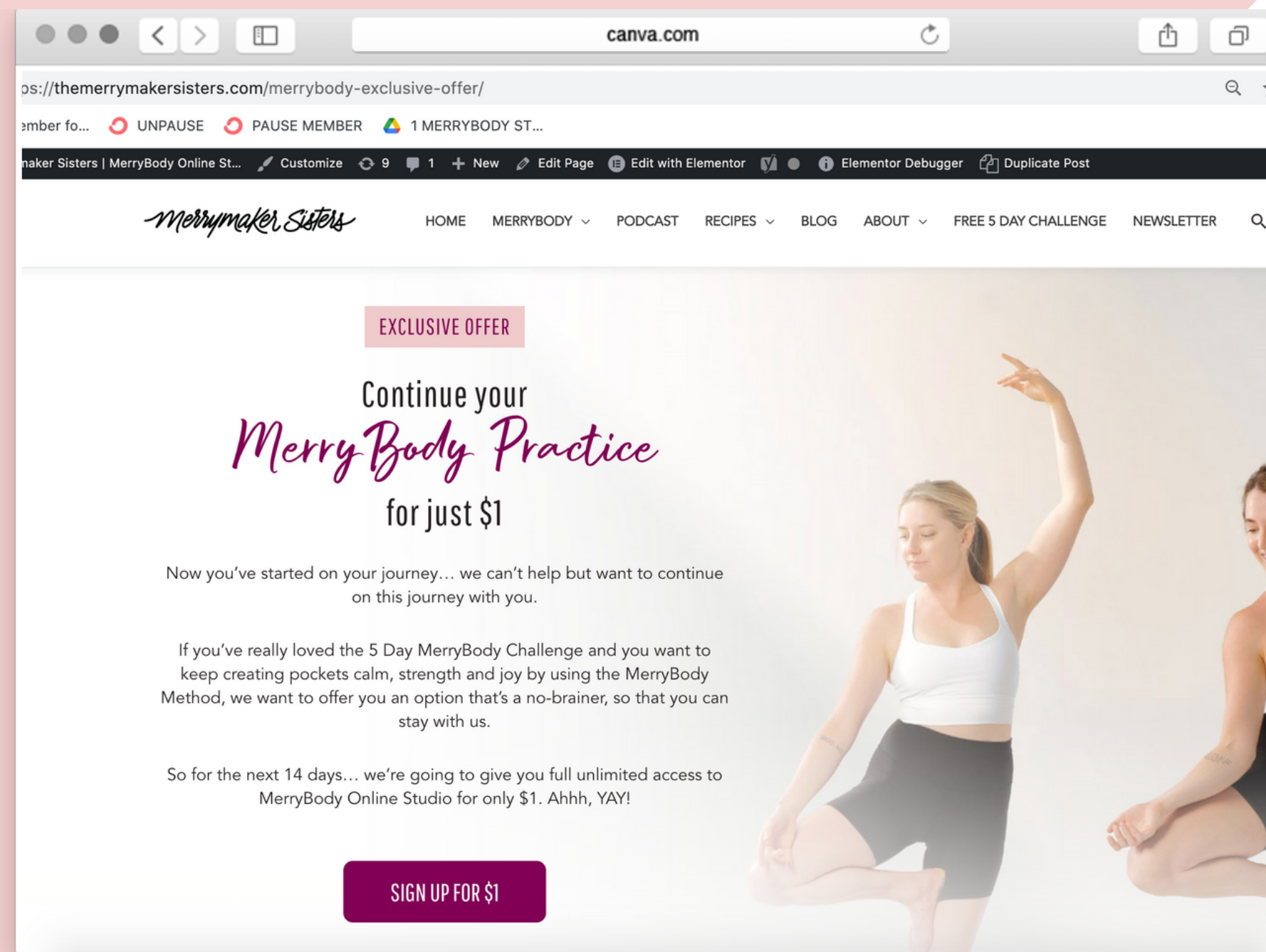
RECEIVES EMAIL SEQUENCE



OUR OPTIN FLOW

- 01 **Blog post promotes optin**
- 02 **Signs up to optin**
- 03 **Receives email sequence**
- 04 **Make an offer**

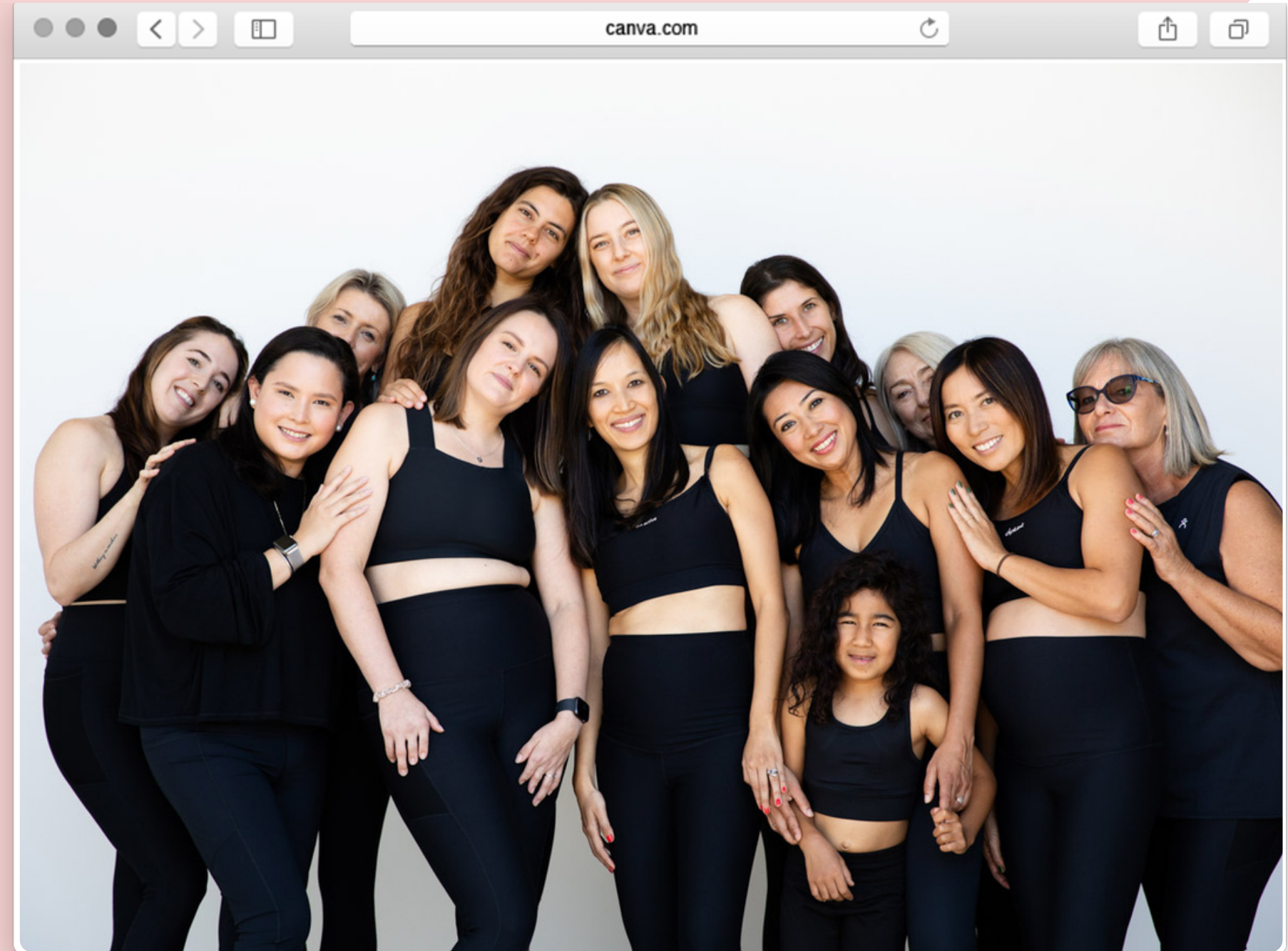
MAKE AN OFFER!



OUR OPTIN FLOW

- 01 **Blog post promotes optin**
- 02 **Signs up to optin**
- 03 **Receives email sequence**
- 04 **Make an offer**
- 05 **Nurture**

NUTURE



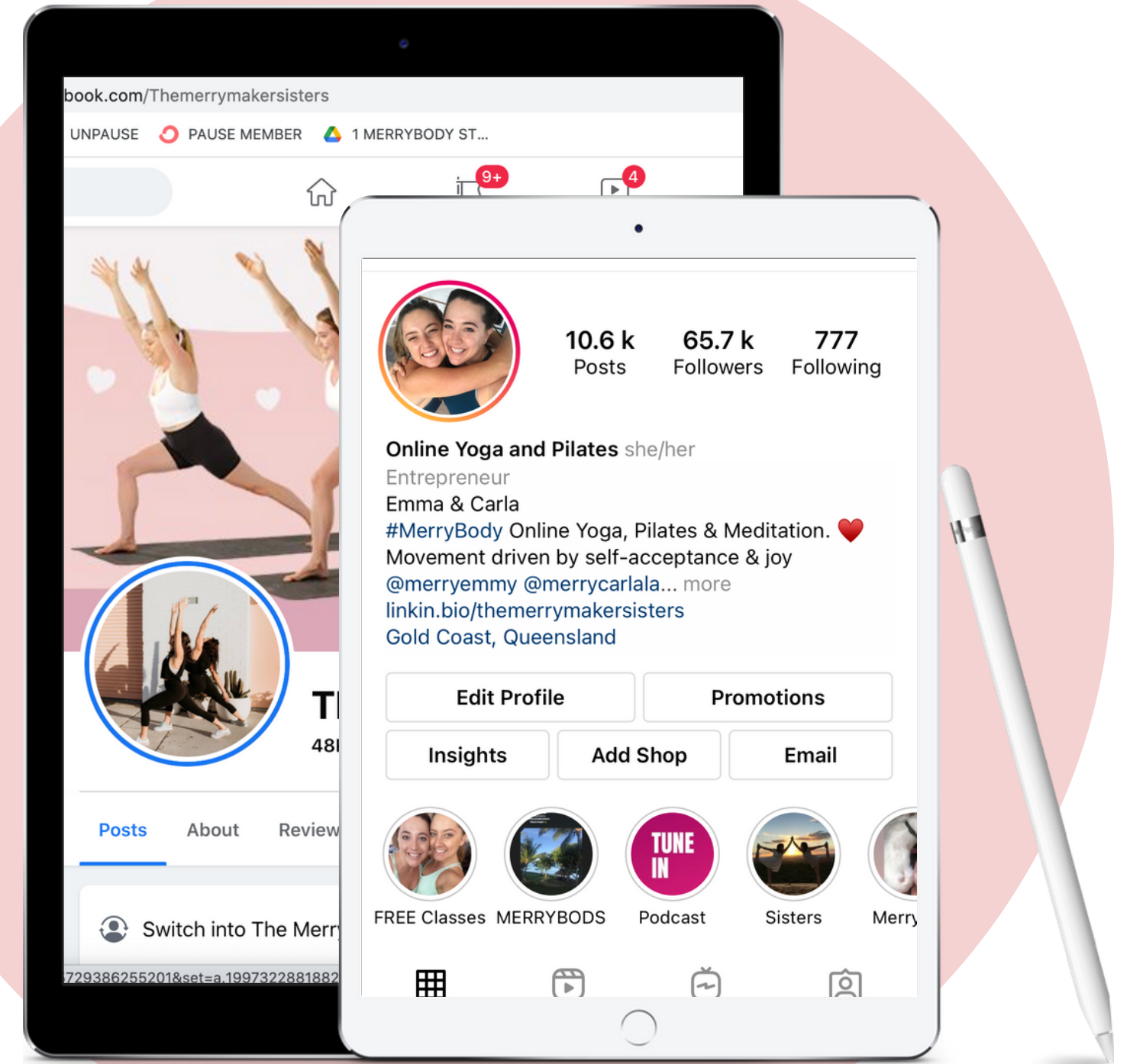
SOCIAL MEDIA

AMPLIFY. ENGAGE. REAL TIME



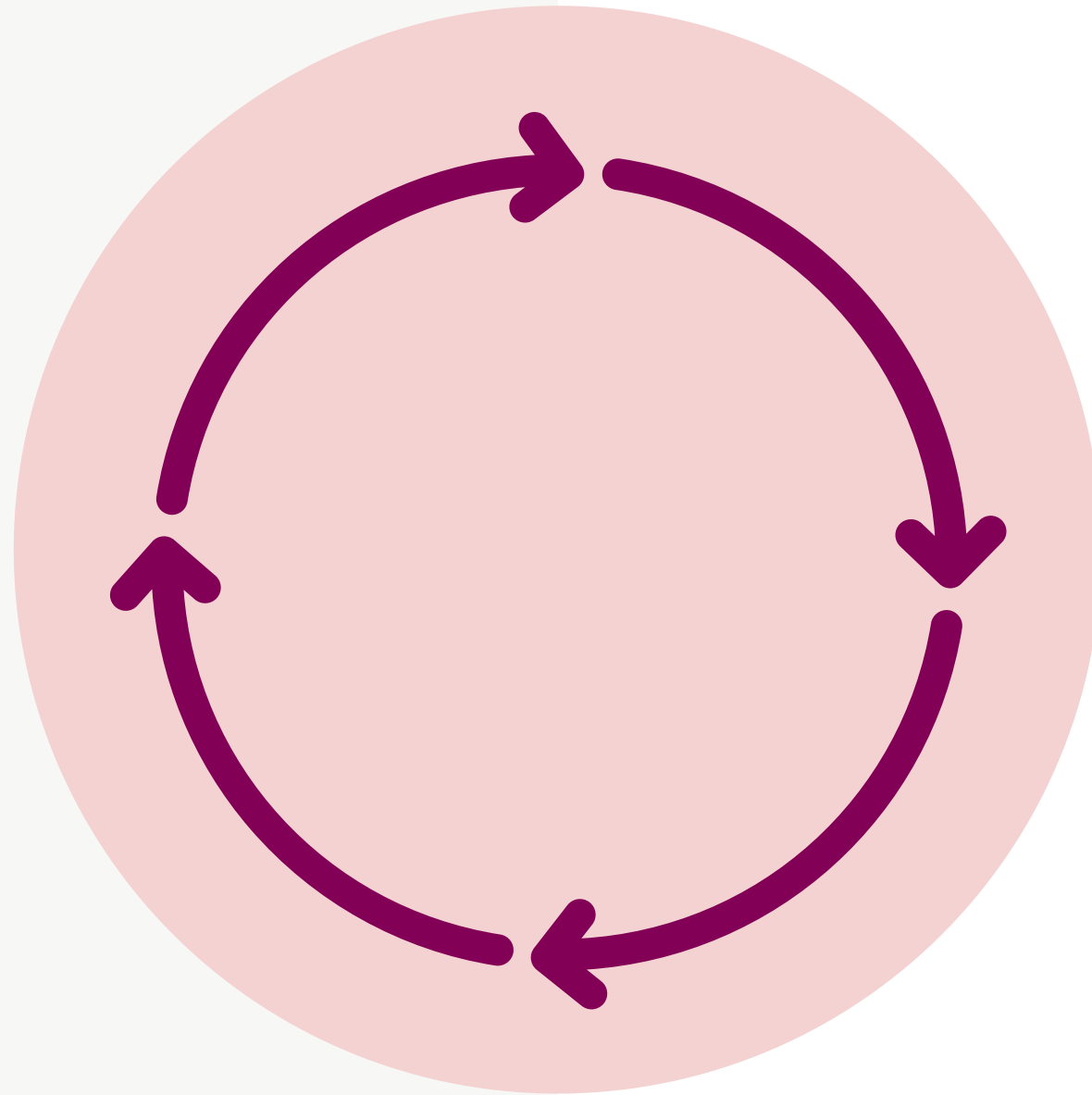
Be on socials but not ON socials...

we mean, stop scrolling and start
doing.

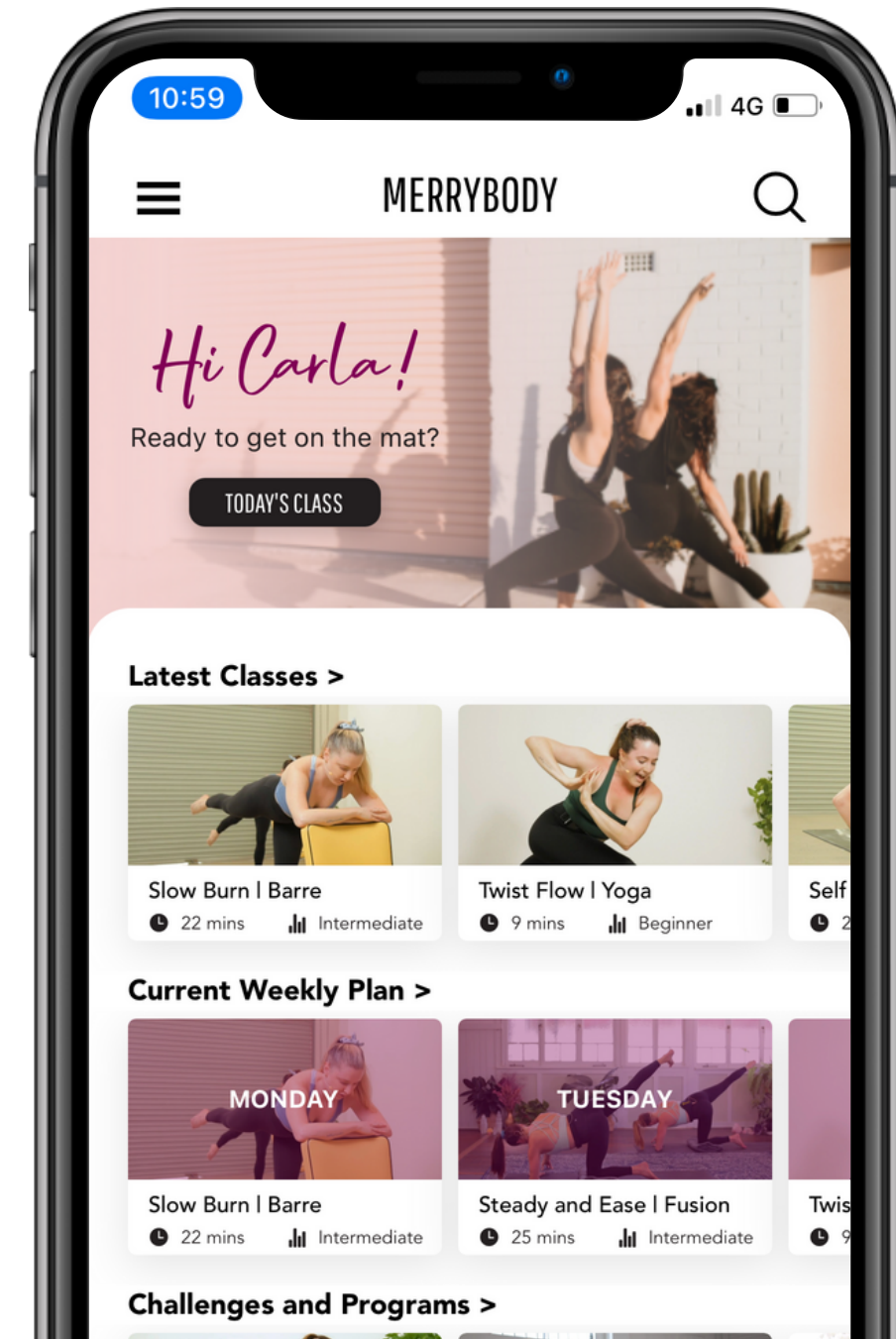


- choose to be on platforms you enjoy
(for us: IG, FB, YT, FB GROUPS)
- share consistently
- use tools to make it easier (e,g
later, meetedgar)
- outsource where possible/aligned
- be yourself
- the one-take rule
- try live
- quality vs. quantity
- amplify/repurpose your content
- engage daily

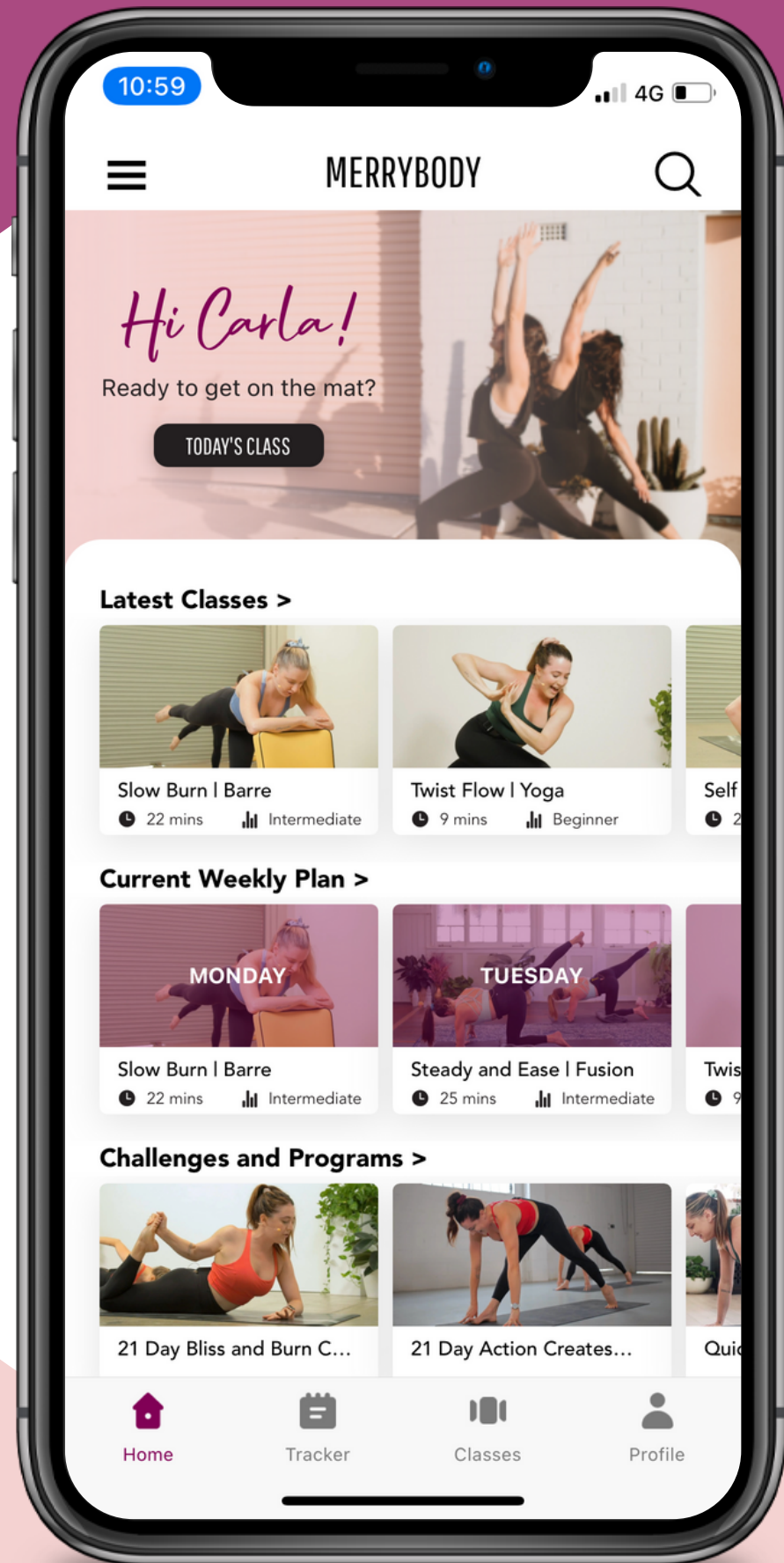
OUR SIMPLE STRATEGY



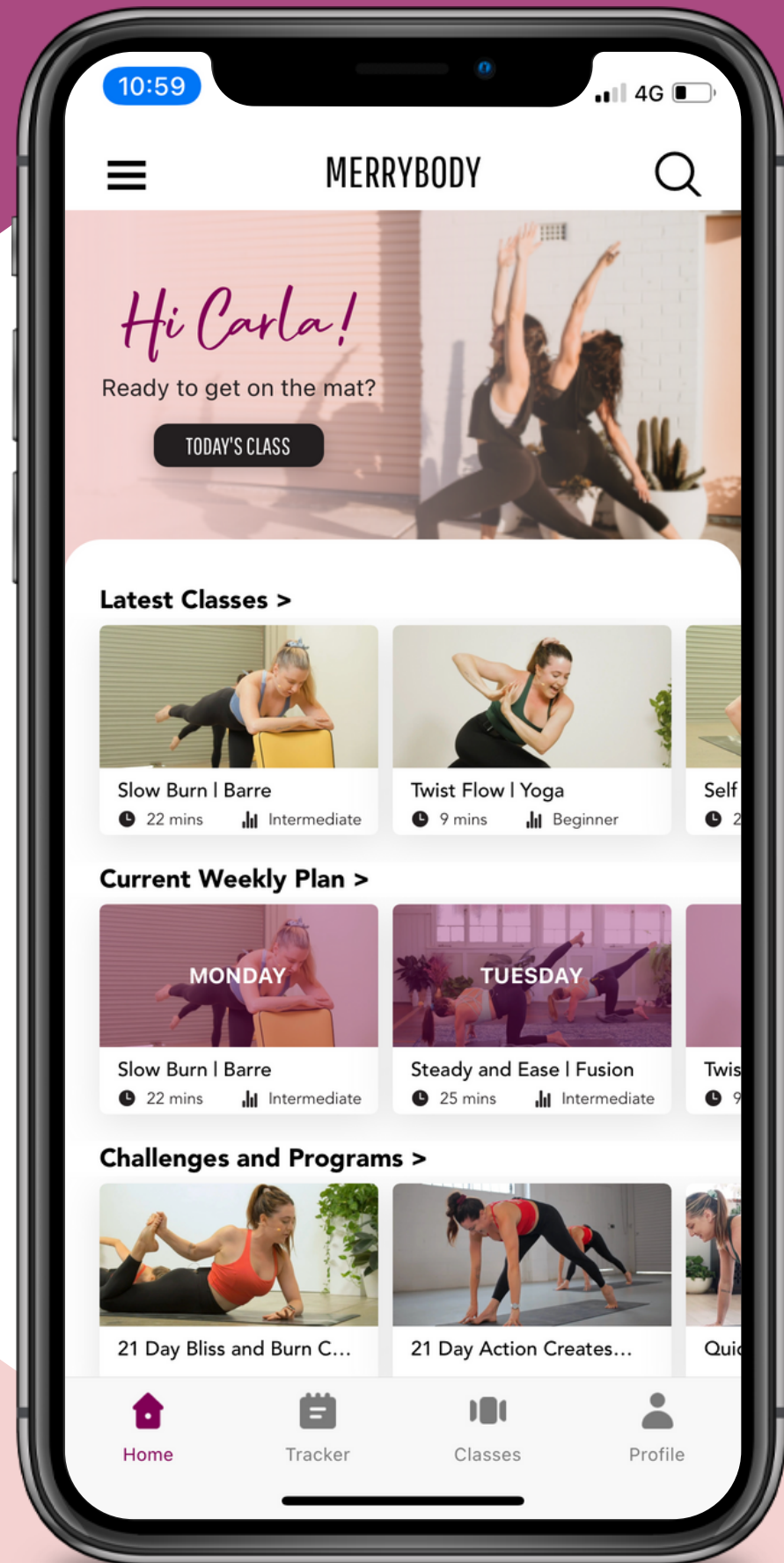
And yes... they all connect.



Let's wrap up



- Create content consistently and share it on YOUR platform
- Email = great. Take it up a notch with targeted sequences.
- Use social for amplification and to understand/engage with your audience.
- Follow the joy.



Now for Q+A

Find us at:

 themerrymakersisters.com

 [@themerrymakersisters](https://www.instagram.com/themerrymakersisters)

 [The Merrymaker Sisters](https://www.facebook.com/TheMerrymakerSisters)