

## Kathy Kingston

1. Great new clients: Santa Barbara Wine Auction and Silicon Valley Wine auction - I am their consultant and fundraising auction strategist!

FRIGGEN AWESOME

**2A.** What could you recommend as a giant thank you special gift for my 2 VAs and my bookkeeper and other support vendors to commemorate my 30 years for Kingston Auction Company? - Social Media - Ask them what is their favorite store or restaurant

- Gift certificates they can use

**2B.** Your thoughts on a special something for my clients and auctioneers in my mentor program for the same reason

- Costco Gift baskets - My fave but you can review them all - fruit, chocolate, cookies - this arrives impressively

- you can ship to anywhere - <http://www.costco.com/%E2%80%9CYour-Name-Here%E2%80%9D-Corporate-Sweets-Tower-9-Tier---24-minimum-quantity.product.100130383.html>

**2C.** Ideas to celebrate 30 years and create some PR and visibility for Kathy K?

Press releases - Module 12 of M2M - [prweb.com](http://prweb.com)

3. Will you make your comments and recommendations for the Alaska Airlines Video promotion web survey and follow up emails?

Here is the draft: [www.KathyCall.com](http://www.KathyCall.com) It goes directly to the survey -- makes it super simple.

I need help with the copy for the web response screen:

Here is the draft of the web response:

<https://submit.jotform.us/submit/63323687064156/>

Feedback -

- don't ask for full address yet - it will reduce replies if appears like too much work
- the rest is perfect

RE: FYI - I do not want to use scheduler site.

I would rather personally contact them and set up a call.  
- if you make it easy that's fine but people like schedulers it gives them choice

RE: Given that, what should the email auto-responder say after they complete the survey to follow up?

- tell them to schedule a call - give them a link - if they need to talk to you right now
- OR you can say I'm reviewing your answers and I'll give you a call shortly.

Here is the final video

<https://vimeo.com/184900619/265a8d4b29>

Here is the graphic for the video. - GREAT



**AS FEATURED ON**  
**American Airlines**   
**TALK BUSINESS 360**



## Drew Hunthausen

Based on last month Alumni action planning - what did you accomplish?

I sent post cards to several church's in Reno Nevada as I was there for Thanksgiving. Unfortunately did not get any responses at all. I did my first facebook live broadcast on the 18th, and plan to do one every Friday unless I am unavailable like on the day after Thanksgiving.

— Reno Nevada - quite far and not a big population. What made you pick them?

<http://www.usachurches.org/search/ca/>

California - 619

Send to ALL of those - then switch states

62

### **(1) Your Task - Send to all 62 in December - Booking Now for 2017!**

What do you want to accomplish this upcoming month

This next month I want to do a FB live every Friday. I am competing in a triathlon on the 11th and am going to investigate to see if there is any media there for brief interview or statement.

Site - twitter handle - FB feed - put out content and tag them

(2) Put out your own social media buzz - tag the event - as you need to get noticed ahead of time so the conveners of the event promote you and refer you as a possible interview source - Fastest most effective

(3) Seek out Local TV stations - contact them -

What do you want to earn from those activities? If there are no earning activities - what could you do to focus on that first.

The FB live posts won't have any earning directly, but have a lot of potential for visibility and future bookings. If I can get some media attention at the triathlon that will be great for my visibility as well.

— yes - these are a good action

(4) On your site a button that says Every Friday at .... Meet Drew - Get Motivated - Create a BUTTON Link it to your FB

What specific things do you need help or guidance with to achieve what you wish to accomplish

Any tips on fb live from whatever you saw from my first one. also any more advice on attracting media attention at something like my upcoming triathlon.

- above answer

**Mary Stevenson**

Answered separately - she sent her submission in late