



7 Step Digital Mastery & Business Growth Mastermind



Johanita Thwaites
The Digital DealMaker

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EXECUTIVE SUMMARY

The **Digital Mastery & Business Growth Mastermind** is a *10-week high-touch, transformational program* designed to empower entrepreneurs, consultants, coaches, and speakers to build and/ or improve their scalable, automated business systems. This mastermind will provide participants with the tools and strategies to 1. increase revenue, 2. automate processes, 3. reclaim their time and 4. Get rid of the digital overwhelm by focusing on the proven 7-step digital growth methodology.

ABOUT JOHANITA THWAITS – THE DIGITAL DEALMAKER

With over a decade of experience in empowering professionals to thrive in the digital age, I - Johanita Thwaits, am dedicated to helping SELF-EMPLOYED entrepreneurs, coaches, consultants, and speakers unlock their full potential.

As a former Executive Council Member for PSASA (Professional Speakers Association of Southern Africa), Founding Member: OMFOS (Online Mastermind for Online Speakers) and Past President for Virtual Chapter (PSASA), Champion Coach for Launch Speakers Classes (Philippines, Bangladesh, India, Malaysia and PSASA), I've guided top-level professionals in creating profitable businesses while mastering the art of Impactful Transformation.



Personal Journey: After overcoming significant personal health challenges, including surviving a stroke in 2023, I have developed an even stronger passion for resilience, growth, and empowering others to achieve sustainable success in life and business; all whilst striving and maintaining a healthy balance in wellness, relationships and financial prosperity.

PS – I love traveling and exploring new countries, cultures and customs. Here I am at the Pyramids in Egypt 2022.



10-Week Mastermind Content Breakdown

Each week of the mastermind is designed to focus on a critical aspect of digital mastery and business growth, combining live group workshops, 1-on-1 coaching, and hands-on implementation.

1. Step 1: Foundations & Digital Landscape Assessment (Step 1)

- Focus: Assess the current digital landscape, identify strengths, weaknesses, and opportunities through a personalized SWOT analysis.
- Key Takeaways: Participants will gain clarity on their business environment, establish a strong foundation for growth, and map out a clear action plan to improve their digital presence.
- All Inclusive Bonus: 1-on-1 SWOT feedback (\$500 value).

2. Step 2: Goal Setting & Vision for Growth

- Focus: Set clear, actionable SMART goals that align with long-term business growth and vision.
- Key Takeaways: Participants will define their short- and long-term goals, creating a 12-month roadmap for scalable success, and understand how to stay aligned with their vision.
- All Inclusive Bonus: 1-on-1 goal-setting consultation (\$500 value).

3. Step 3: Roots – Defining Your Values and Value Proposition

- Focus: Establish the core values that drive the business and create a compelling value proposition that resonates with the target audience.
- Key Takeaways: Participants will have a refined value proposition that sets them apart from the competition and clearly communicates their unique selling points.
- All Inclusive Bonus: 1-on-1 value proposition refinement session (\$500 value).



4. Week 4: Niche Identification & Competitor Analysis

- Focus: Identify and refine the most profitable niche for business growth and conduct competitor analysis.
- Key Takeaways: Participants will leave with a defined niche strategy that targets high-paying, aligned clients, and a clearer understanding of how to stand out in a competitive market.
- *All Inclusive Bonus: 1-on-1 niche strategy session (\$500 value).*

5. Week 5: Purpose-Driven Digital Presence (Step 4)

- Focus: Create and refine a purpose-driven digital brand presence that attracts the ideal audience across all digital platforms.
- Key Takeaways: Participants will overhaul their digital presence to ensure alignment with their brand values and business goals, building authority and increasing conversions.
- *All Inclusive Bonus: Digital brand audit and tailored feedback (\$500 value).*

6. Week 6: Leveraging Networks & Digital Platforms for Growth (Step 5)

- Focus: Optimize and leverage the right digital platforms (LinkedIn, Instagram, Facebook, etc.) to expand reach, grow influence, and engage the right audience.
- Key Takeaways: Participants will walk away with a 90-day content strategy and platform-specific engagement tactics that generate leads and enhance visibility.
- *All Inclusive Bonus: Social media strategy session and content calendar workshop (\$1,000 value).*

7. Week 7: Sales Funnel & Conversion Mastery (Step 6)

- Focus: Build and optimize sales funnels to convert leads into paying clients through automation.
- Key Takeaways: Participants will have a fully functional sales funnel designed to consistently attract and convert leads, with an optimized lead nurturing process.
- *All Inclusive Bonus: 1-on-1 sales funnel review and optimization (\$500 value).*



8. Week 8: Automating Systems & Scaling for Efficiency

- Focus: Implement automation systems to save time, increase productivity, and scale the business efficiently.
- Key Takeaways: Participants will set up and automate key business processes, gaining more time to focus on high-value tasks while scaling their business.
- *All Inclusive Bonus: Personalized automation setup and tech support (\$500 value).*

9. Week 9: Reflection & Continuous Growth

- Focus: Reflect on progress, adapt strategies, and plan for ****continuous growth**** beyond the program.
- Key Takeaways: Participants will assess the impact of their newly implemented strategies and create a ****long-term growth plan**** for continued success.
- *All Inclusive Bonus: 1-on-1 growth strategy review and adjustments (\$500 value).*

10. Week 10: Final Strategy & Intensive Q&A

- Focus: Wrap up the program with a final Q&A and strategy session to ensure participants are prepared to implement long-term growth strategies.
- Key Takeaways: Participants will finalize their growth roadmap and troubleshoot any remaining challenges, ensuring they leave the program with a clear path forward.
- *All Inclusive Bonus: Final 1-on-1 strategy review (\$500 value).*



Additional BONUSSES**

If you sign up for the masterclass before 28 October 2024, you will receive the additional bonuses:

1. Essence Expression Course (Bonus Value: \$1,500)

- Profiling for digital branding based on color and personality, helping participants align their digital presence with their authentic self and create a powerful brand identity.

2. Mindset Mastery Training (Bonus Value: \$1,000)

- Develop a growth-oriented mindset, overcome limiting beliefs, and instill habits that drive long-term personal and business success.

3. Program Development Training (Bonus Value: \$1,000)

- Learn to create, structure, and launch online programs that generate income, with a focus on scalable digital products.

4. Social Media Strategy Workshop (Bonus Value \$1,000)

- Optimize platforms for business visibility and growth. See Programme Breakdown.

Investment Breakdown

The total investment for participants of this high-value mastermind is \$5,000 per person. This includes over \$14,500 in value through bonuses, personalized coaching, and ongoing support:

- MasterMind Cost:	\$5,000 per participant
- 1-on-1 Coaching Sessions (Bonus)	\$5,000 in value
- Essence Expression Course (Bonus)	\$1,500 in value
- Mindset Training (Bonus)	\$1,000 in value
- Social Media Strategy Workshop (Bonus)	\$1,000 in value
- Program Development Training (Bonus)	\$1,000 in value
- Networking & Support: Priceless	



Why This Program is High-Value for you NOW (All inclusive Programme)

1. **Personalized Support:** With 10 private 1-on-1 coaching sessions, every participant receives tailored advice, making the program uniquely impactful and results-oriented.
2. **Proven Methodology:** The 7-step growth methodology is designed to create scalable, automated systems that save time and increase revenue, proven to work across various industries.
3. **Exclusive Bonuses:** Each participant gains access to invaluable resources, such as the Essence Expression course, helping them develop a powerful digital brand, and mindset training that unlocks their full potential.
4. **High-Level Networking:** Participants will have the opportunity to connect and collaborate with fellow high-achieving professionals, expanding their network and learning from peers who are equally committed to growth. Consider this to be your own Board of Directors – invested in mutual personal and business growth.

Proposal for Hosting a Mastermind Group

We propose conducting this *Digital Mastery & Business Growth Mastermind* as a specialized group offering to your high-level clients.

1. **Mastermind Group Size:** Ideal for a smaller group (max 10) each participant receives personalized attention.
2. **Customization Options:** We can tailor the program to meet the specific needs of your audience, with a custom schedule and the option to include additional sessions if needed; sessions currently planned for Friday mornings.



3. Launch & Ongoing Support: We will support the group through the mastermind sessions, schedule one on one coaching feedback (see programme) and provide access to the LMS where all content and replays are available.

Next Steps

To discuss how we can bring this high-value mastermind to your organization, I'd love to [schedule a quick call](#) to answer any questions and clarify the process.

If however, you are ready to start your journey – [click here](#) – and you will join our powerful Digital Growth Academy as well as take advantage of all the pre-Black Friday Special Offer before 8 November 2024.

Social Proof

"Johanita is an extraordinary leader and strategist with a keen sense of empowering others to achieve their highest potential. Her 7-step growth methodology has transformed businesses globally, and her personal journey adds a unique depth to her ability to inspire and motivate. I highly recommend Johanita for anyone looking to take their business to the next level through digital mastery and innovation."

Mike Handcock, Chairman of Circle of Excellent Group

"Joh Thwait's is a born leader, mover and shaker! I was fortunate to take part of the Speaker Factor Finals where Joh was both my Chapter President and the convenor of the Convention. Joh has an ability to keep everything flowing and going. The convention was a MASSIVE success where professional speakers around South Africa and the globe got to reconnect in the most extraordinary and authentic way. This was Joh's powerful intention for the convention...and it WORKED! Personally, Joh supported my journey as a Speaker with loads of wisdom, guidance and faith. That's Joh, a go-getter who is rooted in faith, focus and follow-through. Thank you Joh!"

Ursula Botha, Communication and Confidence Coach @ Confident Voices (Pty) Ltd



"If there is one thing that stands out about Joh, it is courage. The courage to not be intimidated by thinking big. In fact, the bigger the thinking, the clearer it is for her. Joh is creative. She is enthusiastic. She truly is the dealmaker. She's the kind of person who loves a challenge and wants to go out and turn that into an opportunity — and a successful one at that. Joh and I met first through the Circle of Excellence Group and continued a fruitful collaboration through the Professional Speakers Association of Southern Africa (PSASA). She was a valued member of the leadership team of the PSASA Virtual Chapter during my terms as chapter president, and later went on to serve as president herself. It has been a privilege to pass on the torch. As a speaker, a trainer, a facilitator or an outright dealmaker, Joh stands in a league of her own.

Ian Hatton | SA Educator Hall of Fame, Conscious Leadership Authority

I look forward to your feedback and truly believe we can create magic together in this last season of 2024. Know that I'm here to help you create more automated processes, declutter digital overwhelm, get back more of your time and strategically lay the growth strategy for an amazingly fruitful 2025 and beyond.

[SPECIAL OFFER if you join BEFORE 8 November 2024](#)

Here to cheer you on!

Johanita Thwaits | Founder & Digital Growth Strategist

The Digital DealMakers Academy

Email: Johanita@thedigitaldealmakersacademy.com

Phone: +27615114024

Website: www.thedigitaldealmakersacademy.com

