

# NYAE 2025: Launchpad Session 3 | Leveraging Technology for Efficient Business Management

## *From Burnout to Brain-Safe Systems*

A 60-minute workshop for neurodivergent & disabled business owners eager to leverage technology for freedom rather than frustration.



With me Ruth-Ellen Danquah



# Our Journey Today



## **Nervous-System-Safe Grounding**

Begin with a calming check-in to centre your energy.



## **Pattern Recognition**

Discover your unique energy block type.



## **Live Automation Demo**

See real-time systems that work whilst you don't.



## **Implementation Tools**

Leave with practical resources to implement immediately.



# Ground First, Automate Second

## **Take a Deep Breath**

Nervous system regulation creates the foundation for sustainable business growth.

## **Journal Your Spirals**

What's draining your energy right now? Name it to tame it.

## **Honour Your Capacity**

Your business should serve your brain, not fight against it.

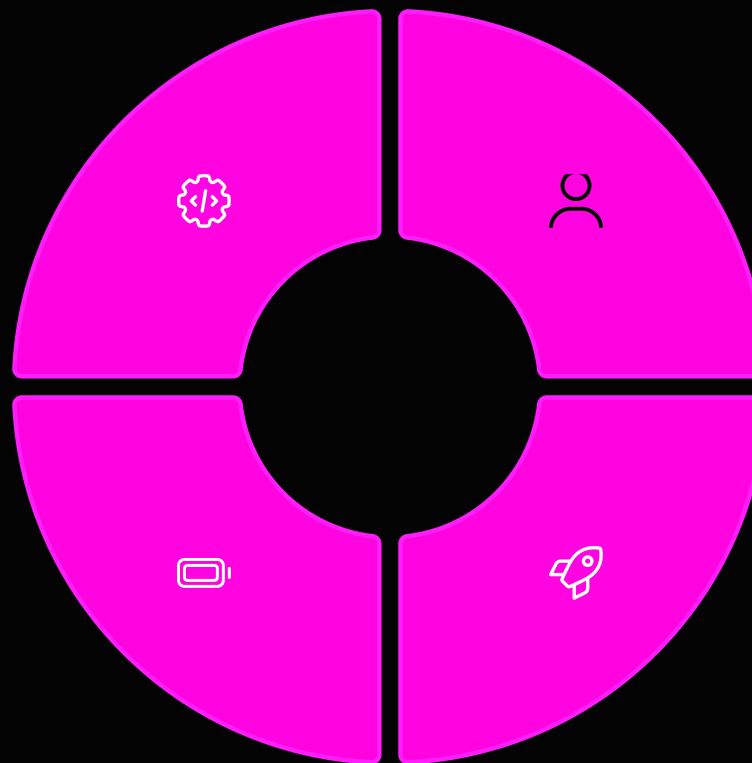
# Your Energy Block Profile

## 1. The Motivation Seeker

- **Stuck Because:** Relies on feeling “in the mood” to take action
- **Behaviour:** Waits for motivation, struggles with routine
- **Offer Fit:** Loves automation that reduces decision-making + starts momentum
- **Messaging Cue:** Highlight dopamine cycles, fast wins, minimal activation needed

## 3. The Distracted Doer

- **Stuck Because:** Scattered attention, poor follow-through
- **Behavior:** Starts many things, finishes few
- **Offer Fit:** Automation of follow-ups + visibility systems
- **Messaging Cue:** Emphasize reminders, repurposing, and visual workflows



## 2. The Overthinking Optimiser

- **Stuck Because:** Perfectionism + info overload
- **Behaviour:** Overplans, under-executes, loops in indecision
- **Offer Fit:** Needs fail-safe systems and permission to iterate
- **Messaging Cue:** “Let it be good enough to start” — done is better than perfect

## 4. The Self-Saboteur

- **Stuck Because:** Fear of success/failure → freeze or shutdown
- **Behavior:** Avoids visibility, pricing convos, or follow-through out of fear
- **Offer Fit:** Safety, co-regulation, Momentum Map™
- **Messaging Cue:** Normalize fear, build gentle structure, offer safety-first strategy

You can be a hybrid which is when you fluctuate between all four

# Automation That Frees You



## **Lead Qualification**

ManyChat automatically qualifies leads based on their responses.



## **Scheduling**

Calendly integrates to book calls without manual intervention.



## **Record Keeping**

Airtable updates with new client information automatically.



## **Personalised Follow-up**

Segmented nurture flows deliver the right message at the right time.

# Live DEMO Magic

## 1 Quiz → Segmented Nurture Flow

**Purpose:** Qualify + connect emotionally before selling

### The Breakdown:

- 🎯 Quiz Completed ("Why Can't I Stay Consistent?") →
- 🧬 Result Type Assigned (Motivation Seeker, Overthinking Optimizer, etc.) →
- 💬 Custom Result Message Sent (based on block type) →
- 📁 Segmented DM/Email Nurture Begins
- 📁 Delivers Freebie or Invitation to Book/Explore
- 🏷️ Optional Tag Added (for retargeting or follow-up funnel)
- ↺ Option to enter ManyChat Lead Flow or Offer CTA

### Benefit:

- ✓ Immediately makes lead feel seen + validated (lowers resistance)
- ✓ Segments based on energy profile, not just demographics
- ✓ Delivers aligned micro-conversion path (freebie, DM reply, or booking)
- ✓ Creates binge-worthy onboarding — they feel *understood* not filtered
- ✓ Feeds directly into Scaling Simplified with AI™ with emotional safety intact

# Live DEMO Magic

## 2 Testimonial Workflow → Social Proof Loop

**Purpose:** Build trust + normalize transformation *before* they even inquire

### The Breakdown:

- ✉ Client Completes Experience →
- 💬 Prompted via DM to Share Feedback + Testimonial →
- 🕒 Chooses Type of Outcome (e.g. “Solved my problem” / “Saved me time”) →
- 📝 Guided Through Questions (What worked? What stood out?) →
- 📷 Asked for Image or Video →
- 🔒 Option to Keep Private or Approve for Public Use →
- 🏷 Tag Added →
- 🖼 Auto-Triggers Free Resource Gift + Adds to Proof Bank

### Benefit:









- ✓ Collects authentic feedback without pressure
- ✓ Turns insight into quotes, carousels, and nurture DM scripts
- ✓ Builds trust through lived experience, not hype
- ✓ Creates a “proof loop” that future clients walk into
- ✓ Makes giving a testimonial feel like a *thank-you*, not a chore

# Live DEMO Magic

## 3 Onboarding Workflow → Regulated First Impression

**Purpose:** Set the tone + remove admin spirals from Day 1

### The breakdown:

-   DM Trigger via Instagram →
-  Routes to Intent Selector ("Learn More" / "Dive In" / "Just Browsing") →
-  Adds Tag + Sends Resource, Offer, or Freebie →
-  Waits + Sends Check-In Message →
-  "Yes" → Delivers Discount & Checkout
-  "Need More Time" → Sends Reminder + Gentle Expiry Frame
-  Ends with Optional Free Resource or Help Prompt

### Benefit:

- ✓ Creates a capacity-matched entry point for every energy state
- ✓ Reduces executive function load — no decisions stacked at once
- ✓ Builds trust through choice, pacing, and value-first interaction
- ✓ Converts browsers to buyers without pressure
- ✓ Feels like care, not a funnel





## ACTIVITY

### **Share Your DM Trigger**

Drop your phrase in the chat that customers would message you.

### **What 3 AI Flows Could You Create**

Your nurture sequence created in under 3 minutes.

### **Imagine 3+ Templates Ready to Plug & Play**

Picture having multiple responses preloaded for different inquiries.

# The Mini DM Experience



## **DM ""**

Experience automation from the customer perspective.

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## **Receive Instant Value**

Feel the dopamine hit of a perfectly timed response.

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## **Envision Your Business**

Imagine this working for you 24/7, even on low-energy days.

# Flow Mapping: Energy Edition



# Your Offer Matrix

	High Energy Required	Low Energy Required
High Client Value	VIP Days (£2K+) Schedule when energized	Automated Course (£497) Always available
Medium Client Value	Group Coaching (£997) Batch delivery	Digital Templates (£97) Passive income
Low Client Value	ELIMINATE THESE	Lead Magnets Automation required

# What's Possible?



## **Your Lead Flow - Automated**

No more missed opportunities or forgotten follow-ups.



## **Your Offer - Aligned**

Services structured to honour your energy patterns.



## **Your Content - Simplified**

Templates ready to deploy even on low-spoon days.



## **Your Nervous System - Supported**

Technology working for you, not against you.

VOUS SYSTEM  
(ING MOMENTUM)

STRATEGY IS THEIR  
VOUS  
STEM



## Your Brain-Safe Next Steps



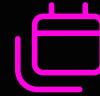
### Grab Your PDF Gift

Download the "Brain-Safe Tech Flow Snapshot" with all tools and templates.



### DM "QUIZ"

Experience the automation flow and explore working together.



### Limited Spots Available

Just 3 clients per month at £2K for gentle, supported implementation.

# You Don't Need More Discipline

You're not inconsistent. You've just never had a system that could carry you — especially on low-spoon days.

## 24/7

### Automation Working

While you rest, recharge, and focus on your zone of genius.

## 30 Days

### Minutes to Set Up

That's all it takes to create flows that work for months.

## YOUR QUIZ JOURNEY

Built for ADHD brains — finally get clarity on what's blocking your follow-through.

Take the ADHD Consistency Quiz



Discover Your Type



Find Out What's Stopping You



Get Your AI Roadmap