

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.

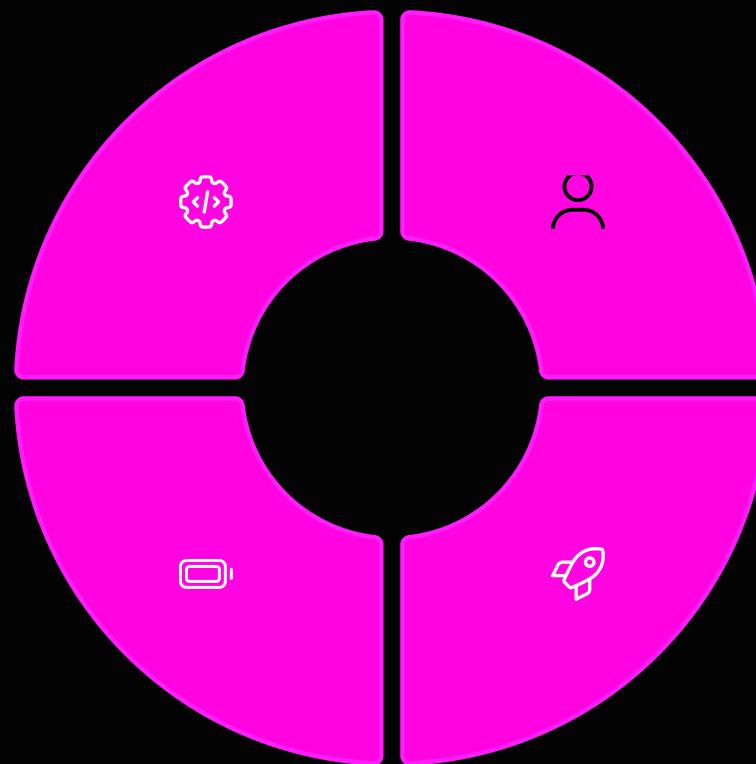
Your Energy Block Profile

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.



Receive Instant Value

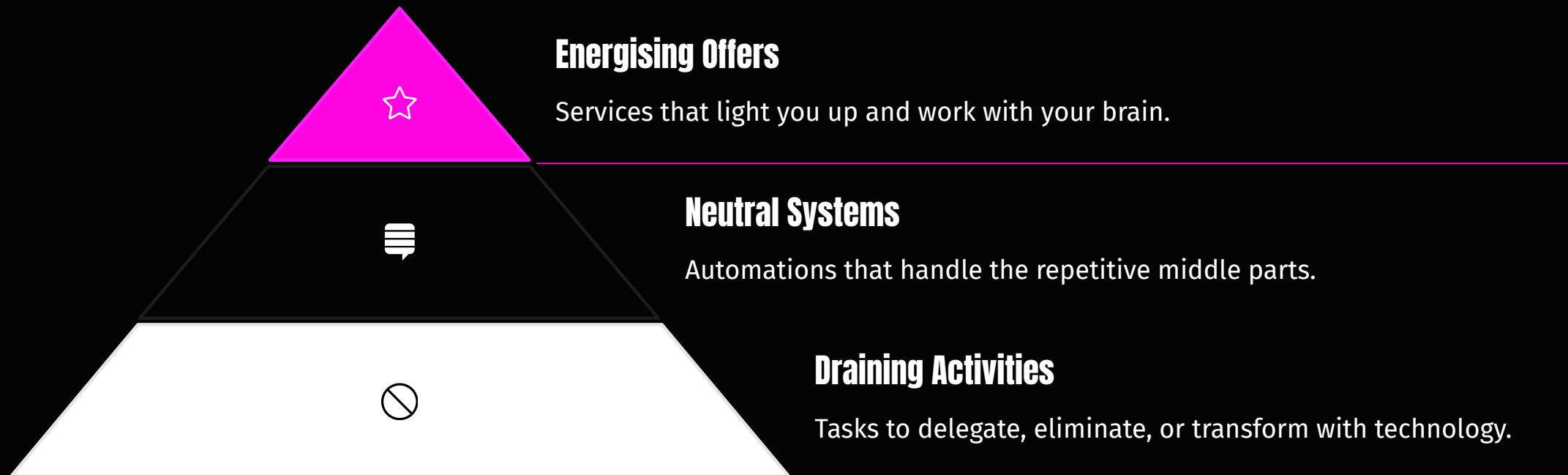
Feel the dopamine hit of a perfectly timed response.



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.

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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