

55 - How Meryl Johnstone Started & Grew Her Business Using The 7 Day Startup Method

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Meryl Johnston's Brief Background

- ❖ Meryl runs an online business called [Bean Ninjas](#), where she offers Xero bookkeeping services & financial reporting to clients.
- ❖ According to her it took 10 years for her to get out of the corporate accounting roles but it's a good grounding since she learned a lot of great skills and it exposed her to a lot of different businesses.

How She Stumbled on the Idea for Her Business

- ❖ Meryl was working before on a co-working space with Dan Norris in the Gold Coast who was running at the time WP curve which was related to WordPress products and services. That time also, Dan wrote a book called "The Seven Day Startup" and from there he pushed Meryl to get out of the consulting and do an accounting for WP Curve.
- ❖ Meryl and her co-founder Ben Macadam read the book and on that week they started creating their website in Wordpress, create their own logo and started their bookkeeping services and WP Curve was their first and still their customer to this very day.



How did Meryl Drew Interests on Her Business

- ❖ When they started they didn't have a big network and they didn't have an email list either. They aren't known in any industry also. Their friends, friends of friends and family were some of their clients at the time.
- ❖ But at the time they started building an email list slowly though it took them a lot longer to turn those lists into customers.

Content Played a Part on Their Business

- ❖ Meryl started creating blog posts and sharing them to Facebook and back then you can get organic reach for free. They also share these content in relevant groups.
- ❖ And if a member of a group ask a question they have an article for, they share it. They made sure they are doing their part as an active participant on the groups they are joining and not just posting their stuff without actually socializing with the members.
- ❖ The content they are sharing wasn't leading to direct sales but it gradually helps them to move their credibility up and create influence.



Their Approach in Content Strategy

- ❖ Before, Meryl doesn't have a clear content strategy, she just writes whatever pops into her head and whenever she feels like writing about. She wasn't writing with their audience in mind.
- ❖ Eventually they structure their content strategy, they started writing what would be useful for their clients which was usually accounting in business related. Also the contents like how to scale businesses, systems and processes.
- ❖ They also started writing about financial literacy course and what are the multiple pain points. And on that course they address on how to resolve those said pain points.

Other Methods They Use to Get Traction on their Business

- ❖ According to Meryl, appearing in podcast certainly helped. At first they didn't have a podcast, they were a nobody. So they really have to work hard to get their podcast interviews.
- ❖ On a period of something like six months in 2015, she appeared in 15 podcasts. And from there Bean Ninjas started to get attention from listeners and potential clients.



The Role of SEO (Search Engine Optimization) in their Marketing

- ❖ Meryl didn't really paid that much attention to SEO in the first couple of years in their operation. It took them 12 months to get significant results. And when they focused on SEO, they tweaked a lot of things in the back end of their website.

Things that Meryl Would Do Differently

- ❖ According to her should would have put more resources in building and growing an email list because they were really slow on that when they first started.
- ❖ She would also puto more capital on her business so they do a lot of things faster and more efficiently. Because according to her putting a little capital really slow things down on their end.

Traffic Generating Strategies in Her Business Moving Forward

- ❖ She sees the Financial Literacy Course as their revenue stream and it's a way to diversify their business. And it's going to be their lead generator also.