

IW 2026_Day 3_Group Coaching Session_Transcript

[00:00:00:00 - 00:00:54:14]

Here we go. All right, welcome, welcome to day three of implementation week. Can you believe it? We are mid week. So on Monday, we clarified a 90 day plan. We looked over the large vision that you have for your goals, your business, and then we started breaking that down into a smaller doable plan with some stepping stone goals so that you can really tackle your goals. I'm looking at the chat here and I see, let's see, hang on. Man, I get distracted. Who gets squirrel brain? Anyone else get squirrel brain like me? Yay, Brittany, I'm so glad that you're here and that you could make it. Hey, Emily, I know you had a question submitted, so we're gonna be talking to you a little bit here. Good morning, Ashlyn, good to see you. If you wanna pop into the chat, maybe just pop into the chat.

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What's one thing that you've already accomplished this week in our implementation? Implementation is all about taking action on your goal. So tell me one thing that you already accomplished. Kaz, you made it from Bali. So fun to have you here. What time is it right now for you? I'm curious.

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All right, I'm gonna share my screen while you all are popping into the chat. One thing that you got done, 11 p.m. Okay, that is way past my bedtime. (Laughs) So I'm so glad that you are here.

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I'm just gonna share my screen. I wanted to show you, this is the schedule page. All of you should have it. All of you should have it bookmarked by now, but if you don't have it bookmarked, we still have three days left. We have today, tomorrow, and Friday. And this is going to be your easy access to everything that we're doing this week. So if you look at the quick links, this is your ad live events to your preferred calendar, and you can still do that if you would like to, but you can add it to whichever calendar works best for you. And it's just gonna give you our regular live events, the join link, everything that you need to come and in your time zone. Join the online community. That's our Slack community. A lot of you are already in there. I think most of you already are in there. If you're not in here yet, we have almost 100 people inside of Slack, connecting, engaging, getting some coaching, getting support, getting feedback, all of the things. So come join us. This is the invite link. If you already have Slack, it should be really easy to get in. If you don't have it, there isn't a setup required, but sometimes it is a little tricky based on how you're coming in. If you're coming in with Google or not with Google, things like that. So if you do have troubles, just email us info at redhopmindset.com. Let us know. We'll troubleshoot as much as we can or give you a help article to help you out with that. But come hang out. We're gonna have it open. Like we're very, Rich and I are in there all week this week in the drop-in coaching channel to answer your questions, to give you support, whatever questions you have. We do ask that there are kind of specific questions that you let us know,

what is it that you're asking? Like give us a little bit of background if you need to, and then this more specific question and one question per post. So don't ask like five questions in one. If you have a couple of questions, just post twice so that we can answer them a little bit easier. We can like wrap our brain around it. We'd like to think about it and give you a really thoughtful answer. So it's nice to have just one question per post, but we are gonna be doing that all throughout this next week. So you have three more days to access us in that way. And then the Slack community will remain open through next week as well, just to wrap everything up, to keep you guys connected, for you guys to find the people you wanna connect with, collaborate with, and to answer any final questions that you might have from us. So come on in, it's not too late to join. And then the replays. So these are the regular session replays. You can find them right here on this page. It has all the different links that you might need as well. And then you'll have the video and any resources that we talked about in the call or the chat and the transcript are inside here. So we have yesterday's and today's. We will have today's call in here as well. Implementation hour and mastermind. I highly recommend coming live because we might record the beginning and end of it. So you get a feel for what we were going to be doing, but these are strategically used in a specific way. So we're not like coaching, we're not talking the whole time. The mastermind session, we're gonna break up into smaller rooms, into breakout rooms, the implementation hour, we might not be talking the whole time, because we're gonna be doing at the same time. So it just be really funny to watch the recording of it. I mean, we could, but so come live to those too. So that's the replay page. And then on the page as well, we have all the schedules. So here we're on the group coaching session. You can join with this link here. And then also I have a little bit of information about the action-driven collective. If you are having a great time this week, this is what we do inside the membership. So you can learn more right here. So that's kind of what is on this page. Keep this page handy. I just wanted to show you that. And then I wanted to kind of take you into the action-driven collective just really briefly. I'm not gonna, like I said, I'm not doing these big, long pitches for it. On Friday, probably at the end, I'm going to stay longer from the live session in case you have any questions for me about the membership, if you're interested in joining us. But when you do join, you will access a portal that looks like this. I try to make it as easy as possible for you to get all the things. We have a Slack community, just like the one that we have for this week. It's the action-driven collective community. And we have live events every Tuesday. One of the reasons that I hosted these live events at 9 a.m. my time is because that's when we host the Tuesday RHA events. And so if you can make it to those, you might be able to make it live to the ones inside the group. We do record most of the sessions unless it's a mastermind or an implementation session or something like that. We do have a member portal that has all the recordings and things like that or extra resources. But this page actually shows you a bunch of different things that you have access to. So we have a new and upcoming section. So we might add some different fun things right here for you. That's gonna always be changing.

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I'll start here page for you to get the lay of the land. We do have like how to get into Slack, the live events. So you'll see all the different live events that we host inside of the membership and then how to get in and join us there.

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The topical training. So we did a topical training yesterday. We have a library of different trainings that we have put together. So we have an off the grid, how to build your business beyond socials, simplified systems lab. This one's actually a little bit more in depth than yesterday, it's a little bit longer. Customer experience excellence. If you have heard from Rich, if you've been here listening to him talking about customer experience, he actually led this workshop. So we have a lot of different workshops right inside, some trainings that as you're learning, as you're doing, they might be helpful for you. And then the group coaching call replays, our quarterly planning session replays. We also do a book club. This quarter, we're finishing up Emotionally Healthy Spirituality. We go between a goal driven book, a spiritual growth book, a personal development book and a business book. So it'll always be changing. So if you don't like the book we pick one quarter, you might like the one the next quarter. And then we have some additional perks such as,

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if you refer a friend to the membership, you get some free months, you get discounts on any products or coaching inside of the shop. And then any additional resources that we have, like all the templates that we looked at yesterday, all of that's right inside as well. So I just wanted to give you a little look inside there. And for those of you who are curious, because you're probably like, well, how much does this cost? Cause it sounds like it would be a lot of money.

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I, my heart is to serve. My heart is to just help. I know when I was getting started, I couldn't, I just couldn't budget a lot of money for coaching, but I really needed it. I really needed that extra support. So we do the drop-in coaching on a, well, on a weekly basis, on a daily basis. When we're in there in Slack, we look at that drop-in coaching channel and we help out. We also have a video ask. So for those who are, don't wanna be in Slack or don't wanna be in a community, but they want that extra coaching, we do it via video ask. So you just submit a question via text, audio or video, and it goes right to our email and we'll answer that way as well. So monthly it's \$49 a month to get a coach in your pocket, to get a community connections, all the things that we've been doing this week. And then we have a six month subscription and an annual subscription that kind of go down from there. So the annual subscription ends up being about \$25 a month. So I just wanted to show you inside here really quickly, get your wheels spinning. I'm not like, if this is helpful for you, I want to invite you into the community because I'd love to continue working with you as well. So, all right, I'm gonna look in the chat and see what we have. Some of you have put down what you've been doing.

[00:09:20:09 - 00:10:24:18]

All right, so what did you get done? Let's see, almost finished formatting our book, Elisa, awesome. Okay, perfect, started gathering emails, MC, awesome. And Ashlyn said, "I've been working on refreshing my social pages so I can never touch them again." I love it, figure out what the nine grid should look like for Insta, that's my next step. "And Kaz, I followed a workflow

I created to produce content. I batch reported 10 YouTube shorts and did descriptions for them ready to post and schedule." Awesome. Britt said, "I have created my curriculum outline, built out Atlantic page images for my framework. This week I'm going to go more into building my newsletter and opt-ins." That is amazing, awesome, awesome. Catherine said, "Verifying the Slack is open to the end of the month." Yes, Slack is open until the end of the month. So, all right. Corey said, "Attending an in-person networking event tomorrow, had a conversation with a potential client yesterday. Today will be about gathering email addresses for potential referral partners in my area." Ooh, that's awesome, great job. And Britt made it in Slack, awesome.

[00:10:26:09 - 00:10:26:14]

(Laughs) Okay.

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Let's see, I'm just, okay. Diego said, "I'm going to start the newsletter today." Amazing, you're writing your welcome sequence. "And then it will be the cadence of one email per day." Okay, awesome. Grammy, "I've got two of my four books set on Amazon, getting the entire set uploaded to Amazon was the goal." That's amazing, you are continuing that this week. Okay, I'm not gonna go through all these, these are awesome. Great job, everybody, for doing this, okay. All right, let's dive into coaching. Are you ready? I am going to, the first submitted question came from Mary. So, MC, I believe that you are here with me. So, if you're interested in,

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if you have your video on, I'll pop you on here. If you don't, and you just want to, if I have any questions, you can either pop into the chat, a clarifying question, or you can unmute and just talk back with me. But your question, and this is maybe I need a clarifying, I just wanna clarify a little bit, what's the best way to build an email campaign? Starting from scratch, a blog, just hunt for email addresses on the interwebs. Okay, so what I'm, I think you're saying, so I wanted to clarify this, is that you want to build your email marketing platform. You want to build a list of subscribers, but you're not sure how to get those subscribers. Is that kind of what the question is? Yes. Okay, perfect. I got you then.

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So essentially, oh, I see you. I'm gonna pop you in, cause I like to see you. I like to like talk with you while I'm doing the coaching. So can you tell me Mary, tell me a little bit, just like a brief sentence of who your target customer is.

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Well, I think I wrote in Slack on Monday that I'm doing the Bible plays.

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So my target is really churches that have theater programs, which I know is very niche, but that's my target. Okay, awesome. And I know you can branch it out. Like your messaging is probably going to be to churches with theater programs, but it could branch out to other

theaters. Absolutely. Exactly. But you know who you're talking about too, and you want to make that messaging built toward them. So they know who you're talking to. So my question then is who are you, who would be you'd be targeting,

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who would be the person who comes on your email list? Is it the pastor? Is it the children's pastor? Like who do you think would find you and be like, oh, I want to get on that list.

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Probably either a youth pastor or like if a church has an events person, some theaters have, I mean, some churches have like actual theater departments. So obviously that director would be, but I would say youth pastors would be a good start. Okay, cool. Youth pastors and they might have like elementary, like a younger versus the middle school, high school. So maybe both because you probably utilize both.

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And maybe if there's like events pastor of some sort or something like that. Yeah, okay, absolutely. Okay, cool. So when it comes to building it out, one thing I think about is having the system set up before going visible, like before like getting it out there. So thinking about when they get on your list, now what do we do with them? So what do you have already an email software set up? Do you already have any of those things? Tell me what you have so that I don't like over, like I don't tell you what you have. I already have it. Basically nothing. I have a website and I have a bunch of plays.

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Okay, perfect. I'm excited to see some of these plays. This is awesome.

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So one thing I would say then is if you are wanting to build a list, like a newsletter type list, then thinking about what email software you might want to use and thinking about what's that process from them joining the list. They could join directly just like, hey, get on my newsletter. I send tips, information, all the things once a week, every other week, once a month, however you want that cadence to look.

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But then when they get in, having a welcome sequence, I highly recommend a welcome sequence. And this can be one email. It could be 10 emails. It just kind of a matter of how many you need to introduce what you're doing.

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And to learn a little bit about them. So you could have the first one, like introduce you, the atmosphere, your mission, that type of a thing, and maybe ask like a engaging question. Do you do theater in your church? Or have you been a part of a theatrical, whatever that is, and then

learning about them, like having a email that's like, what have you done so far? What are you interested in doing for a theater? Those types of things. And then it can lead into how they can work with you. So what have you put together that you're going to be talking about over these next months? So having that welcome system, welcome sequence is really helpful.

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It's engaging and then they kind of know, okay, how do I get on this list? Who is this person? Okay, I want to stay, right? Or I don't want to stay. It's not for me. Once you have that, thinking about how you want to get them in. Do you want to just say, hey, directly, just join the newsletter? Or could you have a helpful resource or something that they could register for? So maybe it's a sneak peek of one of your plays. Or maybe it's a guide to great theater in the church. Or, you know what I mean? Like something like that, is there something you can think of that would be helpful for them as they're working on their theatrics? Yes, for sure. I like, I'm a director by nature, and I feel like I've written these plays so that anybody who's like, basically beginner,

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it like walks you through the process. So like beginner directors would be able to, so I feel like that's kind of what I'm doing. I'm also teaching people how to do theater at the same time. It's all in the play.

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Cool. So you could create kind of a resource that's helpful in that way. Like 10 steps to do your first play or something. Absolutely, yeah, yep. And then you can say, hey, I have a free gift for you. Grab this gift and they end up on your newsletter. So that's one way. And these are kind of your system for the online experience specifically, but it doesn't mean that as you're connecting with people in person, they can grab your newsletter, they can get on. So you want that free gift or that thing that can get them to there so that then you can introduce them to all the plays that you're doing.

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So when it comes to the email campaign, that's what I would think about. Having that, having your newsletter, they can opt right into the newsletter or having a free gift to give them to get in there and then have the welcome sequence and then consider how often you're going to nurture. Is it like the weekly, the every other, the monthly and set a plan for that? Okay, first step. Second step is how do you find people? How do you add them to your list, right? For you, because you know who exactly you're working with and you're working with very like physical buildings, like you're working with physical companies, which is churches. So people who are doing theater and whatnot. So I would say, I would consider two aspects. One, you can get an online presence, right? And we can talk about what that can look like. I think also, Alisa, your question is gonna kind of tie into this a little bit. So maybe when we talk to Alisa, this is gonna give you ideas, Mary, but going and actually direct calling churches and asking for the right person. So like those youth leaders, things like that. And let them know what you're doing that

you want to be helpful in, you know, giving them content for their theater, in giving them tips, you know, if they're interested in learning more about how, because they might, the youth pastor might not be a director. So they might not really know what they're doing. So you can say, in my newsletter, I give tips for great theater, for how to set it up, for how to perform, how to give exercises to the kids to get them to like vocalize a little bit better or, you know, those types of things. So I would direct, I direct connect with a lot of those places, especially in your area to get your name out there. And I would say that's the best way to start. But if you have a newsletter set up, now you have a way to nurture them. I always think about like a real estate agent, right? Like, or someone like that where they have a service, but they're like very local. They can go to these different places, they can call, they could cold call, they can do things, but they usually have a newsletter so that they keep people in the know. And I kind of think of that as a good strategy for you as well.

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And then the referral, the referral base, so getting referrals from a youth, like if you have a really good connection with one of the youth pastors, they say yes to one of your plays asking for a referral. Do you know any other youth pastors who would enjoy this? Could you give me a connection? So like asking for that connection, because obviously those warm connections are the best ways to grow and it can be word of mouth. They'll see the play. Hopefully the play will have a logo of your, you know, you, like a little advertisement of your business because you were the director or the creator of the play, right? So those things are gonna be huge as well.

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Does that first part make sense? Yes, yeah, that's awesome. Okay, cool.

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I wanna dive, I mean, there's more I can dive into with you about this. The other, I guess the other thing that we could talk about is the online presence. You can collaborate online with different people. So I would think about like, who is your target audience? Where are they hanging out? But also what businesses are complimentary to that that you could collaborate with. You could have a referral partnership or you can do some lead magnet swaps in the newsletters once your newsletter is growing and things like that.

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And then with that, oh, I know too. Like because you're a director, something that would be could be helpful is leading a workshop on like some tips for, you know, and it could be a workshop for the churches for the one who is directing the play. It could be a workshop for someone else's audience. Maybe it's just like how to have a presence, how to like make your voice more audible, how to get into character, you know, those kinds of things, but you could do partnership workshops and workshops just for the church, you know. Or if they use your play, you're willing to come in and host a free workshop or something similar or like on Zoom host a workshop for the ones leading it or for the kids. So there's some different like possibilities or ideas that you could use to get out there visibly. Yeah.

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Cool. That was awesome. Yeah. And last thing, which I'm gonna go into with Alisa. So you'll get some ideas, but is your long form. So online, how to get visible. Do you, would the best place, one thinking about where they're getting their information, where are youth pastors gonna be? Are they on social media?

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Maybe, I don't know. I still don't think it's the best way. Having a presence there is for a reason, but social media could be. YouTube could be because I mean theater. So if you're teaching tips or you're teaching stuff, maybe YouTube's a really great strategy.

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Maybe sub stack or blogging, maybe a podcast. So kind of thinking about which area could be a good place to start doing some long form content because that's your evergreen. That's where people could find you, you know, in years to come. So creating some of that kind of content. And do you suggest picking one? Cause I have a habit of like trying all the things at one time. Do you suggest picking one and like sticking with that for a little while? Yeah, if you don't have a big team to help you, I suggest picking one and only focusing on one. We have the tendency, like, it could be like, if you're a blogger, okay, now I can turn this into a podcast, now I can turn this into a video, right? So we could do all the things, but if we do all the things, we're not great at one thing. We're just okay at all of them. And it's a proper way to get the visibility. So if you're really focused on the one, you're learning that platform, you're understanding how it works, you're really focused on creating that good content for that one platform. That's gonna go longer way than repurposing everywhere. That doesn't mean you don't ever repurpose. Once you get really good at that platform, let's say you say, I'm gonna do YouTube. You get really good at YouTube, you have a good flow, you got a good maintenance. Okay, now maybe you could go write a few really good articles for your blog so that now you have SEO working for you. But it's until like focusing on that one, get it really good and then think about, okay, could I add another thing? That's kind of how my thought process works in that. Okay.

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Yeah, awesome. All right, so it gave you some food for thought. What I would say my challenge for you or my action for you would be take the next couple of days and really plan out what that email campaign could look like and that free resource. And then also research and maybe just plan a whole list of different people you could connect to in your community.

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And then you can come up with a plan for how you're gonna do that. Am I gonna just take a week and do it all at once? Or am I gonna say, okay, I'm gonna connect with five people a week. That's my goal. Five people a week, one person a day, 10 people a month, whatever that is. So, and then create a habit around that.

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Rich, I saw your hand up. So if you have a thought, I would love to hear it too.

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Yeah, so just to kind of go old school for a minute here, I would say there's still a lot of value in old fashioned outreach. So if you do a little bit of online research and find some of the churches that have the theater programs and then just figure out just by looking on their website, who heads that program up and then reaching out to them through email or a phone call. Now, I'm not saying that your long-term sustainable outreach or marketing strategy, but to get the ball rolling and to start making those initial connections, that can really be effective because I feel like a lot of people have gotten away from that now. And if you are reaching out to somebody personally, not an AI generated template or something, but you're actually connecting with them on a personal level, even if they don't turn into a potential lead for you, they may connect you with other people. But to get the ball rolling, I feel like that can be a really good place to start. And it's fairly simple to do. I mean, you could spend a little bit of time searching on the internet. You probably already have a handful of churches that you know of that have the theater programs and theater departments. So I would recommend considering that for some outreach as well.

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Awesome, thank you. Yeah, awesome. Thank you, Rich. So, and that's the thing, old school works. I have a client, I have a coaching client who made splits so that she could take to the places that she's working with and say, "Hey, if you refer any clients to me, "you get a little kickback." But even just having a pamphlet or having something when you go in to talk to the churches,

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you leave them with a reminder for even posting, like maybe if you have that free workshop that you're gonna do or different things like that, post a flyer in a coffee shop. Just think about where can I get that out there

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and start there and then build from there.

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Thank you. Yeah, thanks for the question, Mary. That was such a great question.

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Elisa, I see you, so I'm gonna pop you on if you don't mind being on camera with me. Hello, good morning.

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So your question, I know we kind of talked a little bit in the VIP session yesterday afternoon,

your question was such a great question and I'm just gonna read this one. We started to discuss how to stand out in a crowd yesterday,

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but you were familiar with a lot of things we were talking about. We were talking about how do I stand out, how would I have a unique factor? Like how do people like to see, right? But what you wanna do is what people are actually doing to get their name out.

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And what types of automation software other tools are being used? How do you even get started? We've done a lot of work to create what we wanna sell, but this is where we get stuck. Okay, so awesome. And like I said, this is I think is gonna be a lead off of what we were just talking about with Mary, but we're gonna go a little bit more in depth, especially online because you are creating books. Remind me what your book is about and then what other things do you have any other things that you are working to sell?

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Oh, I think you're muted still, so you're all good.

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(Indistinct) Do you have, can you turn your volume up by chance? I can't hear you very well.

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I'd say eat the mic, but. (Laughing)

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There's three different options for microphones. I'm gonna change it for something different. Oh yeah, yeah. If you do your it built in microphones, probably the best one unless you have an outside one. (Indistinct) How's this, is that better? Oh, I can hear you, yes. Oh, I can hear you. Okay, all right, sorry. I'm not very technologically savvy, so.

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My husband is author, he's written two books. First one is called "Portrait of a Christian Leader." Basically 10 or 11 different leadership traits that leadership strive to achieve. The second book is the one we're working on getting

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out there to try to get it marketed, published and some video courses associated with it. And that one's entitled "The Ideal Method." And it's a subtitle.

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Anyway, I can't remember exactly how the subtitle is, but it's a simple process to tackle all of your problems. And ideal is an acronym that stands for the five, you know, parts of the process

that he uses to help people come up with solutions to problems that they have. He's already done video teachings on each of the chapters, which we have. We had created a lead magnet in the past to give away,

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forget what we're giving away. This has all been in the past like five to six years. So some of it's a little bit rusty.

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So I'm just trying to revive that right now and kind of take on where we were stuck before and didn't make any progress. Okay, awesome. And then I think I remember, I might be echoing, sorry if I am, that with that as well, you're thinking about creating a course to go along with the book and the framework, correct? Yeah, he's already got the videos teaching the chapters. And then the next step from that would be kind of a group

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training or a group type of working through the process with a searching scenario. Okay, awesome. So kind of a lead in is the book. Get the book and then we'll kind of promotion from there to the course to the group program. So how to get the book visible. But you've said you had a lead magnet. Now, were you successful getting it out there in the past? Was it received well?

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No, it wasn't received well. We had some business partners in another business that we were working in. And that's kind of dissolved a little bit.

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Can be revived possibly, but it's kind of been let go.

[00:30:40:10 - 00:31:15:16]

So our business partners were very much into the whole click funnels. And they're the ones that created this funnel with the lead magnet and whatnot. And they had some connections where they were able to send it out to one large group, but we got nothing, nothing out of it. Okay, and is the lead magnet, would you say it's still aligned or it is aligned with the book content? So for example, if they get the lead magnet and they go through it and get a win from it, they're gonna be like, I need the book.

[00:31:18:08 - 00:31:48:06]

I think so. Okay. I think I understand what you're saying. Yeah, just making sure. Cause I wanna make sure that it's tied to you because you're being strategic in that next step. So if you have this lead magnet and you have kind of that kind of welcome that we talked about with Mary, was you have kind of that funnel set up for how you're gonna nurture them when they get on your list and how you're gonna promote the book to them and how this book is gonna help them, what

results they're gonna get from it, what transformation,

[00:31:50:01 - 00:32:52:15]

then it's about getting the lead magnet out there and or just getting his voice out there so they can hear about it and either say, I need that book or yeah, let me grab that free thing, right? So I know you and I had kind of talked a little bit in Slack about a podcast tour and also about the book launch, the book launch team, which I highly recommend for this book, creating a team, a network of people that you already know who can help you. It can be really fun. Like when I did my first book, I had it, this was when I was on social media, but I had a Facebook group for my book launch team. So I would post different things about it, updates. I'd have them get excited like, hey, what were you reading? What's your favorite thing about chapter one? Now it's time you can review. They got a free copy so that they could read it and then actually give a review because you have to technically buy it on Amazon to do a review, right? So they got, I did like the Kindle select so that they could get it for free the first like couple days.

[00:32:54:21 - 00:33:48:01]

So it was, and then I had, I think I did some prizes and stuff if they shared it different places. So it was kind of fun, it built a cool atmosphere and you could do that just with email. You could do that with a different type of group. You could do it with a Facebook group. You could do it with a WhatsApp or anything, but I highly recommend that because that's one way to get out there and to get seen is to have others help you with it, especially others who are, who trust you, who know you. But then also for authors, I would say specifically authors, podcast tours are the way to go in the beginning. I would say it gets you out there. It gets you super visible and you've got this authority as you're getting to teach and people get to hear you. There's something about audio because you can talk longer or even video. If they see you, there's more of a trust factor.

[00:33:49:15 - 00:34:05:00]

But if they hear you for an extended time, there's a trust factor there too. So that, and that's something that people do to get their name out there. Now, some people are like, okay, I'm gonna, like for me, I do podcasts swaps. So I'm probably on a podcast one or two times a month.

[00:34:06:10 - 00:34:31:12]

But I'm thinking, when I say podcast tour, I'm saying like, get as many, like get on 50 to 100 podcasts, like in a year, right? So do a podcast tour, get on five, 10 podcasts a month. It's not hard for us. We just have to show up and talk. If he already knows what he's doing, he already knows his framework. He already has his unique factor. He just has to get it out there. And then he shares the book and the free resource.

[00:34:32:17 - 00:35:47:12]

Then that's one way to get really good visibility. And it's evergreen, it's out there forever. So people can hear it three years from now, five years from now, 10 years from now, and still get the value from it. Cause the book's gonna be out there still. You're still gonna be doing your

business, things like that. So I would say for an author, that would be my go-to to get out there. I know you did ask about, so I'll ask if you have any follow-up questions with that too. There's a lot of other things. The other thing is, and this was Mary, I was saying I was gonna get kind of get into some ideas, probably for you as well, but the collaborating. And podcast tour, that's collaboration. But also he has this framework he can teach. So kind of similar to what I was talking about with Mary, where she could teach workshops for different audiences, he could teach a workshop for an audience. Now this could be for the group program. Once you get to that point, maybe then he starts doing that. You can get in front of large audiences, especially if it's a part like an affiliate type partnership where it says, "Hey, you're gonna get a referral, "a finder's fee of \$50 per person who joins "the group coaching or the group thing that we're doing."

[00:35:49:01 - 00:35:58:20]

But he teaches that workshop. He teaches his framework, things like that. So that's another really great way to get out there, to get in front of a larger audience, even if you don't have a huge audience yet.

[00:36:01:03 - 00:36:19:19]

And yeah, okay, so then, so those were just some ideas and those are some things that I see are working for people right now. But you asked about what types of automation software and other tools are being used. So I'm curious where that question stems from and like, what is it that you're wondering about for that with getting seen?

[00:36:21:09 - 00:37:35:21]

Well, as I said, I'm not a very technologically savvy person, but just finding, I know there's so many things were mentioned yesterday and I wrote down some of them, just the project management that you were using and some of these things I just never heard of. So I don't know what I don't know. So that's kind of where that's coming from. Yeah, totally. Because I'm thinking, well, the automations in software and things like that aren't gonna get you seen. It's not gonna get you out there, but having those systems is a great way to be set up to get out there, right? So, yeah. So I would say what most people are doing is they have their email, email marketing is not dead. Email marketing is, I mean, that's how I nurture my people. That's how I sell for the most part because I'm not on social media. I'm not in those other places, but they have-- That's one thing too that, sorry. That's one thing that the email, I know it works to some degree, but I get bombarded with emails now and I can't read them all. So I don't wanna be that person who bombarded people with those kinds of emails. I know it can be effective and I just need to figure out how to make that work.

[00:37:36:24 - 00:38:21:02]

This is a great, I mean, this hesitation that you have, I bet you if I ask everyone who's listening, who else has this hesitation, there's gonna be tons of hands going up and maybe put it in the chat if you have this hesitation too. Inboxes are super noisy now, just like everything else. So you don't wanna be emailing too much so they unsubscribe, but at the same time, you want

people to unsubscribe who are not your people. You don't want just a list of people, you want a list of the right people. You don't need hundreds of thousands of people, you just need the right people. So there is a balance. So for example, I think I had mentioned at the conference and here, just so you know, I'm bombarding your inbox for the next few weeks, but it's because of the events. I want you to be in the know.

[00:38:22:02 - 00:38:37:14]

Normally, I don't bombard inboxes. I have a weekly email that goes out, that's very value-driven. That's like goals, goal planning, business strategy, marketing without social, like the things I talk about, doing things differently, letting God lead.

[00:38:39:05 - 00:39:17:11]

I have that go out once a week. And then I do have different ones go out. I have a roundup email, different events, things that I think that you would enjoy. And that's also where segmentation comes in. So if you are able to tag the people as they come in to what their interests are, you can also filter them out from certain emails. So then you're not emailing and bombarding their inbox. But the other thing to note is that, I'm on some lists where the creator actually sends a lot of emails, but I don't feel like they're sending a lot of emails. But I also remember their top of mind because they're in my inbox quite often.

[00:39:18:22 - 00:39:59:10]

So there's a balance of how many emails to send. And I think that depends on your business and what you're doing, and also to stay in the know. So I always like to recommend at least weekly because then they don't forget about you. So sometimes we get, people get on a list. If you don't have an automation, and that's why this automation is really important, like a welcome sequence to get them adjusted. If you don't have that, they just get on your list and then you're emailing sporadically, like every month or every couple of months, they're gonna, the next time they get the email, they'll be like, "Hm, Elisa, I think, I don't know how I got on her list. Who is she again? How did I find her?" So we wanna keep that. We want them to know who we are still.

[00:40:01:06 - 00:40:46:01]

And so having that rhythm and consistency. So in the welcome, you can say, "Hey, I email only once a month. So you're only gonna hear from me once a month, but you're gonna get all the updates, everything done." If you give that clear expectation and they know that about you, then they'll be looking forward to that once a month email. And when they see it, they'll be like, "Oh yeah, that's right." Or I email weekly, or I might email more often. I say, "I say weekly." And then I say, "But I also send you different events, promos, anything that I think would be helpful for you, but I try not to overload your inbox." So just having that plan of how often you feel. So I always think about how do I personally wanna receive them? And I do it that way. So if I feel like I'm sending too many emails, I stop because I'm like, "I don't want that many emails in my inbox." Does that make sense?

[00:40:47:23 - 00:41:40:16]

It does, yeah. A lot of times I'm just hitting the delete button before I even read them because I just don't have time. Yeah, exactly. Well, and I do that too. I delete, delete, delete. I don't need to read these right now. Or I'll save them for later. Like I'll star them and save them for later if I'm like, "Ooh, I do wanna read them." But otherwise, you wanna get in front of them and you want them excited to read your emails. So yeah. So as far as automation software, that kind of thing, because you said, "I'm new." I don't know. I would say have a project management system, especially as your, let's say podcast. Like let's say you take my advice and go to a podcast tour, have your husband do a podcast tour. You are gonna want a system for that. How, who you have reached out to. Did you follow up? Once you've done it, send a thank you to the podcaster for having you ask for a connection to the next podcaster.

[00:41:41:23 - 00:42:37:20]

Those types of things, like the things that you wanna do with it. So you can set up a system for yourself for those types of things. Make sure that your email marketing is set up and ready to go. That you have that automation and you know where you're sending people when you are doing this. Because when we're doing outreach, if we don't have that next step, the strategic next step of where we're sending them and how they're gonna interact with us, then our outreach is kind of in vain. There's not, we're not really, we're just doing it to be busy and not doing it to be intentional. So those are the two things I would say, if you have those intact, you're good to go. Cause you already have your book, I mean, have a landing page to send them for the book and things like that. So that's really all you need in the beginning. I mean, obviously you'll keep going. I see Diigo said, and don't forget to follow up. Yes, follow up, follow up, follow up. Also, okay, so here's a tip for those of you who are pitching collaborations, podcasts, things like that.

[00:42:39:14 - 00:43:12:23]

Don't follow up the day after. So send an email, wait like seven days to follow up. I've gotten a lot of, I get a lot of pitches and then they'll still email me like two or three days after. Hey, just wanted to see if you got this in your inbox. And I'm like, one, I kind of know it's canned, right? But also like, I didn't have time to read that yet. My inbox is a light inbox. I don't go in there every single day. I don't answer every single day because I don't want my business to be answering emails. And so the faster you answer an email, the faster, the more emails you're gonna be responding to. So just, I don't know, just something to think about in your boundaries.

[00:43:14:01 - 00:43:58:03]

So wait a week and follow up. I follow up three times. So I'll send the email, a week later I'll check in, a week later I'll follow up. And then if they haven't responded to me yet, I just make a note and then I'll reach out to them later on like down the road when either I have a new topic for them my business has grown more and things like that. So the follow-up is huge. And if they ghost you, it doesn't mean that they didn't see it. Or it doesn't mean that they said no, they might not have seen it, whatnot. It might not have been right timing. They may have been busy. Like when people have been pitching me during this month with the conference and everything, like

I've a lot of times just deleted them. Cause I'm like, I just don't have time for this right now. They can follow up. If they are serious, they'll follow up with me later. So just thinking about that too.

[00:43:59:11 - 00:44:05:03]

So any other thoughts, questions? Did that help kind of answer what you were wondering, Alisa?

[00:44:06:20 - 00:44:55:22]

Yeah, that was helpful. Okay, perfect. Thank you. So I'm gonna give you a little challenge. One, the challenge will be talk with your husband to see if he'd be interested. One, you have to find out if he'd be interested in a podcast tour, right? And if that- He would love it. Okay, perfect. Okay, so he's that kind. He would love it. To get in front, loves having conversations. He loves to talk to people and he's a former pastor, so he's very comfortable speaking and he's very good off the cuff. So he can talk about anything to anybody, any kind. Perfect, then that's where I- Like me. Yeah. Cause you can set up the system. You could even pitch, you know, you can do that. And so my recommendation then would be to think about what do you wanna do? Do you want that podcast tour?

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Set up the email automations, make sure all of that's intact with the lead magnet, make sure the lead magnet really is aligned and that it's a quick win. So that's something else about the lead magnet. You don't want it to be like, I usually don't say, hey, get my ebook, unless it's a really short ebook

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or this big course free because you want it to be a short win so that they want what's next from you. So if they can get a short win, they felt like it was a good transformation, then they're gonna wanna know more and they wanna do the next step. But don't give them tens of steps. Don't give them tons of homework. Otherwise they're gonna be like, I gotta do all this before I can work with you. You know, so just think about that, but see if that, make sure that's tidied up and then start researching the podcasts and kind of create your project management system for how you're going to do that. How many podcasts will you reach out to every day, every week, every month, right?

[00:45:48:17 - 00:45:54:19]

And then have that follow-up system. So that would be my recommendation. If you have the master link spreadsheet from yesterday,

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that collaboration tab is gonna be huge for that because you can just use that as you're researching the podcasters.

[00:46:03:00 - 00:46:06:20]

So that's my challenge for you this week is to start like really getting that in order.

[00:46:09:15 - 00:46:24:01]

Sounds good, thanks. Thank you so much for the question. Okay, so I have a question from Zaya, but I know she can't be here today. Emily, you are here and you submitted a question. So I'm gonna pop you in next if you are good with that. Welcome, good to have you here.

[00:46:25:03 - 00:46:27:16]

Thank you, Gabe, good to be here.

[00:46:28:19 - 00:46:45:20]

So on the format, I gave the brief version because it's a general one that can probably help other people. So the question I put in the form was what to do when your audience is hanging out somewhere you really don't want to be like social media.

[00:46:47:22 - 00:46:54:05]

That's the general one. The personal for me is that, so I'm a mindset coach for writers.

[00:46:55:09 - 00:47:56:04]

And I know that a lot of writers are hanging out on sub-stack. Yes. Yes, and that was my idea of, let's go, let's ditch social media and just be on sub-stack. But the thing is sub-stack is still pretty much a social media. It's still, okay, you can have a weekly blog post, let's say, or newsletter, but you still have, if you want to increase your visibility, there's still the notes. So you have to post notes on a daily basis. You have to interact on other people's notes and comment and engage. And so it's a mix between a blog and social media. And I really, really don't want to go there again. I created the sub-stack last year. I still haven't done anything with it. One of the reasons being this part, it's still too close to a social media. But I know that my audience is there. A lot of writers are there. So it's like, am I shooting myself in the foot if I'm not there?

[00:47:57:07 - 00:48:01:19]

Because having, let's say, a blog, starting a blog on my website,

[00:48:02:21 - 00:49:36:21]

yeah, SEO is great, but it takes a lot of time to catch up and bring you leads and prospects. And if you don't share the link and the blog post on social media, nobody knows you're there. So nobody is gonna come to read your blog. So I'm really like, okay, how do I do that? Yeah, oh gosh, this is a good question. And it took fun formally because I had this idea that I was gonna start a sub-stack. I was like, you know, in June this summer, I'm gonna start a sub-stack. I think that would be a great place to grow. And then when I'm in there, I would seem like, well, I don't want to comment on people's stuff. I don't want to share. I don't, this seems, I just don't want to do any of that. Like that's just personally me, right? However, if I knew that's where my audience actually hung out, that's how they consumed content, I'd probably think about how can I do this, but in a way that's aligned with what I want. Like what I feel is good for me, my boundaries, my

expectations. So I would consider it. Like for example, if I was teaching social, I guess if I was teaching social media strategy, I'd be on there. But like if I knew my audience was looking for me on social media, I'd come up with a plan to be there in some way. So that's the first thing. It doesn't mean like, I'm not gonna tell you, don't do sub-stack if you really, I'm gonna say don't do sub-stack if you really don't want to do it. Cause there are other places your audience is hanging out. But I do agree that a lot of writers are on sub-stack because it's a great tool for them.

[00:49:38:00 - 00:49:47:09]

So how to be able to do sub-stack in a way that works for you. So if I were in your shoes and I were like, yep, I have to be there.

[00:49:48:15 - 00:50:07:12]

No question. That's just a way it is. Like sometimes we do have to do things we don't wanna do. Again, I'm not saying you have to be there. But if I thought I did, I would create a week, I'd create a rhythm for myself. So posting weekly, posting every other week, a month, whatever it is for me, what I wanna do to get seen and visibility.

[00:50:08:14 - 00:50:21:11]

And then I would probably have one day a week, maybe an hour a week where I go in and do the commenting and do the things and do the social media things so that I don't have to be in there every day.

[00:50:22:17 - 00:50:36:09]

Just have to be okay with, I'm not answering. If someone comments on my stuff, I'm not answering as fast for it. I'm not gonna get into that hamster wheel grind. So that's how I would think about that if I wanted to be there.

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Are you on social media at all?

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Yes and no. I had years ago when I started writing, I had my author Instagram and YouTube channel that I stopped.

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But it was in French, because my book is in French.

[00:50:56:18 - 00:51:55:22]

And then last year I started an Instagram account for more the coaching business, again in French. So now I have to republish the posts in English, which is why I'm gonna use the nine grid strategy, just translate nine posts and put that in English. But yeah, it's basically it. And I stopped using it because when I created it last year, I fell into the same toxic patterns that I was in years ago, which led to burnout and stuff like that. And I really don't wanna go back to that.

Oh, me neither, my goodness. There's just, if you're not on there at all, there's no reason to be on there. I love the nine grid. I think that's a great idea. And then it's a matter of where you're sending them. So obviously probably to your website, things like that. As far as Substack goes, the writing's probably not an issue for you. You could have a writing rhythm. Are you writing blog posts already?

[00:51:57:05 - 00:52:57:23]

Not yet. I have a huge list of topics of blog posts, articles, and stuff like that. I just need to actually make them pretty, because usually I just bring them whenever I have an ID. So I just need to make it pretty and include the SEO part of it in it as well. Yeah, for your website, I recommend having five or 10 really good articles. So really good blog posts, keyword friendly, SEO driven, optimized, but evergreen. And these posts, I would say, lead to your offer. So your CTA either leads to your free thing or to your coaching, but really geared toward that. The person who's reading this, who's getting this tip or who's getting this thing is my ideal client. That's who's gonna be come to it. So as you can get those on your website, you don't necessarily need more than that. You can keep adding if you want, but if you have those, those will be working for you for the long run. You just keep updating them as you need to.

[00:52:59:01 - 00:53:21:06]

And then you can consider if you wanna do Substack or not. So let's say you had a rhythm of writing weekly on Substack or every other week on Substack. Do you feel like you'd get into the hamster wheel that you were in with social media on Substack? Or what is the biggest, like, not draw, what's the opposite word of draw, like the biggest?

[00:53:23:02 - 00:53:34:24]

I think it would be a question of self discipline, which I hate that word. As a mindset coach, I really hate that word.

[00:53:36:04 - 00:54:00:03]

But in the sense that if I can just stay with, I am only posting one article on Substack or like one newsletter on Substack every week. And that's it. I am not falling into the daily notes because that's how you grow your visibility. If I can stick to it, it would basically almost be like posting on my own blog and that's it.

[00:54:01:14 - 00:54:14:21]

The challenge is going to be, you know, quieting the voice inside is like, but if you don't post daily notes and comment on people, nobody's going to see you when you're going to, you know. It's going to be more the mindset issue of, you shut up, I don't want to hear you.

[00:54:17:19 - 00:54:30:21]

Okay. And that's the thing. I mean, when we got off social, we probably all had that FOMO of, but what if, what if I can't, you know, the daily grind is probably good for my business. Well, it's really not good for anyone's business.

[00:54:32:02 - 00:55:27:15]

So how to do that thing without doing all of that thing. You'd still, when you post on Substack, even if you're not commenting on anyone's things, even if you're not liking anyone's things, you'll probably still have visibility. Will it be the kind of visibility that you want? Will it be enough visibility? I think it's a tester. So this is where I would say, test the thing, test it the way you want to use it, and maybe have a note that says, don't fall into the grind of, so that you can be like, oh yeah, I'm not doing that. I'm testing how does this gonna work with just posting articles? Will, are people coming to my list? Are people following me? You know, so I'd almost test it for a certain many months, maybe like three months, see if it's gaining traction. If it's not, then you can either say, okay, maybe I'm gonna test now, actually taking a day or two and going and commenting and trying that. Or I'm just done with Substack. I'm gonna do something else. So that's an option.

[00:55:28:21 - 00:55:41:10]

I would say, we don't know if it works unless we try it and we need to try it a little bit longer than we think we need to try it to see the results. I see in the chat too, some people are saying that they love Goodreads. Goodreads, I do, I use Goodreads as well.

[00:55:42:12 - 00:56:12:09]

They have a author profile. I don't know if you can engage or how that works, but even just setting up different places, like you probably have an Amazon profile, I assume, and then maybe you already have a Goodreads profile. But I think about it, like Substack is not the only place writers are hanging out. So where else are they hanging out? That would work for you. And it could be the collaborations. It could be something like that. Have you gotten into collaborating with others or do you have any other strategies that you're thinking about?

[00:56:13:13 - 00:56:27:08]

So not yet for the coaching business and not for a while. Like years ago when I had my YouTube channel, which was more writing advice, I did collaborations with other authors who had YouTube channels.

[00:56:28:23 - 00:56:35:00]

But not now with the mindset coaching part, but it is something that I'm considering.

[00:56:36:21 - 00:56:49:04]

I joined Listmatch. I haven't done anything yet because I don't have a space yet. I don't have a lead magnet yet and stuff like that. But it is on my to-do list for this quarter

[00:56:51:19 - 00:57:06:02]

in order to develop the collaborations like that as well. And maybe some guest podcasting, I would be okay with that as well. Guest podcasting, I mean, we were just talking about with Elisa, but it is great. Like I love it.

[00:57:07:02 - 00:57:19:05]

I think writers hang out. I mean, I'm a writer, I'm a podcast, like through and through. I'm gonna listen to podcasts more than YouTube videos just because my life dictates that. I can listen while I drive, I can listen while I run, I can listen while I cook.

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And so that's where my life is. What I find is that our target audience is pretty much anywhere. So it's a matter of where do we wanna invest our time. But I love the idea of collaborating. And because you're the mindset coach for writers, you're not doing the editing, you're not doing the, you have so many writers or writing coaches that you could collaborate with because you can refer like, "Hey, let's partner." You refer people for the mindset part that you don't wanna do. And I'll refer people for the editing part that I don't wanna do. I have so many possibilities there that I don't think necessarily you would need sub-stack if you didn't want to. But if you just wanna be visible on sub-stack and just post your articles because you're writing them anyway, that's where I would say, "Yeah, do that." You know what I mean?

[00:58:08:13 - 00:58:25:19]

Yeah, I think it was more that it's like having a place to put some kind of content which is not just my website and the blog because SEO takes time. And a place where there's the discoverability factor.

[00:58:27:06 - 00:59:04:24]

That's also why I wanted to create a creator, a kit creator profile because there's a recommendation. So I was torn between sub-stack and kit and I was like, "Okay, kit, I don't have to comment on other people and stuff like that." But sub-stack writers are already there. So that's why I was torn between the two. Yeah, if you do use sub-stack, if you decide I'm gonna test just putting articles out there, my recommendation would be putting your free resource, putting something in each of those articles to get them to your kit email. So the goal is to lead them from sub-stack to where you are spending more time.

[00:59:06:10 - 00:59:46:02]

I actually saw something and I need to research because I don't know how much of it is true, but that sub-stack kind of frowns upon sending people on a third party app or link. And so I was, I still need to do research about it because I read that like two days ago and I'm like, "A lot of people are doing that." So is it really true? But that was kind of why I was a bit edgy. It's probably like social media because they frown on you taking them out too. It's kind of that same issue that you would have. Yeah, they frown upon, no, we wanna keep you on the platform. So you create that keeps them on the platform as the content will promote.

[00:59:47:08 - 01:00:40:14]

So with sub-stack, I know they have their own newsletter and things like that. So I don't know if you can in the newsletter. So I don't know much about sub-stack other than that a lot of people

are using it right now. It's the thing and it might not be the thing three months from now, who knows, right? But I think when they follow you, then they automatically get a newsletter every time you post, but I think it's post. So I don't know if you can customize that at all or not. Yeah, that's also my question. Is that okay, they're gonna get the one I'm sending and I'm publishing on sub-stack, but if I, it's not an email marketing tool. That's the issue. And then it's how to get them, kit for example. Yeah. So, okay, but yeah, I'll figure it out. But I agree with you, it might change in any days. I actually starting to change already. There's too much, what was the term? Linking bros getting on it. So it is starting to change already.

[01:00:41:19 - 01:00:49:19]

Yeah, it's interesting how things change. That would be my encouragement. If you don't wanna be there, there's plenty of other things to do. And I highly recommend collaborating

[01:00:51:07 - 01:00:57:14]

partnering with other writer writing coaches. So editors, things like that, that aren't doing the same exact thing as you.

[01:00:59:04 - 01:01:45:20]

And also like in those, like again, you could do a workshop on mindset for those so that they can invite their audiences to that because they're teaching the editing portion. They're teaching the writing portion, the character, they're not teaching the mindset. That's a gap that you can fill. So when you're testing, that's a gap you can fill. When you're doing a workshop, something like that, that's a gap you can fill. So that would be my thing is maybe like sit with it and think about, do I really wanna test sub-stack or do I not? If you test it, I would say put your free resource in the article because again, you're not trying to utilize it exactly like you're supposed to do, right? So I don't think it'll hurt you to do that because your goal not to stay there, your goal is for them to get to your email list.

[01:01:47:03 - 01:01:57:20]

And then also just think about where should I spend most of my time? Because some people will be writing the articles, but where should I spend my time? How should I collaborate with others?

[01:01:59:11 - 01:02:17:03]

Okay, great. Yeah, totally. Thank you, Kabe. You're welcome, Emily. And I'm excited to hear kind of what you come up with if you decide to use sub-stack or not, and then what you decide to do with the collaborations. I also think podcasting, especially with the mindset piece, since you do the mindset coaching, you'd have some great conversations.

[01:02:18:03 - 01:03:36:22]

So if you could find those podcasts, I think that'd be great. I saw, also one other thing I wanted to share, I know we're at the hour, I'm going to answer Ziya's question as well, it's about memberships. So if you're interested, stay here. If you need to go, feel free to go, this is

recording, so there will be a replay. But I loved your question about like, what if my target audience is on social and I don't wanna be on social? So if you feel that way, if anyone's like, "Nope, I have to be there, I've been there, I can't leave at all, but I hate it." Then again, kind of like we were talking about, Emily and I were talking about sub-stack, create a rhythm for yourself that works for you. Now, this is a mindset thing, a hump that we have to get over because we could have that, "Well, I do need to get in there," or it's tempting to go see if there's any likes or comments or things like that. But I would say set a parameter, maybe you have the nine grid, or you post like once a week, or maybe you have the nine grid and you're only doing stories, or you're doing a real once a week, or something like that. So think about how can I maintain it and then have a rhythm of maybe I go in once or twice a week just to check if there are messages or comments or things like that that I have to take care of. So if you feel like you have to be there, then set the boundaries for yourself. What is it gonna be, how is it gonna feel good for you to do that work?

[01:03:38:01 - 01:03:43:02]

But not to like get into the negative, get into the headache or the overwhelm or the burnout of it.

[01:03:45:04 - 01:04:14:11]

So Monique said, maybe try Pinterest. Pinterest is a really great platform as well. And I don't consider that social media if anyone doesn't wanna be on social, because it's a search engine. Pinterest is like a YouTube, it's evergreen content, those pins are out there forever and they lead to your website, they lead to your, they can lead to a sub-stack article, they can lead to a YouTube video, a podcast episode, they can lead all over the place to a freebie, things like that. So that could be a great place. It's a really great place for those who have visual businesses. So artsy, cooking,

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style, all that, but it is, it does work for B2B, so business related podcast or business related businesses. I think it could work for writing as well. So good options.

[01:04:30:01 - 01:04:36:07]

Okay, so the last thing, DeAnn said, maybe Emily needs to think about the type of writers who need her most.

[01:04:37:12 - 01:04:45:02]

Awesome, yeah. Sub-stack writers are already writing, is that her best fit audience or is it the different type of writer, like a beginning writer? Yeah, that's a really good point, DeAnn.

[01:04:46:07 - 01:05:33:19]

Okay, last question comes from Zaya and I think I'm gonna read the question. It's pretty specific, but I'm gonna give you like an overview mindset of it. So if any of you are like interested in membership, if you're thinking, I wanna host my own community, that's the product I want to have, or maybe you already have one. She said, I would like to create a monthly

membership platform, but feel that I am at a loss on how to offer that to my students. Each month, my aim is to provide valuable information on a topic within healthcare in such a way that it is easy to understand and implement. Love that. When I was starting from scratch, my founding members get this experience in the sequential manner. So they're getting it one at a time. And so her question is, how do I get members to join later to engage in this experience? Do I drip the information to them right

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from month one on a monthly basis, or do I give them full access to all the months that have been published

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that might potentially overwhelm them in the risk that they leave? If I have a community within the membership, will those members who receive the drip on a monthly basis feel lost or cheated that other members have access to material that they don't already have? Okay, here, this is a really great question because for those of you who are thinking about creating a membership that's content-driven, that maybe you give them a template or a mini course or different things every month, one of the questions that comes up is, well, what about for those members who've been here for 10 months who have access to all those and then someone who comes in who gets access to all of the 10 months worth of stuff plus the ongoing stuff, is that fair?

[01:06:20:19 - 01:07:51:13]

And or is that gonna overwhelm them? Because once you've got a lot of stuff, you have a huge library of assets that people then don't know where to go first or what to do. So you could do it in both ways. Honestly, Zaya, I love the drip idea so that then they're kind of, if it is sequential, if it's important for them to do the one thing first and then the next thing and then the next thing, having the drip option, if you can, where it drips to them different times of the come on, they get it the first one and then 30 days from now you get the next one and that can keep them in the membership too because like, ooh, I get the next content next month, right? But then they can still be in the community asking questions about the content they're working through. So that is actually a really great option if it needs to be sequential, but I wouldn't hesitate to say, just have the like, they get in there, they get the library. But if you do it that way, then you need a really good onboarding sequence. So even if they have the whole library, then you may want to still essentially drip it to them. So they have access to everything, but in your onboarding sequence, you have your confirmation email. Here's all the things about the membership, here's what you're gonna get. You're going to get an email from me once a month about the next step, the next content or every couple of weeks or something like that so that then you can guide them through the experience of what to pick next so that they don't get overwhelmed or feel like they have to do it all at once. You can help guide that experience and say,

[01:07:52:16 - 01:08:30:18]

I don't expect you to go into that library and know exactly what to choose first. That's why I'm

going to bring you on this journey. So this is the one I recommend first, and then I'll send you an email with the next one I recommend and kind of have that longer onboarding sequence if you're not going to drip it to them. Just kind of something to think about. It's more about the journey, and Rich, you may have some ideas on this as well, but it's more about that journey. Like how do I give them that customer experience? How do I keep them engaged in the membership? How do I help them not to feel overwhelmed by all the information that they have in their hands at one time? So hopefully that makes sense.

[01:08:32:00 - 01:08:43:11]

And I'm just looking at, oh, this is another one for marketing your plays to Christian schools. Ooh, that's a good idea too. That's totally off topic of what I was just talking about, but that's okay.

[01:08:44:12 - 01:08:58:00]

For Mary, that's a really great point. If you do market to Christian, you could market to Christian schools, their theaters. And community theater as well. Okay, write that down.

[01:08:59:11 - 01:11:31:08]

(Laughs) All right, so with that, I think that is the end of the questions that we had submitted, but this was really fun. Thank you so much. And also thank you for those of you who submitted the questions, Emily and Alisa and Mary and Zaya, and for being willing to come on camera with me and talk through them, because that's what I like to do. I like to ask you questions and talk through it and kind of brainstorm some best next steps. So what we'll do next is we will take a break. And if you have any other questions, if you had a question and you just didn't ask it, come into Slack in the drop-in coaching section and ask your question, and Rich and I will help you out. And then for those who have the VIP experience, we'll meet back in a few hours for our next connections and conversations. And we can dive a little bit deeper in anything that you wanna dive deeper into as well. So thank you so much for being here and just for being you. Again, this is what we're doing. We are building authentic businesses, allowing God to lead them, being patient, but knowing that they're going to grow. If you are faithful and you are doing what's fruitful, and what I mean by that is not just on the hamster wheel, not just doing something to do it, but you're doing it and you're seeing it working, or you're doing it and you're not seeing it working, so you can shift it a little bit, that's being fruitful, right? That's using your gifts, your talents, your wisdom, and really testing what's going to work for you. And when you find that thing working, then do more of that. With that, I'm gonna pray and then I will let you go. Dear Heavenly Father, I thank you so much for our time, for the session, for these amazing people who are here with me. I just love, love, love being able to pour into other entrepreneurs who wanna grow and they wanna grow faithfully with you at their side, and they just wanna serve. They see people and whatever it is that they're working in, their niche, they really want to serve them well, and they want to see them flourish. I love that, I love supporting that, and I know you do too. And I just pray that as we leave here, you'll just give us a glimpse of what that next thing is. And also just, I pray that each of us got that aha moment that we needed, that little breakthrough that we needed just to go do another day. And I pray that we work hard for you,

and I thank you that you equip us with what we need next, that we don't have to know it all, we don't have to know how it's all gonna come together, but we know that you're gonna equip us to do the next thing that we need to do. We thank you, we love you, in Jesus' name, amen. All right, with that, have a great day. We'll talk soon. Bye for now.