Tribe Bonus Session

June 6, 2020

Transcript

Time**All phrases**

**00:00**00:28

All right, this is the next bonus session with the tribe membership. As you all move forward in taking your areas of expertise and your gifts to bring it to more people, earning more money and have that recurring monthly revenue, which is just so sweet to know you've got that coming in on an ongoing basis. And today is actually the last official session that I had on the schedule.

**00:29**00:47

And just before the session, I'm like, I know we're going to want to do more. So I'm thinking like maybe a month from now we'll touch base again. Uh, cause you know, I'm about ongoing support, not just kind of, here you go. Bye bye. Good luck. I don't flow like that. For those of you who know me quite well.

**00:47**01:09

So I'll, um, I'll take a look at, um, and we'll probably do it on a Saturday, cause it feels like to me, that's when you might have the most space to really give it some time and attention. So I'll probably shoot for another Saturday. Um, does a Saturday work for you? Yeah. Mary Jo, what would work for you?

**01:11**01:29

Um, you know, I could listen to the replay. I, the reason I missed some of them is his Saturdays. I have an autistic son too, and lots of stuff. So, um, the weekends are usually spent with him and you know, I will, I make exceptions to do what I need to do, but as a whole,

**01:29**01:51

I try not to schedule things on weekends. Okay. All right. Well, and you know, so, uh, we'll, we'll figure it out. Um, so thank you for sharing that. Let me just text Regina. Uh, cause she didn't have the right number And hopefully she'll get in. Um, all right, so Nancy? Yes.

**01:51**02:24

Anita, what Mary Jo would Friday afternoon around five. O'clock your time? Would that be possible? Nope, that's a no, um, I'm done by Friday at five. Oh, sorry. But that good suggestion. Good suggestion. Yeah. I liked the idea of it being at the end of the week. So that's why I asked that to Mary Jo and all Got it,

**02:24**02:44

got it. I'll see, you know what I'll do. I'll send out a little survey and you know, we'll just do our best to make it work and go from there. All right. So one of the things that I also want to be doing and we'll do this sometime in July is support you all in doing list building. And what that looks like is very similar to piggy Lee,

**02:44**03:15

the giveaway that you took, part of that got you so many new leads to your list. So, uh, I'd like each of you to think about what could be a free giveaway, whether it's a video and audio and opt in a PDF, a checklist, there's lots of different ways, uh, to, uh, you know, provide value and information to people so that they can take that step in learning from you and building the relationship and build your email list.

**03:15**03:37

So, uh, you can email me your ideas around that or we can save it and do it on our next call. Like I said, I believe we'll do the marketing campaign around this sometime in mid July. And what that looks like is each of us send emails out. So there's a lot of cross promotion going on. Peggy Lee, you want to speak to your experience in that at all,

**03:37**04:04

or provide some tips maybe on how that was not easy. Uh it's um, it was pretty easy. The host or the hostess, uh, made it easy for us because she provided emails that we could send out to our list that were pre-written. And all we had to do was just, uh, massage them enough to make them look like our content.

**04:05**04:32

I will give you that. Yep. I will give you all of that. And we had a certain timeframe of when to send those emails out. Now I'm in another giveaway coming up mid June and we're starting to promote it now. And, but what she's doing is that she's having her people choose dates to send out the email. So because we're S we're connected to the same network everybody's going to get blasted.

**04:32**04:56

So I really liked that idea of having only a few posts share their emails every day. I mean, social media. I mean, you can blast everybody because that'll just increase the level of that. But when I get emails from two or three different people with the same subject line, it's like, Oh my gosh, you know, that's just too much.

**04:56**05:14

We don't even open them up. Then We even went through this with the, um, the tribe promotion that we were promoting the tribe promotion. Cause I know like Linda Fosdick was on our list and a Wendy's list. And you might, you know, because we're so interconnected, like you said, all right. So thank you for that. But otherwise it's a great,

**05:14**05:39

wonderful experience. I got, I got nearly 400 new subscribers. So I doubled my list. I was one of the smaller people and they didn't like that to begin with, but you're the person that was the host was growing their list. You know, I wasn't growing the list. So, you know, it was kind of a deciding factor whether or not to allow me in because,

**05:39**05:58

you know, I didn't have very many on, but yet at the same time, my list is targeted to the authors. And so I had people for that, which is good, which is better than having 3000 and they don't pay attention to you at all. So anyway, so, And then, so thank you for that and needed just a moment.

**05:58**06:23

Okay. And then what we will do is you want to have your opt in, be something that logically leads to your membership so that people, if they're interested in this thing, chances are, they're going to be interested in your membership. And even if your membership is not open, you know, if you're having open and closed enrollment periods, what you'll send them to at the time,

**06:23**06:47

let's say we do the thing July 27th, just pick it up, make it up a date. If your enrollment is not open on you, give them the opt in and then you send them to a waiting list for the membership. And I'll, you know, as we get closer, I'll give you guidance around all of that. Anita, Um, as an example of what Peggy just shared,

**06:47**07:16

and you're talking about Nancy last night, I was one of those receiving what Peggy was talking about. As we all are on many distribution list, I'm on Bob fly's distribution list. He's a copywriter he introduced, like he says, you know, he talked about stress point stress point stress point. My friend, Peggy Hanson has 52 trig or 52 templates to do short blog posts,

**07:16**07:44

click here to get it. What I did was I took a screen print of the things that were actually just basically a screen print, like the second screen. I also copied and pasted his words so that it it's really, I just think of it as a seed starter for me. But what I did last night was I copied the first thing and then the following screens.

**07:44**08:09

So I can use them later on for myself while I'm the sender, not the receiver. So what I heard you saying is this was your straight you're giving a tip and a strategy, how to model someone else's opt-in yeah, I copied, I got it. I got it. We're good. Thank you, Anita. Um, all right, so we're going to dive in and Juanita,

**08:09**08:31

you're gonna go first. And then Regina just said she wants some feedback, and this is a, an opportunity to get feedback on your ideas. Ask questions of me, uh, and the, and the group. So let me do, I'm going to do Anita, then I'm gonna do Regina. Then I saw a Nita everybody's name ends in a Lisa.

**08:31**08:57

Now, Linda, we got look at all these names. Mary Jo. Yes. Okay. Um, and you know, and, and I would imagine everybody wants some time on this, um, Simone maybe. Yes. I'm listening. I'll find my way. Okay, perfect. Perfect. Good. Carol. Vinci's in the house. Excellent. All right.

**08:57**09:32

So Juanita, take it away. My friend. Good morning, everybody. I am working on a membership that what introduce people to the black history that you don't see the history that gives black people dignity, uh, shows that we work and strive for the same things that other Americans work in strive for many times exceed all other Americans. And Nancy has been working with me on this.

**09:32**10:04

At first, my thought was to do a membership for teachers, whereas provide perhaps lesson plans, you message photos and stories. Why this person, it should be noted as a, a role model leader or just a good human being. And then the events of less than days upon us. And we refreshed. We thought that, and that there seems to be and opening for greater understanding between the races.

**10:05**10:36

And so I was thinking about putting together a low price membership model is something around nine 99, a nine 95, whatever magical price point Once a month, she's making $10 a month, $10 a month, where the option, if you would like to pay $50 a month, the extra $5 would go to a charity that I have supported for many years in the name of the charity is interior and ministry out of Princeton.

**10:37**11:01

It was thought about gentleman who was trained at Princeton to become a Presbyterian minister. However, he had the opportunity to become involved in the exoneration of someone who was foster cue. And they were able after many years and many thousands of dollars to get this person free because they'd never come into the crime. What turned me onto this ministry was I live in the Princeton area.

**11:02**11:23

And that was a new thousand news articles that talked about five people in state of Louisiana, which I'm from Louisiana. And now back in Louisiana have been exonerated, um, who have been falsely accused as sent us to life for something that they had nothing to do with. They want to accomplish, they weren't the head. They didn't know anything about what was going on,

**11:24**11:48

but somebody had to pay for the crime and they happened to beat somebody. Want me to, let me bring you back to our questions? Cause I got a lot. I want to make sure I get to it today. So I'm going to summarize, is that okay? Yeah. Okay. And then you'll fill in for me. So Juanita is the kind of the names we're tossing around is something like healing through history,

**11:48**12:13

right? Me into history. And the premise is to share stories of African Americans who, you know, if we look at the history books, there's very few, except what I think. Do you refer to them as the top three African Americans who took, had a part in history? So what this membership would be is an educational opportunity. Learning about individuals,

**12:13**12:38

uh, African Americans in history, by delivering one lesson per month, one story per month plus an interview. She has connections with people who are, um, you know, in education and other activist type, uh, scenarios to give guidance on things you can do. So Lisa, let's start with that. Perfect. So, um, two questions,

**12:38**13:00

one who was the target market, and second, why would you even give them an option to, um, pay more and have that donated? Why not just include that? For example, we're doing the same thing you buy in. And 10% of the proceeds go to this nonprofit period. We are seeing that as a trend now. So I wouldn't give them an option.

**13:00**13:29

I would say your $15 donation of that 15, you are also supporting this organization whose mission is this. People think tend to buy into that because of that social mission. I know I like the number of $15 a month. So that's another question. Um, would you be, um, is, is 10 or $15 a month, the right number for this membership,

**13:29**13:54

the target market. I think that's going to relate in here. So Juanita, do you want to answer about the target market? Like who we're serving? Well, that before I had, I had considered restaurant teachers, but not, I'm looking for people who want to, to increase the knowledge of a community that basically has been invisible. So it'd be primarily white people,

**13:54**14:16

right? Yeah. Primarily white. Although I think that would be, African-Americans interested in this as well, you know, for their own expansion and being able to have more conversations, Simone, you have anything to contribute. Oh, there you go. I was just about to say that would be something I would be interested in as well, because as we know,

**14:16**14:44

our history is not a part of his story in school. So I learned a lot from, um, from what I've gathered from Juanita already. So it's not just for, um, Caucasians. Right? So it's the, so the target market is people that are committed to increasing their knowledge, awareness and education around African-Americans. Yup. Uh, let's hear from Eileen and then Anita,

**14:46**15:15

And then Mary Jo, you had your hand up too. Yeah. Perfect. Can I, can I ask what is actual I'm understanding the target market? What's the end goal here for this educational offering? What is the hope or the goal? Because I'm feeling like I'm not clear on that, which I think is, is important in order to know who it is that you're attracting and therefore how to market it.

**15:16**15:46

Juanita. You want to answer that? My goal is to increase ratio understanding because if you don't, if we don't know a person, if you don't have the opportunity to work with people where they're from from you. So with people who are different from you, meaning different, they didn't grow up with your background, then you tend to, you tend to not just to put them in the other categories and don't give them the same consideration as to give.

**15:46**16:12

So that was just the middle year. So far, primarily interracial understanding. Okay. So interracial understanding and one of the phrases we've worked with is, um, to shift our perception of the past and create appreciation, respect, and understanding now, and for generations to come. And so it's about a shift in perception, a shift in thinking and understanding.

**16:13**16:54

So is it for individuals like me? Yeah. Or is there, is there the, um, also the possibility of working with corporate entities and there, yeah. See, I see somebody else just at corporate training, um, because the feel as I'm listening to you, Juanita, is that the, the different, um, cultures like corporate cultures or communities would really benefit based on what I'm hearing you say That is true.

**16:54**17:20

And, and Juanita does training in corporate on these subjects. So what she's she already does that? So we're seeking to create a membership that would be that ongoing revenue and expansion of awareness. Um, Mary Jo, and then I think, Anita, you had your hand up as well. Well, um, I think that, you know, the target market needs to be brought down more.

**17:21**17:42

Um, it's too broad because it, if you market to everybody, you're going to hit nobody. I mean, I used to be a trainer for BNI, if you're familiar with BNI and we used to teach that be as specific as possible, and don't be afraid that you're going to limit the fringes and the next rank rung, because if people have to understand and know what you do,

**17:43**18:15

and as I'm listening to one each to talk, um, two things came to mind, one, what a title of embracing our history and capitalizing the word are like all in caps. And there, there was a series of books when my children were young called, um, eye witness books and they highlighted values and they highlighted history, historical people who lived in embodied those values and they covered everything in this series,

**18:15**18:42

you know, black, white women, et cetera, et cetera. And I'm just wondering if your content could be something to that effect because it's all racist. It's not just only talking about our history with there's issues in the women's market, there's issues in, you know, people of all colors and all races that have been not, um, brought to our attention because of media bias,

**18:42**19:07

but agree. Agreed. And those are all great suggestions. Her area of expertise is African American history. OK. But I, I, I like it as a grandmother. I would buy, I bought the whole series of these other books for my children when they were young, you know, in today's world as a grandmother, I would look to have a membership for my grandkids to be able to do this,

**19:07**19:39

to learn. Okay, good, good. Juanita. This is pretty helpful, right? Yep. Thank you very much, Anita. And then I have an follow up question for, uh, Juanita you're on mute, Anita. So go ahead and unmute. Thank you, Nancy. My one quick suggestion is when you mentioned history, consider please consider pronouncing it as his story,

**19:39**20:07

her story, all of our stories. So taking that, instead of saying history, saying the pronoun, he says her story, all of our stories. Yeah. I was just trying to emphasize, you know, if you're, if you're talking to women, his story, her story, all of our stories, but that doesn't address the racial component at all.

**20:08**20:31

That's a gender specific comment, right? It's this is not about teaching. I was, it was just a way to expand the reference of his yesterday's history. Tomorrow's a mystery yesterday's history, all of our stories, But there, our whole point is only three black people are, are top of mind to most Americans. So that's, to me, that's what I'm getting her points.

**20:33**20:55

Unheard. Black voices. So our history to a white race, which just like, yeah. Okay, great. George Washington. Okay. Linda. And then I lean, I see your comment and I'll, I'll talk about it, Linda. You're on mute. I muted it because I wanted to make sure no noise, but um, no, I,

**20:55**21:27

I love this because this is good news. It's sharing good news. It's sharing what people are doing that are good. We're too. I mean, media is so focused on what's bad in the world and what's happening. That's bad. And, and when things go wrong, we need more focus on these good news stories and these good, um, the people who have done great things that may be small,

**21:27**21:52

maybe just within the community that have been great things like the Reverend that you've highlighted that truly, he he's made a difference in the lives of people who have been incarcerated, who should have never been incarcerated. You know? So I love the idea of getting more good news out there because we're bombarded with bad news all the time. That's expected that I hadn't considered,

**21:52**22:20

but they are good news story. They are because it's overcoming obstacles that, you know, many people share similar obstacles, not the same obstacles, but they can relate to the obstacles that will overcome. And it's, it's how they, how they change made a change in something, whether it be science, whether it be, um, you know, any,

**22:20**22:48

any number of things that they've created bringing to our attention, because all we hear is bad stuff and that's across the board and I'm not just, That was great. Random Leafly. Yes. Well, we need to, I want good news. I like hearing good news. I like seeing good things that people doing. Like the movie hidden his hidden figures was so enlightening,

**22:48**23:19

I think, to so many of us, because it was enlightening in ways that showed the racist via the racism that was existing at that time. But it also showed the power and strength of these women who inspire of all odds achieved things and did things that they never received recognition for. And that those are the kinds of people you want to profile. The people that were invisible that need to be brought to our attention because I,

**23:19**23:42

you know, those are the people that inspire me the everyday heroes. Yeah. Thank you. It was a matter of fact, the, um, uh, the optin that we had worked, been working on even before the tribe stuff was, um, characters of greatness, six African American heroes and sheroes Painting a new picture of African American history. And that was before all of it.

**23:44**24:11

So, uh, when needed, do you have any thing final you want to add in before I move on to Regina? Cause I, like I said, I want to make sure that I cover everybody. And so Juanita It's possible a few comments on the price point is $15. There's that thing acceptable too much, too little with two, with two broadcast,

**24:11**24:44

um, from, uh, one would be the historical educational stories. And the other would be a interview with someone who has a voice in the diversity community. Lisa, I think it depends on what the nature of the full content is. One of the thoughts that came to mind is, um, is there a component that maybe there's a lesson plan for those who might have grandchildren or children to discuss that person with their child,

**24:44**25:06

right. Cause then there's some more education going on to that next level. It's not just me, the adult learner, but now we're impacting the child and that new generation to really eradicate, you know, this lack of knowledge. Um, so I think that there's gotta be some more understanding from my perspective of what, what more value other than information,

**25:07**25:35

what tools am I getting so that I can take this message elsewhere, maybe there's stuff for churches to do in their Sunday schools, maybe this and that and the other, I think that adds some more value. Um, that was just a thought that came. I don't know that I would pay $15 to learn something that I can organically just get, because I surely just want to know what more can I do with this information and learning that impacts others.

**25:35**26:03

Cause I am not a lesson time creator, but maybe you can piece and then we can see, Oh, there's a value there. And I would definitely use some of that for some of the volunteer work. I do. You know what I mean? So Carol, that was good. Carol. I think I wanted to follow up on what Lisa said and offer an additional marketing opportunity if you're creating lesson plans.

**26:03**26:34

I mean, so many parents are struggling with homeschooling on how to teach their children. They don't have the educational background and, and I think they would pay extra or a course that, or a package or a process or an outline that they could take and spend an hour with their child or even in, in, you know, in, in churches where the person who was designated for the day to work with the younger people.

**26:34**26:58

Um, and, and so they didn't have to prepare it and, and work at it. They could print it out and it would be, you know, it may come with And you can charge a lot more for that and have a huge market that's on a lot of Sunday schools would love something like that. That's excellent. And I wanna, I want to make sure that I may get just two more comments.

**26:58**27:20

Um, and then we'll Move on Lynn, uh, Eileen, I see your hand up and Anita, could we make them short? Cause I It'll be short. It'll be short. Um, um, one need, I made it, I sent a message in, in the chat. I'm really after hearing that you're a trainer, the person that's Stu keeps talking about that does the lesson plans.

**27:20**27:47

You know, I I'm really feeling like, and I'm grateful that I'm hearing from other people now the educational component here and providing it, inform which you've already, which you're already adept at, increases the value. And I really see that as being something very successful as a, as a reader. Um, that feels very good to me for you. So something to think about.

**27:47**28:13

Okay. Very excited about you as well. Awesome. Good. Well, awesome. Anita, last comment. And then we're going to go to Regina. Hmm. Our, our discussion in this past moment really, I think goes back to Stew's positioning statement where he says, think of these four things who I help, what their problem is, what I offer.

**28:13**28:41

And so that, and the results are so bad. What were such as what was just illustrated by Eileen. Good summary. That was great. All right. Good everybody. Thank you for supportive Juanita today. Yay. Awesome. Okay. All right, ms. Regina, you're up next? Awesome. Thank you. Welcome. Happy Saturday, everyone.

**28:42**29:07

So I've had a lot of fun with this membership and a couple of breakdowns as well and exciting that this week I got a little bit more clarity. One of the questions that I wanted to ask was about actually two questions. One is doing a masterclass because what I found was that, um, part of the pressure that I'm feeling is the timeline. I don't know,

**29:08**29:30

my, my web designer, he's doing an amazing job, but there's a lot on his plate. And so I was asking myself, do I want to push back the date of the launch or do I want to do something? Um, so, okay, so there's two questions. One is, and maybe this is something Steve is going to cover in the,

**29:30**29:51

in the next module, but how, how long is too much, as far as the, the cart being open, like is a month too long. Well, it's, it can be. And It depends on if you're going to do, if your model is going to be open and closed enrollment and are you doing a founder's launch or you're just launching the membership.

**29:51**30:13

So let's start with that is your plan to do a launch and then launch the membership. Yeah, because I have officially, I have six members already, but I've changed the program since then a little bit. I've added a lot more. So I feel like that was a pretrial and the people, those six are going to get some amazing benefits and the first six.

**30:13**30:37

So are you talking about delaying your founders launch? Not necessarily. And I guess that's where the question is, is I think I can still launch the founders launch and then I can open it up. I think that was, yeah, that was the answer I was looking for was I can launch for the founding members And then I can keep it open for everybody else.

**30:37**31:07

But the price would be different. Right. That's not exactly the strategy Stu talks about. Okay. Then I'm missing something. So the founders launch typically is a four to seven day window is what he recommends. And that's inviting people to come in before you even have anything ready. Got it. Okay. So it's okay. I can do that right now because yeah.

**31:07**31:26

I mean, it's almost ready. It's just, there's still a lot of things that I want it to be. Cause there's, there's things you want ready for the full blown membership is what I'm hearing you say, correct? Yes. You don't have to have that ready to do the founders launch. Yeah. Just like you've got those six people. Yeah.

**31:27**31:46

You do the founders launch. Yeah. And then if you want to change the date of the regular launch to have everything ready, go ahead and do that. And you don't have to have everything ready. You just have your first month of content ready. Perfect. That's beautiful. You do the regular when you do the standard launch. Yeah. So,

**31:46**32:07

you know, you could, you know, do the founders launch as soon as you have a way to collect somebody's money. That's really all good and clarity on your vision and what you're going to be providing. Right. All right. Okay. Yes. And let me just mention, so I've been getting great text messages from you. I see you putting stuff out on social media.

**32:07**32:28

So I really want to acknowledge you in this forward motion that you have in the momentum. So you're doing really, really great. So I just wanted to take a moment to say, go Regina. Thank you. Thank you so much. Yeah. Alright. Was there a second question or do we, yeah, so I was kind of thinking in this,

**32:28**32:47

um, it's funny cause I, I burned a rap the other day and the toaster and it stayed on the counter and everybody was like, Oh my God, this is so good. They made like chips out of it. And they were like, wow, Regina, you should make more mistakes because it turned out into a good thing. And so not that this was a mistake,

**32:47**33:04

but this whole thing with the launch, it was like funny because here I was stressing out about like, it's not ready, you know? And that's, I know that's just the mind doing its magic. Right. And so I was thinking, well, I could do a masterclass. And then that's obviously that's just an added benefit. Like that's more values.

**33:04**33:30

I thought, tell me about this masterclass. I don't fully understand it. So it would be, and this is, you know, um, I'm open to this. So the masterclass has almost like a mini workshop and who's it for, it would be for, um, the, the, I like the main target audience. Right. Which I love who was talking earlier about niching it.

**33:30**33:46

Right. There's a lot around that too. Right. It's okay. I met, I guess I meant, is this a master class for two? What's the purpose of it is a better question. I'm wanting to do a master class so that you can invite a whole bunch of people to come to this and learn about it and then invite them into the membership.

**33:46**34:06

Correct? Yeah. So you do the masterclass as part of your launch, or you could do it for the founding members. You know, if you want to do a founding members launch whichever way it is and you don't have to do a founding members launch in Simone, I see your question. They are, and I'll cover it in just a moment.

**34:06**34:29

I'm a founding members launch is I don't have anything ready. Here's the vision, here's the mission. I want to give you a special deal to get in early and support the growth. You know, they're buying into the vision and the mission with you, but you know what you're doing, you know, you have a good sense of what you're going to deliver or the result you want to achieve with people.

**34:30**35:02

But what I'm picking up is it sounds like you just want to launch and not do that first step of founding members. You don't have to. So don't feel forced into doing a founding members launch. So I think that's where I'm having confusion. Anybody else have that confusion? No. Well Simone and then Anita, Um, if you're asking me about confusion with regard to Regina specific,

**35:04**35:33

I have to say, I, I am a little confused, but maybe I'm confused because I'm not tapped in because I'm one of, I think I'm one of Regina founding member. I don't know my, my reason for doing it was not because I wanted to do it. It was just out of support because I love Virginia. Do you understand? So I haven't been tapped into everything.

**35:33**36:00

And then when I go out and look, I see something that gets my attention and I'll participate, you know, I'll have part, I'll engage in the conversation, but that's part of, well, I'll come back to that when it's my turn to speak. But I'm a little confused because I don't really know what I purchased. And I, I love that you spoke up because like you're here.

**36:00**36:23

Right? So for me, it's like, I know I reached out a couple times and I knew, I know we all have a lot going on. And so I don't take it personal. I just, I've literally reached out to each founding member at least four times and let them know like, Hey, let's talk, Hey, let's identify. So they know exactly what they're getting and that's me really just being transparent and like,

**36:23**36:43

Hey, here's, what's up. Here's the next level. Here's what's happening because I've been shifting a little bit. And because I know the world is chaos right now, and there's so much noise and people are, most, most people are overwhelmed. So that's my way of just being the support as well as, um, part of the membership. I wouldn't do that anyway,

**36:43**37:05

But because this is so let's get clarity, Regina, um, founding member launch, not just a launch of the membership, which is it that you really want to do. Cool. I mean, to me, both, right? Cause as I understanding of founding members launch, I've technically, already done one. Right. But I didn't realize I did it.

**37:06**37:26

So now I feel like, okay, let me finish what I start. Let me go ahead and do another founding members lunch. Okay. And then I can continue the, as I see it, I see two tiers. I see founding members launch, which is like, um, kind of VIP, right. It's opening the red carpet and giving people a chance to get a sneak peek.

**37:27**37:54

And then, And then you opened the doors for the rest of the public. Correct. So that is your strap. Yeah. Okay. So yeah. So you would talk the masterclass. Do you want to attract more founding members right now? Or are you going to use the masterclass for when you open the membership to the public Before this conversation? I was thinking,

**37:54**38:18

um, cause it was all a little bit jumbled up. Now I can see doing it Before because the date that I was snowballed before, what, before the finding members lunch to attract more founding members? Correct. Okay. Yeah. Yeah. And then do one later. Do another one later. Yeah. And mine is going to be closed. Okay.

**38:19**38:42

So you just really time out your marketing strategy for the open cart, close cart. And then when you're going to open it up again, you're going to do it once a year, once a quarter, twice a year. When are you going to open the membership? Okay. Do you not have decided all that already, but one Of the things that we do we'll do inside momentum and this will be really good for the planning sessions we're doing in there.

**38:42**39:03

So let's say you've got, I'm gonna, you know, I'm just picking dates. I'm going to open the car to the general public on July 15th. Just making something up while you, you want to have marketing leading up to that. So you're building the wait list. So you want to be doing Facebook lives and getting everybody on the wait list. Again,

**39:03**39:23

getting everybody on the wait list, do your opt-ins through your podcast, drive everybody to the waitlist so that when the card opens that's when you do your masterclass for the bank. Yep. And I, I had a little, um, it's minor, but uh, I mean it's big enough the waiting list right now. I actually, I did that today's Saturday,

**39:23**39:40

Thursday, and I already have a few people that have come over. There's a little glitch in the, um, there was a glitch it's fixed now on that. So, um, so yeah, it's all good. And I love hearing this cause it reiterated what I learned. I need to tweak. Yeah. Good. Linda has something for you,

**39:40**40:04

Linda. Well, one of the concepts, I think with the founding members launches, you want, um, you know, the people are going to jump on on a founding members launch. You're actually inviting them to help you shape what your membership is going to be as well. I mean, you have a vision and a mission, but when you got a core group of founding members,

**40:04**40:28

you can tap into what it is that they are really needing and what they really are looking for. And then you can make sure that you put that into your membership. So I'm looking at it as, as you know, you're giving them a deal because you don't have something ready yet, but they're going to participate and assist you in just shaping exactly what your membership is going to be Beautiful.

**40:28**40:53

Linda, there was a couple of other comments in the chat around that same thing, including what Simone says. She's like I was thinking maybe I was part of a thinking partners Guild for your membership. Like, so that's really those first six are with this thinking partners, Gilda and to support you in creating the founding members. So maybe you want to bring those six together and maybe with the current strategy,

**40:53**41:20

bringing them together. Um, Sally assessory just launched her. Um, Sally, assessory just launched a membership and she did a one of quarterly payment, like a real deal aroma. And what she's doing for her founders is a special class. Just for them find out what it is. They need find out what it is they want, how do they want the information delivered.

**41:21**41:41

Cool. And I really quick, I want to say thank you so much to Deborah because I'm reading her her note and it's like making my eyes water. So thank you so much. It's very sweet. And I'm insincere. Thank you. I'm honored. I'll need to look back at that one. I didn't see this and it's sneaked by. Um,

**41:41**42:04

all right, good. Let's go to you. Good. You complete? Yeah, totally. Thank you, Anita. Okay. First, thank you Nancy, for the words and which I improved the title of my success path. Oh, good, good. Um, I don't know. Don't mention the offer that I sent it to you this morning.

**42:05**42:31

Did you get my email where I asked you to send this out to others so they could see it a little bit? Yeah. Okay. I completely understand how busy you are. Um, so my first question, this is my success path. It basically says it it's laid out on a baseball field, using the five vows of the English language. The titles now with Nancy's help is scoring a home,

**42:31**42:53

run with your decisions is as easy as eight E I own you. I hadn't said right here, something about vows. And like Nancy said, that's pretty close to the word bowels. So I changed that. And so I think that has more wisdom below the title is the words for the AEI on you. And then the field. Do me a favor.

**42:53**43:26

If you could give me the context of your question so I can listen through that context just helps me. So the AEI or you is my masterclass using that word to lay the foundation on how people who subscribed to my newsletter will be applying these steps in the various areas of their life, personal professional, social. Awesome. So you're going to host a masterclass on this topic to invite people in.

**43:27**43:58

This is what this is. My first question is really, how do I overlay first doing the masterclass then moving into it's like handing ladies out people that are weight Watchers, um, training the diet plan and then implementing it. So it's really the master class is, are the key components. And then the application of the key components are where they learn how to apply these steps into their daily life.

**43:58**44:21

Oh, is that your, what your membership is? My membership is really the ongoing value of it is the application of these five points. So What I just heard and I may be confused is you are, you want to do some type of masterclass, kind of like Regina was talking about, you're going to do that open to the public for free,

**44:21**44:49

bring a whole bunch of people on No, it's not, not open to the public. It's the foundation of those that subscribe the, a free webinar is simply an overview, a short overview because I'm like, Oh, deed or overwhelmed. Someone stood up Debbie overwhelmed with all these hour and two hour and three hour long. So I'm not understanding your question.

**44:50**45:22

Wow, Forgive me. We'll try it again. The offer to join my membership would be that first they received the detailed training of the foundation or call it a masterclass when they start applying it. Like first I get the book of instructions at weight Watchers on how to lose weight. Then I started doing it. So what's your question, how to, any suggestions on how I have a couple of questions,

**45:22**45:49

how to, um, overlay that, um, should I do one Val per week, the first five weeks and start gradually showing examples of application and after I've gone through the five, then, um, just keep repeating the five in various applications of a person's life. I mean, It's a little bit challenging for me to answer because what is, what is your member,

**45:49**46:08

have you figured out your membership or your tribe? You're asking really what is my membership delivery? Okay. My membership was delivering the process to be aware of our choices, how to make them, how to understand, You know, how I get that. So, but, um, when I'm not clear and if somebody else is understanding better than me,

**46:08**46:36

please chime in. Alright. So The, The year I think what you're asking is how do I deliver this content to my members? Should I do it? You know, five, you know, five separate lessons on a, you know, a lesson on a one week than a lesson on E then a lesson on I, is that what you're asking?

**46:36**47:03

That's what I'm thinking. So that's what I'm asking. If that overlay to start off with, you know, the five bows that are the foundation of the masterclass and transition gradually into the application of them in not only our personal life, but in our personal professional life, but into society, which is where being respectful to all others is much needed. Now,

**47:04**47:42

Eileen, Anita, um, I'm hearing you. And so depending upon how much data Wow Training there is for each of your five segments that you put under the headings of AEI, Oh, you, you, you might consider if it's a lot of data, then you want to give them more time to digest it in the beginning, offering a general overview of your concept of the AEIO you and what it is for your first.

**47:42**48:15

And then perhaps, um, if there's a lot of content for a, give them, give them some time to digest it. And maybe one layer of applicable, um, uh, uses and then go on to E and present that more in depth and some time to digest it. And then in the long run, going after you've done that first cycle,

**48:15**48:46

which is recorded and people that join after the beginning would be able to have access to that. Then they grow into a deeper and deeper layers of applying these core principles that your teaching does. Is that in alignment with what you're doing? And does that make sense? Yes, that's very well said. I lane those examples are excellent. I appreciate that other stats before I ask my next question.

**48:46**49:09

Anyone else? Yes, I'm running the ship. Uh, Linda. Okay. Anita, one of the things that Stu said is you want to, in the membership, you want to give bite size pieces. So your overview, maybe that will be the subject of the first month. Just any you give them the overview, then you give them the template.

**49:09**49:40

Then you give them something else to support it. Each week, then you start with a, and you have four different components for a, then you go to eat. So each week you're getting a little piece and so they can absorb it and take it in. And each piece that you give them to support, each of the vowels is going to help integrate it into their process of thinking and decision making.

**49:40**50:04

So I want to spread this out. You actually have laid out a six month program because you have a month for the overview and a month for each of the, uh, vowels with, you know, you've laid out a full six month program, but breaking it into little bites and then supporting that, that each vowel with different components, like, you know,

**50:04**50:29

when he talks about the marketing strategy, it's sort of like, you just give them, okay, you give them the, maybe you do a Facebook live. And then the next week you send them a checklist on the next week. You give them something else. So you've set up a whole way to integrate it because we all learn differently. Some of us learn visually some of Us learn by audio.

**50:29**51:01

Some of us learn by doing shop, you know? So it's giving your members the opportunity to completely embrace the lessons that you're teaching. Okay. Let me, let me, Let me follow up, add onto that. That was, um, excellent. And then in line with what you're hearing from my lean and, um, Linda right now is remember that as you're delivering the lessons along the way you want your members to feel successful.

**51:01**51:26

So how can you help them create little wins and applying this decision maker? So maybe if the letter a, whatever the teaching point is, so your activity to apply this this week is to go have a conversation and the, or something, whatever the application would be so that they can experience wins along the way. Okay. Thank you. My next question is,

**51:26**51:48

Wait, you ladies need away. Debra's got something for you. Oh, Okay. I heard you talk before Anita. And I think you're very, very bright. And yet, let me just present myself in front of you with an open checkbook. I'm ready to buy what it is you're willing to give me in your membership site. Could you tell me in this many words,

**51:48**52:14

what it is I'm buying and I actually don't even care about the process. Just tell me what it is that you are selling. What do you know, what language, what message do you want to impart upon me and others? I teach people how to see their future before they create it. So they have a process going forward instead of it feeling like uncharted territory.

**52:16**52:32

Can I clear? Okay. So here's just my, I mean, I believe me, I, I confuse easily. So just take it with a grain of salt. Uh, to me, I hear the AEIO you, I think language, I think you're, you're, you're a writer or something. I don't know. Then you bring in sports.

**52:32**52:52

I was like, okay, great. You're trying to appeal to men then because they're more sportsy. You know, aside from women that like sports, this are the language and the sport, and then the hitting the home run. And I mean, forgetting Pete Rose is gambling, which we can't forget, but he was the King of singles and Cincinnati reds won a lot of games.

**52:52**53:12

Cause he hit singles. He set the table. Somebody learned how to put a bunt down bang. He scored, runs the person that hit the most home runs in the New York Yankees history. And maybe in all of baseball was Reggie Jackson. He also struck out the most times. So to Nancy's point, if you're not giving people an ability and a competence,

**53:12**53:35

when they miss, they can still be in the game. I think the home run thing sets up a strategy that gives all importance to the idea of a huge win. And if you're talking about people really haven't set any processes or strategize and are just hitting and missing and wasting time and energy, which I completely, so your, your vision is to strategize.

**53:35**53:58

And I thought I heard from you at live events, you're talking all about choices and making choices to me. It's too muddled for me to buy. I'm sorry. That was, that was great feedback. So that was good. And in other words, pardon me, if you wanted an acronym, I would maybe put choice as the acronym or strategy or process.

**53:58**54:21

That would be more congruent for me. Okay. Um, Peggy Lee had something. I still think I saw your hand up. Thank you, Debra. I just had a couple of things, you know, as other people were talking and hearing Anita talk. So, um, great idea. Um, and the, the first thing that I had was,

**54:21**54:46

you know, is your membership delivering to the front end or is it going to be on the back end? And that's where I, you know, if you want to deliver the master class, do you want to deliver the masterclass first and then have the membership comments so that you can help them make those choices that they need, you know, for the followup type thing.

**54:47**55:16

And that was one, I appreciate your comment about your suggestion to include the word choice, because like Deborah said, I'm all over the board. Um, if I'm talking now I'm talking about bowels and I didn't mention choices. So, um, to answer your question front end or back end is definitely front end because it is like the foundation of going forward.

**55:16**55:41

First, it's teaching the foundation of the, in a masterclass then applying it, like receiving the instruction book on losing weight at weight Watchers and then applying it. So it's a front end and I appreciate that suggestion. Thank you. And you saw my comments. So, And I saw them, but I'm, I'm trying well, or I'm the one being helped right now.

**55:41**56:08

I'm not reading the chat box at this moment. My two other questions. One are any of you ladies familiar with member press? Um, I was looking for some software that can process payments and everything. And I'm wondering what other subscribers or people creating a membership site are using for a software. We haven't gotten there in our training.<inaudible>, that's not,

**56:08**56:37

he hasn't given that piece of it to us yet. Um, so, and like I told you in my email, I'm not familiar with member press. And if you have Website landing and A website, thank you page and you stick a PayPal button on it with a link to your video, your PDF on it. There's so many, you can do it so simply and easily without complicating it.

**56:38**57:04

Okay. So on the landing page, pause for a moment, I really want to encourage you to not let yourself get lost in these help piece until you really figured out your messaging and what the membership deliverable is being. It's because it can distract you from staying centered and focused. So whatever you can do to, as soon as you notice yourself going to questions about the technology,

**57:04**57:31

write it on a piece of paper, come back to focusing on your messaging, your mission and your membership. Cause it's not, you don't need to think about that yet. And it's, I'd be, I'm concerned that all of that tech stuff is a distraction to actually getting very clear. Okay. My last, thank you, Nancy and everyone. My last question is the timing I would like to release or get it started a one to get it started in June 1st.

**57:31**58:00

Now I've bumped it out to July 1st because ideally I have a lot of blogs and content written that is linked to the letters of the alphabet as kind of a side thing to encourage people Pause for a moment. Do you have an email list? Yes. How big is it on constant contact, a Webber? What, what is your list on It's on constant contact.

**58:01**58:21

It's around between 1500 and 2000. Fantastic. And do you communicate regularly with them? No. So the first thing you need to do is start warming up your list. So these blogs and things that you have, you want to start communicating with them, build a waiting list and let them know something has come. You need to create the engagement. So again,

**58:22**58:43

all this tech stuff is pulling you away from the most important thing for you to do right now is to build your relationships with your audience. So if you're going to write a blog post, great, you need to let them know you're here and kind of what your messaging and your tone is. So if you are prolific and a fabulous writer and filled with so much,

**58:43**59:07

start, start sharing, we gotta get you out of this box and into the world with the utmost love. Yeah. Out of my lab and out into the world. Yup. So, you know, do, I would say today's June six, do your do over the next couple of weeks, start writing your blogs, posting them on social media,

**59:07**59:32

start emailing your list like once a week, say, Hey, I'm here so that it's not. So that you're kind of the appetizer before the main meal of your membership. And what I would actually recommend is that in part of this massaging process, you're doing, you actually invite them to a free masterclass on decision making and making choices and having your choices count.

**59:32**59:55

And that's how you launch the founders. Kind of like we talked about with Regina, They'll schedule a masterclass at the end of the month, start consistently emailing, connecting, blogging, talking on social media, get everybody to sign up for this free masterclass. And how frequently would you recommend? I insert a Facebook live, even if I'm not selling something to the end,

**59:55**01:00:30

but maybe just tweaking a, save the date you want, whatever you can, You and I, my suggestion would be a minimum of once a week for a Facebook live to whatever frequency you feel comfortable adding to that. Okay. All right. Did we ask you, can't ask me a tech question. I'm not going to let you. Okay. Has anyone considered eventually doing a daily texting to people?

**01:00:31**01:00:57

I'm not letting you know? They're not letting I would delete you from my, my address list. If you sent me a daily text. Okay. Yeah. Very good daily emails from people and it just makes me crazy. Yes. So start with once a week to your email list, set up the master class, invite them to sign up for that And undo Facebook lives.

**01:00:57**01:01:27

And then in the process you can then integrate text messaging. We only use text messaging as reminders. Okay. Okay. Simone, you had something right on there. You're welcome. We love Nevermind. No, you, you, you made an alliteration, you said messaging something in membership. What was, what were those three? Maybe, Maybe I wrote mission,

**01:01:27**01:01:49

but I didn't think that was it. I don't know. It didn't feel right when I said it either, but I don't know. Okay. Thanks. You're welcome. You're welcome. You're welcome. All right. Good Lisa. I'm going to do Lisa Perez and then Linda Foster. Um, so we're gonna look at your founding members launch page, right? Yes.

**01:01:49**01:02:08

Do you want me to pull it up? Oh yeah. I have to let you, I have to give up control to do that, but, uh, I can, uh, I emailed it to them, their name. Let me make sure I'm where it is. Okay. Um, so we're going to do Linda then Mary Jo Debra. Do you have stuff to bring to the group today?

**01:02:09**01:02:27

Eileen Simone, Carol. I said I did, but um, I'm just, um, I'll figure it out. I put it in the text if I want to go ahead. Okay. All right. I'll check in with Everybody before we wrap up too late. Okay. Good. All right. Let me make you the host. Let me make it,

**01:02:27**01:02:58

and then you can share your screen, just the landing page of where it's hanging out for now. One 11, everyone. Thank you for that. Um, this is the test email that I sent to myself and just to recap, I'm a human resources consultant. My membership, while it will have seven tiers, I'm launching the first tier two business owners,

**01:02:58**01:03:30

only business owners with a three tier bands, one to 15, 15 to 49 and 50 to one 50. So they'll only see that offer. It's going to be launching June 15, one five. I changed it because my chamber has a slot for email blast and a bigger, um, Audience. Um, so it's going to happen the 15th. Um,

**01:03:30**01:03:52

and then July, it'll be individual managers all going through the same kind of success path. So I wanted some feedback on this. Hopefully you can see it pretty good. And, um, so this is your, um, let me just get clear. What do you want review on this content? Well, yeah, I mean, it's, it's lengthy because again,

**01:03:52**01:04:16

I am not, you know, focused on the one individual who is going to be, this is for business owners. And if I don't see the value as a business owner, then you're not going to invest. Right. So I wanted it to be very clear and sometimes I get a lot of too much content, but as a business owner, this minimum membership for up to 19 employees is $99 a month for that membership level.

**01:04:16**01:04:39

So I wanted it to be clear what they're getting, what are the deliverables before the full launch in August? So, so as you know, I love helping business owners do HR, right? And I know the best way to help business owners. It feels like I don't need business owners, you're writing to a business owner. Right. So I would say,

**01:04:39**01:05:09

and I know the best way to help you is to help is, is, is on an ongoing basis once a month, just take out that business. So, um, I'm launching a HR support, um, support membership that does exactly that on Thursday. I don't think you need to tell them the date there. Okay. When I see that date,

**01:05:09**01:05:31

so early on, I've counted myself out. Oh, I don't need to pay attention to this until August to my, okay. So, and I'm launching an HR support membership that does exactly that. And I cannot wait to get started. So I personally, I would just take the date out. I'm doing, um, I'm doing everything I can to make this an absolute,

**01:05:31**01:05:50

incredible game, changing address, support service for my members and their businesses. Um, I've invested in the best resources to do exactly that. That's so strong. My commitment is to helping business owners, managing their unit human resources and employee relations. But if you know me, you already know that, um, that didn't make sense. Okay. So if,

**01:05:50**01:06:25

um, that's how strong my commitment is, dah dah, dah. But if you know me, you already know how committed I am. Just a little clarification there. Um, take out the word. So, Uh huh. Um, and are these people you have relationships with? Yeah. I've already queued up probably three that can't wait for it to come out who I vetted and just kind of discuss what I'm working on and what have you and the price points about right.

**01:06:25**01:06:52

For the FML. And um, so yeah. Okay. Yeah. Yes. I can engage with my audience very regularly and the list is now nine 50, um, on my active campaign alone. No, this is great. This is great. So, but if you know me, you know how committed I am. So the next sentence I would put in there in my commitment to you and in a,

**01:06:52**01:07:24

in my commitment to you and appreciation for, um, for our relationship today through 12:00 AM midnight on this and such a date, I'm inviting you to become a founding member period, whether you are a, for profit non for profit business owner who needs ongoing HR training, dah, dah, dah. Um, this membership is Quick question. So do I remove so that you ensure regulatory compliance?

**01:07:25**01:08:01

It was just about to go there. Okay. Yeah. So, um, Whatever I said about your commitment. So, you know, in my commitment to you and appreciation for you, I'm inviting you to become a founding member of this membership period today through 12:00 AM midnight on June 29th, you can become a founding member and ensure regulatory compliance, reducing the risk of litigation and improve your ability to manage all spam aspects at all aspects of employee relations.

**01:08:02**01:08:38

The invitation for this founding membership is limited and ends on June 19th. The membership levels are as follows. Please note, regardless of the number of employees, the monthly fee you say is a singular fee Because some memberships I see it would be nine 97 per month. So is it just nine 90, 99, 97? Once it is monthly? That means I know not that it's monthly,

**01:08:38**01:09:07

but it's just one fee. It's not per employee. Correct. I had that question in my mind. Okay. Got it. And then when you revise this, feel free to send it over and I can, we can tweak it again. This means as long as you remain a member in good standing, you'll get to be a lifetime member, which means you'll never pay a higher monthly fee when pricing increases and you get to play a part in making it happen.

**01:09:07**01:09:35

But here's the catch. I'm only offering this for the next five days. I'll never be able to offer, uh, I don't, I'll never offer this lifetime option again, not be able to, um, all future members will, we'll pay more, not have to, we'll pay more. And I've set the date for launching the complete membership on Thursday Lala between now and then when you join me as a founding member.

**01:09:37**01:10:05

Yeah. You'll be set up to have advanced access to our blah blah portal and our online learning management system Resell clickable links to the PDF that has the information about those two pieces. Okay, good. Perfect. Perfect. Um, recently updated with coronavirus. Preparedness is great. I'm loving this. I will communicate with you on a regular basis. Um,

**01:10:06**01:10:27

minimum biweekly regarding additional founding member benefits that I'm finalizing in the next couple of weeks. And I can't wait to share with you. And when you become a founding member in the next 48 hours, so is this a, a bonus on a bonus to the founding membership? Yes. To get, get it done quick, get it done in the next 48 hours.

**01:10:27**01:10:52

And they'll get a personally inscribed book, a disc assessment, and a complimentary access to the $47 responding to a COVID-19 guidance. I love it. Um, I love the idea of doing the bonus on bonus cause for all of you that are launching memberships and you'd have an open cart period, when you tell people it ends on midnight on Friday, they sign up at 11 o'clock on Friday.

**01:10:53**01:11:14

Quite often you get a few early adopters, then you get crickets and then you get a big flurry at the end of the close cart. Just so setting, you know, setting expectations. Um, yeah, I love it. I'm thrilled to have you as part of the<inaudible> thanks for your support. Let's hear it for Lisa. That was really good.

**01:11:15**01:11:42

Yeah. I have two follow up questions who I do it for five or seven days and do additional for 48 hours or three days. So is it seven days and offer it for three days in this little extra bonus and bonus or do I do five days and leave it the way it is at the two day window? You know, the only other thing I thought about with the bonus on the bonus was maybe if you make it for the first,

**01:11:42**01:12:16

what's your goal, how many members do you want? I don't ever understand the reason why we would cap it. Um, I'm not saying that, but you're, I don't have any Cap. So if you are list of 900 people, a 20% ratio on that would be 20 people who joined his founding members. Okay. Yeah. All right. So maybe,

**01:12:17**01:12:33

so were you, what were you, you must have had some number in mind. I can't believe you didn't have some number in mind of what you would probably get. I mean, I think that I was hoping, no, I actually, I have a spreadsheet that says, okay, if I get this, if I get this, if I did that,

**01:12:33**01:12:58

then that's the income, the revenues, blah, blah, blah. So what do you got there? What's what's the numbers? Well, I'm not really sure. I understand the question, But let me, let me tell you why I'm asking. Maybe that'll help. I'm asking that question. Okay. Um, because I was thinking maybe you say instead of 48 hours,

**01:12:58**01:13:17

you say the first 25 people. Gotcha. Gotcha. Which ties into, you know, cause still somebody might write, I want to make sure I get in, I don't really know how big your list is, but this is really good stuff. I want to make sure I get it. I'm going to do it now. Gotcha. So, um,

**01:13:17**01:13:37

I hadn't thought about that. I just want as many as I want, I hadn't thought about that, but I think that that has a better dynamic for that. Get her down and get her done. You'd rather make it into the first, you know? Yeah. Um, yeah. And exclusive people feel special when they get to be a founding member as part of it.

**01:13:37**01:14:02

Do we still need to share you're you're done. No, I'm done. And I can bring others back in. I have control again. I was so out of control. I don't know. Um, let's hear, so let me answer your question and um, in the chat they're saying, creating some exclusivity. So maybe you say for the first 25 people,

**01:14:02**01:14:27

you're going to get this extra bonus and then your market is generally Monday through Friday people. Yes. You think you're really going to get much traction over the weekend. So that would tie into how many days you do it for No, it's, I'm launching it on a Wednesday. June. Yeah. I would do it Monday to Friday. It's a workweek.

**01:14:27**01:14:50

Yeah. June 15th. Isn't that what I said? June 15 to Friday. Um, yeah. I'm answering your question. Should you do Got it? Yes. Yeah. That's what I thought originally too. And then instead of capping to the days capita the number I like that. Okay. Okay. Um, Haley's got something for you. Um, actually it's just kind of a question,

**01:14:50**01:15:24

um, about, Cause I'm all about the story. Would you want to introduce like a little story of someone, of one of the business owners who's having an issue or problem, and then jump into What you have to offer. And this is maybe more for aunt Nancy's response. Um, that is a great, um, piece of the puzzle. Particularly if you don't have a strong relationship with your audience or they don't have a clear sense of what you do,

**01:15:25**01:15:47

the people she's marketing, they know her, they know how good she is and they know how much they need what she has to offer. So that's a great idea, particularly for people who may not be familiar or if you've been doing a list building strategy and there's kind of new people on there and they don't know you yet. So that was, that was a great tip.

**01:15:47**01:16:02

I don't think it applies in this instance. Perfect. Thank you. Yeah. You're welcome. An HR person have to be careful with that, even though you don't say who it is and all of that. I wouldn't want somebody on the receiving end of that story to be the one that, that happened to hear it, even if it wasn't autonomous.

**01:16:02**01:16:23

So I've gotta be a little bit more delicate when I'm telling stories. Absolutely. Alright. Thank you. I was kind of like more for my knowledge because I am the story person. No, that was good. And that helps somebody else. Alright, good. Lisa, what else? No, I just wanted some guidance on that. So we're a week out.

**01:16:24**01:16:53

And then I'm to, when I do the recording for everybody, I'm going to use Sirchie and transcribe it again as well. So hopefully it could keep up with how fast I talk. Cause I know I did that. All right. I need to move on to Linda and then Mary Jo. Okay. So my question is pretty simple. I know you and I've been working on my founding members launch and I was originally going to launch it this past Monday.

**01:16:53**01:17:16

I pushed it off a week and I really feel that based on what's going on in the country, I want to push it off one more week. That will separate the founding members launch by five weeks from when I launched my click funnel. So I don't want to bombard the same people too much all at the that's. That's good. Cause you really even push it off to the 1st of July.

**01:17:16**01:17:34

You know, I don't know. I, I, I kind of want some space between the ClickFunnel launch and the founding members launch And you want to give the click funnel enough time for people to use it. So I, um, um, I'm in, I'm a fan of that. So you'll just let me know when I need to finish up the pieces on that.

**01:17:35**01:17:56

Okay. And I'm going to also, I love the way Lisa says, um, lunch letter was set up with the different colors and the bolding and I mean, it really popped and I love that and I want to go back and look at my emails and see how I can also make them pop just a little bit more. Yeah. Make it more visually appealing,

**01:17:56**01:18:16

which is one of the reasons why, when you, when we were working together on this, I was like, let me put, let me put a landing page together so I can spruce it up a little bit. Right. So the landing page is really the first letter, the first email and the followup emails. I just need to make them pop.

**01:18:16**01:18:34

That was good. Yeah. And I like it, Linda. I, it feels right. Like we were supposed to launch, I had this whole campaign laid out to launch a contest where people to win an elite retreat with us and I was going to launch it last Saturday and we, and I was like, well, it doesn't fit. And I couldn't get us.

**01:18:34**01:18:56

Doesn't feel right. I didn't get the technology to work. So I had a higher power guiding, watching that concept. Yeah. I mean, and I'm still planning on my full launch on August 1st, but it's still a month for the founding members lunch, I think is fine July, you know, around there. And then we can create some independence messaging that can go with it.

**01:18:57**01:19:16

Right. Talk Debra about doing her launch around that time too. Okay. So I, you know, I, that was really just my thought. I just want to make sure that I'm thinking in the straight thinking straight, because I did want to get some more spacing between the click funnel launch and, and this, I like it. I like it.

**01:19:16**01:19:38

Is that your only question? That was really my only question. And now that gives me more time to kind of really put the marketing strategy together and all that other stuff. So I feel really good about that now. Awesome. Good, good, good. I, I just needed to get some water I'm right here. All right. Great, good stuff.

**01:19:38**01:20:10

Uh, let's see. How about, uh, Mary Jo? We get to learn about Mary Jo now. Great. I just ran upstairs because I, my iPads only got 10%, so hopefully I won't run out of batteries. Mmm. But I, um, I've been working for a while on a based and it's called angel jams And sorry, I'm out of breath.

**01:20:11**01:20:39

Um, I it's okay. Catch your breath. But I, um, I went so far as I have an app in prototype for it. I have prototypes of the actual toy. And for those who are familiar with Shopkins, there are little, tiny, not even an inch big toys that you collect and then you trade them. So it's a great toy for people to,

**01:20:40**01:21:08

um, socialize with and no one's ever done it with walking through the Bible. So the first set I have the prototypes for is Adam and Eve and the story of the garden of Eden. And I've got the app and the base, and this whole thing was precursor by a coloring book called God's ABCs. And so going into this whole membership thing, I originally was going to distribute them through toy stores.

**01:21:08**01:21:32

And now I'm looking at, Oh, cause what should I do with the online piece of it? And when I was doing focus groups, all the kids were all like excited about the surprise aspect and the trading and all of the moms and grandmas that we did in the focus group. They were like, I want the whole set. And so I thought that we could do a membership site where we would actually chip out the entire set.

**01:21:33**01:21:53

It would be better for me financially because I don't have to go through the wholesale market. And it's also better because the toy industry is, um, good at ripping each other off. So I've tried to produce them in the United States and, you know, not have to go to China where they'll, the concept will be stolen immediately. That being said,

**01:21:53**01:22:22

my question for the group is I have, I realized that I have this original calling book called God's ABCs, which we're going to convert to God's ABC's featuring the angel jam characters. These are the characters in God's ABCs are not the same, but I could offer that as a free download coloring book cause I have the entire PDF. And that way I could build the list specific for the launch.

**01:22:24**01:22:43

So, so that, you know, I think that's my way to go is to just, you know, so it's not really founding members yet. I'm just going to try to specify the list. Cause I have a huge list, but I don't know in my list, you know, who would specifically be interested in Christian toys? And so I think this might be the way to do it.

**01:22:43**01:23:09

I love it. People that would want God's ABCs coloring book, you're going to get, um, children, you know, parents, children. Right. You know, that want that for their kids, faith-based people. And then I would also think about, uh, is it, um, elementary, middle school? Yes. So, so the coloring book is geared towards kids who are learning to write.

**01:23:09**01:23:34

So it, actually, we worked with teachers to get the exact, um, line drawings for learning to print your ABCs. So, and then the app was to move it to a older child from like five to nine. So we were trying to walk the kids through the learning process. And you know, the other thing is, is should I do a founding members launched to earn the money?

**01:23:34**01:23:59

Because like I need another, you know, 25 to $50,000 to fully complete the app and make it have a candy crush type game in it and to do all the pieces there. So we could raise the money for the app to actually exist through a founding member launch. Then from this list you could, Yes. And you could do, um, have you looked at doing like go fund me or anything like that?

**01:23:59**01:24:24

You can't do it. That's pretty strong. The problem with going to a GoFundMe or Kickstarter is that, and I do have experience in the toy industry if Mattel, for example, finds out that there's actually potential, they can throw millions of dollars at the launch and beat me to the punch. So it has to be private. Okay. Um, what kind of pro Linda,

**01:24:24**01:24:45

and then I'll come back. Go ahead. Um, now you're, you're talking about producing the whole line for all the different stories in the Bible, or just feeding them one month at a time, a different story at a time, giving them everything for Adam and Eve and then doing different things. And then the next story would be, you know,

**01:24:45**01:25:06

um, maybe Moses, you know, but going through, I don't know which order you're going to go through, but you you'd have the characters that they would get at the very beginning, but then they get the pieces during that month. And then the next month you feed them out. The next one is that how you're planning on it, That that's the thought with the box point is that they would get the whole kit.

**01:25:06**01:25:43

And I'm actually looking at, um, wrapping the pieces so that a mom or a grandma can distribute them as rewards treats, whatever throughout the month. That's a really good idea. And let me, um, Eileen has something really hot. And then I want to remember say toothbrush to me in case I forget. Okay. Um, Mary Jo, this feels really wonderful to be a box membership like Stu has talked about instead of everybody getting everything upfront is his plan.

**01:25:43**01:26:11

What ever your whole idea is. I mean, this can be forever because there's so much biblical information and so many stories. So, you know, pick your most popular ones and let that be your first 12 months. And that's exactly I've done. I have well, most famous stories. Then we go into, I have segments that we can box off on.

**01:26:11**01:26:35

Okay, this is 12 months. You can join the famous women in the Bible here. You can join the athletes of the Bible. And so their sets of 12, which is beautiful. Let me go ahead, Eileen. I was just going to say, Say, um, that keeps people wanting to be there and, and keep receiving something more wonderful each month.

**01:26:35**01:27:15

And, and the, the extra parts of it, meaning the app and your actual toy. And, um, the exchange part of it can be the secondary part of it. Do you know what I'm saying? Does that make sense? It does make sense. The issue that I have is the funding to create one set is a $250,000 nut. And so I'm trying to figure out how I'm going to fund all of it and what I can launch now to build the list and then,

**01:27:15**01:27:42

you know, come up with the money. So let me throw out a concept toothbrush. Okay. So this morning I, um, went online through a link. I got through Sally assessory cause she's a dental hygienist to buy an electric toothbrush. And the toothbrush kit was $50 and it had the battery charger and this and that. And when I bought $50,

**01:27:42**01:28:12

it included a $9 per quarter charge for them sending me new heads for my toothbrush. So what if you are, you have the purchase of the box said as, as, as a founding member launch and it includes a monthly subscription to something. If you have the app ready, it could be that it could be something that they automatically sign up for as a small monthly amount when they buy the box.

**01:28:14**01:28:38

Okay, Well, Linda's got another one and I need to get back to Anita cause she had something too, but let's, I'm very excited. Okay. So Mary Jo, Linda first, or me who's going for, and then I lean and then Anita. Okay. So Mary Jo, maybe the monthly is if, if they get everything that Nancy just said in the beginning,

**01:28:38**01:29:12

maybe the monthly is how you facilitate you. You kind of go over a little bit, each week, different aspects of, of the box. Um, and, and so there's facilitation with it. And it, it feels like in to get your upfront monies, there needs to be more than just the box in order for you to be able to fund you're creating this.

**01:29:12**01:29:43

So creating something that adds value that will help them to wait until you've got everything and you're, and that you're founding member, launch people are your people that, that are investing, helping you to create this. And they, and they're going to get something special, right? But that, while you're in production rate that you offer the instruction before they even get the products,

**01:29:44**01:30:13

you know how this is gonna work, how best to use it. Um, and, and I mean, I'm even thinking of people that I know, not that I am, but that are very faith based that would love this, that as soon as you know what it is, please make sure Nancy gets your information so that I can forward that information to these people because they're going to love this is that great storyteller that loves to do storytellers,

**01:30:13**01:30:38

but local storytelling to children. So I'm like thinking for you. Good luck. Good luck. Good luck. Thank you. All right, Anita, and then I think Linda might have a question, Mary Jo, I think this is a phenomenal idea. Three things I want to suggest, I think appealing to grandparents, especially grandmas, where you give this,

**01:30:38**01:31:04

what you offer. When you say a box of 12, I first understood that to be a box of 12 different, um, what they called angel jam angel jams. What about this possibility? Do all of you remember the friendship bread, where you pass the yeast and the kind of a yeast vector, you bake some for yourself, you save some to make more of it and you give away some,

**01:31:05**01:31:27

what if you used that friendship bread mentality to order a box of the first of 12 angel jams. So they think, Oh my gosh, I've got 11 more coming. You got the holiday season coming up. You could sell this. Not only to grandmas who want to give it out to their grandchildren, but maybe save some, like, even if they had six grand or five grandchildren,

**01:31:28**01:31:51

they gave a grandchild too. And they're using the pay it forward mentality. Keep on for yourself and give one on. So that you're spreading the proliferation of good things. Instead of all the negative things that we've seen in the news, this is a way to spread something good. And not only to grandmas, because there's a lot of baby boomers that have the money,

**01:31:51**01:32:15

just give me a good, cause it could unite people. We could pass it around and share it and exchange it like baseball or say that like cabbage patch, dolls, and the other untapped market, our Sunday school teachers. I remember when I taught preschool, if I had something like this, they could play out their emotions. Like when Susie hit me,

**01:32:16**01:32:39

I felt like this, but they could portray it to them. Angel gem dolls and given like a doll of the month and a name like for January, Jenna's the goddess of knowledge and things like that. Great. Thanks. Awesome. Good stuff. All right. And you got some good comments in the chat to follow up with as well. Linda,

**01:32:39**01:33:00

did you have something? Well, you know, I'm thinking about your initial cost, you know, because it is a huge cost because you have to have molds, you have to have all these things created. Once they're created, you can produce more and another series or whatever of the same thing, you know, you can always go back and sell it again.

**01:33:01**01:33:30

But, um, I obviously the, um, three D printing has changed the, the, the ability to create small things like that. And I see three D printing as being a real way to change the pricing, the price point. Cause I, I don't know what kind of price point you're talking about, but it may be a way to mass produce and,

**01:33:30**01:33:58

and produce these things at a much cheaper price than creating a mold that costs $10,000 just for the mold. Well, thank you for that. The, the current prototypes that I have are three D printed and sadly the three D printing technology is probably five to 10 years from being able to mass produce the time it takes. It's just too slow. And I had to pay $85 per item for the prototypes.

**01:33:59**01:34:21

So it's, it's not, it sounds like it's the way to go, but not yet, but it's coming. Yeah. Um, that was great. Great suggestion. We got to keep brainstorming, right? That's where Now you're, you know, if you have to have a complete subscription, you know, where they have to pay for the whole 12 months in order for you to fund the,

**01:34:21**01:34:44

um, what kind of price point are you talking about in order to get the funding? Well, I wasn't talking about paying for those 12 months when I said 12, I've got them in 12 months, groupings, that was just for production purposes for myself, the, it would be a monthly membership. And we were thinking of, you know, around $35 for the staff,

**01:34:44**01:35:10

because if you were to buy the individual little ones, they sell for five to $9, a piece for two pieces. So, you know, having a whole set for even maybe $47, who knows, but that's, I'm still figuring out the price point. And so, Uh, if how many have you done the math on how many orders? Let's say your price point is blogs for the set of 12,

**01:35:11**01:35:35

that's a onetime fee. Right, Right, right. So, You know, to, to, if you need $50,000, then you need a thousand of those Right. Kind of reach. Do you have market or like, I don't know enough about you. Do you have email lists? What's your social media presence or We starting kind of from scratch on all of that?

**01:35:35**01:36:01

Well, we're not starting totally from scratch, but pretty close from the technology standpoint, from a, who knows me standpoint, I am board of national Catholic women. And I worked in Catholic newspaper and Catholic radio for 15. So I have a lot of contacts, but I don't have I'm in a good list. Yeah. So my suggestion, I love your idea about the coloring book.

**01:36:02**01:36:25

Let's start getting that out there to start building a list. Do you have like constant contact MailChimp, a Weber, Infusionsoft? Do you have any of those things? Um, I had used MailChimp in the past. It was just recommended to use my, um, hello fellow. Anybody familiar with that? That's a new one for me. Yeah. So I'm looking,

**01:36:25**01:36:47

I am very technology challenged. So I'm looking also to find an intern to help with that side of it. Cause that's not my gift in any way, shape or form. All right, good. I see that person. No. So my question, I have another question. You said $35. That's your monthly fee, the next box She wants to,

**01:36:47**01:37:09

if I'm hearing you correctly, you want to be able to send out one box and then the monthly membership is something else. Cause she doesn't want to deal with shipping and producing on a monthly basis. Was that correct? Um, no. I actually do want to ship you the kits monthly when we get to the point where we can, but it's currently cost prohibitive because it's,

**01:37:09**01:37:35

you know, $250,000 to do like the first two to three sets depending on the complexity of the characters. And so, and you know, we never, I feel like I have to have something. So the idea that you would mention right now of saying, let's just do one box and get the ball rolling for the membership. I mean, I love the idea of having a facilitation thing,

**01:37:35**01:37:58

almost like the lesson plans for the parents or the Sunday school people. That is something I hadn't considered yet. So it's very valuable information. Awesome. And Eileen Gottlieb says for your founding members launch include this as, um, this membership or this box as Christmas gifts. Right. Well, and I'm wondering if the thought of, okay, you know,

**01:37:58**01:38:23

the investment piece is big and sorry. Um, I do have to figure out how we're going to raise the money and I have to do it silently. You know, I can't be out in the marketplace, but we could potentially do this to say, okay, if you are a founding member and invest in this, you can get all the first 12 boxes for free as part of your yeah.

**01:38:25**01:38:57

And then we asked for bigger investments, you know, a thousand dollars, $5,000, whatever it might be to get the thing launched. Okay, good. Thank you. You're welcome, Carol. Hey Joe, I just put a note in there to reach out to me for some private investor recommendations, because I know some people specifically invest in particularly women run businesses who might be interested in this and that would solve your private non,

**01:38:57**01:39:19

you know, Mattel or whatever competition. Yes. Thank you. Very good. Very good. Yay. Yay. The mastermind at work. Thank you. Alright, excellent. I don't see Debra in the house and I think that was, um, last on the official list. We've got a little bit more time. Piggy Lee, where are you at?

**01:39:20**01:39:42

I just want to check in with everybody. Um, cause I'd like to get some feedback also. Okay, good look, Carol Carol goal. Cause I don't really have any thing I, like I said last time, you know, I'm kind of stepping back a little bit from the, during the, the founding members launch and I will probably just launch now when I go next.

**01:39:43**01:40:10

Good. And then I lean a Carol. We'll get to you in a second. I lean you. Okay. You're still digesting, catching up on the modules and all of that. I am I'm I'm life has gotten very complicated and so I'm giving myself the space to go at the pace that Spirit's guiding. So yes. Thank you. But I'm happy to be here and offer any that helps others.

**01:40:10**01:40:34

Yeah. Thank you for inviting. Oh, of course. And then Simone, you want to just, you and I are scheduled, I think for two 30 today. Yeah we are. I, um, Right. I'll wait and talk to you or something will come up, let me move a little things are coming up along the way, especially around Anita,

**01:40:34**01:41:07

because Anita seems to be my closest mirror at the moment. Um, and then I'm watching Lisa and you know, I've already written out this, this letter and I don't even know what I'm doing it for. Just, it's just Really interesting. The way things are, are working themselves out in my I'm seeing squirrels. I went back to VeggieTales with Mary Jo and an idea that I had almost 25 years ago that I just left in a corner somewhere.

**01:41:07**01:41:28

So yeah, I'm a little scattered at the moment. Well, we'll, we'll, we'll glue it back together or make something when we talk at two 30 and then go to Carol and Anita. I um, Yeah, but it was first announced. They're going to talk tomorrow offline. It was Simone. I'll ask her when we talked to her. All right,

**01:41:28**01:41:54

good. All right, ms. Carol, what are you up to and how can we support you? Well, some of, you know, my social media presence has been abominable, so I am deciding to take a big leap out of the 19th century and work on Facebook. Okay. Yay. Is that where your market is? Well, the target for the membership is my buyback time program,

**01:41:55**01:42:37

which is a time management process. And I'm looking for people and in that arena who are overwhelmed, which probably could include plus plus a few people here. And my, so I, I'm going to specifically start posting in Facebook and potentially do some Facebook lives. But my question is, do I migrate those people to a membership that is pre course because I have a four week time management program or do I migrate the people after they take that time four week program and,

**01:42:37**01:43:09

and have them join a membership after What are you giving away for free to build relationship and collect leads? Well, that's the challenge that you got to start with? Well, the end result is going to be a year on an ongoing membership to support them in time management. Yes. Um, so you know what the end result is. So take one of the pieces that you teach and just make that a standalone free training,

**01:43:09**01:43:33

whether it's a PDF or a checklist, I would highly recommend that you also create some kind of quiz. Well, I've created, I've created some questions that I was going to release in Facebook to make people aware of like how much time do you. I know, but there's two important pieces of this puzzle. One is building a successful email list. Yeah.

**01:43:33**01:43:56

That I have No, but if you're going on social media to create more awareness and more attention, then you need to be driving them to opt in, to build a database. And that's where you need the free thing for them to opt in for. Okay. So that when the membership is ready, you say, Hey, you were interested in this.

**01:43:56**01:44:29

I bet you'd really love this time management four week series that I'm doing. And you could invite people to purchase after you have them opt in, build relationship by giving them some free stuff and free value. Then you sell them that masterclass. And then you convert them to the ongoing membership. I think that's a good strategy for you. Okay. For me to commit to a year long time management piece,

**01:44:29**01:44:50

I don't have the time to do that. Right. But if I know that you're going to, although you could eat very easily, do marketing language around that is, you know, how many time management courses have you taken? How many things have you listened to? And yet you still feel like there's not enough hours in the day and you're running it without checking with a head cut off or whatever it is.

**01:44:51**01:45:27

I have the answer and the solution. So that finally you can gain regain control of your time, master your life and get more done than you ever have before with less stress and less effort. When you joined the buyback time membership, we deliver to you on an ongoing basis, the exact, um, productivity, effectiveness, and mindset strategies that keep you in the zone producing without,

**01:45:27**01:45:52

without friction and stress. Thanks. So you could address the problem, everybody, how many, we've all taken time management courses yet my desk still blows up or this still happens. So if you could even bypass the masterclass and bring them right into the membership with language like that and use the masterclass as an upsell, okay. Or a bonus when they become a founding member,

**01:45:52**01:46:18

I like that even better become a founding member. Here's what this, this membership is going to give you is once a week, you're going to get a check in for how to structure your week. And there's some kind of followup involved where they have an opportunity to express what got in the way, because I think Eileen said it, I said it at the top of the call,

**01:46:18**01:46:43

I was going to do this, but life got in the way I was going to do this. So how are you going to help me solve that problem? If you can solve that problem for people, you'll be a millionaire. Okay. Eileen. Yeah. And, um, Carol, one of the things I, I can't, I feel you,

**01:46:43**01:47:08

as far as your Facebook lives and things like that, I feel you, um, what, what I, what I've thought of for myself, for my membership group and something like this, people are creating a significant enough change. They need to create a significant enough change that they need the support. Right. And so having like weekly, um, uh,

**01:47:08**01:47:35

a weekly, uh, what do you call it? Office hours where you're available to be able to either have them submit questions. If it's not at a timeframe, depending upon how global your audience is, um, where they can submit questions in advance that you will answer. But also because it's a Facebook live that people can also post questions during these sets scheduled office hours.

**01:47:35**01:48:01

And, and I'm sure you can come up with a clever name for it, you know, wisdom, Wednesdays, or, you know, whatever the, whatever it is, but that's, that would be also be, and it's a marketing. Um, uh, I don't know whether it's a tool or whatever, to just let people know that this is something that I am so passionate about and I recognize the need for ongoing support.

**01:48:01**01:48:27

So in order to be able to support you on a regular basis, this is what we're offering in the structure of the membership. I love it. That was good. Thank you. You're welcome. That also triggered for me like, Mmm. If you could say, Okay, You know, these are the three things that get in your way on an ongoing basis from managing your time.

**01:48:27**01:48:48

We all know what to do. Most of us know how to do most of it and we know blah, blah, blah, but what gets in our way? So once a week, you deliver me a text message reminder of the foundational, you know, golden rules of time management. And once a week, you send me a text reminder, which brings me back into focus,

**01:48:48**01:49:10

allows me to forgive myself for what I didn't get done. And then I can come back and get focused again. Cause how much people spend a lot of time beating themselves up for what they didn't get done, which is lost time for getting things done counterproductive. So if you could like your member, what would be valuable to me is a once a week reminder of the golden rules.

**01:49:10**01:49:37

And maybe there's a different message in each one of those. I don't want to jump on another hour long conference call. I don't. And if your membership had that, I wouldn't buy it. Yeah. Yes. Anita, thanks Deborah. That was fun. Nancy, would you recommend using the EFT technique in situations where we feel frustrated that we got off track?

**01:49:37**01:49:59

So even though I got off track, but I'm refocusing on my purpose, I'm not an EFT practitioner and if that's a good strategy for you do it, but I'm not, I don't know, EFT. Um, let me go to Eileen real quick. And then Debra put a question in the chat that she's likes some feedback on, um, Carol,

**01:49:59**01:50:24

do you feel good? Yes. I lean. Uh, is it for Carol or something else At Carol? I'm excited for you and Anita in response to your question, any tool that helps you to clear whatever it is that's, that's creating that limitation or belief in limitation or block in that moment, you have to, would be appropriate. How upon a Pono is appropriate.

**01:50:24**01:50:42

Anything that works for you? You know, I would definitely because otherwise you go down the rabbit hole with whatever, you know, the mindset is that, that, that you're in, that you're seeing as a limitation. So anything that gets you out of it is a good choice. Awesome. Good, good, good. Let me come back to Deborah.

**01:50:42**01:51:11

So Deborah says her membership is women navigating finances. Uh, what specific or what is some of the biggest challenges that you face or that she could address in this site? So her mission as a 42 plus year financial advisor, she's shifting to being a financial coach. And what are some of the questions around money that come up for you or investing? So is it who to trust?

**01:51:11**01:51:31

Is it it's complicated? Is it, I don't understand law, you know, things like that. So if you could put some, uh, uh, statements, questions, ideas in the chat that Deborah would be able to use, because again, she wants to be able to respond, you know, do you worry if you're going to have enough money to retire,

**01:51:31**01:51:54

do Debra, you want to take it away. Yeah. And I also want you to speak to whether the word Finances resonates with you. So many people are so myopic about investments and then particularly financial investments. And they forget about the real estate. They forget about their business. They forget about a note receivable, you know, they re and they forget about the risks that they're taking their insurance,

**01:51:54**01:52:21

et cetera. So finances to me means the entire gamut of all of your assets, including your intellectual property. I mean, it goes broad. So the question I have is twofold one, do you, how do you define finances? And that will tell me what kind of descriptives I need to be using, um, in my marketing, so that people expand their definition of finances,

**01:52:22**01:52:46

because you can do your investments just fine. Thank you very much. And if you're in a car accident and deemed to be the cause of an accident that killed or maimed somebody, all those investments have just gone completely South. So it's the need and the need to examine all of a person's finances that I want to address, because I've seen the absence of focus on these outside areas,

**01:52:46**01:53:02

outside investments, cripple, and bankrupt people. So that's the first question. And the second question is, you know, what is, what is a glaring kind of an obstacle for you that, well, you know, it keeps you up at night. You know, if you could, if you could, you know, saw that, you know,

**01:53:02**01:53:32

you could move on and have confidence to do other things, Somebody that I know uses the title, financial first responder, and she is targeting the lower end of, of the population who are trying to get out of debt. So if you can think of something, cause it sounds like you're at a much higher level where people who have significant assets don't have the appropriate protection or haven't thought about the process and I'm putting it off till tomorrow.

**01:53:33**01:54:02

So something that would capture Nope. Not, not postponing it or, Well, we, yeah, we've kind of decided on the name. Yeah. So the name is decided, okay. But navigating finances is to connote that finances might be more than meets your eye. Right. And so it's probably a good idea to figure out who is there really something to navigate here,

**01:54:02**01:54:25

Lisa Good. No, I think in my brain and you know, I've lived through that whole divorce tanked, you know, and Experian report and all that, and kind of clawed my way out of that. So I've seen myself take that success path in real life. And I think for me, it's, it is all encompassing and it does include investments.

**01:54:25**01:54:46

And from a business owner perspective, yes, you can include intellectual property, but those are two separate things. An individual may not think I paint a business on our mind. So to me, it's this wheel that says start with a hundred dollars savings account first, right. Start there. And then where do I build from there? Because until I have this built up,

**01:54:46**01:55:09

I can't even get to the investment piece. Right. So I think it does include it all. So you start with finance in the center and maybe your wheel looks like all of those key pieces savings, retirement insurance, or we could do that with the compass. Debra. Yeah. That's interesting. That's, that's a good idea. That's what came to me because I do find finances to be all encompassing.

**01:55:09**01:55:28

It is my insurance. That's a safety net so that, you know, if I do have the accident, they're not coming after it it's even business. Right. If we're not set up, I'm an HR person. I must be set up as a corporation because guess what? You're not coming after my stuff. That's another piece of finance is an additional way for business owners.

**01:55:28**01:55:49

So I like the concept. So I keep the word finances. It is all encompassing. Yeah. And I thank you. That's great. That's really valuable. And intellectual property is that's not congruent for you. And yet I guess ultimately I'm thinking of your finances are the risk protections, right? Because we all engage in risk every single minute of our day.

**01:55:49**01:56:13

If we wrote a perspective on life, you wouldn't get out of bed, you might set your toe. So we all engage in risks. The thing is to identify the groups of zero's risks and pass those risks onto an insurance company in exchange for a premium, then you handled the rest of the risks, right? So the protection around the risks that could otherwise slam you,

**01:56:13**01:56:39

unbeknownst, while you're over sitting here watching about, you know, IBM or a Apple stock, right? So the financial picture needs to be, sound like a boat and it can't take on water. Like the finances include taxes. Cause if you've got a tax hole in your boat, but a bank, but a bank you're sinking. So the finances is the whole entirety of your boat to take you to your goals,

**01:56:39**01:57:01

your car, to take you to your destination. Yeah. And we're a little bit over two. So I'm on a perspect now. I'm glad we got, I think we got to everybody today who wanted it. Yay. Yeah. So there's some good stuff. Make sure you save the chat, although I will go ahead and, um, do it when I do the replay,

**01:57:01**01:57:22

I'll also do the transcription with Sirchie so that we've got that. Uh, I find that very helpful personally. And um, I like that. Do you have a step by step guide to creating a secure financial future? That's fun. Yeah. And I'm, I'm saying in the chat, what would be meaningful to you guys? So yeah. What would a,

**01:57:22**01:57:42

an interesting gift be? Because you know, so much available, like on, you know, with the staples former in inserts, so good. Yeah. What would, so we've got some ideas in there. Lisa, can you put it in the chat? You're you're you're muted, love you're muted. And I do need to wrap up. So,

**01:57:42**01:58:03

um, go ahead, Lisa. I think for me a good freebie would be in that wheel, in that circle of financial security, what are two or three things people need to be thinking about, but only ask them to think about it because they need you to get the answer. Right. Good. Thanks. I like it. Good. What a finance.

**01:58:03**01:58:22

It doesn't say what the finances mean to you as the opt in and educate them like you just did on the call. That was excellent. Call it what it is. That was beautiful. Simone. Okay. Bye. I'll see you at two 30, right? Simone. Okay. And we're back on this exact line. Thank you everyone. Thank you.

**01:58:22**01:58:37

Everyone. Think about what you want your opt in to be for the giveaway. I will send an email with a survey for when our next get together would be. If you want to do it, it seems like this is productive time. All right. Bye everybody. Bye bye.