May 23rd, 2016 Group Coaching Call

YARO: Hey there, this is Yaro. Welcome to a live coaching webinar for all Blog Mastermind and EJ Insider Community, soon to be called the Laptop Lifestyle Academy Members. Thank you for joining me. It's nine o'clock in the evening here in Toronto where I'm from.

Standing here at my standup desk and using a new webcam. I'm hoping this is coming through to you. It's a Logitech e-cam. It's a little bit better than the camera on my desktop. The iMac I have has a built-in camera but it's not quite as high-def as this one. But it's night time, so I'm using a lamp just in front of me here to pick up the visual and get some lighting on here.

I've got a new microphone, too. It's Easi. It's just sitting down here and hopefully, it's picking up everything correctly, which is actually the first question I have for you. If you could go to the chat room, just let me know that you can hear me and see me correctly so I know that everything is working from your end, as well. I'll just make sure the chat room is there. Yes, okay.

Welcome! This is a Webinar Jam-powered coaching session with me, which means we're using the Webinar Jam software on top of a Google Hangout. If you have any technical issues, it's probably got more to do with your internet connection at your end. This is being broadcast live through Youtube, through Google Hangouts live so, there can be some internet connection issues if you don't have a great connection. If you live in Australia like I used to, I got some pretty bad connections down there, depends where you are in the world.



I'm already seeing that there's some good tech, some people telling me everything's working. Tian, Lucas, Cathy, Bridget and Vera. Thank you for letting me know it's all working. That's great to here. I'm going to dive into the instructions for anyone who's new. I've already seen that the room is full. People listening in. I can tell we're good to go.

How this works is you have the opportunity to ask me a question and have a coaching session with me in many different ways. The first way and the best way in my opinion is for you to request to speak to me live. And then, through the power of Google Hangout, I can bring you live onto the stream and we have a two-way, face-to-face connection if you have a camera, of course. If you don't have a camera, that's okay, as long as you have a microphone, we can speak. We can basically go for as long as we need to, to answer your questions, solve your problem.

I'll invite you to do that right now. If you do want to speak to me live some time tonight or today, depending where you are, press the request to speak button, which you'll find on the right side panel on the screen. It's the Webinar Jam control panel, right near this chat that you should be able to see.

It's a little bit tricky sometimes with the live chat because what has to happen is I have to click a button at my end to approve you and invite you in to join me live. Then, at your end, you see some windows pop up saying "Are you okay to broadcast your camera and your microphone and come on live?". Your job is to say "yes" to any of those pop up windows.

With Webinar Jam, there's, sometimes, a bit of a weird disconnect between Webinar Jam and the Google Hangout. And you raise your hand and then,

it might not work and I may ask you to raise your hand again. It does seem to be almost guarantee that at least one or two people have a few issues with every single webinar. But hopefully, this could be the first time everyone gets a smooth connection.

I'm already seeing that we've got a couple of hands raised from Bridget and Alice there. I'm going to get you guys in a moment. The other way to ask a question on me is to send an email in advance. So, whenever we do one of these live coaching sessions, within a few days to a week before the live session, I'll send you a warning email letting you know to register for this and also that you could send me an email in advance.

So I've got five people who've sent me email questions in advance. I've got their written down questions ready to be answered. I'll get to those throughout this coaching session.

And the third way to ask me questions is in the chat room. The chat room will be the last area I'll go to. I want to make sure I deal with all the live people and the text email questions first. Then, if there's still questions from people here with me, maybe you don't want to speak with me live, you just prefer to type your questions in the chat room, I'll do my best to answer you that way.

Now, if you have any technical issues, any problems at all, use the chat room. That's the best place to let me know about those things. I'll keep my eye on it. And I believe, we may have one or two of my team members, EJ team members here with me. I think I saw Laura was saying she was going to pop in since she was not doing here Ukulele lessons. That's unfortunate, Laura.



What I'd like to do now, though is, before we start with the questions, I just want to tell you about something that I'd like you to join me in. This is a beta test. So, if you're part of the EJ insider community, you received the email from me last week, letting you know that we're actually closing down EJ Insider Community and switching over to what's called the Laptop Lifestyle Academy.It's a brand new system.

I'll quickly just dive in so you can have a look at what it looks like. I can't really tell you much yet because it's still a work in progress but we're setting up the brand new platform. EJ Insiders (just open the window here) will have access to this, probably at the end of next week. I think we're about, almost ready to do the early invitations. I'll just switch screens to get a quick look. You should be seeing the inside of the Academy now. It's brand new, it's a brand new platform and I packed it with a lot of things. I just want to, I'm not going to go through now because this is brand new. There's a lot of training. We're going to be doing hot seats. We're going to continue to do coaching like this. There's also a tool kit, FAQs. I'm going to try and arrange meet-ups as well. Lot's happening there. That's the first of the big news.

The second part of the news that I'd like to invite you to take part in right now is the new Slack chat. As part of this Laptop Lifestyle Academy, the move to it, I'm inviting all EJ Insider members and also if you're a Blog Mastermind member, to take part in the Slack chat.

If you never heard of Slack before, it's a collaboration tool. I use it with my team to communicate and basically throughout the day chat to each other. It's a bit like Skype chat where you're text-typing each other when my team and I organize things. What I've done is set up a brand new Slack chat, it's called thelaptoplifestyle.slack.com.



What happens is you need to get an invite from me in order to be invited to participate. We're running it as a beta test and once the new academy is available, we'll roll it out to everybody and invite everyone who's a current active member into it. But right now, you have a chance to come play with it with me and the other early adopters.

I'll just show you how simply it really is and I really love it because it's got some great apps for you to make use of the chat. And that's the main reason why I'm introducing this. It's because I feel that we need a place where we can interact not just sitting in our computers but having a place for those of you who really like that ongoing dialoguing. I'm in there all the time because I love Slack.

It's pretty straightforward. This is Slack chat window. My application's up. You can already see Cathy who's a regular member of the EJ Insider, had a good chat with Amanda, one of my team members earlier just before this live broadcast. And I'll just scroll back, you can see some of the early adopters had been in there.

It really is just chat. It's not complicated. It's a chat room. Yes, you can share a few things like add pictures. But really, it's a place for us to chat live to each other. You can send direct messages. I can create different channels. But primarily, we're just going to use this first as a testing place to see how people want to connect with each other live. What I really want you to do is get the app for your phone because what I'm going to be doing is letting you know about everything going on in the EJ Insider, in the Academy, in Blog Mastermind through this. This is really the direct, most direct, most up-to-date form of communication you will have. It's very personal.



To get your invite to this, really simple. I just need you to tell me what email address you want invited. If you're an EJ Insider member, you can just go log in to the community. You'll find the post I made about invitations. Just write your email and reply to that post. Or, just send me an email. If you really don't know, you're a bit confused, just right me an email at yaro@blogmastermind.com and let me know the email you did like to have an invite sent for the new Slack chat. And that's free. It's coming only for members, though. This is an addition I'm bringing out to all of our community, and all of our Blog Mastermind members as a way to stay in touch, as a way to connect with me and just to really have a personal dialogue with other people and get resources as soon as they're available.

I'll put that out of the way. Let's jump into the Q and A mode. I'm going to start with the people who raised their hands to speak. If you want to also speak to me, just hit that request to speak button. I'm going to have a go first with Bridget because I know Bridget's system usually works. We'll start with you, Bridget and I'll invite you in. Then, I'm going to move on to the email questions in between the live questions. As always, there is a recording made of this entire Q and A session and it will be sent out to you, usually within 24 hours after we're done.

I can see Bridget has already, had a smooth transition into the live chat room.

Bridget, good to see you

BRIDGET: What else is happening here hang on, I'll just...

YARO: How are you?

BRIDGET: I'm good! how are you?

YARO: I'm good. We're having a lot of dialoguing lately, Bridget. You are everywhere. You are in Slack chat, you are in the community...

BRIDGET: I am. I'm on a roll.

YARO: You're podcasting.

BRIDGET: I am. The podcasting has been amazing. The results I've got from there, really. I get very little traffic to my site and it is four times as much as normal. And I really haven't put it out there. I only really put it on Facebook at this stage.

So, I'm pretty stoked with that and I paid 60 whatever it is downloads and uploads things on Libsyn I noticed, over the last couple of weeks.

I went well, for me…

YARO: [*Inaudible*]

BRIDGET: … for me. Yes, It's a great… for me, I mean I'm stoked. I thought there might be about two. So I'm really happy.

My question, I did send you an email but things change all the time.

My question is, since the podcast is going well, you know I'm writing for a couple of websites, I'm trying to get better at so I can improve my traffic. [*Inaudible*] going well, should I try and monetize them or not yet?

YARO: I think I replied to you in the community when you raised this question about charging money for the podcast and monetizing them. I really think even with 60 people, so you had 60 downloads, if you try to monetize, you're just not going to make much money with that if any. You're really at a phase about audience growth not about monetization.

The best chance for you to turn 60 people into good money is to sell them either coaching from you or a digital product which I don't think you have quite available yet.

I really think use the podcast for what you are already doing, connecting with your audience, reaching new people but have one call to action in the podcast or maybe two, but the most important one is join your email list, and you can say, "I'll send you my latest podcasts, you'll get my latest blog posts…" Whatever it is you want to do, but make sure you convert everyone or as many as you can of those podcast listeners into email subscribers, too.

The other call to action you could make is just asking them to subscribe to your podcast and iTunes, as well. It doesn't hurt to have both but I would do the primary one, subscribe via email. I don't know if you already got some kind of a freebie you give away on your blog whether it is a checklist, a handout, a free report, or a video, you could just say at the end of every podcast, go to www, your domain name, download, opt in to get or actually it should be www, your landing page, not really your blog but your landing page opting for your email freebie. That way, you just got that circle going. People find your podcast and they get on your email list, discover your blog. Maybe they discover your blog and discover your podcast. You got a

nice symmetry between those three communication tools which is how I built my business.

My current business was built on blogging, podcasting, and getting those people on the email list and then starting product selling. But to clarify, I didn't try and make money from that. I'm not saying this is the path for you because I was doing some other things at the same time. But I didn't try and make money from that whole system until two years later. I had five thousand email subscribers after two years. You might wonder.

And the reason why it is important to, this is a mindset issue, if you start thinking about making money, and you try and make money and you don't, you're going to kill your motivation. If you see this as a growth vehicle that is building your audience, and then when you try to make money you are doing it in front of a thousand people maybe as a goal or five hundred, that gives you a greater chance of making a sale or getting a customer which will fuel your motivation.

And even the way you start talking to me, you were saying this is four times the traffic I ever had, now you can double that again and double that again right?

And then you can start seeing them subscribe to your email list. That's so motivating. I want you to keep going towards the motivating things and avoid anything that might demotivate you like not making a sale but you're trying to sell to 60 people which is not enough to really potentially making sales.

BRIDGET: Yes.

YARO: Does that all make sense?

BRIDGET: Yes, definitely. I knew what you were going to say. I really wanted to [*unclear*] who made sums of money. I get a bit frustrated because I hadn't made a cent, ever, really. And it's like, I feel like maybe I'm just going to block. But then, I don't even know I don't think I do. I think I'm just going to keep on going, keep on building and it will happen because virtually nobody is interested in the coaching. If you look at how many people go to the coaching page, nothing.

Even with the opting and the freebie offer, nobody really even downloads it. I'm not even sure why they're signing up so, I'm going to look into all of that as well and find out what's going on and how I can improve that as well. I feel like there is something I'm missing.

YARO: You might find that it's hard to sell coaching straight up. It's a high-priced item. You are looking at a $100 sort of a minimum type thing. That's something that requires a bit of traffic, a bit of authority to build up. You might find just for the sake of feeling what it feels like to make some money, you get an affiliate product that is low priced that you're personally using or recommending.

I don't know if there is a book you've read or a course you've taken. It might be a $30-product or $20-product or something. You'll have to do a whole campaign around. Just in one podcast and recommend it through the podcast. If you learned something great from some sort of training you did with Deepak Chopra or something like that and you want to recommend his membership sites or one of his books. No guarantee that it's going to make a sale but probably an easier sale to make it at a lower price if we are talking 10, 20, $30 products, just for the sake of the feeling and knowing.

I know what you are coming from because I had the same issue the first time I ever wrote a blog post in an attempt to make money. I didn't sell coaching. I was selling a Perry Marshall ebook package that sold for I think $40 and I would make $20 commission. And when I wrote the blog post, I just sat there and promoted his whole package in one blogpost. I would not recommend doing it that way. I talked about what you've learned from someone and then recommend their stuff afterwards.

But I went to bed after publishing that blog post pretty much saying this will decide whether I keep doing what I'm doing or I'm going to throw it out of the door because it is a waste of my time. You live in extremes when you are new because everything is either demotivating or motivating to the extreme. That is why I want you to celebrate what is working and the...

BRIDGET: I do.

YARO: You experiment. Try affiliate marketing, your coaching is not working maybe like one thing you can do is start working towards creating your own low-priced product.

Why not, if you want to, if you are getting podcasting, you are really liking that medium, the one way you could sell podcasting, I don't think you sell podcasting but you sit down and you create a ten-part audio training series that is not part of your podcast.

It is a product, it is a course that you can take people through and charge $49 for it or something like that just to get your own product at the door that's a little bit lower priced, higher value. It's not just coaching. It is

something physical, not physical but something tangible that they download and they can go through anytime they like.

Plus, you're adding to your product suite. The more products you make, the more money you make. It is a simple equation. That's an option, too.

The answer is to experiment. If something isn't working, try something else.

BRIDGET: Yes. I'm just wondering if something like that can be right for... because I'm trying to focus on midlife women with podcasting.

I suppose I can bring it right down to… I was even thinking about focusing on midlife women trying (because that's what's I'm doing), trying to get an online business going. It's like the journey of doing it because I know a lot of us struggle with concepts and the younger... You guys have got it together. We're still tearing our hair out or feel a little bit pressured, I suppose, to try and keep up.

I know a lot of, and you know it yourself, a lot people over the age of say 50 or 60 really want to do it and then they just drop because they're just too challenging [*unclear*].

YARO: That's an easy thing to test if you want to test it. You are going to a crowded space if you do that but you might just find as a lot of people who start putting themselves on the internet, when you build a tribe, the tribe will learn from you. So, yes they could learn tech from thousands of other people or places on the internet but they like Bridget, they want to learn from her.

The simple answer is ask people. When you next publish your podcast, say "I'm thinking of putting together a package like this. Write me an email and let me know what you would like to see in the package."

This is the thing about having an audience, why I don't want you to get too caught up in what you sell yet because the day you have a thousand subscribers on your email list or a thousand listeners on the podcast is the day you can just go and publish something and ask to get this answer.

"What do you want from me? Do you want coaching on basic technical things? Do you want midlife crisis coaching? Do you wanna know how to travel around the world on a shoestring budget? What is it that you like about my story that you want help with?"

I still think honestly, get all the stories out of your head into the podcast and blog post first because you are starting to build momentum but it doesn't keep going if you don't keep feeding it and that is more important than suddenly stopping and having to create a product, what would stop you from creating a new podcast.

Keep the momentum going and then, just do the little simple test like ask the question. Send the email through the audio and say, "Hey, I'm thinking of doing this. What do you think? Send me an email. What you would you like to see in it?" See if you can get responses. That is step one. Are they actually listening and interacting with you or replying?

Interact… they'll email you, get them on to Skype call, have a conversation with them, find out what they want to learn. Escalating the relationship you have with people and you get closer and closer to finding exactly what you

should sell, meanwhile your audience is growing too and that is the great thing about doing that.

BRIDGET: Yes, cool.

I do have an autoresponder set up. I was working on a free course as well and then, everything suddenly overwhelms me. But, it started so, that's good. At least, I've got the outline of the free course going and I want to upsell it to a $30-course. So, it's a bit [*unclear*].

YARO: Where's your energy going?

BRIDGET: Hmmm?

YARO: Where is your energy going? What are you get excited about doing?

BRIDGET: Interacting with people. I love interacting with people. I really like the podcast. I seem to be doing Skypes with people from all over the world lately. It's like three or four times a week I'm talking to somebody. The energy in which way do you mean to do with the actual blog itself?

YARO: Just you personally, you answered the question. If talking to people and podcasting is your answer, keep going there. Don't fight what is not working, go with what is working. It's always the answer.

BRIDGET: Those things are just coming to me constantly, yes. I have an awful lot of women who really want to tell their story.

YARO: Next time you talk to them, ask them, "Hey, I'm thinking of doing this, what do you think?"

BRIDGET: Okay.

YARO: Would you pay for it? What would you want in it?

BRIDGET: All right. I'll do that. I'm actually thinking about putting a quiz on my website as well.

YARO: No such thing as too much feedback, that's for sure.

BRIDGET: Actually that would be a really nice idea, I mean collect the email. But, I got to figure out Mailchimp on how to do that, and get maybe going.

YARO: No problem, Bridget. I know there is a lot of variables there but you are making progress. I'm seeing it every week so, that's fantastic.

BRIDGET: Thank you. All right, thank you very much for your time.

YARO: Talk to you soon.See in Slack.

BRIDGET: We will! See you.

YARO: Okay, bye.

BRIDGET: Bye.

YARO: All right, thanks Bridget!

I still can see Alister and Tian. I know you guys want to ask me live. I just want to do with one of the email questions. We'll just swap back and forth between live and email.

So, first of the live questions is from a long-time email question sender, Radislav. I think Radislav always seem to send in a question or two.

Radislav has asked…

"I have two to three videos which are for webinars. I want them to be run when I want like a few times per year. How can I do this automatically? I want to set the dates and forget about it, put it on autopilot."

Okay, there's software tools. The one I use to do things like that is called WebinarJam.

I'll just pop in into my WebinarJam. It's actually called EverWebinar. I'm going to switch over to EverWebinar. What you can do with this is, I won't go into it because it will get you too confused. This is EverWebinar. What it does is it allows me to setup automated webinars that literally it is amazing what it can do. It allows you to set up a landing page and then, people can sign up and you can decide whether the webinar will be broadcast on certain days.

You can do set dates or you can just do every Wednesday during every week, once a month, or maybe just few hours from the point that a person is registering. You got a lot of control and it sets it up to run like a webinar, exactly like we are doing it right now and you can make it seem it is live because you can have a chat room and it can record the previous chat you

had in the live version. You can turn that into a recording or don't worry about the chat room. If you just want to upload a video and run the video as the live webinar training, this can do it as well.

EverWebinar is just one option. I don't have any experience with any other platforms but there are a good dozen of those out there.

What you need to look for, go to Google (I'll do this with you now), and you type in Evergreen Webinar, that should probably do it. There's EverWebinar, Evergreen Business Systems, Easy Webinar, Automated Evergreen Webinar Business System, WebinarJam it's that one.

As you can see, there's a number of options you can look through. You're basically running an Evergreen Webinar so you know what that is. And yes, they are great because you can literally create a training video by yourself, not live. Set it up to be presented as a live webinar that other people log in and watch.

You know you do not have to be there. You can be there if you want to and answer questions in the chat or answer them live. Entirely up to you, very powerful tool. My advice though, do make sure that you're confident the video you make is actually a good training and ideally, it gives you the result you want. You don't want to record a webinar that doesn't actually make sales and use that one. Try and test things and make sure it sells before you set it up to be in Evergreen autopilot webinar.

All right Radislav. Thank you for that question. EverWebinar or WebinarJam is what I use which we are using right now. WebinarJam is the live version and EverWebinar is the recorded version.

Okay, I'm going to switch back to questions again in the chat room.

I think Alister, you are next. I'm going to invite you in. I've hit the button and you are now invited to join me live. If you're ever having technical issues with this while we wait for Alister to join, what you need to do, if you are not hearing me or you're not seeing me or maybe the screen is very fuzzy, unfortunately the fuzzy screen issue is often because of your internet connection, but sometimes just resetting things will fix it.

Close down your browser, go back to your email and then re open the link that sends you to this webinar and rejoin. That might fix your problem.

One of the things to do is also turn off any other downloads you've got. If there's movies going, music files downloading, or course files running, even Youtube videos being played, that will hinder the performance of this webinar because the bandwidth gets shared.

Alister, I'm still waiting for you to join. You should have seen some invitation pop ups, you need to say yes to any of those to join me live and then, like Bridget just before, hopefully you'll have your webcam and we can talk live as well.

Okay, since you might be having a bit of technical issue at your end, I'm going to invite Tian, as well. I think one of you will be able to get in. That always seems to work if I invite two at the same time.

Okay, let me see if I can do that now. What we'll do is I'm going to reset it since I don't think it was working. Tian and Alister, please press the request to speak button again. While I'm waiting for you guys to do that, I'm going to go to the next of the email questions and answer that.

Okay, Francis asks…

"I followed your suggestion for the automated lesson leading to new subscribers to blog posts I planned for the email course. As you recommended, I offered 40% off on a service. In my case, it's a social media audit. The normal price is $297 but with the 40% discount, the cost it's just $178.

I'm having misgivings about the first purchase. I think it's too high but it's the only package I can offer. When signing up for other expert emails, I'm seeing that the typical first purchase is anywhere from $0.99 to $29 maximum. What should I do at this point?

I was thinking of offering a steep discount on my consulting fee of a $110, so that I would charge sixty or seventy five. What should I do?"

Good question, Francis. This is fantastic so, first of all, I don't recommend heavily discounting too much like your private consulting fee. I don't want you to discount that because it just cheapens the value of your expertise.

You've got two options. One, you create a stepping stone product just like you explained that other people are doing. A stepping stone product is a lower priced product that brings a customer through the door. You don't get rich on stepping stone products unless you have huge amounts of traffic.

But, a low-priced ebook or maybe a low-priced course that's only one video or one audio. It's maybe a one-hour long training. Something that you can justify somewhere between I would recommend not going less than $9,

somewhere between nine and forty nine is a good low-priced entry point. My products are usually about $29 at that pricing point, at that level.

The good thing about that is, if you create like you have done, you got this two-week course that's full of your blog post that you email to people, if you make an offer for example, your product let's say you decide to create an ebook. It doesn't have to be a 100-page ebook. This could be a compact 60-page ebook that you write out just by creating five or six blog posts that you put together into an ebook or you could just sit down and write it in one week whatever you like what to do.

Whatever it is, you come up with a product at that price point. Maybe the public price is $49 but the special discount you offer in the email course is $19 or $29. That way, you got this product that's lower-priced entry point. Get them to buy that, then you sell the $297 social media audit to people who bought the book because they are much more likely to want to take the next step with you since they have already spent money with you. They have already experienced one of your products. That's a more qualified warmer customer, so to speak. So it will be easier and you get [*inaudible*] $297 product to those people.

The other option which is not something you have to do. This isn't an either or. You can do both of these things. But, if for example, the idea of putting together an ebook, it just seems like so much work. You just don't feel like you want to go and create another product as an entry level stepping stone product. The other option, in order to sell anything, the way you should think about this, the higher pricing it is, the more trust and justification you have to build up within a person.

That's what a stepping stone product does. It builds trust. It brings people into your world. It delivers value and gets them closer to spending $300 with you.

You can do that with more free content. Some people go, they don't have any stepping stone product and they go straight to a thousand dollar course. They do it by giving people a ton of value upfront -- lots of blog posts, maybe a full on hourlong webinar training, maybe they do two or three different webinars and all of them sell their $1000 product.

All that pre-training, all that initial information is trying to get a person closer to spending money. So, if you are going to go out there with a $297-product, whatever you do leading up to that just needs to be a bit more than a couple of emails or a couple of blog posts. Up the game.

In fact, at $297, you have reached the point where a webinar could come in into the picture. You could run this email course and then say, "I'm running a webinar," and then run a one-week long webinar campaign and that during the webinar, you offer the social media audit.

You go from opting in to your email list, send some blog posts. The blog post and the email list say, "Hey, I'm doing a webinar." Get people on to the webinar, run it and then, on the webinar, do a big promotion for your social media audit.

Either put a stepping stone product in front of the $297 or do a bigger build up to the $297. Those are basically your options, Francis. I hope that makes sense. This is something you got to play around within tests so let me know if you have any questions. Feel free to email me for the next live coaching session. Join us in the Slack chat if you want to follow up and we

can talk about it there. Or, of course, if you're in the academy or in the community, we can chat about it there, too.

Okay, I'm going to switch back to my camera and look at Tian. Tian has raised her/his hand. I don't know if it's male or female, Tian, sorry. I can't remember who I've spoken before but i'm going to invite you in and hopefully, we can speak now and we can have a live coaching session.

You're going to get some windows popping up. Say "yes" to join me live and we can do some one-on-one coaching. I'll check the chat room too guys. See if there's anything going on.

Lucas, Cathy, everyone seems to be talking about Bridget's site. Everyone's telling me it's working... Okay, looks like it's working everywhere. Maybe, Tian's had some issues with your video. It's not good Tian because you're supposed to be joining me live.

You might be having some, maybe, some bandwidth issues connecting with me. Anyway, hopefully you can say "yes" to those windows and you'll chat with me. I'm going to switch back to the live questions while we're waiting for Tian to join me. And Alister, your hands are not up anymore. I don't know if you changed your mind about asking a question but please just hit request to speak.

And that goes for anyone. If you want to talk to me live as Bridget did, that's the best way to get the most tailored answer because I can really, as you saw with Bridget, we can go deep into these subjects and really find an answer for you.

That's never quite the same as text-based chat or even sending an email question. They don't get the backwards and forwards feedback from you to really see where you're at with that.

Anyone else having any issues with the camera? I see Tony and Tian and both said there's a bit of issues with your video? As I said, this is a live stream using Google Hangouts which is entirely dependent upon...

Ah! I've seen a little face pop up. Tian, how are you doing?

TIAN: Yes. Good, how are you?

YARO: I'm well. I'm glad you joined us.

TIAN: Yes, this is the first time. I just got into Blog Mastermind last week. This is my...

YARO: ...first coaching session.

TIAN: Yes, exactly.

YARO: Welcome! Good to have you.

TIAN: So, here's my situation. I've got a book coming out. They're written about the creative process and craft. It's coming out some time end of June, early July. I want to have my website and sort of product line ready by the time that the book comes out.

I'm not sure that the audience is the correct audience but I decided that since I'm going to be working to create the book anyway, it makes sense to start with that audience and if it doesn't work, do something else. So...

YARO: What was the topic again? I just missed it when you described your topic.

TIAN: Oh, sure. It's the creative process and craft, it's called Master your Craft, Strategies for Designing, Making and Selling It.

YARO: Oh, crafts. Okay, right. Got you.

TIAN: Right. What I'm trying to figure out is one, how to drive traffic to my site. I have a blog following already for my personal blog. That's about 230 subscribers. I have a fairly large tribe of people who are watching the things that I do and who are interested in the book. I don't know how to translate that into sales of things that are not the book.

YARO: Okay, so you want to focus on not the book launch itself but how to turn the people who end up buying the book into customers of what else you sell, is that right?

TIAN: That's right. The book itself is an overview and I can give you slices from that overview. But, I'm not sure which slices the people would be interested in.

YARO: Okay, when you say slices, you want to run some courses or something like that, is that what you mean?

TIAN: Um...

YARO: What else do you want to sell? What's the goal after the book? Higher paid products?

TIAN: Yes. We're looking [*inaudible*].

YARO: I think we lost you Tian. Your connection just froze up. Okay, Tian, I think you may have to reconnect because I'm seeing a frozen Tian right now.

TIAN: Sorry about that.

YARO: Tian, I'm going to have to duplicate and… Go ahead! I can see you again.

TIAN: Great. Where did I disappear?

YARO: You were just telling me what higher priced things you're thinking of selling.

TIAN: Right. What I'm thinking about is that there are basically two problems that my audience wants to solve. One of them is how to make better work and the other is how to sell their work. And so, I was thinking about doing a series of classes on the various parts of the creator process that will help you create better work.

YARO: Okay, do you, like, when you say that, you don't have anything made yet?

TIAN: That's right.

YARO: So, there's no courses, there's no community subscription, no membership area. All you're selling soon is the book and then you're going to decide what to build to sell to people after the book launch. Is that the idea?

TIAN: Yes, I have plans for marketing the book, for doing guest blogging and things like that. I'm confident that I can get a fair number of eyeballs.The question is how to attract, retain and monetize those eyeballs?

YARO: Well, this is deciding what you want to sell first. Personally, I recommend, when you're go to a book launch, you don't want to jump to a thousand-dollar product from that group without something in the middle of that. You might go book launch to webinar to course launch. But, I actually think, in, for example, crafts as a subject matter, it's such a community-based subject. I think you probably already know that because you're probably a part of a few communities around it and you market to them and so on.

I think, a great first product to sell is some sort of subscription-based membership community with you as the leader. It could be training. It definitely would have to be interaction, either Facebook group or a forum or a chat, all of the above potentially.

But a product that's priced, not too high, like not too far from the book. I don't know what the book's price is but I'm assuming it's under $20.

TIAN: $30, yes.

YARO: When they buy the book, you can say, I'd actually get this ready pretty much for the book launch. Don't do this too far after the book launch but say, "When they buy the book, do you want to go in a one-month trial into our crafters paradise community or something like that. And, it could be a simple $29 a month on going subscription," something like that. It probably can't be much higher than $30, 19 to 29, something like that.

Then, you decide what they want. The good thing about a community, it can grow with the membership. If you could find people on a certain subject matter, you create a training for them about that. You create a new form about that. You run a live coaching call, like we're doing now, or a live video tutorial, like a webinar or something like that. And you can keep addressing people's needs.

The beautiful thing about a coaching community like that or a membership community is if you sell a book, when you offer a free trial, you don't need much ready to go. Really, all you need is the community itself which in simplest form, can be a Facebook group and then a plan in place from the day after it launches to start interacting with those people to make sure they're getting something for their membership and also excited about staying a member. That will be the lowest hanging fruit option from post book launch or during book launch.

Everything after that really is about ramping up based on what your audience needs are. And the great thing about a paid community, plus not to mention, all the customers of the book, you've got buyers then. And the buyers, what they tell you, what they ask you, what they want help with is the best information you could ever get about what else to sell, what else to create.

Building in some kind of survey mechanism, something simple is, maybe not the first email but the second email they get after buying the book is "Hey, what's your biggest problem with crafting or what are you most interested in with crafting? Hit reply to this email and tell me."

I've got a couple of those types of surveys running in my email list all the way to more complex surveys in my... create a full on form where people can fill out information using something like Survey Monkey or your own tool. That can be okay but sometimes it controls the answers too much. You have to be careful with that, all the way to more open-ended things.

Right now, for example, if you start doing, you could do a live free Q and A to all the people who buy the book within the first week after they buy it. Get them on a webinar like this. Have them email questions in advance. Have them type in the chat room. Just like we're doing now. Everything they ask you is such good information. You, right now, you're telling me amazing feedback on what I can build my business. You're giving me ideas. You're giving me advice just by asking me questions.

You can get the same thing from your customers just by making this kind of interactive tools available. I think coaching community, those are two of the best market research tools you have about learning about your customers. I put those in place.

And then, when you find out, you might find out, "Okay, (I'm not a crafter) but I got to make a paper mache class subject. I'm going to create some sort of program because everyone is saying they want to learn about paper mache. I'm going to do a special three-hour training. It's going to be live. I need to record the videos. I'm going to set up a little video setting. I'm going

to do some paper mache and I'm going to then sell that to my audience because everyone's telling me they want that.

But you don't make that decision until you've got the initial feedback from the book buyers. So, my advise, step one, consider a subscription membership to go with the book, so you can convert all those book buyers or as many as you can straight away. And then, start researching from that group what next level product to sell.

TIAN: How do you...

YARO: Sounds reasonable?

TIAN: It sounds reasonable but how do you build a thriving community if you start with only one or two people?

YARO: [*Chuckle*] Try and start with 10 or 20. One or two is very difficult. That's not a community. That's a mastermind group, maybe? We can't call that a community. It really depends on your volume. One of the things with a community is you can get a core group. Even right now, my community is very small but there is a good solid 10 to 20 people who are daily active contributors and they interact with each other as well as with me.

What you need to do is you foster a group. Ideally, try and get as many people as you can in up front because the nature of running a community, a fairly large proportion of people don't want to participate because they're too busy. They're procrastinators. They're shy. They're afraid. They got confidence issues. They're confused. They're frustrated. All those sorts of things.

Then, there's the people who might be excited to begin with but then it tapers off and then they disappear and then, there's the die hard fans. Really, you need to nurture as many of them as you can. You support them. Give them what they want. Invite, try and get more people like that in because they're the ones who carry the community as well.

That's the rule for any community whether it's a free one or a paid one or coaching, mastermind, whatever it is. If you don't think you can sell a lot of people into a community from day one, if that's your concern, you just don't have the traffic volume, maybe you should pitch it in a different way. Don't call it a community. Call it a small mastermind group or a small crafting group. Maybe in your phase, it's the best way to put it. It's personal time with you. You're going to still have a Facebook group or something like that but, you're only expecting five people or ten people.

In fact, you could actually tap it deliberately. If that's where you're at with your marketing, I would actually recommend saying, I've only got space for ten people because it's the first time I'm running this. I want to give close attention to these people. We're going to build a program together.

TIAN: And that also justifies a higher price.

YARO: It does justify a higher price but on some levels, it also justifies the lower price because they're beta-testers. You could basically say, listen, there's not going to be much there yet because we're just building this together but, because of that, instead of being $99, like it's going to be long-term, it's just $29 now something like that.

TIAN: Yes. And you're recommending a price point of what?

YARO: How much is the book?

TIAN: $30. Well, I mean, before they buy it on Amazon, I knock 40% off.

YARO: Okay, so, normal full price for the book is $30.

TIAN: $30.

YARO: Okay, I'd recommend, it depends on what's available on your market and what they're used to paying. Like, you really got to know your industry for this answer. But, at a $30 book price, let's say at the launch, you're giving them a hefty discount. They'll probably be paying what, like $16, $15, $14 for it, is that right?

TIAN: That probably.

YARO: What I would do is, if you're going to cap it, you're only going to do ten or twenty people and you're going to say that, then state the price and I would recommend $29 a month or maybe $19 a month, not too far away from whatever they're paying from the book.

If you don't cap it, if you're going to get as many people as you can in there then one month free. Give everyone a free trial, get as many of those book buyers in with a free trial and then after the first month nineteen dollars a month. I'd keep it still really close to the price of the book.

TIAN: Okay.

YARO: You'll probably get more takers or you will get more takers for the free trial for obvious reasons. That can be a good thing because what you

have to decide, is this a Mastermind group that you're going to be really working closely with or is this a community that you're trying to take on its own energy, it's own identity on a longer term. How much time do you have to give content to this community to perhaps do coaching calls or special trainings or things like that.

TIAN: Okay. I think that answers my questions.

YARO: Awesome, Tian. I'd love to know how it goes. If you want to jump on a call after the book launch, love to hear the feedback.

TIAN: Okay, I'll do that.

YARO: Awesome. Thank you for your questions.

Okay, so I'm just seeing that a few people are having problems with their video quality. I don't know how it went with me and Tian talking then. If you could see and hear us. I know Lucas is having no problems. Looks like Bridget and Tian and Tony. Tian, you looked really clear at my end but I'm on a super fast broadband here in Canada.

Anyway, thank you Tian. That was great, great subject matter there. I loved that.

Alister, we're going to try again I think on our live chat. Alister, I want you to raise your hand one more time because when I invited Tian, I think you got invited at the same time but it didn't come through.

Alister or anyone else who wants to ask me questions just like we did with Bridget and Tian. Now is the time to hit that request to speak button. While

I'm waiting for Alister and everyone else to raise their hand if you'd like to talk to me live.

Actually, Alister since you just hit the button, I'm going to invite you in right now so we can get you here since I know you've been waiting for fifteen minutes since this call started. You raised your hand at the beginning, I believe.

Alister, hit yes to any buttons so that we can see and hear you and fingers crossed you will join me. While you're doing that, I'll just quickly check the chat room.

Okay, I'll answer Pacita's question in the chat room. I normally save this for the end but while we're waiting for Alister so I'll just to broadcast Pacita's question to everyone.

Pacita's quick short question while we're waiting for Alister is, "Can we charge a fee in a Facebook group? I don't think that's allowed in Facebook, isn't it?"

You don't charge a fee in the Facebook group, you charge a fee at your end and part of what you sell includes a private Facebook group. That's really common. For some people, that is the entire product. It's just a Facebook group where you get access to a mentor or a leader or a coach as well as the other members. Usually there's some kind of resources, some kind of training or software or tools and you sell that at your end, with a sales page or a sales video, a checkout page to buy the product and then you invite them to join the private Facebook group and run it from there.

I personally don't do that. My free group that's called the Laptop Lifestyle, that's a free Facebook group. The paid community which is the Academy is running on a forum platform we're about to switch over to what's called Invision Power Board, which is a forum that's private. I'm paying yearly for it. It's got a lot more tools than just a Facebook group.

But, Facebook groups are all the rage right now. I mean everyone is including one that every product that they sell, if you're doing a course, if you're doing coaching, there's the Facebook group included. It's an easy added value and a great way to keep connected on mobile with your customers so you know, yes. Long story short Pacita, you certainly can charge for a Facebook group but you just don't do it on Facebook.

Okay, Rebecca having a few issues with sound. Pacita, "No problem here, video and sound good."

I can't really do much about the quality. Unfortunately, it's all about your internet connection. What you can do if you're having any sound or video issues is just see if there's anything else being downloaded on your internet connection.

Maybe you have kids who are streaming NetFlix. Maybe you've got someone downloading movies on your broadband in your house. That will slow down the connection and then, slow down the stream you're getting from me which will cause it to be blurry and so on.

Okay, Bridget asked me…

Alister, I'm just going to quickly check what happened to you. Alister, you've been invited in so I'm guessing something went wrong at your end. Alister,

do you want to type in the chat room and tell us how you're going just to know where you're tripping up because you keep pressing to raise your hand so I know you're hearing me. I'm going to give you another chance to do it because it's clearly not working for you at your end. But let me know in the chat room how is it going.

Okay I'm going to just jump back to the email questions, Alister, while we wait for you to type in the chat room. Let me know where you're at. And answer I think we did Francis so now we're going to move on to Marie.

Okay Marie asks…

"I love the idea of calling an email sequence an email course. It's so much more tempting."

Yes I agree.

"My question is related to people's expectations on what a course includes. Have you ever come across any objections to people not learning anything from when emails in which you don't offer specific solutions and tactics? For example, the 'aha' email or the special offer email. I haven't written down my email content in the task sheet yet but I know roughly what I'll focus on and I'm relatively confident I'll be able to get around any issues so that people feel like they're getting value. Yet your perspective at this point would be great. I want to avoid people feeling 'duped' if that makes sense. Thanks, Yaro. Loving the course."

Okay Marie, good question. Just to clarify for people listening in who might not quite understand what you're saying here. If you're offering a two-week email course and it's not always sending an email that's a step by step

lesson, so when I teach you for example, in Blog Mastermind is to write a two-week email course, that includes some content where you tell your story and how you learn something. So you tell your background story and you explain your 'aha' moment, the big breakthrough you had, and then you might teach the tactics, the how to.

Marie is concerned that if they join what's called the "course" and then, the first email doesn't have any steps for them to take, it might not feel like a course. There's a bit of incongruency there.

The first part answer to your question, Marie just to give you the feedback is no one's ever told me they felt "duped" after joining my email course because, and this is a really key point, people still learn from your story. Even if you're not saying very objectively, "Go and do this," but you're doing it subjectively by telling them what you did, is still learning. They're learning by a story you're telling. In fact, that's often a better way to learn than telling them the steps. Tell the steps but if you tell the story behind the steps, that cements the message.

The key here is that you use storytelling when you tell your aha message and how you had this breakthrough. That is also using a story and it gives them learning. There is always learning. There is always education going on.

Don't feel that the only way people learn or the only way a course is a course is if it's technical, tactical, how-to type training courses.

A course is, you can see it in Blog Mastermind. Blog Mastermind is a big course that you've gone through. I'm not always giving you steps. I'm sometimes training you to get you ready for the steps. That's what my

two-week course you're supposed to do. You're supposed to teach your people but you have to open their eyes to certain concepts, certain ideas before you can give them the steps. That's what teaching is all about. That's what creating a course is about. I don't feel that calling it an email course is an issue.

If you ever get any feedback that people aren't happy, for example, they reply to a message saying, "Why do you try and sell me something on your email course?" There's two things going on there. One, they're just not the person you want to deal with. You get people who are time-wasters in everything you do especially the more popular you get, there's people who just love to complain, just love to hit reply to emails and tell you how much they hate your work. It's really strange that they still stay subscribed but they do.

In your case, you might just want to cut them lose, unsubscribe people who are negative. They're not helping you. They just seem to be angry. Cut them lose, say goodbye and wish them well and on they go.

If on the other hand though, you're seeing some constructive feedback like, "I don't really understand what you said here." That's a sign you can go in and actually make some changes to your content.

If it's repeating, if you're getting repetitive constructive feedback about some kind of hole in what you teach, that's when you potentially could make some changes. It probably just means adding another piece of content to answer the thing they asked.

Feedback is important but don't [*inaudible*] on the people who are just purely in a negative in an unconstructive way.

Marie, if you have anything following up with that, let me know. But otherwise, you just keep putting together that email course. I think they'll be blown away when you put it out to the world. How much of a difference having a two week email sequence like that makes to your business.

All right, checking the room. So I see Alister has disappeared or at least hasn't been able to come back and request to speak and I also see that he hasn't popped into the chat.

I just want to say Lucas thank you for joining. I see you have to bounce. Lucas, I am so close to hitting your questions. You're coming up, you're after Irene. Lucas, you just happen to get your questions in last in terms of sending it to us via email. So you're last in the list. But hopefully, we'll get a chance to have a chat in the Slack chat and also listen to the recording of this webinar.

Okay. I'm just going to check the… well I'll check the chat room questions since I see there's a couple here. Asked to broadcast Bridget's question, "On the Laptop Lifestyle, we signed up with our email. How did you do that?"

Okay just to clarify if you guys don't know, I have a free group called the Laptop Lifestyle which is a Facebook group. All of this is just a place to chat, it's a place for me to first connect with people. It's my stepping stone towards bringing people into my membership community on my courses but I offer help and advice there.

I'll just switch over to show you what Bridget is talking about. This is the landing page. If you go to LaptopLifestyle.me, it'll be directed to this page

and Bridget is saying how did I do this? How did I get this form I ask people to fill out?"

What happens is people come to this page, fill out the form, then they're told to go sign up to a Facebook group which is a… Let's see if I can pull it up in Facebook with that… Getting too much junk from [*unclear*] I see [*chuckle*].

Okay. Here's the Facebook group. First, they sign up here and then, they get sent here. This is designed for a couple of reasons. Just to answer your question Bridget, it's really simple. Get yourself a website address and whenever you tell people to join your group, send them to that website address. You don't need a domain name. You can just put it at your current domain name slash community slash group or slash whatever the name of your Facebook group is. And then it goes to your own page. Don't send them straight to the Facebook group, send them to your own page first then you have to set up the form. That's the harder part.

My tech people set this up to plugin to my system with Ontraport. You're going to need some tech help to create the form part of this. But, once you get that setup, it's really simple. They join. They fill up the form, they sign up, you send them an email that says, "Go join the Facebook group here." That's how we do it. And then, they hit the button to request to join and we approve them.

That's pretty straightforward. The reason why we do this though is also because, (a) it allows me to grow my email list, (b) it creates a qualification, an application process. You want to have a high-quality group in Facebook, just making people go through a process to apply and allows you to filter. If they're too lazy to fill out the form, then you don't want them in the group.

We had to do a lot of pruning of the Facebook group. There's a lot of spammers out in Facebook land so you really have to prune there a lot.

Bridget, I hope that makes sense to you. It is easy in principle but the technical aspect, I actually spent about three weeks on that landing page with my tech people. We went through three different designs that I didn't like until I finally found the design I liked. We only had to change the words, we had to set up the form, plug it into Ontraport. But, it becomes easy the day you have a tech person. That's the most important thing. I know you're working towards getting that, but you have to decide is that worth... is that your most important thing to do right now? It may not be for you, Bridget. For you, it might just be to keep podcasting.

Okay Cathy, I'm going to jump back to the chat room for… sorry, the live questions first. I can see, Jerry. We haven't spoken to Jerry in a while. Jerry, I know when you and I talked if it's the same Jerry and I think it is. We have long conversations. So, Jerry before we do a live session, let me just get to these email questions because I don't want to end up missing them because we have a three and hourlong conversation [*chuckle*].

Irene asks…

"I currently have a how to write fiction book that I published on Kindle which I will eventually tie-in with an online course I'm developing along with my blog. Yes, I'm still working on your terrific course. Sales are okay but not really great. And there are many limitations with Kindle publishing such as my not being allowed to excerpt chapters to entice new subscribers.

Would it be better if I remove my book from Kindle and simply self-publish it? If so, what do you recommend is the best way or platform? Could you

share how you publish your books which are are very professionally done? Thank you, Irene".

Okay Irene, first thing, I don't actually do any publishing in Kindle so I don't technically have any published books. I have my free reports, my Blog Profits Blueprint and other reports out there. Those are just PDFs that I give people through my email system. There's no publishing beyond my own website, sending them an email with a link to download the book, they're free. And it's not really a book. I call it a free report. It's shorter than a book.

Kindle and Amazon is a publishing platform is what's considered called self-publishing. You're actually just using their platform but you're in charge of the publishing process. So, my answer to your question is I wouldn't take it off Kindle because Kindle is a way to get new subscribers. It is a platform to reach people.

There's ways to improve what you get out of a Kindle presentation. First of all that's not my strength so I'm not going to spend any time teaching it. What I would recommend is I have a podcast from Nick Stephenson, I'll just pull it up for you so we can have a listen to it. He's had some great stuff in that.

If you can do what I just did for Nick Stephenson, Yaro and that will pull up this podcast interview. There's some great information there on using Kindle as a platform to grow your email list and things like that.

I don't recommend you actually pull your books off Kindle. You've gone through that work. It's a platform. But, because it's on Kindle, it doesn't mean you can't release it in other places, unless you signed some sort of

exclusivity agreement. I'm not 100 percent sure how that works, but I know other people sell books on Amazon and also sell it on their own website.

Often though they prefer to sell it just on Kindle because the more they sell on Kindle, the better your rankings are on Amazon. It's that classic formula. The more popular you are, the more popular you become because you start to rank better. That could be a reason to only tell people to get it from Amazon. You might want to have two books, one on Amazon and one you give away for free from your blog or something like that.

Based on all the interviews I've ever done with people like Nick and Joanna Penn and Joel Friedlander who are all in the publishing world, the best thing you can do is have multiple books, free reports, just have lots of content out there. What's important here is you don't get too caught up with perfectionism. Don't spend a year just to produce one book. I remember looking at Joanna Penn's library. She's got like eight books in fiction and ten books in nonfiction and she can write a book in three months. But, it's not 500 pages, it's not 300 pages. It's more a little over a hundred, 250-page type books, especially the how-to ones.

You might want to start pumping out a bit more and just be okay with them not being as long so you can have books on Kindle, you can have a freebie on your blog. You can really make use of all of these platforms since I can tell you're already a book writer. Have a listen to this from Nick Stephenson. That will give you some direction. Let me know what you end up doing, Irene. Thank you for your question. If you have a follow up, you know what to do. Email me for the next live call or join the community, get into the Slack chat that I talked about at the start of this, you can get an invite to the Slack chat just by sending us an email and asking for your email address to be invited to the new Slack chat.

Okay, I'm going to answer Lucas's question. Then, I'm going to jump to you Jerry because I know you're eager to talk.

Lucas, apologies. I'll just check that you're not in the chat room still. I don't know if you ended up running off. I think you may have. Okay no, I think you've had to run off. Lucas hopefully, you'll get a chance to listen to this in the recording.

First question from Lucas, "When you make content videos for your courses or your EJ blog, do you write scripts ahead of time and read them word for word or do you just make a general outline and run with it? Everything you're saying seems so smooth and natural so I had to ask."

Okay, let me give you a hint. If you want to sound smooth and natural, the best thing you could ever do is start a podcast. Podcasting is the best platform for practicing speaking that I've ever come across even if you don't interview anyone. You just sit there as I did. My first podcasts were me sitting down and talking into the microphone to record my voice just telling stories about business ideas I was having.

Yes, at the start, you uhm and you ah. You forget your train of thought and it sounds a bit disjointed. But it's the practice you get by repeating and doing multiple podcasts or audio training if you maybe do some audio products that get you up there.

To answer your other part of the question, no I've never had a script I've read word for word for any of the things I've done. I've tried to, I tried at one stage to write a script but I sound quite robotic and it just, I didn't like it as much. The one time I did it was for a sales video and I kind of read out the

slides. It was okay. It allows you to be in control of the presentation 100 percent.

It allows you to use the best copy you can. The downside is it takes longer and you can sound like a robot. You can practice that too though and sound more natural by reading something. This I find, is actually a personal preference choice. I feel more comfortable if I write down just some dot points that I want to cover and then talk about them.

If I'm going to do more in depth training, then I'll do it in parts like for example, with Blog Mastermind, each of those workshops is a good couple of hours long. I didn't do that in one session. I'd sit down and record half an hour and I do another half hour and I have the dot points in front of me and I sort of riff off the dot points and tell stories based on my experience and knowledge.

But, some people can't do that. They'll just sound terrible and no matter how much they practice so they have to write scripts. You got to figure that out from your end. But, I will tell you, practice is the key no matter which way you go, with a script or off at the top of your head or just with the dot points practice. Do videos, do podcasts, talk to your phone. It's the best way to start getting some practice.

Second question from Lucas…

"Is it possible to provide too much free value? Where is the sweet spot between providing awesome content and giving too much away for free?"

That's a good question. It's one I've received over the years many, many times Lucas. My answer to that is it's very difficult to provide too much free

value. If it's actually valuable, no one ever gets enough of something that's valuable. We will always take more of something that's valuable.

The only downside and this is where I think you're getting at, is if you give away everything for free, how do you make money right? You can't make money if you got nothing to sell. You have to understand the business model you're going into. Some people give away all their free information in order to sell their software, or some people give away all of their free information in order to do big conferences or personal one-in-one coaching and having clients.

Some people like myself give away a ton of free content upfront and then, a ton more content in paid products. You have to figure out what's my strategy, what's the system I'm looking to implement in my business and then understand that you really can't give away too much for free but structure things so there's a logical next step.

The best answer, and I've given this before in these Q and A sessions, is to think about what's the format you're using for a specific piece of content? Because for example, if you do a webinar, you got an hour to teach. There's only so deep you can go in an hour. You're creating a flagship course. You've got fifteen to twenty hours to teach so you go way deeper.

Now, you're writing one blog post. You can only cover one or two ideas in 1000- to 2000-word blog post. You're restricted by the limitations of the formats. What you should do is try to give as much value as you can within a given format but understand the paid products, they're going to be formats that just by the nature of their construction have more value because they're longer. They have more parts. They might include private time with you or group time with you so never ever feel like you're holding

back. If you feel like you're holding back in value, you're probably doing the wrong thing.

I love the move, the free line concept which means you give away what you used to charge money for because it allows you to beat the competition to stand out from the crowd, to build relationships. Look at what I did with the Blog Profits Blueprint, that's a document that easily would sell as a book if I give it away for free and I did an audio version of it.

But because I did that, all the way back to the first time in 2007, I made several hundred thousand dollars just for selling one course off the back of that free report. Literally, it is because of that free report that most people have taken Blog Mastermind. That's how they got into my world. I put a lot of effort into those reports but they pay back big time.

Okay Lucas, I hope that answers your questions. Great questions, thank you for asking and also Lucas, thanks for your tweets. I'm seeing them in my Twitter and I really appreciate your enthusiasm. Keep it up. Keep working and I look forward to more contact with you.

Okay, switching back to face-to-face Yaro here. We're going to jump to Jerry. Because I know Jerry loves...If it is the Jerry, I hope it's the same Jerry. I could be talking to a different Jerry.

Jerry, whoever you may be. If you're the regular Jerry or a new Jerry, you're being invited into Talk To Us Live. I'll just have a sip of water in preparation.

Okay, thank you for all the email questions everyone. While we wait for Jerry, I'll just have a look at some questions in the chat room.

Cathy. Cathy asks, (let me broadcast it for you guys). Oh no, Jerry has joined us. Cathy I will get to you in a moment.

Jerry, how are you?

JERRY: Hey Yaro, how are you doing?

YARO: Good. Is that a beard? I don't remember a beard. Is that a new beard?

JERRY: Yes, the wife likes it a little bit. She likes to rub on it. What are you going to do?

YARO/JERRY: [*Laughter*]

JERRY: I have a question. Say, if you have six front-end products, okay?

YARO: Okay.

JERRY: My problem here is I thought of this idea but then, I'm thinking how do you create, how do you combine those products together to get like the $1000. Because my first product is like, I heard you're just talking to someone else and you were saying that it was like a short… the first product is short.

Well, my first when I followed your sheet, I got like a six or seven modules in that one first course. I'm thinking it might be a little too big or I'm not going to be talking enough. But then, you say you want to keep it at around

$49 because I was thinking about the products being like $97 but the first one would be around the $49, but it's six modules.

My main question is because I did what you said and I made each product built on each other, if they all sell like a $100, that's not a thousand dollars. Maybe five hundred, maybe less than that. And, I was trying to do the increments of going like $50, $100, $300 and then, $1000. But it's not working out like that.

YARO: Have you actually created all those products already?

JERRY: I've created three.

YARO: Oh wow. Okay, have you tried to sell any of them yet?

JERRY: No, not yet.

YARO: Okay, all right.

JERRY: Because I'm still in that, like how do I… if there's a way to combine them because if people take them separately but somebody wants to get to like your course.

YARO: Okay so first of all, those three things you made so far, are they video training products or books or what are they?

JERRY: Yes. One of them is called The Intimacy Intensifier Communicate which is like a list of like fifty questions to get a husband and wife to really start talking to each other and to start communicating about what their needs and wants and stuff. That one can be $49. But, the next one is, I

don't know if I should say this over the air, well anyway, we're a closed group, it doesn't matter.

YARO: [*Chuckle*] Okay go ahead. I'll bleep you up.

JERRY: [*Chuckle*] The next course is the one that I said is pretty long. It's six modules and it's for men and how to combat premature ejaculation and male age living in impotency. One of these is about, it basically deals with their sexual health and how to combat those two problems.

But, it's a preliminary course that these deals with the preliminaries. Then, I have to do the premature ejaculation course and the impotency course. They're like two separate.

The second course on sexual health deals with food and those kind of things, the chemicals that are hurting you.

YARO: What's the format of that one?

JERRY: That one it just, it leads...

YARO: Is it a video or an audio or...?

JERRY: Oh, I'm sorry. I didn't answer that question. Yes, the format of that one is a video. It's a video and, but they're in modules. So it will be six videos, I guess.

YARO: How long is that all together?

JERRY: The problem is they're like the first module was like forty minutes and then the other ones are like between thirty and forty but I was going to, a couple of them, I was going to split them in half and be like module 2, module 2A, something like that.

YARO: Okay, but collectively you've got maybe four hours of training there?

JERRY: Yes man. I mean it's and I was worried that for $50 that... I don't know.

YARO: Okay, okay now we've gone good. And what's the other one that you've made already?

JERRY: The other one is…

YARO: You've been busy.

JERRY: Yes sir. The other one I just have a script going. It's not totally done yet but it's going to be within the next month.

YARO: Okay, let's work with the first two because they're already done.

JERRY: Okay.

YARO: By the sounds of things, a four-hour training program which is probably a multi-hundred dollar course, that to me it sounds like anywhere from $100 to $300 for the video training if it's four hours long. If you've packed in some coaching like Q and A or a Facebook group or something like that, you definitely got a $300-program in there. The first one, it sounds definitely…

JERRY: It is a preliminary to the other two.

YARO: Well, it depends what problem it helps them solved. When they take that course, what are they solving?

JERRY: Okay [*laughter*].

YARO: What problems are they solving is my question.

JERRY: I don't have no kids. We're all adults here. Okay, your question was, the problem it solves is it's a precursor to preparing you to last longer in bed. The other one is the precursor to, a lot of men have erectile dysfunction and then, that course, this course that we're talking about now is the precursor to those two courses to prepare them to be able to solve the problem.

YARO: Got you. But, let's just say they don't take the other course and they just do this one course. Take out the preparation aspect of it. By itself, does it actually solve a problem? Like you don't need the other course?

JERRY: Yes, it explains to you your sexual health. Things like the medications you take, the different foods you eat, yes, it definitely solves the problem of how to get your sexual health to where you can solve the other two problems, too.

YARO: Okay, all right. So first of all, you should be trying to sell these things before you make your next product, number one rule here. You got stuff that you can sell and you don't know whether it sells. I don't want you to go and make six products to find out that you should be spending all that

time on going out there and finding customers for the first product, not building six.

It's a hard lesson to learn because it's more fun in a lot of ways to create product than it is to go out there and get customers for the products.

What I recommend, you've got two things that are ready to go. They're ready to be sold. Create a mechanism to start selling them.

JERRY: It's there.

YARO: I know you see them leading into more products, but you can sell them now and then, get ready for the next one and you've got customers ready to buy it because they bought these first products. I'm going to be honest with you here, Jerry, you need to work as hard on product creation and even harder on marketing because marketing help find the customers.

JERRY: Right.

YARO: This is great on one level because you have your blog. I know how hard you work in the blog. You've got content in it. You got a product to sell. Do you have any sales pages or sales videos yet to sell either of those two finished products?

JERRY: Yes I have the sales videos. They're there and ready to go. Everything is ready to go. It's just that I know you were going to say that, but I guess what I'm saying is I wanted to do the third product because it will complete, it would basically give them once they get done with the first one, it goes right into basically follow their problem immediately.

If a man has a premature ejaculation problem and he reads this first product, he's not going to be talking about, "Oh, I don't think I want to get it". Because it's going to be like, "Okay bam!"

YARO: Okay well, the way I would do it, set up what's called an early notification signup page for the third product.

JERRY: Right.

YARO: Go out there and sell these first two products. As a result of doing that, see how many people sign up for the early notification of this third product. What you can do and I did this, when I first launched my first training product, I was thinking, "I'm going to get all these, I need a launch..." I was planning on having a bunch of people come in at once because I had affiliates lined up and so forth. I thought if I get some customers, I don't want to waste this because I only really, like you, I felt like I only created the first part of a two-part process.

JERRY: Got you.

YARO: I taught people how to blog but I didn't teach them how to make products really well enough.

JERRY: Got you.

YARO: And plus, I also felt like, when you get all these people into the program, really you should have a third and a fourth and a fifth and they graduate on, and you want to have the next one.

JERRY: [*Laughter*] Right, right.

YARO: So, if you worked so hard to get customers, they always want more from you. I was thinking, "How do I do this?"

What I did was I did the whole first program, got some customers for it and then, stayed one step ahead of those customers to create the first program and then because I was one step ahead in that last week when I'd finished it, but I was still one step ahead of them all, I said, "If you want to join the next program, I'm going to start teaching that next. Just send us an email and we'll let you…" Basically I told them, "...keep paying your monthly fee and you'll roll straight into the next program."

It didn't have a huge conversion, I think I brought in maybe 20 percent of the existing customers that kept their membership enrolled on, but it meant that I just kept creating the next product that had income coming in from it. I ended up creating the second product and then, going back and launching that one, as well.

The most important thing here is though, you got to have some customers experience your work. Because you're building products without actually having someone buy it from you and tell you, "I'm missing this piece of information," or maybe they don't buy it when you phrase it this way, but if you phrase it another way, like if you use the phrase "sexual health," that probably isn't going to grab people's attention. But, if you use the phrase "cure premature ejaculation," that's going to be more appealing because it speaks to a specific problem.

JERRY: Exactly, got you. Yes.

YARO: So you have to test those things and see what brings customers to the door. I would literally just set up the early notification page for course three and switch it to marketing mode. Go experience the joy of getting your first customer. I know how long and hard you've been working on this.

JERRY: Yes, you're right. I've been listening to your webinars. I'm all the way back to 2008.

YARO: Oh, wow.

JERRY: I'm almost done. I'm already beyond 2007 here in a minute. I know that sounds weird but the reason I did that is because all the stuff that you teach is like I need to hear over and over in my head, it becomes like second nature. Like what you just said, I noticed when you did your first Blog Mastermind program, I was worrying, "Okay, if these people…" at least I got this one module done but people were still… You and, what's his name? Your partner?

YARO: Gideon.

JERRY: Gideon, yes. You all are characters together. It's like, these people, he was doing his video thing and you were doing the Blog Mastermind. Basically, you had created one or two things and people were waiting for you and him to finish his video part and you to finish your blog part. Did you work a plan? It didn't seem like to me.

What you're saying totally make sense but I just want to get this third one completed because its a *coup de gras* to finish. Once they do get those three, then you're right. The next part they could get that if they want it. It would be like that so I'm going to do what you're saying.

YARO: I mean it's up to you. One of the other options is just create the first module in the third one and you can sell it now. The day you get your first customer for that third one, start making the second module in the third one.

JERRY: Let me ask you this then. How long will people give you? Because I'm thinking, "Okay if I create the first module and then somebody clicks through and goes through my email course," I know this is going to take a minute, go to the email course, then buy the second product to go through that. Once they click and want to buy the third, how long... will I only get like a week to complete the next module?

YARO: Is that a bad thing? You can't do it in a week?

JERRY: I knew you were going to say that man, you're playing with me.

YARO/JERRY: [*Laughter*]

JERRY: I don't know.

YARO: Well, I spent 26 weeks hustling to try and stay one week ahead of each one in my written lessons. That was tough because I was still blogging and writing a newsletter at the same time.

I would recommend that at least have something come at them once a week but don't feel like it has to be the next module. One week's one module and second week is an email that just says, "Have you taken this action?" or, "We're doing a live Q and A coaching call." You can throw in

some Q and A or if you have a Facebook group, you can say, "Hey, have you made use of the Facebook group? Go introduce yourself."

Don't feel that every touchpoint has to be a new large chunk of content. In fact, it's actually a good thing not to keep hitting them with huge modules every single week because most people don't keep up with it. They're feeling like they're behind. It's okay.

What's important is they don't want to feel like, "I spent money. What am I getting for this?" They just want to know you're there and you're caring about them and you're helping them but don't have to smack them with huge training. It doesn't have to be that way.

JERRY: Okay, so to string up those six products together would be like the thousand dollar thing is what you're saying?

YARO: Okay well, going back, you came up with this question at the beginning. I'm treating each of these as individual products and you're talking about selling them as a flagship course --

JERRY: Because they build on each other. I guess that's my main question. They build on each other, and you just said like [*unclear*] four or five hours just like a two- or three-hundred dollar deal. What would you suggest so I could get off here. I know that you got other people that want to talk.

YARO: It's a bit of a personal choice for you here, Jerry. There's no guaranteed best way to do this, the best way to what brings customers in your world. You've never sold a thousand-dollar product, you never sold a

three-hundred dollar product. Have you ever sold a fifty-dollar product? Have you sold any of these stuff before?

JERRY: You mean what I have? No.

YARO: No. Okay, so I am telling you this.

JERRY: I'm starting slow and go from there?

YARO: Got it. So, I would recommend don't try and sell a thousand-dollar product as your first product if you've never sold anything on the internet before.

JERRY: [*Unclear*] I'm not silly.

YARO: I mean it's hard. You got to have a lot of case studies, you got to have proof. You got to put together some pretty big lead up stuff so you're in some ways you've got one big advantage. You've got under fifty-dollar product ready to go plus, straight after that, you got a three-hundred dollar product ready to go.

Maybe, this year sell the fifty and the three hundred and then, sell the second one as another three hundred. But then, next year, shut them all down. Do a closing down special. Say, last chance to get in. Then, the next year say a big launch coming up, and then put all that stuff together maybe throw in a bit of new stuff as well, some new coaching, big flagship training. But at that point, you've got a database with customers. They're the ones who are likely to buy.

That's what a lot of people do with their flagship courses. They open them up once a year, close them down, teach people live, maybe do some conferences or workshop with them in real life, as well. Throughout the whole year they make enough money from the one launch.

If you make two hundred fifty grand from your one big launch in January, take the rest of the year off after you've taught it. Then, next year, do it again. You don't have to build everything from scratch again. You can give them the same materials if it's still relevant.

JERRY: And offer coupons if they already bought the courses.

YARO: Exactly, and then just run it again though. Do your coaching again. Make yourself available again. Update it where it needs updating. That can work well.

But, from where you're talking to me now, first sale lower-priced stuff is easier to sell. You have something low-priced. Go out there and sell that. Marketing is your hard thing. You got to get in front of people now. You need to start getting yourself interviewed on podcasts, writing guest posts, maybe doing a YouTube video channel, or whatever you feel your strength is, get out there and tell people you know something about this sexual health. So, get out there and teach.

JERRY: I'm with you brother, as always [*laughter*].

YARO: Good to see your face again, Jerry. I feel like it's been a while like two or three months now.

JERRY: Yes because I've been doing all these work and I feel like I don't have any questions and then this one has been lingering in my mind for six months, nine months. I'm getting tired of thinking about it.

YARO: [*Laughter*]

JERRY: I figured, I'll just come on here and ask. I'm glad I did because it helped. I'm just going to go ahead and do what you said.

YARO: I hope we have a call one day when you're telling me about the first sale because that will be a very special day.

JERRY: Well, my wife is proud because I had people sign up for my email course and I haven't even marketed yet. That's like, that's not far away. All I just want is finish these two up and then, I was going to start.

YARO: Okay, I like your confidence. You sound very confident. You don't sound nearly as confused as the last few...

JERRY: [*Laughter*] I'm not. Well, because when you listen to Blog Mastermind like thirteen times and you listen to eight years of webinars, your stuff is building, and then, I'm doing a blog and you have to make at least one blog post a week and then, you're talking on YouTube, the confidence does build. I hope your people, sometimes people we get lazy, but if you just keep listening to these stuff and just keep doing it, I promise you your confidence it will grow. It really will and will get confident and the clarity will come and you'll be like, "Oh man, why didn't I think of that eight months ago?" But, you can't think of it eight months ago because you was a little baby eight months ago. You know what I mean? All right, man.

YARO: [*Laughter*] Do you remember Mitch on…?

JERRY: Yes. I listened to Mitch. Mitch is me. I've been listening to Mitch since 2008. He's like, "Oh Yaro, I've only got five thousand subscribers," and now, he's got like a million. I've known him from... He's different, it's weird.

YARO: The fact that you've gone back to eight years of coaching, you've seen Mitch grow from basically starting to, he's a multimillionaire now, it's incredible, but I want to point out, Mitch was on every call almost.

JERRY: He was.

YARO: He got this result. So far Jerry, you're the only person I can think of who's at least told me who has gone through all of the coaching sessions from over the years and done that. So kudos to you. You're following in Mitch's path is what I'm basically saying.

JERRY: Well thanks. I'm trying but I am ready to start marketing. My plan is to start a free Facebook group, a marriage group for men.

YARO: Great.

JERRY: And then, you gave me that great idea today. You just said a second ago, have them go to the form on your site and sign up there first and then, send them back to the Facebook group so you can get their email address. See, I wouldn't have done that.

YARO: Yes [*chuckle*].

JERRY: But I'm glad I listened [*laughter*].

YARO: That's awesome.

JERRY: All right, thanks.

YARO: Thanks Jerry. Good to talk to you. Keep us updated.

JERRY: Okay, well if you have… well, it's almost an hour and a half, I got a couple of questions but I'll let you talk to the other people first.

YARO: All right, we'll see how we go. You can raise your hand again.

JERRY: All right, if I can get in there. Okay, thank you.

YARO: All right, talk to you soon.

JERRY: Bye.

YARO: Okay, thank you Jerry. I think I missed a few things going on here while Jerry and I were talking there. Mostly chat room questions. We've done all the email questions and I was in the middle of talking to Cathy.

And Cathy had asked this question…

"What's the advantage for selling info as an email course versus putting it all together in one ebook?"

Cathy, simple answer to that one, in my experience, it's quicker to write four or five or six emails or four or five or six blog posts than to put together a

fifty-page report or ebook. It's simply a matter of the scale of the format you're using. I started with a free report. My first resource was a free report because everyone else was doing free reports in other industries and in mentors that I followed. I thought, "You know what? I'm going to try it, too." It took me a month to write. That was probably the equivalent of writing twenty to thirty blog posts as opposed to an email course which is probably the equivalent of writing five to ten blog posts.

It's just the size of the resource. I give you these options because for some people writing one blog post is like torture. So putting together an email course is a good short-term goal. But if you are a good writer and you love putting together resources, you can do a report. It's just going to take you longer but it will deliver more value so there's always that.

I recommend turning a report into an audiobook as well. You can read it out. You've got an audio book. It's my kind of report.

Okay, I hope that answers your question Cathy.

Moving on to Vera. Vera asks…

"Do you think it's a good idea to interview people online blog in a written form instead of podcasting? I'm more of a writing-type of person and wonder if written interviews still work?"

Yes Vera, great idea. It still works. Great way to produce content. A couple of disadvantages in the sense that you don't get that personal feel of the voice of the person you're talking to and you. That's a big part of it, people get introduced to your personality. But, you create content, often it's easier to get a yes to a written interview than it is to get yes to a podcast interview,

so there's an advantage there. Whatever works. These sorts of things are all good. Thanks for your question, Vera. I think that's it.

Oh Tian, I missed your question here.

Oh Rishka says hi from Australia. Hi Rishka, good to have you on here.

Broadcasting Tian's question.

"Yaro, quick question. What platform do you use for your paid communities?"

Just switch to Invision Power Board. I'll just show you what that looks like so you know the page. It's amazing that I've come back to this company because I actually used them for my very first forum. I'll just make sure I've got the right site. Yes I'll switch it over here for you. I'll put it in the chat room as well, the link. Invision Power, here you go.

Tian, yes. This is the most current version of it. I used this fifteen years ago to build my first ever community. I didn't charge money for it because it was a free forum but I used to run a trading community there. Trading Magic: The Gathering collectible cards and people actually ran full on stores from within my community.

We're moving the Academy or what's called the EJ Insider community over to the Laptop Lifestyle Academy. A complete brand change, a completely new platform. It's being powered by this Invision Power Services. It's called their Power Board. It's basically a forum with a lot of other added modules as you can see there. Ecommerce, file managers, chat rooms... It's just a lot easier to use than our current forum.

The current forum I was using is called a BB Board. It's a Wordpress forum plugin. I'll just make sure I got the right one. Yes BBPress.

This is the plugin that's powering the current EJ Insider community. It's a little bit more clunky, definitely doesn't have all the bells and whistles something like Invision Power Board.

One of the most popular tools from over the years is one called vBulletin. Let's bring it up for you, as well. This is, pretty much for me in the last ten years, this has been the most common forum platform I've seen used for communities paid and free. I'd look between this one vBulletin and Invision Board for those of you who are on the lookout for running a paid community or Facebook. Don't forget Facebook is available for free communities and paid communities. You just charge money for a paid Facebook one.

Okay, thanks Tian. I'm just going to drop that.

I'm not seeing any more questions in the chat room. I'm not seeing any more raised hands and I don't have any email questions. We've been here for an hour and forty minutes which I think we've covered some great questions. Thanks to Jerry and Bridget and Tian, all for joining me live. And thank you to all the email questions that were sent through and you guys and girls who have joined me in the chat room to participate live. I really appreciate that.

I know there was, I think who was it? Someone was joining me live from somewhere at 3AM. I can't remember. It was in the Slack chat. Let me just pull up the Slack chat. I want to make sure I thank her for coming on. It was, yes it was you, Vera, isn't it. Yes Vera, so you got a chance to ask a

question. Good to do that, thank you Vera for asking a question. Thank you for joining us at 3AM in the morning, your time, which is probably like four or nearly 5AM now which is incredible. That's fantastic.

Thank you everyone for your questions. I'm going to call it a night from me here in Toronto. The recording will be sent out as soon as my team gets it up on the site.

These will all start to be housed in the Laptop Lifestyle Academy soon so we'll stop using the current teleconferences page and be inside the Laptop Lifestyle, the Academy for short. They will be in the Academy. But, you'll know that from the emails you get from me. As always, the recording will be sent out in email, as well. In transcripts, in MP3 and in video YouTube.

Thank you, Pacita and Sue and Cathy and Bridget and Angela and Vera and Tian and everyone who's in the chat room there. I really appreciate the time tonight guys. Keep working on your businesses. Make sure you get out there and tell people you exist. Share your ideas, work hard to create those products as Jerry has been doing recently. And I'll see you in all the places.

Oh and don't forget, join the Slack chat. Send me an email. You can use any of the emails you have from me -- yaro@blogmastermind.com and just say you'd like an invite to the beta test for the new Academy Slack chat, the Laptop Lifestyle Academy Slack Chat so you can join us in that cool chat room. I'm on there everyday. Really want to get a good solid group of beta testers before opening it up to the rest of all the community and Blog Mastermind.

Okay, that's it for me, my name is Yaro guys. I'll talk to you on the next interview. Thanks for being here. Bye bye.