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## Hotseat with Laura Linden

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**Lizzie**

*Laura, please tell us a little bit about your background and what you've experienced so far with Course Builders and how we can best help you.*

**Laura**

*Okay, great. I started two months ago and worked through the online program and was working with Lindsey from the beginning, and within a few weeks, I had completed the research and decided to offer a pilot that was going to be a four-week course partly online. It was fairly high-touch with some personal coaching time with me at \$497 and there was also going to be a low-touch option.*

*I put that out there, did the research, did phone calls, got a lot of feedback. I was really careful with the languaging, got a lot of feedback from people that they loved it and it sounded good, and it was focused on work-life balance for entrepreneurial parents, and there were no signups.*

*What I found in the conversations that I was having the most people were really talking about money and were very stressed about the upcoming holidays. It's now December 2nd. This was late October, early November, so people were already thinking ahead about the money and that's what most of the conversations were about.*

*We did a quick pivot and offered a \$47 two-hour webinar on a Saturday a couple of weeks ago, so that was going to be the second version of a pilot. What was really interesting was that there was a great response in terms of feedback and people looking at my website, hundreds of people going to my*



*website which usually doesn't have a whole lot of traffic, and a lot of good interaction about it, but there weren't any signups.*

*I did an office hour with Andy. It was right before Thanksgiving and I realized that we had only advertised the pilot for a week and we realized that most of that week, the link was broken. I had double checked it, but it was still broken.*

*What we decided to do, I spoke with Megan for a few minutes and have been in touch with Lindsey, and so I'm offering the same pilot this weekend. I've been advertising it for several days now, but instead of the landing page having an ability to purchase, it is just to sign up [using] Schedule Once and get a 15-minute conversation with me. I had a lot of help on improving the copy with Andy and I think getting the conversation going instead of just a purchase, but it's still a \$47 two-hour webinar on simple money secrets, fast cash for Christmas.*

*What I've seen so far, again, yesterday I had about 80 people go to my website and that's probably the most I've ever had in one time, and in yesterday it was a day when I put out the notice on Instagram. I have about almost 500 followers on Instagram, 1500 connections on LinkedIn, 680 on Facebook, and 700 or so on Twitter. Then, I have a mailing list of about 300, although on this last pilot I didn't mail out to the mailing list. I put things on Instagram and they go everywhere else, so I have a nice visual, a nice picture and some basic copy, and lead them to the landing page on my website.*

*I think that's where things are at. I still don't have any signups, but what I'm noticing is that there is a much greater interest in this conversation than any*



*other conversation I've had, so I feel like I'm getting warmer which is great. I guess that's all I have to say about that. Is that complete enough?*

**Lizzie**

*Thank you, yes. Laura, if you can see the chat, and really, I'm not sure if you've used Zoom before ever.*

**Laura**

*I've not used it. There it is.*

**Lizzie**

*Lindsey asked if we could get a link to your sales page. If you just maybe copy it and then you can past it into the chat and we can all take a look at it.*

**Lindsey**

*Laura, which of those outlets have you been using as far as trying to drive traffic to?*

**Laura**

*What I have set up is I post to Instagram two or three times a day. I've been really consistent with that. I have some recipes set up in If That, Then This. Any Instagram post automatically goes to Twitter, Facebook, and now, LinkedIn. I just added the LinkedIn the other day. At least, they see the visual even if they don't see all of the text.*

**Lindsey**

*Okay, I see the "Book a Call with Laura Now" button, and that's a free call?*

**Laura**

*Yes.*

**Lindsey**

*You might want to put that on the button just-*

**Laura**

*Okay, just going to make some notes here.*

**Jessica**

*Andy, do you want to speak to what you had put in the chat just because I think that is a really good thing to bring up?*



Andy

*Yeah. Basically what I said was to figure out a way to funnel those people from all those different social media channels and get them on your list, to make some kind of an opt-in offer. You really need to get those people on a list because no matter how good social media is, as far as followers go, it's still cold traffic. It's not a medium that you can really warm people off unless you're really posting everyday and commenting with them and talking back, and that kind of a thing, but figuring out how to funnel them into some kind of an opt-in would be beneficial.*

Laura

*An opt in like a free booklet or minibooklet, or webinar before the webinar, or ... Yes?*

Andy

*Yeah, probably above right, some kind of a checklist or if you're going to go to the money-saving angle or the finding money or Christmas, maybe a hot list of five or six things that they can make 500 bucks in the next five days with these simple ideas, something that's going to entice them to sign up.*

Laura

*Okay.*

Lesley

*Also, with all these different groups you've got, what links them all together? Are they all following you for the same reason or are they [inaudible 00:07:47]?*

Laura

*No. It's all the same reason. For my personal stuff, I have separate Facebook and separate Instagram and all that. This is very specific to this.*

Lesley

*Okay, and they see you as who? They're following you because of what? What do they think you're going to do for them?*



Laura

*They see me as a coach primarily. I have been an executive coach [to] them. That's what they see. What I post on Instagram, for example, are images with inspirational sayings. I'm really consistent with that. Maybe the other things that I've posted on LinkedIn or Facebook, or if I'm speaking out in a community, or if I am doing some volunteer work at a youth business program I do, so I'm pretty consistent with what I'm showing them.*

Lesley

*The people that follow you are parents who work?*

Laura

*I'm sorry?*

Lesley

*The people who follow you are parents who work?*

Laura

*The people who primarily follow me are entrepreneurs, mostly established entrepreneurs. When I first did the first attempt of the pilot, I was trying to narrow it down a little more in, say, entrepreneurial parents because I had found that so many times when I'm out there talking to entrepreneurs, they are parents, but in general, it's just entrepreneurs.*

Lindsey

*How often are you interacting with your email list or sending stuff out there, and also, do you have any way that you're trying to build the email list right now?*

Laura

*Right now, I'm not. I used to do a fairly regular newsletter, meaning, every two weeks, but I dropped off with that last year because what I found was that most people were not really interacting at all even if I ask a question at the end or try to do something, so instead of bombarding them until I figure it out what was going on, I just slowed down.*



*Although I have the newsletter list and when I send things out, I just send things on MailChimp. I can see my open rate is pretty good. It's 30%. I got a great open rate, but I don't get a click-through rate. I don't have a lot of interaction there even though those are all people that I've met in person.*

*I have for a while in my website a free minibook. It was 35 pages, really basic, as a way to encourage people to opt in, but it did nothing.*

David

*What was it about?*

Laura

*It's basics on how to use intuition in decision-making.*

David

*Good, okay.*

Laura

*Six quick questions sort of thing. [crosstalk 00:10:55] is that lot of my conversation previously had been about leadership and success, and how to use your intuition in decision-making. While I'm finding that people enjoy that conversation, they don't necessarily know how it pertains to them. The money conversation, I'm seeing a huge interest. Of course, everyone sees how that pertains to them, although it might be a little bit of a jump for people to say "Okay, she was talking a lot more about this and now, she's talking about money." However, the leadership and success, and the constant conversations, so-*

David

*Just coming back to the current project and what you're trying to create with the pilot, you did some coaching calls or interviews with some parent entrepreneurs about work-life balance, but then you said that the conversations kind of switched the focus on money. Is that true?*

Laura

*That's true, yeah.*



David

*How you gone back to talk to those same people personally about the webinar that you're wanting to sell?*

Laura

*I've interacted with two other people about it, but no, not the others.*

David

*Okay, because given the ... Yes, from the spread out nature of your audience in different social media platforms, and you have a small and ... Yeah, your email list, you haven't interacted with very much. I would think that for the purpose of trying to sell something in the sort term, going to those individual conversations would be much more effective approach for now, and if you could get even a handful of people to purchase and be on this webinar, the recording of the webinar could actually end up being something that you use as your opt-in free gift. This traffic that you're getting, that would be great to get it on to your email list even if you're not going to sell to those people right away and the webinar could be the thing that you use to actually get them to join your email list. It's like two separate things, but they fit together.*

Laura

*Okay.*

Lindsey

*I think one of the things a lot of us are probably thinking and trying to say is you want to start building up those warm relationships versus the cold ones just because you're going to get a lot more conversion with those, so I would focus my attention on nurturing, creating, growing those, especially the email.*

Jessica

*Sorry if I missed this, but is there a reason that you haven't sent anything out to your email list about your pilots?*



Laura

*The first pilot, I did. The first pilot, I sent something out. The reason I didn't do it the second time was it was like let's try to do this in a week and just pivot, and see with the money webinar. Honestly, I guess I had also some apprehension about just sending out two newsletters in a row about "come do this," especially when there wasn't a real response the first time. Maybe that was just my emotion was around that instead of reality.*

Andy

*Sorry about that, Jessica. Go ahead.*

Jessica

*No, I was just going to say there was also potentially a chance for you to weave a story here. "I reached out to you guys. This is obviously not what you wanted, but I have, I listened, and here's this thing. I'm not even trying to sell them directly by email," because it sounds like maybe that's what you did before, just like, "Hey, here's the thing I'm doing. Do you want to buy it," but really starting it as a conversation starter as saying weaving the story together, having it be just the very first step in inviting them to have a conversation with you, getting them on the phone.*

*Taking from the email list, getting them on to the phone, and once you get them on the phone, then you can really have very deep conversations with them. You can dig deeper. You can then step into this. You know that everybody else has been talking about the ways. Then, once you really do have that connection with them, that you can not even have to sell, but just be like, "Hey, I hear you. I see this problem that you're having and here's a solution. I want to help you. I'm not trying to sell you something, but I want to make this pain go away."*

Laura

*Okay.*





**Andy** *Laura, can I ask you how many times did you email your list with the initial offer?*

**Laura** *With the initial pilot?*

**Andy** *Uh-huh (affirmative).*

**Laura** *One time.*

**Andy** *Okay-*

**Laura** *Sorry, go ahead.*

**Andy** *That's okay. Typically, from here on, you want to think about email having a campaign. Very rarely are you going to sell cold traffic of one email. Incorporating a series of email where it's story-based or at least runs in a logical succession with an end date, so you're creating urgency throughout the campaign, three or four emails, but really that's what you need to focus on, is coming up with those sequence of emails that are going to lead people into the sale in a way that's not [salesy 00:16:39].*

*Obviously, it takes practice and it's not something you're going to hit out of the park the first time, but I think you would have had a little bit more success had there been multiple emails, a close date that you were working towards, and I'm sure there's outlines that we can put together and send you as far as putting that sequence together. It doesn't have to be flashy or anything like that, or real sales either, but I think that's where the main issue is, is that there wasn't enough conversation going on within a sequence of emails.*



Laura

*Okay. That makes sense to me and also I was thinking if I send out the first one and there's a large open rate but absolutely no click-through rate, that this was something that they just weren't interested in and I shouldn't follow that conversation.*

Andy

*Definitely [crosstalk 00:17:31]. Go ahead up, Oleg. Go ahead.*

Oleg

*You can't know if they're interested in some thing from one email because by definition, most of your subscribers did not see that email that you sent just one time, because 30% open rate does not mean that 30% saw it, it means that 70% of people didn't see it, and that's a problem. When you just spring something on people and you expect them to buy, they won't as a rule because they will forget, they will click through, scan the sales page and see that it has fairly long sentences. It's hard to read it when you're not immediately invested, so most of them will just go away, and so on and so forth.*

*To build on what Andy said because so far, just repeating the same thing he said, but what you could do is here's a simple story arc. You could start your first email with telling about an acquaintance or a friend [inaudible 00:18:37] who is working really hard trying to balance the family life and work life, and they recently, for example, went into debt just because they wanted to buy, to splurge really on some Christmas presents for the holiday season, and they ended up being miserable and not spending the kind of holiday that they wanted, and so on and so forth. Then, you can say "Well, by the way, I'm kind of working on something around that problem. So, tell me, have you ever had money difficulty going into the holidays season? Is there anything you wish you could fix about this," and so on. "I'm just [inaudible 00:19:21] here, but this is the way that it worked.*



*Then, for the second email, just give some valuable information upfront to them. You could say how they can optimize their spending for the holiday or how they can put safeguards in place, so they don't end up in a financial hole just because they wanted to see their kids smile or whatever. Then, at the end, announce that you have this event plans during which you will teach them this, this, and this.*

*Then, in the next email, you could answer the questions about the event. This is just textbook email launches, the third email. It was the rule. This is where you take the opportunity to address any potential objections or barriers that they have as they will start from a place of no to get them to a place of yes. You talk about when it is, what you're going to tell them, will they need to come and sit in there, or will they get a recording, stupid things like that that people get hung up on very often, but make things and mindset things that they will have.*

*The fourth email will be towards the end of the pilot, so as you're about to close, and that's basically, where you just get the people who are on the fence to just get off their butts and go on the page and register. That's the simplest email launch that you can have as a rule. If you want to, we can come up with some outline that's more formalized because so far, I just rambled off a bunch [inaudible 00:21:12].*

**Lindsey**

*I just wanted to say touching on something that Oleg mentioned is in between your email campaign, with the sequence that you're going to be doing, and before or after, a great way to maintain your credibility and their trust is to send them just an email not with the intention of promoting anything or whatever, but just give them little nuggets of really helpful information or*



*interesting information, something that when they see your name, they're going to be like "Oh, you know, she had a really good idea or something," or "Oh, wow, she had a really interesting story. I want to read what she has to say." You'll get more of those open rates.*

*Then, I had put in earlier, just make sure that your copy is not undoing what you're trying to manage on all the other levels, because if you get a good open rate, but your copy isn't entirely strong enough to convert, then, it's obviously a bad ...*

**Laura**

*Right, okay. I used to do that with the newsletter as I never actually offered anything in the newsletters before. It was just helpful information and all that. Yes, it makes sense to have valid content and information in between offering that I've certainly come around in my thinking in terms of selling is also helping and making an offer is helpful to people, but yeah, I guess it's one of the reasons that I feel a little hesitant.*

*Again, my emotions getting in the way about going to my newsletter list is I feel I've been more sporadic with them and that's like the friend that you forgot to call sometimes, right? That doesn't feel great and that's Instagram and Facebook and the other ones I'm more interactive on. Actually, I don't enjoy social media very much, but Instagram I've been enjoying a lot. I'm more consistent with that.*

*I guess what I'm hearing overall is I have this next webinar slated for a few days from now and it's sounding like to go ahead and continue to put that out there, but maybe that I should just do another launch of another pilot in a few weeks when I have the time to really be conversing with people and putting different stuff out there. Is that accurate in what I'm hearing overall?*



David

*There's always more that you can do. Each event or thing that you offer, product or service, or event, is one thing, but obviously, your business will carry on and there'll be new opportunities after the holidays where you can take what you've learned, what you've validated, and what you've been [unclear 00:24:21], and work on the next thing. For the very immediate future, you've already promoted your webinar for this Saturday. Is that true?*

Laura

*Yes. I have put it out there a couple of times. When I posted about it yesterday, I had 80 people come to the website which I thought was really good, but no signups, so-*

Oleg

*Okay.*

David

*I think it would still be worth, I don't know and what do you guys think, sending out a real condensed quick version of the kind of campaign that Oleg and Andy were talking about starting today, maybe [crosstalk 00:25:07] a few days between now and Saturday, and also getting on the phone with people and going back to the people that you've already talked to.*

*You can invite people on your email list or people on social media to talk with you and just see if you really try these different avenues, see which ones work, which actually get people to join you if any of them, and then, we connect that information and find out something a little more strategic and well-organized for the early part next year.*

Laura

*Right, okay.*

Lesley

*Something else I would add is that, and it may just be that I've missed something, but it's not clear to me what your offer really is. It's not clear to*



*me who exactly you're talking to, what it is you want to do for them, because you mentioned entrepreneurs and then you mentioned entrepreneurs with family, and then you said this campaign about the money was not for the families, and yet you talk about kids in the co-pay.*

*I'm not getting a sense of what your big promise is each time. You talked about talking to people about using their intuition to help make decisions or whatever, but it doesn't seem to be the focus. What's the point of this? What do they get from this? You should be [inaudible 00:26:32] much more about the features of what you're doing than the benefits. Why do people care about their money? What are the big things?*

*I'm wondering if entrepreneurs and entrepreneurs who have kids, so those who have kids and those who don't, [inaudible 00:26:47] quite different groups, and they will be attracted by quite different offers. I'm not convinced it works to deal with both of them because entrepreneurs without kids have got quite different needs than those who got kids. I don't [inaudible 00:27:03] else thinks, but just in everything you're saying, you're telling us that you're an executive coach and all that, but people don't buy executive coaching. They buy the thing it gives them.*

*Through out everything I've seen, and I haven't seen much about, I admit, so much I have looked now, but from what I've seen of what you're doing, it's not clear to me what I would get if I actually invested in your offer, and possibly, [inaudible 00:27:27] keep coming and looking at your stuff and not opting in, something is preventing them from doing that, so something is not compelling.*



Laura

*I hear that. What I hear at the end of working with people is that they're so happy and it's life changing, but I also am aware there's something I'm not communicating. What I'm hearing from you is despite all this, there's still lack of clarity specifically pertaining to what would you get or what would anybody get. I guess I'll have to work on further clarifying that. That's-*

Lesley

*That's just the simple thing. You're going to take me from A to B, so what's the A and what's the B? Then, I'll sign up if I understand what that is, but I'm not understanding what that is just from looking at your copy at the moment.*

Lizzie

*Laura, do you want us to workshop that right now, to go try and sit ... Explain to us what's this transformation from A to B and we can bounce that back and forth.*

Laura

*In terms of the pilot specifically, what I want to deliver to people is that sense of happiness and security going into the holiday season. Instead of the stress about money and the anxiety about it, and how this is all going to get pulled off, which is the words that I hear a lot of people using, that they're going into it actually enjoying the season. They feel good about their money. They are able to use it the way that they want to use it.*

*The specific things that I'm doing for them are sitting down and creating a prioritization with the money and helping them see where they actually do have money, and giving them some tools around the money so that their ... I can't say "Hey, you're going to have 500 extra dollars in five days," but I can help shift how they are experiencing the anxiety of the money.*

Lesley

*You're not giving them more money? Are you helping them find money they've already got or helping them not spend money, or what?*



Laura

*I'm helping them understand with the money that they have, helping them see the money that they already have. I don't necessarily want to do it from a place of deprivation of like "don't, you're not going to spend this, you're going to cut back on that," but more of an experience of "How can I use what I'm already having. How can I use it well?"*

Andy

*It's like a Christmas beyond the gifts, right? The appreciation of the spirit of Christmas beyond the superficial gifts and that kind of things. Instead of putting the focus on that, it's more on the connection and that kind of stuff?*

Laura

*Yes, and it's also very practical with money, like it's looking out and saying "Here's the prioritization on the spending plan," because what a lot of people do is they get money in and they go "I don't know what to do with it. I have so many bills due. I have so many things to do. I have so much to do with my business, so much to do with my family, so much to do with my friends that there is some money there, but I'm not sure how to handle it," right?*

*Some of it is emotional and some of it is very practical in terms of most people are never actually taught of prioritization and they're just prioritizing on deadlines, and that gets them in the panic mode even more [crosstalk 00:31:06].*

Lindsey

*Sorry. I just have a quick question. If they're not going to be getting additional money basically through this, then where do they get the Find Fast Cash for Christmas?*

Laura

*The Fast Cash for Christmas was about most people actually have money in their lives that they can be re-prioritizing and they don't realize it because they're getting emotional around money and they're getting stressed around*





*money in the holidays, and again, they're not thinking of "Hey, this is how I want to do it," right? They're just saying, "Shoot, this has to be done." They are very reactionary instead of seeing what's left.*

**Lesley**

*Laura, do you see what's happened in the last five minutes though? You've got eight people on this call. We're really rooting for you. We want to understand what you're doing [crosstalk 00:00:02] and you spent five minutes trying to explain it to us, and I think, most of us are still pretty unclear.*

**Laura**

*I get that.*

**Lesley**

*Which is maybe why people aren't signing up.*

**Laura**

*Yeah, I totally believe that [crosstalk 00:32:18]. I mean, the communication problem.*

**David**

*The title of the webinar doesn't really match what you're describing now. It sounds like you're teaching people how to make cash quickly, like additional cash, and you were describing more, you're using their available resources more intelligently and less emotionally, and enjoying the holidays the more, maybe coming with less debt, which are all valid things, but they're not communicated in the way that you're describing the event currently.*

**Laura**

*Okay, [crosstalk 00:32:51] that.*

**Lindsey**

*Sorry?*

**Laura**

*I just said I believe that.*



Lindsey

*The thing I worry about with that is if somebody sees that and they start getting involved in asking you for information. When they find out it's not actually about finding more money, it's going to be a dig on your credibility, so you want to be really careful trying to draw people in with something if it's not, because finding fast cash for Christmas to the average person, to me, means that you're going to help me find some fast cash for Christmas. In my mind that means outside of what I already have, and because of the general hidden sentences, it's going to be when I find out that you're not really going to be showing me how to find extra money, I'm going to be a little irritated. Beware of your promises in that regard.*

*I think what you're offering is fantastic and I think there's a way you can definitely put it out there to draw people in, but I don't think, like David just said and which is why I asked about the title, I don't think, right now, it matches like he said.*

Laura

*I'm just not hitting the communication. It seems like it's a conversation people are interested in and it's valid, but I'm still talking around it instead of directly in terms of their benefits and value. Yes?*

Oleg

*Also, if one of the core benefits being emphasized is enjoying the holiday and having peace of mind for once, and so on and so forth, then the message of getting fast cash beforehand will just be the opposite of that, which is the frontloading all the anxiety and angst, and hard work before the holidays, so you're burnt out by the time you get to Christmas, and actually get to presents under the Christmas tree which is not what you want to promise the people, and it also creates disconnect any way.*



**Jessica**

*That's the spot where having this one-on-one conversations can really be helpful, is you can figure out at one conversation at a time what actually works, that it gives you a chance to dig to figure out the language that really resonates with people and to get a lot more feedback than you do when you just send out and get a 30% open rate, and that's it.*

**Lindsey**

*And through that feedback, you may be able to find the little diamonds that you're looking for to draw people in because if you see a trend or something keeps going up, then that's what they're looking for. That's the benefit you want to hone in on that you're actually going to be delivering, and then again, that will help cement that trust further.*

**Andy**

*I think what we're running into right now though is the time constraint and what you're offering is a very limited time before the holidays, before everybody's going to tune out in a week and just go do what they do. In the essence of that, if you still want to get something out prior, I think going back to what Oleg and Lindsey were saying about doing that down under the email campaign, Lindsey's suggestion about leaving a cliffhanger to keep open rates high, not only [inaudible 00:36:21] that first "Do you have this problem? Here's a quick story about my friend. Tune in tomorrow for what I told her to do," or whatever. You got email number two coming out.*

*Then, here's what I suggest and maybe I'm wrong and way off base, and if so, the team can tell me, but with the idea of creating some kind of something that you can use in the future to draw people on to your list or to repurpose, or whatever, after the email campaign, regardless of how many people you get to buy or whatever, hold the webinar, record it, and if nothing else, send it out as a goodwill thing as just two weeks before Christmas and say "This is*



*my Christmas gift to you. Here's some great benefits on how you can save money."*

*Get your message out there. Get people to connect with you. If nothing else, it will get you through the webinar, it will give you the experience of doing it, it will give you goodwill with your community, that kind of stuff, but right now, I would get in action mode and figure out exactly what that's going to be. The messaging, because like I said, we're all marketers here. Sitting down and getting the messaging right, it's mind blowing. You have a lot of research to do and you try to do it fast, and you try to do it half fast, it's not going to get there.*

*I would take what you have right now more for this much as you can, get a down and dirty email campaign out there, do the webinar with the people that show or don't show up, and give it away as maybe a gift, and then really start thinking about right after that, where do you want to be in the first month of 2016 and start putting those pieces together now slowly, or put your coach work with us, get the messaging right, and then, be on the tear moving forward.*

**Lindsey** *I think that is a fantastic idea.*

**Laura** *Okay. Do you think that I should be shifting the title-*

**Lindsey** *Yes.*

**Laura** *Everybody is okay. Now, it's okay.*

**Andy** *For sure, try to nail down that messaging, at least that messaging of what you're really going to deliver. Nail down that message.*



Lizzie

*Quick thought on what Andy said that if you do get some paid signups for the webinar this weekend and then you decide to give it up as a gift, just be careful that the people who paid don't also get it again as their free gifts though like, "Wait a second. I paid for this and now you're giving it out for free." Just a thought.*

Laura

*Right, okay.*

Andy

*Yeah, or be prepared to refund their money if they do figure it out.*

Lindsey

*Exactly, because some people on the list may know each other and if somebody is like "Oh, I got it for free," and then you have somebody that already paid, or if you don't have that many signups, I would just do it for free personally.*

Laura

*Okay.*

Lizzie

*We have about 10 minutes left. To respect everybody's time, if we could maybe go around the circle and if you have just one specific actionable tip for Laura, that would be great, and then, we'll wrap up. How about I call on you if that works? Jessica, you're at the top of my screen.*

Jessica

*All right. I actually really think that Andy capped a lot of the short term getting it, getting your messaging, the title especially, as close as you can, getting a couple of those email out and short term, just do what you got to do, and then taking your time later, and making sure that everything is closer, making sure that you do distill down the message like Lesley was talking about.*

Laura

*Great, thanks.*



Lizzie

Lesley? Sorry, Oleg.

Oleg

*I have my office hours in 10 minutes, so I'm just going to blurt out something [crosstalk 00:40:02] go prepare. I think the most important thing ... You don't have the luxury of it right now because you're short of time and the webinar is [inaudible 00:40:12], but for the next time, getting down the "what people want" part is crucial, so you don't end up in a situation like that again. You might find that some of them just, they might have this problem of running out of cash during the holiday season, like maxing out their credit cards or whatever, but maybe a lot of them will be in denial about this or they will say "Well, isn't that the way you have a good time on holiday season? I mean, you're supposed to be stressed and insane, and all that.*

*There are always two facets to the same thing. If people acknowledge the problem is one thing and it's just half of it. The other half is whether or not they value the solution enough to pay for it, and that seems to be the stumbling block here. We hope that it's just the messaging and just the not enough exposure to the offer, but it might be this fundamental thing that they just don't feel it's something they would like to pay for, which is harder to fix, but for next time, it's critical that you do this work upfront and you determine if they would be ready to open their wallets before you ever build something or before you ever get this message out because that will save you a lot of grief in the long run.*

Laura

Yeah, thanks.

Lizzie

Thank you, Oleg.

Oleg

Welcome. I'm going to go. Everyone, bye.



Lizzie

*Have a good office hour. Lesley, do you want to go with your actionable stuff?*

Lesley

*I think it's important that you really think through who you work with, who you want to work with and what you want to provide them with, and to what end, so I would encourage you to hone your sentence. I work with [inaudible 00:42:08] this group of people to provide this specific solution so that, say, a benefit this group actually wants occurs and I think if you're clear on what you're doing, it would help everybody else to be very clear on it as well because I think the biggest thing is you're not there yourself yet.*

Laura

*Great, thank you.*

Lizzie

*Cool. Thanks, Lesley. David?*

David

*Just following up Lesley and that sort of honing in on that specificity, it holds for your overall business, but it also holds for any particular offer you're going to make. For the webinar, for the pilot you make, you really be clear on who it is for, and like Oleg said, what they really want. I wrote down a couple other things.*

*In your title, whatever it ends up being, be sure to include either the pain that it's addressing, a specific pain it's suppressing, or the specific benefit that you're looking to provide. With the example of Find Fast Cash, it's the wrong message overall, but even if it were it's still a little general. You could say "Make \$500," like you said, "Make \$500 in the next week to fund your Christmas purchases." Getting something a bit more specific and tangible for people when you're trying to sell something to them.*



*Going back to who you're offering to and finding out what they want, really pay attention to the problem language that you collected when you talk to people and did your research, and what generated this idea in the first place. If you go back to any notes you have and see what the language is there, and of course, you can also do more of these conversations, gather more data and more problem language.*

*One last quick thing, if you do have people who pay you for the webinar and then you want to give it out, you could refund them. You could also offer them a free coaching session or something like that, and then that furthers your relationship as well, and it provides really more opportunities to serve them and to maybe have them become clients, [inaudible 00:44:29] clients.*

Lizzie

*Great tip. Thanks, David.*

Laura

*Thank you.*

Lizzie

*Andy?*

Andy

*Laura, the last thing that I want to say is you have such a giving spirit that comes across when you talk. You know what I mean? Your personality is awesome. My advice is going to these next couple of weeks with a really giving spirit, right? Just think about it in terms of you giving them a gift. Regardless of what financial outcome ... or whatever it is, think of it as a way for you to connect deeply with your community before the year going into the new year.*

*Just be you. Give all the benefits that you can so you can connect them at deeper level. Whether the messaging is right, whether you have enough time*





*to get it done, just be really genuine, and if it all possible, do a video. The way you come across, on video is so fantastic. I think that would be a really good way to connect with your audience.*

Laura

*Okay, great. Thanks.*

Lizzie

*Nice. Thanks, Andy. Darla?*

Darla:

*Everybody's pretty much said everything. I would totally agree with Andy on being on video if at all possible if you're comfortable with that. There's something very connecting with that to begin with ... and I would agree, too, whether or not you have people sign up for this weekend webinar, do it anyway, and you get [your] practice in because doing a webinar can be very daunting. I will encourage you to just basically do that as well. That's what I have so far.*

Laura

*Thank you.*

Lizzie

*Thanks, Darla. Lindsey?*

Lindsey

*Since I'm last, everybody has said a lot of [crosstalk 00:46:29]. I love Darla's idea of doing it anyway. That was one thing I would actually suggest. Even if we have nobody sign up, go ahead and do it, record it, and then offer it if you want to. If you do the bonus coaching call which is a really great idea for people that have paid, make sure you offer it and don't wait for them to come near and say, "Oh, you gave it out for free. What's up with that?" Make sure you actually are proactive about that.*

*Then, the other thing I would suggest is just making sure that whatever it is you use for your title or your headline, whatever, make sure you can follow*



*through on that promise, and that through the general public, in your general market, it's going to make sense and match with what you're offering.*

Laura

*Okay, great. Thanks.*

Lizzie

*Great. Team, [inaudible 00:47:28] thank you. This was a fantastic hour. Laura, I've got a lot out of this and I hope you did as well.*

Laura

*I did. Thank you so much everyone. I really appreciate it. Sorry again about the technical problems at the beginning.*

Lizzie

*I will post the recording, so team, if you're interested in Laura, I'll send you a link and again, just enjoy and thank you to everybody. Laura will be in touch very soon via email.*

Laura

*Okay, thanks everyone.*

David

*Goodbye.*

Lizzie

*Thanks, bye.*