

[00:00:03.16] - Speaker 1

Hello. I have everybody muted at the moment, so hold on. We'll get started here in just a minute. I'm going to give another minute or so. There may only just be a couple of us today. Let's see. Let me go through my list. Let's see here. Rename. Okay. I'm going to go ahead and give you unmute capabilities. It's good to see everybody. Oh, video is disabled. Yeah, hold on a second. I'm undoing some of these things as we speak. Claire, is that better? Good. Hey. There's Megan, too. Good to see you. Yesterday, I was just browsing around in Zoom because constantly you're making changes and updates, and there's so many things in here that I haven't I didn't even know it was a thing. So I was in there. So I had to go uncheck a lot of things that I had checked. But it's good to see you both. I'm going to go ahead and get started. I have several people that email to say, Are you going to record it because I can't be there at that time. Let me see if I can get Wendy in here. I want to go ahead and get started, jump in.

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There may be a few people that are trying to Come in as we go. Let me let Wendy in here. I'm going to go ahead and share my screen. This is my plan. I'm going to share a slide deck, and we're going to go through the training, and then we'll open up for questions. Make sure that I do not forget. At the end, I'm going to share a form with you just so that you put your name and email so I can add you to advanced manifesting so you get that free 30 days. That was the easiest way I could think to not rely on my memory as to who was here. Would be not a good thing. I'm going to share that at the end so I make sure everybody who has attended Live gets access. But let me go ahead. Hello, Wendy, by the way. Let me go ahead and share my screen so we can get started. Let's see. I think All right. Can everybody see this okay? This slide deck? Okay, good. Let me see here. As you know, today's topic is microsolutions. This is near and dear to my heart because as you're going to hear, this is something that I figured when I was working behind the scenes of some rather large coaching companies, one in particular, and then I expanded it beyond that.

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But it didn't dawn on me until much, much later, this is an approach that works really well for solo coaches. The thing I want to tell you as I go through that there are many... Before I go into all of this, there are different models for building a coaching business, as you may they well already know. There is the approach of having a high-ticket offer and doing a high volume of sales calls to enroll into those high-ticket offers. I am not in any way saying that that's not the right approach. It's just not the right approach for everyone. Some of us that is perfect for and we do really well with it, and some of us don't do really well with that approach. I'm providing an alternative to that. Some of you here already know me and my work, some of you do not or you might know a little bit. Let me see if I can change this view a little bit. There we go. For those of you who do not know me very well, Hold on. I'm still fiddling with my view here. I'll give you just a little bit of info about my background.

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I'm Michelle Sarah, and I've been working for about 15 years. I've been saying 15 years for a long time, so it's more than 15 10 years. I just don't want to admit to that. But I have helped many entrepreneurs, 6-9-figure entrepreneurs, create and grow with copywriting, email marketing, digital product creation. As I said, I've worked behind the scenes of many big coaching companies. I am also a certified happiness and manifesting coach. I'm certified in mind management life skills, and I'm a business growth specialist. I am the host of the Solo Coach podcast. As well as the creator of the Find Coaching Clients newsletter, and as many of you know, my newest YouTube channel, which is Coach Diaries. My specialty is helping people who are building coaching businesses, especially those who are over 50. It doesn't mean you have to be over 50, but hey, I'm over 50. There's a lot of my people that I work with. But in particular, those, and this has been the case over the years, those Those who are answering a calling, they have a gift. I believe that we all have gifts, but there are those of us who go into coaching or building a business of our own because we are answering a calling to use our gifts more leading with our gifts.

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We're answering that very strong calling. This has been the people that I have worked with for years. I think a big part of the reason for that is that we tend to be more sensitive to the energies of things.

Whether something in your business feels right or it doesn't feel right, it doesn't feel aligned, and you get stuck and you can't move forward because of that, that's very typical with people that I work with. For those of you, which I have Wendy and looks like I've already lost one. Tell me in the chat, where you are in the world, what work do you do, because I know, Jessica, I know yours, but I'd love to hear others. Hold on a second. Let me pull up the chat. I'd love to hear more about you and what you do. Here's the thing. This is something that I say all the time. Belief is the most powerful force in the universe. We can look throughout history and see evidence of that. Now, your clients won't believe in your offers if you don't believe in them first. I say this because I've experienced this firsthand for myself. Let me get Megan back in here.

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That's why creating offers that align with your energy and your gifts is so powerful because it lets you show up with confidence and attract the clients who are ready to say yes. When I first started my coaching business, the offer that I created, I created this huge, massive six-month program. To be completely honest, I didn't believe in it. There's reasons for that. We're going to talk through that in a minute as to why that happens. You can certainly get to a point where you do believe in it. But it's normal if you really look at it. It's normal as to why as a new coach or in the first one to three years of your business, why you might not believe in your own offers. Having said that, what you're going to walk away today is if your offers aren't working or working at the level that you want them to, we'll talk about why it's happening and what you can do to fix it. We'll talk about what I've uncovered after five years inside Million Dollar Coaching businesses. I've been in the industry for over 15, but that nitty-gritty work behind the scenes was about five years, and a few more years after that, sporadically with some companies, but the heavy lifting was in that five-year period.

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We'll talk about why their approach, the approach that we're typically taught as new coaches, doesn't work for you or me for that matter. I thought that this would work for me, too. Then how to start bringing in clients now without months of guesswork, frustration, or getting ready. You know that? Getting ready to get ready to get ready, right? That constant learning mode? That can be a sign of, as I said, not feeling confident in your own offers, and even some perfectionism, too. But this microsolution strategy that I'm going to tell you about is a super simple way to create offers that feel good and actually sell. The other really cool part about that is that it can build your... Using this strategy can build your core offer, your bigger offer, build it for you. That's it's super cool. So here's the thing. After coming out of working with these big coaching brands and starting my own coaching business, I thought I was doing everything right. I knew what to do, right? I'd help these big brands, of course. I know what to do. I can do it no problem. And I was so far from the truth.

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I followed the blueprint that let these big coaching companies follow, and some of them I had actually helped create, and it didn't work. I built a program. I told you, I filled it with amazing stuff, launched it into the world. Nothing. I think it was a six-month long program. It took me months to create it, and then nothing, just crickets. Nobody took me up on that offer. And I did get feedback on that, and I was actually told it's overwhelming. That took me back a lot. It gave me pause. When I thought about it, I said, That's overwhelming to me, too. When I was really honest with myself, I don't like selling this. It's too much. It's overwhelming, but it's what I was taught to do. All right, I had to do some deeper digging. Before I go into that part, do you have an offer, a big core offer, I would love to know how you feel about it. Are you super excited about offering it or not have your offer figured out yet? Are you halfway there? You have some of it figured out, but not all of it. Let me know in the chat.

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This is what I did to fix the problem. I realized that big companies can make core offers and programs work because they have teams, budgets, and big audiences. Now, I didn't have any of that starting out as a solo coach. I still don't because actually I prefer to stay fairly solo, meaning I don't have the interest in building a big team. I certainly have a couple of freelancers that I reach out to from time to time, but I have one assistant that helps me for a very limited number of hours every month. But other than that, I'm good. I don't want to manage a team. However, and having said I said that as a solo coach, you don't have to have a team, quote, team, or a big team to make all of this work, especially

now with AI. Now, I looked at my own limiting beliefs because for those of you who know my work, I'm always going to look at the energy side of things. I did look at my own limiting beliefs and energy blocks that were holding me back. As I said at the beginning, I didn't even believe in my own offer.

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I was not confident in it. I was just following what I had been told to do. What I had actually seen work, but there's reasons why that worked, and we're going to get to that for these bigger companies. Based on what I uncovered, I developed the microsolution strategy. It's a simple repeatable process, super easy to do, works for us really well. It's something, as I said, that I had done when I was behind the scenes of these bigger coaching brands. It was right under my nose, but I didn't I realized it in the beginning because I shared a story recently in an email. When I was in the bigger company, Coaching Brand, I had been given a task to create 15 low-tier offers, low-dollar offers, in under 30 days. It was right on the heels of a massive launch. I was already exhausted and tired, but I had to do it. Personally, I always love a challenge, so I did it. It took me a little while to realize once I was building my own coaching business, going back and really looking at, well, what worked in these bigger companies and why? Is there any of it that I Can it actually apply to my business?

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This was one of them, and I realized what I had done. Coming back again to these big companies, they have large teams working full-time. They can test ideas really quickly because when you're building an offer, whether it's a free offer, a low-tier offer, or even a high-ticket offer, you need to be able to validate it. That's a big part of why you may not have confidence in your offer currently. You may not believe in your own offer. Let me just check the chat here and make sure. I'm going to pause real quick before UK, Washington State. Wonderful. Sorry, I got distracted. Quirl thing. I love to hear this. Yeah, holistic coaching, intuitive to it. Very, very cool. When you don't have confidence in your offer, or even in my case, not really believing in my own offer, it's because we haven't validated it. We haven't gotten that feedback to say, Yes, people want this. Yes, Yes, this is helpful. This is what I'm looking for. In these larger companies, they can test and validate really quickly because they're spending 50,000 in Facebook ads. They're testing even big higher offer in a matter of days in a part of that, which is really awesome, but it's not something that all of us have the ability to do.

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They also have an audience of 20,000 or more on as opposed to a million. They know at that point that if they make an offer, even if they make a low-tier offer that's not all that great, they're still going to get sales. They're still going to get clients. Because at that point, it's a numbers game. They know the percentages. They know that if I make an offer, I'm going to get at least this percentage of buyers. The cool thing about that, though, is they're not spending any time doubting themselves. I'm speaking for myself, of course, but I'm sure some of you have experienced this as well, doubting yourself, doubting your offers. Just think about it. You don't have this volume, right? You don't have this mass audience necessarily. I don't know what everyone's audiences are here, but you don't have this mass volume to put your offers in front of to validate. Their energy stays high because they have clarity, confidence, and a team behind them to support them. But for solo coaches, it is a different story. Doubt, overwhelmed, lack of clarity. These are all common challenges in the work that we do. We're trying to figure it out as we go.

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However, having said that, it's like the coaching industry is still really booming. Every year, the coaching industry grows by 6. 7%. 6,000 new coaches are added to to the 93,000 that are already here. I'm sure these stats are a little bit higher at this point. The demand continues to grow, and this means more opportunity. However, if we're not able to get offers out there for all these various reasons, we can't take advantage of this opportunity. Most coaches don't have a core program at the start to sell. This is what we're taught to do. I've taught behind the scenes of other people's coaching programs programs where they are teaching to new coaches to immediately create this core program and offer. Again, I'm not saying that that's a bad thing, not at all. If you have the clarity, if you're able to validate right away. But if you're not, you're spending a lot of time creating something that if you get no takers on right away, it's going to be really disappointing and discouraging and pretty exhausting because it takes a lot of work. If any of you have worked on creating an offer like that, you know

what's involved.

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It takes a lot of work. That's where this approach that I'm sharing today, where you're creating small aligned offers that you can attract clients with and grow your business much more easily, faster. It enables you to validate in small chunks. Then as you do that, these smaller offers that you're validating can then become a part of your bigger program and offer. It doesn't necessarily... Let's say that you are able to create three small offers that you're able to validate that people take you up on. Now you can wrap these into your bigger offer. It doesn't mean that your bigger offer is only these three smaller pieces, but these smaller pieces can be a part of whatever you create because you know that those pieces are going to pull people in, because people have already validated for you, clients and people in your community. It's a great way to build your core offer when you don't have the clarity yet to do so. Let me just check and see. Yes, I'm good there. Yes. Let's see here. I'm going to just pause for a second because, Jessica, you said, I have my big offer that I've kept super simple because it's customized for each client.

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I'm familiar with your offer. Yeah, You're interested in creating low-tier group offer to create a bunch of fun. Yes, exactly. That's another thing, too. It's a great way, even if you create these lower-tier offers and it doesn't become a part of your core offer, it's a great way to bring people into your core offer because they build trust and create quick wins. Megan, you said you're getting a new business started over neurofeedback. Wonderful. In integrative nutrition, health coaching. Wonderful. I had previous business with your husband. Let's see here. Now ready to launch new solo thing. Not exactly sure about my core offer yet. All right. Well, this might be really helpful for you again, because it will help to give you clarity on your core offer in small bites. Let's look over here. Again, the reality for most of us, especially Partial, especially if we're over 50, is that we're taught to create this big core program. We spend weeks doing it, put it out there. We don't get anything. Then we're like, Oh, my God, I just spent months, this was the case for me, creating this. You might not even believe in your offer, but you're doing what you're told, the disappointment, burnout hit, or you haven't even put anything out there.

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You feel like you just need to learn more and figure it out. You're getting ready to get ready, but you get stuck in that cycle because you don't have the clarity. In that case, then your gifts stay hidden, and that dream of helping clients just feels more out of reach. Let's dig into the easier way to do this. Now, as I said, I remembered that I had created this process to create these 15 low-tier offers in under 30 days. This is what I did. And this is what when we get to questions at the end here, I'm happy to brainstorm with you. I'm going to go through this exercise with you to give you some ideas and examples that are directly relevant to you and your people. I stepped into my ideal client's shoes and I mapped out her day. So from the time that she wakes up to the time that she goes to bed, and I'm just using she for the sake of example, it doesn't matter depending on who your clients are. But I mapped out her day from beginning to end, and asked, what's frustrating her? What's keeping her stuck? What problems is she encountering in relation to the work that I do every point of the way throughout her day?

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I also made note of the self shock that comes up when she's encountering these problems. An example I often use is if you are helping people to lose weight. Let's say that, I'll use myself for example, the first thing in the morning, any time when I have done some strict diet of some sort, or for that matter, even working out, as soon as I wake up, I start dreading the snack that I have to go work out. If I've told myself that I need to do that first thing, I start dreading that. If I've been on a really strict diet, which I don't do strict diets anymore, but I remember years when I did, I would immediately start thinking of the food that I didn't get to eat, the food that I was not going to get to eat. So think about that. That right there, if someone could have presented me with a solution in that moment to say, what if we could stop that thought train right off the bat? And so that you actually woke up every day feeling really strong and really solid, and you looked forward to getting what you needed to get done in the day, like your workouts.

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You weren't worried about food. You weren't stressing over what you couldn't have. What if somebody could stop that right there for me? That would have been huge. Realizing this and going through this exercise, I then got to work creating small and simple solutions that could make my ideal client make her life easier. Each A classic growth solution took just one to three days to create. Some I could put out within an hour, and I'll share that with you. That makes it super easy to test. If it doesn't take you that long to create it and you can get it out the door, you can test to see whether it appeals to your audience. I realized, too, that I didn't have to solve everything. I think that's a common approach when you're creating your core offer. I've experienced this not only for myself, but with other clients is you're trying to fix every problem, every problem within this realm of work that you do. That can be really difficult if we haven't worked with a lot of clients yet, if we don't have that experience to tell us all of the problems that actually need solving.

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It can be overwhelming. Then truthfully, just as I said, some of the feedback that I got early on was, it is overwhelming. That looks great. Yeah, Yeah, but I just start to feel overwhelmed when I look at her. I just needed to create simpler solutions for her biggest daily struggles that lead to that bigger struggle and that bigger desired outcome. As I said, the cool part is, is as you do this, you begin to develop a very clear picture of what your core program can be if you don't already have it, or maybe just what a few things that you need to add into your core program to increase that appeal and what your people actually want and need. It's already validated. If you're creating these smaller offers and they're selling, when you pull them into your core program, you know that that's already validated. That's a really cool thing. It makes it so much easier. I started really small when I tested one-to-one sessions solving a single problem. This is the example that I mean that you can actually get it. You could get this out today. For example, I created a one-to-one session for mapping out early on.

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I did this, mapping out your core program using an approach that I helped develop inside these big companies. I just created a one-to-one session. I got it out in under an hour because all I needed, I didn't need a sales I just needed a Stripe checkout page so people could pay for the session and then book it. So the Stripe checkout page and my calendar. And just like that, I had my first client. That was really quick and really simple. I had that within 24 hours. It also told me right away what people were interested in and what they needed. I also have created since then many mini courses. Sometimes I will use these in bundle giveaways so that I can generate new leads. Like I said, the first one I did was over 100 new leads. But then I can also turn those into paid products, which I have done. I have several of them now that are paid offers within my business. It's a great way to test. That's another thing, too, is if you are actively growing your list and if you're using something like bundle giveaways or summits or things where there's a high amount of traffic seeing your offer.

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Similar to paid ads, you're getting this influx of traffic that sees your offer. It's another great opportunity to test and validate If you put something in there like a mini course that is free because that's what the event requires, if you get a high amount of new leads opting in for that, that's a pretty good indicator that you could even sell this to your community and you can turn around and make it a paid offer and test it again. I didn't stop there, though. I combined these microsolutions into a core offer that felt pretty effortless and exciting because I already knew people wanted it and needed it, and that felt really good. Now, I had belief in my offer. That's a huge component, the energy side of it, bringing that belief in. I was just writing about this yesterday that when you're bringing that resistance to the table, you don't really believe in your offer, or you just have maybe a huge amount of doubt, it Especially if this is on top of trying to create more visibility for yourself and your business, and you're struggling with visibility, just imagine the energy that you're bringing to the table.

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That's not a very good combo. I encourage you. I'm going to always encourage you to become more aligned with any of your actions before you proceed. It's the truth. I have found coaches that I work with, those of us who are more sensitive to the energies, oftentimes there's some internal work that we need to do in order to effectively apply external strategy. I see it time and time Again, it's not that it

is something that necessarily requires a lot of work. I have some clients whom I have worked with for quite a long period of time to move through some of this, and somewhere it was just a quick conversation. But those of us who are more sensitive, as I said, I found we have to address some internal things before we can effectively apply external strategies. This is the three-step immediate flow framework that I use to just simply walk myself through this process. I do it every single time I sit down to create another microsolution. Start with what you know you can help with today. This is one of the big questions that I will ask when I work with a client on this is, what do you know that you can help your ideal client with right now?

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If you were to get on the phone with them or on Zoom with them, what do you know that you can help them with in the next 30 to 30 to 60 minutes without a doubt. Even though sometimes it takes a little bit of thinking, they always, always have something where they know with 100% certainty they can help. I know that you have something that you can help your people with right away. Step two, identify one small problem your client faces daily. Maybe this is related to the one thing you know for certain that you can help them with. But identify those problems. Go through, if you can, and brainstorm throughout the whole day and identify those problems, or at least identify one to get you started. Can you create a solution for that? What would that look like? Create this quick micro solution, and I would encourage you to just do it as a one-to-one session right away to quickly validate. You can turn it into a mini course later if you wanted to, or a full-blown course if it warranted that, or even a paid workshop. But it is the faster way to validate.

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Now, we do want to pause here a second and say, if you're Let's say that you identify a microsolution and you put it out there to your people and you don't get any takers. Putting it out there only once doesn't necessarily mean that it is not a valid or a viable offer. I want you to do that two times, maybe three, before you throw it to the side. A lot of times, it's not the offer itself, it's the way we're talking about it that is getting in the way of people buying. However, if you've tried it a few times and you didn't get any takers, I want you to have a list of microsolutions that you're going to be putting out there and trying over and over again. Until you find the ones that people are like, yes. Because it's pretty quick when it's dialed it's something your people really want and need, you'll get takers on it. That's that quick series of questions I ask myself. I go back to, Okay, what does her day look like? What do I know I can help them with in regards to this particular area or the work that I do in general?

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What are the problems that she's dealing with? What solution can I provide in this list of problems? Then I throw it out as a one-to-one or a mini-course. I've even built... I have email courses that I build around these as well that I put out there. It depends on how in-depth it is. It might take me a little bit more than, say, one to two days. Usually takes me about a week to build those. That's another great way to test as well. You can do really short ones. Here's another idea. This is one that has in the last four months that I have been testing and having a lot of fun with is creating an email course, but it's a super short one. Some of you may have gotten Client Clarity in three days, the little mini email course. The way that I build those is that you can consume it by just getting the lesson every day until it's done, or you can click a link in the first lesson, each lesson, to fast forward and just consume it all in a been in just an hour. But I found that that works really well, too.

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That is another great mini solution to provide. Let's come back to energy again. As I said, belief is your most powerful tool. It's why it's so important that you be able to believe in your offers, believe in the solutions that you provide. Logically, we can say, based on our own training and what we know, our knowledge that if that's going to help somebody, that's going to work for somebody. It's very different from having the experience of working with someone and actually seeing them experience their quick wins, getting results. It's very different. And so that doubt can creep in if we don't have any of that yet or enough of it. If you're sensitive to energy, you already I know alignment matters. Small offers let you create in a way without forcing yourself into a cookie setter approach. I have some coaches that I've worked with, and this is actually true for me to a degree as well, that really prefer to have the bulk of their offers being these smaller, low-tier microsolutions. They like that model. I

usually see this in people who are super, super creative and always have a ton of ideas, and they love creating these things.

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That's just an outlet for their creativity. It's something to keep in mind in how you work. Follow what feels good and what your clients respond to. Once you have a few of these microsolutions that are working, combine them into your core offer. It can be part of your core offer or it can be a mid-tier offer. Then as you build more, you turn all of that into a higher tier offer. Just to answer a few, because this is when I've had this conversation with clients, some of the rebuttals that have come up is, What if I don't know where to start? Well, that's okay. That's totally normal. Go through the exercise and/or ask yourself that question, What is the one thing I know that I can help a person with right now? If I were to get on a call with a potential client, What is the one thing I know I can help them with right now? Then go through the exercise of a day in the life of your ideal client and what are all the problems that they encounter? When you go through it the first time, it may not be super specific.

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It's going to go through it a couple of times. It takes a little while to dig in, and hopefully, we'll do some brainstorming around it here at the end. What if no one buys? As I said earlier, it's okay. That's the really great thing about microsolutions. Is because you can do this so quickly, it's not taking a whole lot of your time and effort to put it out there to test it. If you've tried something a couple of times and it doesn't getting any buyers, then put it to the side and try something else. We can go even deeper and say, Let's look at the messaging around that offer and let's see if something needs to change. Because I can tell you, as I said, working behind the scenes with these bigger companies, when they run When we're doing ad campaigns, we're looking to see, is the ad getting clicked on? If it's not, let's change the language a bit, getting that ad to where we want that click-through rate to be. Then on the offer itself, if we're not getting enough buyers, then we're changing the language. Sometimes it's literally been changing one word in a headline, truthfully, that has resulted in overnight sales.

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A lot of times, it's not that the offer itself isn't viable, it's that it's the way we're talking about the offer and that needs to change. That is another level that you could put some file and error into if you have something that's not selling. But what I would encourage you to do first is make that list of microsolutions. Start putting them out there as one-to-one sessions or a mini-course, depending on your preference, and go through that list first and see what takers you have and see if that gives you some clarity, because I'm 100% certain that it will. What if I'm not ready yet? Well, this is part of what I encounter when I say that a lot of us who are sensitive to the strategies, struggle. There's some internal stuff that we need to handle in order to apply external strategies effectively. But here's the thing. You only need to focus on one thing your ideal client is struggling with right now. One small thing I not only want you to go for the big transformation because that can often feel overwhelming too. A lot of expectation, a lot of pressure on ourselves to create this big transformation when you know what?

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Sometimes the smaller transformations, the smaller quick wins, have a bigger impact. I've seen this. I've experienced it personally. Because when we can experience a quick win right away, think about that for yourself. When experience a quick win right away, it feels really good, doesn't it? It makes you feel like more is possible. It helps you to see how the bigger outcome that you want can actually happen. So Don't dismiss the impact of these microsolutions. Having said that, a lot can happen when you have clarity, support, and a plan. It makes a huge difference when you have a sounding board for your ideas and support when doubt creeps in. As I said, in just a minute here, we're going to get to questions, and I'd love it if you would let me help you brainstorm on your ideal client's typical day, and let's see if we can come up with some ideas for you in terms of microsolutions. Having a plan to follow allows you to see how growing your coaching business can actually happen now, how to reach that goal. Something that was said to me quite a while back was, remember that without a plan, a goal is just a wish.

[00:41:02.02] - Speaker 1

And boy, did I have a lot of wishes, not a lot of plans, because I just thought I knew. I thought I knew what would work, and it didn't. I'm going to get to questions, but if you'll give me just another minute, I want to share my business mastermind with you. It's called Happy and Successful. That's something that's very near and dear to my heart. I'll keep it very small. I have I haven't promoted it a lot because I've been in that early. I mean, I say early, I've had it for a few years. I guess I've probably protected it quite a bit and my people, right? Now, I'm offering this up to more people, the Happy and Successful Business Mastermind. One of the things that's really, really important to me is that within the first 30 days, you experience a quick win. In the first 30 days, you will have some micro solutions to test. We'll design a simple, available marketing plan for you for your next 12 months. My coach didn't realize when this happened. The moment I guess probably about a 24-hour period when I had this aha moment. When I started working with the coach that I have now, and I explained what I wanted to achieve, and she was like, Oh, yeah, it's totally doable.

[00:42:28.18] - Speaker 1

This is how it's going to happen. And She mapped it all out for me, and I was like, Whoa, what? I didn't have that clarity before. She's like, Oh, yeah, I have no doubt in this. This is totally possible. Just the fact that somebody else believed that what I wanted to create and do was possible, and she could see exactly how, and she mapped it all out for me and gave me the plan. Something I could just simply follow. Like I said, it was a huge aha moment for me. We'll design that plan, and that way you have that confidence, you have that support and clarity you need in order to grow your coaching business, if this is something that you need. Just to explain really quickly, there's two live mastermind calls per month, the 60 to 90 minutes each, and you bring all of your struggles If you need me to review marketing material, whether that's copy, whether it's strategy, whether it's offers, or if you're just like, Hey, I got something, some mindset stuff that I'm really dealing with today, because I approach with anything that you're struggling with. Well, we typically call it mindset, but I call it mind management because, again, I've been certified in that process.

[00:43:55.11] - Speaker 1

I approach, I give you mind management tools. But I also look at the energetic side. Are you tapping into that manifesting power that you have? I look at your mental energy, and then I also look at your marketing strategies and how that's working for you. You're supported across the board there. In between the calls, and this is probably about, I'd say 70% of the cases, the needs that you have in terms of questions or just working through, something happens outside of the call. You'll always have Voxer support with me, so you can reach out to me on Voxer, ask a question for whatever help you need, submit anything that you need for a review, and I will take a look at it and get back to you. It's a big relief to know that you can have that level of support, that even if it's not something you necessarily can save to the next call, you can reach out to me in that support. I'll give you access to my best tools. It's all of my templates and resources and systems for solo coaches, which will help you simplify your business and save a whole lot of them.

[00:45:16.02] - Speaker 1

Every quarter, we do a deep dive marketing workshop. For example, we just recently did one for preparing to participate in List Growth events, and we'll have also the one right before that we did where I teach you how to identify your unique method, meaning what sets you apart, and how to write that up and leverage it in all of your marketing across the board. You'll also get a long-term membership in advanced manifesting. When you are a member of Happy and Successful, you get this complimentary. Everybody that's here today is going to be able to get 30 days, and I hope that you enjoy it, but it's full of results-based meditations, as well as advanced manifesting techniques, manifesting scripts. We have a private community. I do a monthly manifesting challenge in our Facebook group. It's a great time to just know if you are, both of us, in that you wish you put more attention towards manifesting, right? I had someone Someone said to me recently, My problem is just that I need to focus more on what I want to manifest. Actually, I'm sure that you're focusing a lot, right? But the great thing about these really simple challenges is in the Facebook group is that you know at a minimum every month, if you just put some attention every day with me during that seven days, then you're putting focus and attention on what you want to create.

[00:47:00.24] - Speaker 1

So full clarity support monthly plan, which is 3.97 a month. You can cancel at any time. There's no long term commitment. The reason for that at this point in time is I keep this very small and I only want you there if it's actually helping you. Otherwise, there's no point. But I do have some surprise bonuses for you because where's the fun in no surprise bonuses. My private clients, I do an in-depth planning session where we map out that 12 months. As I mentioned earlier, I'm going to throw that in here today. If you do join, we will map out your 12-month plan. It was so impactful for me. I've worked with other coaches before where we created a loose plan, but this is more in-depth, with actual numbers. I say actual numbers because one of my colleagues always jokes that I'm not a numbers person, that I had to learn how to be a numbers person. That's very true. We'll map that out for you. Until Friday, you can take \$100 off every single month that you're a member. That's 297 a month. This code is 100-off-now. Make sure that you write that down.

[00:48:20.07] - Speaker 1

It'll be, of course, in the recording, and I'll share the slide deck as well. But you can save \$100 every month until Friday, and that just makes it quick. That's incredible because it's a lot of support. Again, I limit this to 20 coaches. I do two live calls a month. There's Voxer support in between the calls. We do the quarterly marketing workshop. We'll do the bonus of the private client-level planning session where we'll map out 12 months to reach the goal that you want to reach. You get a complementary membership in advanced manifesting so that we're supporting even more so internal value when you're tapping into your full potential, and you can take that \$100 off. This is something that you're looking for or you need to consider it. Ask me any questions that you have. You can certainly ask here in the chat or reach out to me later. I want to also... Oh, by the way, join happy. That's where you can go and read more about happy and successful and see to see if that is of interest to you. Before I forget about the live attendance bonus, I'm going to put in the chat box the link to this form.

[00:49:42.20] - Speaker 1

As I said, it's just a name and the email address that you want to be signed up to advanced manifesting under so that I input all of that correctly. Then you'll receive an invite to set up your password, and then you can go I'll access all the content inside. Let me stop sharing and put this in the chat box. There we go. Then I'm going to jump. I see, Megan, you've got a question here, so definitely. Megan, you're in Asheville, so I remember, I think. Is this the Megan I'm thinking of? Yes. I thought when I was reading about what you do, I was like, I know a Megan who does that. So cool. It's so good to see you again. You said, Can you please say more about the validation process? Yes. Where are you getting visibility? You briefly mentioned paid ads. That's not the typical go-to source for most of us just starting out. Or even if we're not it's not just starting out, but it's just not we don't have the budget for it. Or the knowledge for that matter. One of my best best besties manages Facebook ad campaigns that are 30,000 plus a month and just blows my mind like, I don't want to do that.

[00:51:18.21] - Speaker 1

I had that budget, right? It was complicated. I'd like to understand about the free mini courses. Where are these being seen? Yes. Where do you find the one-to-one for clients to test? Great question. Hold on, let me take a sip of tea. I'm going to assume, do you have an email list at all yet, Megan? Height, maybe. Yeah.

[00:51:45.03] - Speaker 2

Can I talk in there? Yeah. Is that be okay? Yeah, it might be easier than trying to type.

[00:51:53.00] - Speaker 1

Exactly, yeah.

[00:51:53.24] - Speaker 2

Just briefly, I think when you and I were in a group together pre-COVID, I was launching a business with my husband, which we did. We totally did a great job. Problem is we're getting divorced.

[00:52:11.15] - Speaker 1

Sorry.

[00:52:12.07] - Speaker 2

Yeah, because that means that the business is done. That's why I'm starting over. It's not totally starting over because I have a lot more confidence. I do have former clients and some contacts that I've collected over the years that I could reach out to people, and I don't know how many, so 50 to 75 range. But that doesn't exist yet. Exactly. It would take some bullying together.

[00:52:47.21] - Speaker 1

Yeah. Then there are a few options here. The first thing that I'm going to recommend to you, and this is actually the framework that I work off of inside my mastermind. This is where we're always working in one of these areas, only and always. It's level is the acronym to help you remember. It's List Growth is number one, because if you don't have an audience to present to, you really aren't going to get far. We'll talk about that even at the very beginning when you don't have that email list yet. We're going to talk about that in a second. Email marketing is going to be second because that's super crucial. Visibility, and then, of course, energy, and there's different elements within that, and then there's lead to sales, which means how are the people getting to knowing about your work to purchasing? Coming back to list growth, which is always number one. The approach that... We're not even going to talk about any paid advertising at this point. But as I said earlier, I mentioned something called bundle giveaways. Are you familiar with those online? Okay. This is where you'll have a host who pulls together a bunch of entrepreneurs.

[00:53:57.11] - Speaker 1

Usually, there's some topic or focus. They ask that they provide a product that is not their free offer. It's not just a lead magnet like a PDF. It's a little bit more. Usually, sells for anywhere from \$9 to \$27. You're going to give that away for free. There's a bunch of people, contributors that will contribute. Then all this traffic is driven to this event through not only... If you have a list, if you don't have a list, you can promote on social media, but their list as well, and then you get locked in. For example, since the beginning of January till now, I have grown my list by... I just looked at it, 670, I think, and 70, roughly, people. That's my big goal this year, is to grow my list by 4,000. This is the primary, or at least the starting approach that I'm taking. You can also use summits and podcast guesting, newsletter, even newsletter sponsorships. Now, that is a paid thing, but you can find newsletters that are complementary to your work where basically you would be running an ad in that person's newsletter or being mentioned, and it can be as little as \$20.

[00:55:19.14] - Speaker 1

Of course, it can go up to a couple of thousand depending on the community or audience size of the person's newsletter, how much visibility they're able to provide, but that can be a really great way to get visibility as well and grow your list. Having said that, if you are promoting, again, like these mini courses, you can use them as freebies that you give away in these bundle giveaways. Great way to validate because I have several that I use. I have some that buy off the shelf and I have some that don't. Those I'm in the process of replacing, it tells me that those are just not converting really well. If you were to do a sponsorship in a newsletter, You can have... So whatever it is that the agreement is, whether they're mentioning you and providing a link to your website or maybe your free offer on the back end of that, you can have a microsolution that's a paid offer and validate it that way because you know that you're going to get this influx of eyeballs on that. You can obviously post it on social media as well. You can use it when you're podcast guesting.

[00:56:26.05] - Speaker 1

They will usually send people to a link that you've created Again, it may be a free offer on the front-end, but on the back-end of that right away, there's this microsolution, which is ideal because when somebody is brand new to you, they're not ready to make a big purchase just yet. This is part of that ladder that we create. There are those ways and, of course, collaborations with other people in your industry, just promoting straight to their list. That's That's a great way to validate a macro solution as well, because in this case, you can frame it as a workshop. Even if it's free, you're still validating. Because let's say you have somebody who is willing to promote your free workshop and you get a small amount of signups, and you know that it was promoted to a fairly large list, then I would question. First, I'm going to question the writing around it. That's how we're talking about it. But I would question, maybe that's not something these people really want. You get a whole bunch of

signups that tells me that this could probably also be a paid product. You run the workshop and then you break it down into a mini course that you sell.

[00:57:45.18] - Speaker 1

It gives you content to use in other ways. It's another great way to validate. There are quite a few ways for you to validate without using any paid ads.

[00:57:59.07] - Speaker 2

Okay, Thanks.

[00:58:00.00] - Speaker 1

Is there anything else? Let's see, where do you find the one-to-one clients to test? If the one-to-one offers, I would start making to your list as you're building it. It doesn't matter. If you have five people on your list, still make the offer to your list. Email marketing and being consistent with that is so huge and so important. But a lot of us, especially early on, we don't feel like we really have a list because there's my grandmother's there and my BFF. I've done this. But no, it doesn't matter. If you have one person who's a potential client on your list, I want you to email them regularly. Okay. You said from... Oh, yes, from Mastermind. Yeah, that was right. That was a little while back. Okay. So did that answer your questions? Do you want to brainstorm on any of it?

[00:59:00.23] - Speaker 2

Sure. Yeah, that'd be great.

[00:59:05.05] - Speaker 1

Tell me a little bit about your ideal client.

[00:59:08.21] - Speaker 2

Yeah. Well, here's the first thing about the mindset, mind management work. I'm in the process of completing this online certification that's all year at the Institute for Integrative Nutrition, which is designed to help get you oriented to start your own business as a health coach. I'll have a green light from them to start seeing clients by the end of this month. Their guidance on ideal client is like, what's your story? What do you feel most confident in being able to deal with? And I'm like, well, gee, I guess women who are moms and divorced in their 40s. And then I'm like, is that reasonable to just want to talk to people who are like me? I feel like it's a cop-out, but then it's like, But I don't know anything about black men. I can't market that.

[01:00:08.01] - Speaker 1

Here's the thing.

[01:00:10.01] - Speaker 2

I pay to just be like, I just want to talk to people like me because I'm sheepish about it.

[01:00:17.16] - Speaker 1

No, but here's the thing. And I know that Jessica can agree with this because I think we've talked about this before is, ironically, the ideal client you end up creating is you five you two years ago. Often when I diagnose this with people, we'll look at it and their ideal client is them. That's what we do. It's completely normal. It's really good because it's something you can speak right? Okay. And your ideal clients want to know that you understand where they are, even if you're only one step ahead of them. You're right on track.

[01:00:57.05] - Speaker 2

I'm not even saying it like that because that just feels like just having that little time lag in there because I'm like, Yeah, I have grown so much. I am way more confident. I have so much more wisdom than I did. I still got a long way to Yeah.

[01:01:15.02] - Speaker 1

Of course, we all do.

[01:01:16.23] - Speaker 2

I don't know. That just clicked somehow because I've also done a lot of teaching in different environments, college, kindergarten, whatever. It's always like, go into it thinking like, I don't know what the heck I'm doing, but I'm one step ahead of you. I read this chapter two days ago.

[01:01:35.04] - Speaker 1

I know. It's so true. Then a lot of us are natural teachers. Anyways, we're guides or mentors, as I will say. So coaches, guides or mentors, right? That's naturally part of us, and that's what we will do. So, yeah, you're right on track. Don't worry about that at all. Okay. Yeah. Yeah. Yeah. Yeah. And Jessica, thanks for saying that. She said, The people on your list don't know how big your list is. So true. You could have 10,000 for all they know.

[01:02:06.03] - Speaker 2

Yay for the BCC.

[01:02:08.12] - Speaker 1

That's right. Coming back to then that ideal client and going through her day, in terms of the work that you do, what are some of the obstacles she's encountering from the time she wakes up till the time she goes to bed?

[01:02:25.15] - Speaker 2

Well, I think it's this concept of having attention pulled all these different directions, and there's just overwhelm. It's like a triage all day long. The taking care of yourself piece of it is a first cut on the triage.

[01:02:52.22] - Speaker 1

Yeah, of course.

[01:02:54.24] - Speaker 2

I guess When she wakes up.

[01:03:04.08] - Speaker 1

Yeah, start at the very beginning. When she wakes up, what's going on for her?

[01:03:09.04] - Speaker 2

Yeah, just constant, what do I need to remember? What do I need to do? What do I need to take care of? Who do I need to get here, there? Just the the logistics and also brain fog because perimenopause. I think Then this frustration of really needing to make decisions and be efficient and not being able to because there's this drawdown of your energy. And And you feel like it would be such a terrible waste of time to just take a nap during the day while your kid's at school.

[01:03:56.16] - Speaker 1

Because that's your one opportunity to get shit done, but then you're a wreck without rest.

[01:04:04.22] - Speaker 2

Anyway, so going through the day, it's just this struggle. What I have decided to call my new business is Vitality, I like that. Because I'm like, What do we want? We want to feel vital. We don't want to feel drained and we're just dragging our ass through the day and trying to be a good mom and trying to be a good partner and trying to be good at doing your job and pulling the house and whatever exercise.

[01:04:35.13] - Speaker 1

Exactly whatever exercise. I know.

[01:04:40.01] - Speaker 2

The idea with the combination of the neurofeedback and integrated nutrition is that the neurofeedback, as you may know, helps regulate your nervous system so that you have less of that

frazzle, and you can be like, Okay, I can knock it I don't know, just less problem. And maybe sleep better, have a little less anxiety, those things. And then that can maybe allow you to make some other little choices about your lifestyle. And the integrated nutrition concept is that life has got these pie chart 12 concepts, and your primary food has nothing to do with calories. It's all your relationships and your financial security and your spirituality and whatever. I like that way of framing it. I feel like the two will work together because when I was doing neurofeedback only before, I would run into a lot of clients who just needed some basic information, basic accountability on how to feed themselves. I am not even kidding.

[01:05:52.23] - Speaker 1
I'm surprised.

[01:05:53.23] - Speaker 2
But that's even the food part. I'm like, Well, I can give you some mom advice, but I feel like an imposter charging you money for that. Now, I'm trying to figure out how can I feel confident about some information, some guidance, some accountability and the nervous system support so that women who are in a similar situation to me can regain their vitality.

[01:06:27.07] - Speaker 1
Yeah. Well, it is a holistic approach, It's not just one piece. Just like what you described, I heard three products in there. That very first part of the day, being able to have that calm start. That calm start sets the whole day. There's a microsolution right there. Being able to put some processes in place so you can take that nap in the day and not feel guilty. Taking care of yourself, what that enables you to do for the rest of the day. That's another Another product. Then, as you said, the whole about feeding yourself, whether that's actual food or whether that's your relationships. There's a whole microsolution right there is the importance of... Nutrition isn't just food. You've got great father there who create some microsolutions and start putting that out there in front of people and seeing what really interests them As I said, then using that to either bring people into your bigger program because you have this certification or using it to create your bigger program. Does that help?

[01:07:41.06] - Speaker 2
That's super helpful. Just to listen and make it by the process.

[01:07:46.15] - Speaker 1
See the process. Yeah, exactly. It's easy for you to create. Like, literally, you can either... If you have a group of people, you can put a one-to-one session in front of, or you can do it as a workshop, or you can do it as a mini-course. You can even do it as an audio series. There's a ton of ways you could do this and make it super easy.

[01:08:06.24] - Speaker 2
Great. Thank you, Michelle.

[01:08:08.21] - Speaker 1
You're welcome. Jessica, do you have any questions for Wendy? Either one?

[01:08:16.23] - Speaker 3
I can jump in with one. Also, as you guys were wrapping up with Megan, a scene from Sex in the City flashed into my head. I don't know if you ever saw the episode where Carrie was talking about when she was starting out and she was struggling, sometimes she'd buy whatever big fashion magazine it was instead of just fed her more. So that just reminded me of what you were I love that. Yeah. Okay. So, Michelle, you're so familiar with what I'm doing. And honestly, the reason I'm actually doing it well is totally because I've been working with you in another program, and I'm so grateful. And so I have been thinking about putting together a group program. I actually just had the idea of a mastermind given to me yesterday, so it was really cool to see you modeling doing a mastermind. And I feel like that's still a little ways out for me. And I'm thinking right now there is something that I just naturally started doing. I further adapted a the Abraham Hicks process of the prosperity game, and I ended up doing my own thing with it, and it's been really successful every time I actually sit down to do it.

[01:09:39.09] - Speaker 3

I'm just going to put that out as my first group thing, not long term group, just a group thing that's maybe like a month to start.

[01:09:48.01] - Speaker 1

Yeah, exactly.

[01:09:49.23] - Speaker 3

So I'm thinking about going out to the people that I'm currently working with and going through this idea of their day around prosperity, specifically. And I wanted to know, is that the right approach as opposed to everything I could do with them in coaching? Because it could go in so many places. So I thought to really get specific about prosperity. And I had two ideas for how to do it. I've got my one-on-one clients right now. I've got a small number of them, and I thought I'd actually go out to them and ask them to maybe hop on a short Zoom with me just to talk about it. And offer I'll make them is, I'm going to let you come for free.

[01:10:34.13] - Speaker 1

Yeah.

[01:10:35.02] - Speaker 3

And then I thought I'd put maybe a survey together for the rest of my list and ask them to just fill out the survey because I don't have time for all of those one on runs and then make them know you're going to get the really big discounted offer because it's the first time I'm doing it and because you're helping me build it, you can come. Does that sound like a good approach to how you would do this?

[01:10:59.22] - Speaker 1

Yeah, you can. Absolutely. Just as you said, creating a short term group program. Whether we say it's three group sessions or it's one month, whatever the case is, it's a smaller. We could still count that as growth solution. It's another great way to validate. As you said, if you focus in on prosperity, let's look at their day. What problems are they encountering throughout their day, whether it's the way that they're thinking, their perspective, right? Whether it's something in the external world that they're actually encountering a problem with that's related to prosperity. Tell me a little bit more about that. What problems are they encountering?

[01:11:41.21] - Speaker 3

I'm just thinking about myself as a client because you're totally right. It's like, depending on the day, I might be getting up and thinking, oh, my gosh, it's the start of the month or the 15th, and all these bills I know are going to be autodrafting, and I haven't checked the bank account. I wonder if there's enough in there. Just that fear of like, did I do that? Did I drop a ball? Is everything okay? Yes. There's that one. There's a friend calling to say, oh, my gosh, there's this really cool fill in the blank coming up, do you want to go? And not feeling like it's an instant yes, because I'm not sure. What am I going to have to give up? It's going to the grocery store and having to budget instead of going and just buying what you want. I mean, those are just some. And then that's not even you Gosh, I hope the lights stay on and everything else if you lose a client unexpectedly or.

[01:12:37.07] - Speaker 1

Exactly. Yeah, but it's exactly what I'm talking about. So like you said, that thought process of worrying about whether the bills are going to clear the bank account. This can be an aspect of your one-month group. We'll say these are microsolutions within the microsolution vision, is how do you stop that thought process mid-thought? How do you stop that cycle and bring in more of that prosperity-attracting process so that you stop those thoughts right there in the middle? That could be a step, something that you teach in there. I love that you said, if a friend calls up and says, Hey, there's tickets available to this. Do you want to go? And you immediately are like, Why isn't that an instant yes? Why do I have to consider, Well, I probably don't have the money. I really should pay this instead. How do you turn opportunities that bring you more fun and high vibe? How do you turn those into instant yeses? How do you stop that? Bring some fun into it. How do you stop the naysayer and turn that

naysayer into a prosperity generator? You're Those are great things that you can outline as part of your microsolution, your mini group program.

[01:14:09.14] - Speaker 1

Those will be some great tangible items to talk about. Does that make sense?

[01:14:15.22] - Speaker 3

Yeah, this is really helping because I was thinking I want to have maybe something each week that we would address. The two other things that are coming up that I just talked with a client yesterday out gratuitously, is the feeling of if I have financial abundance, am I taking it away from someone else?

[01:14:40.19] - Speaker 1

So that's one that I could also address.

[01:14:43.16] - Speaker 3

And then this fear of my children are going to need this money later, so I'm afraid to invest in myself for what I need, even though I think in myself would actually put me in a potential to bring even more money in, Exactly. I love that.

[01:15:02.15] - Speaker 1

There's four weeks right there. Okay. That was easy. Yeah. Then the other great thing is, too, is when at the end, in that last session, you can ask people, what was your favorite week? What did you love the most? And turn those into individual low-tier products that you can charge for.

[01:15:25.10] - Speaker 3

That's what I'm a little curious about when you're talking about it. Could you take just one of those and give us all an example of if you were doing low-tier, how simple could that be and what price point would you put on something? Because that's the one piece of the thing you get.

[01:15:41.16] - Speaker 1

Yeah. So let's do that first one where you said that thought process of where it's like, maybe it's the thoughts that are consuming them most of the day. Are the bills going to get paid? Yeah, I've got money coming in right now, but next month I don't have anything on the books, especially if you're a freelancer or something. How do you stop that thought process? You can break that down into three simple steps. I'm sure that you can. Which is identifying the real problem. Whether that's like, I'm not worthy of receiving all this prosperity, or feeding fear. You can give them an exercise for each step of the way. You can give them even personal stories. You can break that down into three steps or three sections, three lessons, whatever you want to call that. Maybe you have a video with each one. Maybe you have a meditation with each one. Maybe you have an audio series with each one. Maybe you have a worksheet or a workbook. I could set all together, and that's a \$27 low-tier product. Could be a \$47, just depending on what you have in there. You can create a sales page for it.

[01:16:53.02] - Speaker 1

If it's low-tier, we don't necessarily have to go with a long-form sales page, but we still want something of substance. You can place to add your testimonials, start promoting it to your list once a month, twice a month. Just start getting those low to your sales coming in because those are the ones that lead to the bigger engagements with you. It makes it so you don't have to work so hard to sell the bigger thing.

[01:17:20.04] - Speaker 3

Because they trust you.

[01:17:21.21] - Speaker 1

Exactly. That's what I said. At the beginning is it builds trust because it's a low risk for them. If I only have to pay \$27, then it's It's no big deal. Well, it would be a really big deal if it was click-back. I wouldn't be happy with that. But you get the point. They get to experience your work. They have a quick win, which is naturally going to make them want more.

[01:17:47.00] - Speaker 3

Yeah. Thank you so much, because that was the piece I was getting stuck on. Is it just a PDF? Are you charging \$9? What is the structure? So that really helps me understand better what to create.

[01:18:00.18] - Speaker 1

Yeah. Like I said, you can do it as a mini-course. You can do it as an audio series, maybe with meditations and workbook. You can do it as a workshop. I mean, you've done that before, though. You've done master classes, right? But in your case, I would start testing out something like a mini course, right? Okay.

[01:18:22.02] - Speaker 3

Michelle, that's so helpful, as always.

[01:18:24.09] - Speaker 1

I'm glad. Yeah, yeah. Glad to help. Yeah. Any other questions And hopefully, Wendy, you're good. If you have questions, please reach out. And either of you, Megan, Jessica, I'm happy to answer more.

[01:18:41.12] - Speaker 2

I just wanted to say thank you. I'm going to have to jet and pick up one of my kids from school. Go right ahead. I'm going to really seriously consider getting in your mastermind because I know it was so awesome when we were in together before. So I'm really excited that you Yeah, made that offer here and really helpful to talk it through.

[01:19:09.16] - Speaker 1

It's good to see you again. And if you do join, we can do that one to one session in person with Sophie.

[01:19:15.15] - Speaker 2

That'd be fun.

[01:19:17.08] - Speaker 1

If you like. Yeah.

[01:19:18.21] - Speaker 2

I would love that. Okay. I'm going to hop off so I'm not late because got to get in Carla.

[01:19:24.11] - Speaker 1

Go take care of yourself.

[01:19:26.07] - Speaker 2

Nice to meet you, Jessica. And thanks, Michelle.

[01:19:29.11] - Speaker 1

You're Take care. You're welcome. Bye. See you. All right. Any last questions? I hope this was helpful. Wendy, you're good. Okay, great. It was good to have you here. Any other questions for you, Jessica? You know I'm happy to answer, Brainstorm?

[01:19:50.16] - Speaker 3

I think the other question I would have is just, I was very fixated on this is the thing I want to work on right now. But you talked about in developing these microsolutions, going out to the people that you would work with and figuring out what the stressors are as they go through their day. How would you structure, if you were going to do either a survey or a conversation that's much more broad, it's not just around a subject. How would you recommend structuring that?

[01:20:23.11] - Speaker 1

It's a good question. If you wanted to do a survey, I would just break up their day If you know your

typical client is... Tell me one of your clients what he or she does for a living.

[01:20:38.11] - Speaker 3

Okay. They're usually women. They're between 30 and 60, still working Yeah, the work varies, but usually there's a feeling of the work I'm doing isn't the work I want to be doing, and I want to do something else.

[01:20:58.10] - Speaker 1

Yeah. So I would Map out an example of that day. What are the thoughts that are... I would probably do something like maybe five questions. I wouldn't go too long because people get... I would also give them multiple choice answers because there's this thing that happens when people are given an open box to share their answers in. They freeze up a bit, they don't know what to answer or they answer what they think they should answer. If we give them choices, you're more likely to get the true answer, if at least it's one of the options that you provide a more valuable answer that way. I would map out their day, and I would make it as a fun exercise. As people, Share your day with me. There's five questions that will tell me what your day is like, and do something fun around it so that it doesn't feel like the typical survey, and see what answers you get.

[01:22:00.24] - Speaker 3

I love that. Michelle, that's one of my favorite things. Every time I go to work with you, it's like you always find a way to make whatever I'm going to go ask for someone. Super inviting. Okay, so share your day. When you go out and make an ask like that, do you often do a, and here's something I'll give you in return, do you need to do that?

[01:22:22.20] - Speaker 1

I don't think that you always need to. It depends on the relationship that you have. If you have a high touch relationship with your community community, meaning you're always talking to them and having this engagement, it will be no big deal for them to do that. If you're not, if it's still fairly more cold audience, meaning they don't have a lot of such points with you yet, then I would offer, just like I would warm an audience up for an offer by providing some free content, I would do the same thing in that instance. I would give some free content. You could give a meditation, a short two to five minute meditation or affirmation, audios, anything. Don't think that you have to spend a lot of time in creating that, as long as it's something that your people will love.

[01:23:12.23] - Speaker 3

And you'd do that before you'd come out and say, Hey, share your day with me.

[01:23:16.23] - Speaker 1

No, actually, I would ask them to share their day with me and say, in exchange, I would like to give you this as a thank you.

[01:23:24.24] - Speaker 3

Got it as a thank you. Okay, that helps.

[01:23:28.18] - Speaker 1

Good. That I'm really excited to hear what comes with it.

[01:23:33.14] - Speaker 3

Oh, me too. They're cool. They don't have enough other things to do. But I'll make sure you know. Me either.

[01:23:40.05] - Speaker 1

I know. Very good. All right. Well, I hope this has been helpful again, and thank you so much for letting me share all of it with you and present everything to you. You know how to find me if you have questions. Yeah, very good. It's great to have you here, Wendy, even though I didn't get to actually meet you, but I completely understand for staying incognito. I do that from time to time, too. Have a beautiful week, and I will see you soon. Bye-bye.

