

E126 - Q&A is it too late for me to successfully sell a course and grow a business.

Welcome to The Empowered Entrepreneur Podcast. My name is Michelle Smit, and I am an ex-teacher turned online business coach for Edupreneurs. The owner of Digiteach and a six-figure entrepreneur. I am in love with empowering educators, just like you to create freedom filled online businesses and lives they love.

If you are looking to up level your skills, your finances, your mindset and change the trajectory of your life as an educator and business, then you are in the right place. Think of this podcast as your weekly dose of business and mindset development to help unlock the infinite potential within you. To play bigger with your life and go after your dreams.

We are going to have so much fun together. So thank you so much for pushing play today. Now let's dive in.

Hello. Hello. How are you doing? Welcome back to my show. So happy to be chatting to you today. Now, what am I talking to you today about? This is a question that I had recently, and I've heard it a couple of times and I think it's an important one to dive into. So this is maybe something you've thought as well.

The thing was someone asked me, is it too late for me to successfully sell a course online and, grow a successful online business? And there was one lady who in a masterclass, a couple of weeks back had asked me that and there was some way that she said the only reason that I was successful is because I started seven years ago, and that the opportunity was now gone.

The market was too crowded, too saturated, and there was no point in starting now. So that was what it meant. But here's what that tells me. It tells me that she doesn't realize the power of what is coming, what we are actually witnessing, what we are living through right now. And I think a lot of people do not realize what

shift we are living in right now and what the future is going to look like.

The online course industry isn't shrinking it is exploding. And when I say online course industry, I mean online business. I mean selling services, products, anything online really. And it's not shrinking. It's exploding. And the opportunity, it's bigger than ever. Now, if you've ever thought, oh, I missed the boat, there are already too many people doing this, then listen up, this is the episode for you.

I want to dive into a couple of reasons why now is actually the best time to start. No, to be honest, starting seven years ago, like me, was the best time to start. Actually, starting 20 years ago, Was the best time to start. The people who started like 20 years ago, like Amy Porterfield and all of them, that was obviously an amazing time to start. But why is now the next best time to start?

Number one, the online education market, the e-learning industry is booming. Let's talk numbers. The e learning market was valued at 399 billion dollars in 2022. And it is projected to grow at 14 percent every single year. By 2030, we're looking at an estimated 648-billion-dollar industry, and it's only going to keep growing.

Now that's Billions. Do you know what that means? People aren't stopping buying courses, they're buying more. And when I say courses, I also mean online services, coaching, packages, ways in which to learn online. They're not stopping, they're buying more. More people than ever are turning to online learning instead of traditional education, overpriced coaches and corporate programs.

They want courses that solve problems fast and they're willing to pay for them. The demand isn't slowing down. All right. It's actually increasing. It's skyrocketing because it's becoming normal for people to learn online. It's becoming normal to not go the traditional route and to just go and find someone you trust that you believe in who's walked the path ahead of you and to buy the thing they're selling.

So, no you have not missed the boat. The boat is still at the dock waiting for you to get on, literally. Now, reason number two, people are buying from people, not from corporations. Let me ask you something. When you want to learn something, do you trust a massive, faceless company, that has no relatability, it just looks like a corporate vibe.

Are you wanting to go that route, or do you prefer learning from a real person who's been there, done that and you can relate to. So say for example, you're a mom and you've got three kids and you're dealing with mom life, all the things that come with being a mom and you want to learn how to do something as a mom with three kids.

Are you going to go and do something from some faceless company? Say you want to learn how to learn a skill or solve a problem. Are you going to go that route or are you going to find another mom who is on maybe Instagram who is creating content for you, who you can relate to, who you can see yourself in, who you aspire to, who you are inspired by, and are you going to invest with them instead? Exactly.

You're going to go and invest with that person. You're going to go for the person who is living and breathing the life you want and is solving the exact problem that you have and is dealing with the same actual real-life hurdles that you have being a mom of three kids. So that's the shift that's happening right now. Corporations companies all of that are out and personal brands are in. People want to buy from other people, and they want to learn from you. They want to learn from the human who's going through the exact same experience as them.

And that's just becoming more and more and more and more of a thing. And this is huge because it means you don't need to be the biggest name or have a huge company behind you, a million employees, to sell products online, courses online and make money. You just need to build trust, solve a real problem and show up as you and be relatable and be a human being.

The way people are buying is changing and it's changing in your favour. Reason number three, we're in the middle of a digital revolution, like a technological revolution. Think about the industrial revolution for a second, the people who adapted, who embraced that new shift, because that was a massive shift in the way the world worked, and it was huge.

And the people who embraced that new technology at that point, and the new machinery and all of that. The ones that shifted, they ended up thriving. Now the ones that didn't and stayed stuck in the old paradigm, obviously they got more left behind. Now we're living through the same kind of massive shift now.

We are actually living in a time that is historically really big. We're living in the shift, but this time it's really a digital revolution. Since AI has come into the game, it is just changing everything. The speed at which this technology is moving at is actually terrifying, mind blowing, and incredibly exciting at the same time.

Online businesses, back in the day, were these strange things that no one knew what the hell that was. Now I still feel like to a great extent, it's still a bit strange. Like when I meet people and I say I have an online business, many people don't yet understand what that is. But it is becoming more of a norm. And more and more people are starting to just take matters into their own hands and sell their own products, offers online. And people are making millions and millions and millions of dollars from their laptops, from their living rooms.

And here's the thing, if you don't adapt, there's a great chance of being left behind. So the world is moving online. And I think COVID was this massive catalyst to the online thing. So that sped up the process, obviously. Remote work, all of the stuff just was accelerated.

And then AI came into the game. And now it's just becoming wild. It's becoming amazing to witness actually. And online business and online education aren't trends. They are actually becoming

the standard. They're becoming the norm. So yes, that means more competition, because it means more people are doing it.

But it also means there's more demand than ever before. Because guess what? There are billions of people in the world. So let me just break this down for you. If your course, for example, is a thousand dollars, which is a very normal price of a course. You only need a hundred sales a year to make a hundred thousand dollars.

Now, out of billions of people in the world, do you think that you could find a hundred people a year who need your help, who you could solve a problem for? That's just a hundred people out of billions. The pool is massive, right? And obviously your niche might be more specific, and so maybe it isn't billions, but do you know what I mean?

If you just think about it from that perspective, you don't need millions of customers to make good money. You just need a handful, right? And the demand is there. We can see it. So the opportunity isn't gone. It's bigger than ever. So the train has just left the station.

And I want you to hear this loud and clear. The train has only just started moving, and the common person, anyone, you, me, a mom with kids at home. Literally anyone, with nothing more than a phone, an internet connection, and the drive to change their life, obviously they need to build the skills, but if you have a phone, with a camera, internet, and drive. If you have those three things, you can build a wildly successful online business.

You can sell online courses, you can sell services, you can sell whatever you want online if you have those three things. Obviously, you need to have creativity, you need to be able to build an audience, and you need to build skills. But if you just have those three things, you are in the game to win.

And it's crazy, you don't even need a huge amount of investment up front. The barrier to entry with online business is so low as well, because the cost of you're all in one business system is say a hundred dollars a month. So instead of starting like a brick-and-

mortar company where you have to pay for rent and overheads and all this. You're just paying a hundred dollars a month. And that's nothing in the greater scheme of business, right?

So, the people who start now, the people who actually take time to learn how to create content, create courses, sell courses, launch courses, market themselves, build a personal brand, all of those money-making skills, the people who learn those are going to win, okay? So, it's really important that you see that.

It's not over. It's just beginning. So is it too late to sell courses online successfully and grow a thriving online freedom business? Absolutely not. It's never too late to start something especially if you are in it to win it and you are driven, you're ambitious, you've got that desire for more and you're ready to put in the work and go for it.

Of course it's not just going to happen on its own, this is a business you're building, this is a huge thing. But the opportunity is here for you, and it's literally right there, and I don't want you to think that there's no point in starting now, because it's not true.

So if you want to have in one year, two years, three years, Time if you want your life to look different in a huge way, then learn these skills start now, don't wait for the timing to be right. The time is right now, literally, it is right now. I just believe so much in this, and I have for so long and I just see the opportunity is so great I just see people going from zero to making great money.

Their lives has changed. My DBA students, their lives have changed. Their lives look completely different since learning what I teach inside of DBA. And it's so magical to witness. And that's why I'm so passionate about it as you can hear in my voice. So if you're the type of person who is ambitious.

You want to have a bigger impact. You want to make much more money. You want to take back your time. You want to empower yourself. You want to build skills that empower yourself to not depend on the job or the company or the husband or the wife or whoever you're depending on. The school, the ESL company, and

you just want to learn how to empower yourself with skills to make money for years to come.

Then you're the kind of person who belongs in the Digiteachers Biz Academy. And that is something that I think you should look into. So if you are interested in joining DBA, then feel free to email me, message me.

You can send me a message by saying DBA or whatever. And we can talk about it, we can hop on a no pressure call where you can tell me what you want to do, your niche idea, program you want to create, all of the goals you have. And then I can see if DBA is the right fit for you.

So feel free to email me or message me if you're interested. Otherwise, I hope you have an amazing rest of your day, and I'll chat to you soon.

Bye.

Thanks so much for listening to today's episode. If you are a teaching business owner, freelance teacher, or online teacher and you are interested in creating a digital course or group program to scale your income and impact without teaching more hours, then I have just the thing for you.

Grab my free Scalable Digital Course Roadmap and it will walk you through the six steps to turning your one-on-one classes into a scalable offer that frees you from the teacher burnout trap.

Creating scalable courses and programs have allowed me to 10X my hourly rate, hit six figures in my business and impact hundreds and hundreds of people around the world without having to be actively teaching all day. If this is what you desire, grab my guide in the show notes and let me help you.

I appreciate you so much and I can't wait to connect with you in the next episode. In the meantime, go create a business and life you love.