

E57 - Behind the scenes of how I run my 6-figure online business.

Welcome to the Empowered Edupreneur 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 uplevel your skills, your finances, your mindset, and change the trajectory of your life as an educator in 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. I hope you are doing fabulously today. I am excited to chat to you as always. So I'm going to chat about the behind the scenes of how I run my six-figure online business. So this is how I'm currently running it at this moment in time. If you are listening to this later.

And you know, things change all the time, but at this moment, this is what we are doing. This is what I've been doing for I would say most of 2023. Because this is just what I felt like at this time. So I don't know if this will stay, but it's working for me now.

And it's feeling like light and doable and I'm not hustling and grinding and working my ass off and things like that, which is ideal. So yes, I could probably be doing more. But the question is, do I want to do more? And then I'm like, no. So the important thing for me is to also just enjoy my business and not do things that I don't want to do because I don't want to meet resistance the whole time.

So I really feel into my energy of what feels like a yes and what feels like a no, and I'm very selective of what I choose to do. All right. Just before I dive in a little reminder that my live version of the Educators Income Booster Bootcamp

is open for enrollment. So if you haven't got a ticket to that, you can get a ticket.

It's just 37 euros. You can probably click the link underneath this podcast. But this is a live training. So it's going to be about 10 days long where we're going to be together. I'm going to be sharing with you a ton of valuable training on how to map out an offer that you can sell for years to come.

A digital course or a group program, something that is scalable, something that you can package your knowledge into and create like an asset and sell for years to come, helping you escape the teaching treadmill. And it's honestly one of my best trainings and this is the last time I'll be doing it live this year.

And if you have purchased the prerecorded version, perhaps you've bought that in the past, you will actually be invited to join us for the live version at 50 percent off the price. And the live version is actually quite different energetically. It's like a whole different ballgame to just watching prerecorded videos.

It's like you're live with me. I'm going to give you actual feedback on your offers, actual feedback on your ideas, actual business strategy on how to launch and sell your stuff. I literally give you homework and every day, I actually call it love work, but every day you do it and then I go in and review and give feedback.

So there's no other opportunity for that kind of close connectivity and proximity to me at a price this low. So if you do want support from me on course creation, course launching, selling your offer, mapping out your offer, learning how to sell stuff online, learning how to make money online. This is the place to be. So I hope to see you there. Now let us dive in.

So how do I run my business? Now in the start of my business, which was in 2018, me and Mike did everything ourselves. So we all wore all the hats of the business. We did everything ourselves up until about 2020, the middle of 2020.

So about two years later, we started hiring. We started making money. I quit my teaching job. And then we started outsourcing stuff that we didn't want to do. And let's start with my team. Basically I've had the same team for years now, which is amazing. I am so grateful for the team that I have.

It's a very small lean, mean team, so I don't have a vision of having a big team and having lots of people work for me. I have no desire for that. I want a very small, close-knit almost like friends. They feel like friends to me and that is literally what I've got. My team is tiny, and we really care about each other.

We have the same values in business. And that is actually how I hire as well. So if I hire, I don't really hire only on, well, I really don't hire on skill. I actually hire more on the values. The core values of the person. And if there's alignment between us, I think that's really important.

Obviously, skills are important. And with certain positions, you absolutely need skills, for example, Facebook advertising. But who the person is, is actually really important to me. So my small team is me. So I am in charge of producing content. I create all the content. I do all the coaching of course. I am the face of the business.

I do all the marketing and I do all the selling. So I'm the person that's front of house. No one will see anyone else in the team, except me on camera and you know, I am essentially Digiteach. That is everything you read. It's from me. I'm the content creator. I'm the creator in general. So that is me. I would call myself the CEO of the biz, of course.

Then we've got Mike, and Mike is my husband, and he is in charge of the back-end stuff. So he does all the website stuff, all the funnel builds. He edits all the content, video editing, all of that stuff. So with the podcast, he edits that every week. He manages the taxes now. I used to do that. We've moved that over to him.

He does now managing of the taxes and he does anything related to systems and techie stuff, which I'm very grateful for. I can do a lot of the stuff but there's still a lot of stuff that I can't do. And I don't enjoy it at all. I need to be people facing, I need to be coaching and connecting with human beings.

That's my zone of genius. And my zone of genius is definitely on backend systems. And he's got more of attention to detail and he's amazing at building websites and funnels and stuff. So that's what he does. We call him the CFO.

Anyway, so he does all the techie stuff and that's always been the case. We kind of started Digiteach together in 2018. And then in 2020, the first hire I had

was a virtual assistant. So that was the first hire. And so I always say like, that's a great first hire because customer service is key.

And I was spending so much time on emails. I was literally spending so much time on emails. I really treat everyone like a person in my business. I reply to all my emails. I reply to everything. I don't ever ignore people. Customer services is probably one of the most important parts of my business philosophy.

I want to make sure everyone feels seen and supported. And I was really overextending myself on that. And so, I had to hire a virtual assistant to manage mostly the customer service stuff. Now Melissa was that person and she's still with the business years later. And what has happened is she has grown in her skills so much that she has become a tech virtual assistant. Which is a more specialized virtual assistant, and she specializes in online business and course creation.

So the way that she's grown, she's actually able to do a hell of a lot for us now. depending on what's happening in that month and how much work is to be done. Which is great. She can work however she wants. So that's Melissa. And also, she can build out funnel stuff. She does a lot of tech stuff. A lot of techie things that even Mike sometimes doesn't even know how to do.

She does know how to do, especially with the system that we use, which is the Course Creators Kit. She is really good at that system and our whole business runs through that. And so she can really do a lot of stuff and she is a dream. She does all our customer service stuff, answers, emails, deals with refunds, all the admin type things, helping people get logins to their courses.

I don't do any of that anymore. And it's honestly the biggest dream of my life. And in launches, she is actually doing a lot of the stuff during launches in terms of creating the Facebook groups and all the things she just builds it out for us now. She's a dream. And then I have one other person and he is our Facebook advertising manager, and he helps us run a Facebook ads.

So we used to run ads all the time ourselves back in the day, me and Mike both did ads. We both learned how to do Facebook ads and we did it for two years and it worked well. And then I was like, screw it. This is not a vibe anymore. I do not enjoy it. I stopped doing it in 2020. We hired Riaan, who is our Facebook ads man.

And he runs ads for us, especially during launches where we go quite big on our campaigns and stuff, especially when we're dealing with a lot of money. I feel much more comfortable giving it to Riaan than us because that's what he does. That's his specialty, right? And he's amazing. Also like a friend. And we live in different countries. He's a South African, but we definitely will meet one day and also same core values, and it's just been a very aligned partnership. He also supports a lot of our DBA students in their advertising, so there is a great alignment there.

And that's it. Really, that's all I have. I've got a small lean team. I think in the future I might potentially hire an online business manager who would be an OBM, who would almost take the role of managing the whole business and paying out all the salaries and also strategically, I do that now, basically I do that and I'm fine with that now, but I think in the future I will probably want an online business manager to do it.

Sort of managing out all the launches, all the people, the whole project. And I would just be there in my zone of genius. I'm actually very good at that, I'm not going to lie. But the thing that I really enjoy is coaching and connecting and creating. So if I can do that, that would be great.

And I probably would one day want to hire a social media person. But I don't actually feel aligned for that. I feel like it needs to be me and my voice, and I struggle with the thought of someone else doing that. But anyway, small, lean team. You don't need a big team. Just make sure to do the things you enjoy and the things you're good at and then outsource what you really don't want.

Then offers. What are we selling? What's making money in the business, right? So we have a couple of offers, but I'm going to be honest. My office suite is very simple. I've got the Educators Income Booster Bootcamp, which is my low-ticket offer. It's under 40 bucks. That's the thing that's open now.

And that is a 10-day mini course, basically. It's a live training that we do for 10 days together. That's the kick-starter offer. That's the beginner offer. That's the offer that I would say most people should join first because that's where you learn a huge amount of stuff.

But beginners in course creation and launching, that's the first place to go. And we launch that a couple of times a year. We do live version of it, but I also sell

a recorded version of it. Okay. Then we've got my main program, and this is the Digiteachers Biz Academy.

And this is what everyone knows me for. I've been selling this for years now. It's our core offer. It's our signature program. It is the moneymaker. It's where most of our revenue comes in. I would say like 80 percent of our revenue is coming in through DBA. It is my baby and it's something that I will probably be doing for many years, at least until it becomes out of alignment, but for now it's really great.

And the results of our students inside of it are really great, which is awesome. And now we have different tiers of DBA, different support levels depending on what you need. It starts at a thousand and then it goes up based on if you want one on one coaching or done for you stuff where someone's actually doing the work for you, setting up your website for you. It depends.

So we've got Silver, Gold, and Platinum of DBA. And those are great for different support levels. Platinum is our high-ticket offer, which is done with you. It's a six-month program where we help you launch, you get all your stuff built for you. And it's just like the fast-track speedy dreamy kind of offer that some people take if they have the money, but don't have the time.

And then I've got Voxer. So I have Voxer coaching clients, which I love, which is just on a monthly retainer having me as a coach on Voxer where I can help people with back-and-forth communication. It's almost like WhatsApp, you just send voice notes, and I can coach via Voxer, which is great for people.

A lot of our DBA students end up doing some Voxer with me because of launches and needing extra support like that. And then I just have normal coaching clients as well. I only coach people who have DBA or have business training. So I don't really coach complete beginners. Unless they buy a package that involves DBA, and they do the training that just is the best.

So that's it. It's quite simple. The offers are simple. I'm not a fan of having a million different offers. My core thing is DBA. My other thing is Educators Income Booster Bootcamp. And that's how I keep it simple. My offer suite is simple. For now, it feels aligned. Then list building is something we do prioritize all the time obviously through Instagram, creating content and things like that.

My podcast as well is a way of building my email list as well and connecting with people. And my audience and then Facebook ads. So we do have a tripwire funnel, which is a low ticket off a funnel where we sell something under 30 bucks or 40 bucks. And basically, we just run ads to that and it's a really valuable training that people can buy there.

But basically, we're always building our list and also building a customer list. So that's kind of what's happening in the background all the time. Just low-cost daily ads to that funnel and me having new people come into my world and things like that. And then I kind of nurture with this podcast and that's kind of how I keep connecting with people and stuff.

So that's list building. Definitely prioritize that. That's an essential thing and then nurturing. So that's how I list build and nurture. Instagram podcasts and Facebook ads. Then in terms of launching, at the moment for the last two years, I've done three big launches in a year.

In the beginning of my business, I would do four launches a year. So every quarter I would do a launch. The launches got bigger and so I didn't have to do four, I could do three and still be good. And because I have these big bootcamps, I can't do them too often because it's a huge amount of energy to facilitate those Bootcamps because I'm doing so much coaching and actual close support and feedback and all sorts of stuff.

Love doing it, it's really valuable for people inside. But I can't do it a lot. So yeah, at the moment, three launches a year that might change in the future, who knows. And then those are external launches, launches with new people being brought into the business. But then we do some internal launches depending on my.

This is where I lean into how do I feel and what do I feel like kind of energy? If I feel a big expansive yes for an internal launch, then I would do that. Oh, and sorry, this is so awkward, but I forgot to mention an internal offer that I have, which is the growth accelerator as well. I don't externally launch that into the world.

That's normally people who are in DBA who join that. And I would internally launch that a couple of times a year. I've done it once this year, but who knows? Normally it's between one to two internal launches. So what it is an

internal launch. It's when you're just launching to your email list, you're not kind of going and promoting and running ads and things like that.

And then what am I doing weekly? So one podcast a week, that is just my rhythm. I have one newsletter per week, and that newsletter is just normally sharing my new podcast episode of the week, and it invites them to whatever is happening in my business at that point. So if I'm running my live bootcamp, I'll invite people to that.

If I am, selling DBA. I'll invite them to join DBA. If I have a particular thing happening at that moment that I want to promote, I just include that in there. But ultimately, that newsletter is once a week with a podcast episode, just to give value and connect with my peeps. Who are always listening, which is great.

And then I do Instagram posts. So typically, what I do is just one a day, every day of the week. And I chill on weekends. I don't do anything on weekends. I don't work on weekends anymore. I used to back in the day. When I had to build this business, you better believe I was working weekends, a lot of weekends.

I'm not going to pretend that I didn't hustle and grind in the beginning because I did. That first one and a half years, at least I was pushing hard. I had to really create the business and lift it off the ground. And so I work weekends. Now I don't, which is great. So strict policy on that.

The laptop goes away, and I don't work on a weekend, but Instagram posts during the week, I typically do one every day. And I pop into the Instagram stories daily. I am not a hardcore, I must post X amount of stories a day and do this, this, this, this, this. Maybe that means I'm a bad Instagram person, but I just got to follow what feels good to me at the end of the day.

And I recommend you do that too. So you can keep sane. And actually enjoy your business. I probably could be a lot better with my Instagram. I know I could do better, but it's fine. It's working at the moment. Doing a lot of things that I think are really valuable and yeah, makes me happy. And that's I think important in your business.

So I've got that. And then during the week, I always have some sort of coaching call. I don't have lots of calls. I don't do a lot of one-on-one coaching. Because

it's normally a more of a higher price point. So most of these coaching calls are normally my group coaching, my DBA group coaching. And then I'll have maybe one to two one-on-one calls a week at the moment.

And then I have Voxer clients. So every day I pop into Voxer in the morning normally, and I just go through my Voxer clients, and I send voice notes to answer any questions and provide support in Voxer. And that I just do daily. And that doesn't even feel like work to me. It's obviously it's something I need to do, but I just send voice notes.

And my Foxy clients are great. And it just feels like supporting a friend, you know? So very grateful for that. And then obviously weekly I am making sure that we're doing all the things that we need to be doing, like list building prepping for launches. I'm always managing my launch projects.

So I oversee the launches, the projects. I'm the one that's sort of driving the team. I'm having meetings with people in my team. Just managing the project. We use Asana. So we work through Asana and that's how we kind of manage everything. But I mean, That's about it. I feel like that is that's the current vibe.

I could launch more. I could sell more. I know I could do that. But I just don't always feel like it. And I know you shouldn't really run your business based on your feelings, but I also think that you should listen to your energy and flow with what's feeling right. And I like having very on times and very off times.

My launches are big. They're very on times. And then I just deliver my coaching and things like that in between. And I am obviously selling in between launches. We are also building out an evergreen that would allow people to join DBA silver at any point because that is available basically at any point.

It's just my DBA gold and DBA platinum, which is not. We're working on that. Otherwise I just sell it intermittently through my content and occasionally hop on a sales call or a discovery call or a clarity call or whatever you want to call it and discuss how I can help someone and see if it's an aligned fit.

And then I have new clients. And so that is kind of the vibe. As I say the core amount of revenue comes through our live launches and our platinum clients, my coaching clients. But the thing that really grows the business that I see over and over again is the live launching because part of live launching is a big burst

of visibility, a big burst in list building a new humans coming into your world and those humans will eventually be.

Buy something at some point later down the line, not all of them, but a percentage of them will. And so as long as you are prioritizing that and live launching does, it makes you grow your list. It gets you visible. It gets you in the act of promoting and selling. And that's important. It's a big burst.

So, if you do a couple of those a year, I think it's really good for the health of the business. I do believe in setting up some evergreen stuff as well, but in the beginning, keep it simple. If you're still within the first year, year and a half of your business to two years. I would just be prioritizing live launching to get it off the ground and then start looking at maybe a tripwire funnel to build your email list because that's a really important piece.

And then maybe later down the line turning things evergreen. People always want to turn things evergreen too soon and it doesn't work. Make sure to live launch a good couple of times. Make sure you're converting well on those live launches. Because when you turn evergreen, it's going to be a bit harder to sell like that.

So that's it. That's how I run currently my six-figure online business. I am super chill. I am not big into meet my team every week and discuss stuff. I literally just talk to them on Slack and every now and then we have meetings and especially around launch times and pivotal times.

Otherwise everyone knows what they're meant to be doing. I don't micromanage ever. Everyone is on it. That's just the way that I lead. I expect people to lead themselves. And so that's it. Will this be what my business looks like a year from now. I don't know. It feels good to me now. I think there will be some big energetic shifts potentially.

I mean, that's always happens when you evolve as a human being and your business needs to evolve with you. Maybe some offers fall away and new offers come alive. I just need to follow what feels good and right and where the energy is flowing. But I don't see myself changing. DBA for me is my baby.

Everyone knows, knows it. I love it so much. I can't see that going away anytime soon. So yeah, that's it. I hope this was helpful and insightful. And you can create your business however you want to create your business. You can

have a big team. You can have a small team. You can have just one other person in your team.

Yeah, it's just really cool when you have your own business, how you get to structure it and build it. Always keep in mind strategy when building stuff and don't get the shiny ball syndrome and try build a million different things. I know it sounds probably a lot, but I actually just have my Educators Income Booster Bootcamp and DBA.

I just have different level tiers within DBA, silver, gold, platinum. And then I just have Voxer clients in between. And occasionally I have my Growth Accelerator. So it's not a lot of stuff, but it works and it's simple. And the main thing that we focus on is our Bootcamp and DBA. That's the main stuff at the moment.

So I hope this was helpful. Remember you can join our Educators Income Booster Bootcamp, the live version. It's open up until, I don't want to say the wrong date, but we are starting on I think it's the 22nd of November, so you have until then to join us. The doors do close and then we just are in this program together, 10 days with me live.

We're going to create some magic together. Everyone's always says that this bootcamp is such a catalyst for change for them. It's like drinking a Red Bull that gives you wings. And then they just like catapulted forward. So if you want to make some big progress in your course creation journey, and you want to really get into a movement, get into action, get into progress.

This is definitely the place to start. And I hope to see you there. If you have any questions, feel free to email me or message me on Instagram. Otherwise have a beautiful rest of your day and I will chat to you soon.

Thanks so much for listening to today's episode.

I am beyond excited to announce that the doors to my live educators, income booster bootcamp are officially open. If you are looking to escape the time for money, teaching treadmill as a teacher or teaching business owner and create a course or group program that can scale your income and impact for years to come, then this is the bootcamp for you.

You can grab your ticket for just 37 euros on my website at digiteach.biz. Doors close soon and I won't be running this live for a couple of months, so don't wait.

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.