

E42 – A Digiteachers Biz Academy transformation story with Preeti Rai.

Michelle Smit: Welcome to the empowered Edupreneurs 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 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.

Today is going to be a very cool conversation. These are my favourite calls. I get to invite some of my DBA students to have a conversation about their journey in their business. And it's super inspiring. It's super cool. Most of the, most of them are teachers. And today we are chatting to the amazing Preeti. I think she joined DBA.

I can't really remember. It was like a year ago or so. But Preeti has just flourished and just done so amazingly. It's really inspiring. And yeah, she is an English empowerment coach, and she helps women. I think it's a woman in corporate specifically to empower themselves with speaking English, fluency, confidence, all of that good stuff.

Really, really helping women step into their power in that kind of setting and find their voice, which is so, so amazing. So yeah, this is how it's going to go. We're going to just chat about her journey and she's also here to answer questions from you guys. So if you have questions regarding, what does it look like, the business thing, anything, right?

We're here to answer the questions. So, feel free to drop the questions in the Q& A tab below, and just pop the questions there as they come up, so you don't forget about them. And then at the end, we'll answer your questions and

it'll be awesome. You know, so who have we got here? Say hello in the comments.

Don't hide, say hello. Let's see who we're chatting to here. Hello, Melina. Yay. Melina's joined us in DBA, which is so exciting. Hello, Ramesa from Seattle. Oh, wow. You worked all, all night. Oh my gosh. Amazing. Hello, Alicia and Jessica. Yay. And Clarissa. We've got people still tuning in. Hello, Ane. Yay. Also another DBA student.

Welcome to the family. Please say hello in the comments. And if you have any questions for Preeti, please drop it in the Q& A. She has been walking a journey guys. She's walking the journey. She's walked it. She's in it. Hello Essie. And she, she has some golden delicious stuff to share just from her own story, from her own personal experience.

Hello Valerie. Okay. So Preeti, thank you so much for making time and being here and doing this. It's so good to be chatting to you. Let's start with what you were doing a couple of years ago or a year ago before you started with a DBA, like what was your job, blah, blah, blah.

Preeti: Okay. Hi, everybody. I just want to say thank you Michelle, for inviting me to this space. I'm really excited to share my story with you guys and to help you guys as well. Because like Michelle said, it's been one hell of an adventure. So a couple of years ago, and this was during lockdown. I was working 11 hours back-to-back nonstop as an online business English coach for a company in Italy.

And I didn't have any time for myself. I didn't have any time to even think about starting up a business. I was constantly working, sleeping and working. That was pretty much my life. And I used to live in Italy for five years because of the lockdown. I went back to London, and I was working from my childhood bedroom.

And sleeping in the same space. So two years ago, my life was pretty stressful working back-to-back and it took a toll on my mental health as well and actually on my physical health. And thank God, I saw Michelle's ad on Facebook, and I was just pulled. To join the free training and it was the first time that I decided to make an investment online and it's been an investment that hasn't been game changing.

It's been life changing honestly, it's changed my life.

Michelle Smit: Wow. Wow. That's amazing to hear. Wow. I didn't realize how intense it was for you at that time, I didn't realize that how much you were working. I knew you were working as a business English coach and I knew you a lot and now I think it's been one or two years, something like that, maybe one and a half years.

Where are you coming? Where are you talking to us from?

Preeti: So I'm talking to you guys from the Amalfi Coast. I'm still wearing my bikini because I've just stepped off the beach and into this call. My life has completely changed, guys. So going from working 11 hours back-to-back in my little childhood bedroom in London, I've now been in the Amalfi Coast for five weeks.

Where I've been working only probably two or three hours every day. And then after lunch, I just head to the sea, jump into the sea and swim around like a mermaid and drink Aperol Spritz

Michelle Smit: with

Preeti: my friends.

And I was able to create that lifestyle because of your first module, which works on the mindset. And it talks about your perfect day and the life that you want to desire. And I remember writing down exactly what I wanted, and it was this and I'm manifesting it is happening. And it's, it's, it's been amazing. It is amazing. It is amazing.

Michelle Smit: Yeah. And even before this, you were in Istanbul for a while.

Preeti: Yeah, I was in Istanbul for a month just working out of a flat and just traveling around and. Connecting with local people and connecting with, connecting with a lot of women. So my niche basically focuses on professional women who speak English as the international, speak English as a second language, I'm actually meeting a lot of my potential clients while I'm traveling. And we're connecting media and some of them have actually become my clients. So traveling is actually really good for my business. And it's no longer a business, by the way, it's turned into a spiritual.

Michelle Smit: movement. I get that sense when I see how you've evolved and what this has become for you. Like, I really get the sense that you're taking it like you're, you are, it's like you're shifting these women's lives in some way. You really are equipping them with just that confidence for them to be able to. Thrive and in different areas, even just them going traveling and feeling that confidence. I mean, it's not just, it goes far deeper than just teaching English. It's like ripple effects changing these women's lives. And it's amazing because you've always had that vision of empowering women.

Yes. And you're doing that now.

Preeti: Yeah. And like you said, it's not even about English. I'm using English as a medium to empower these women to change their lives. And the only reason I'm able to do this, and I mean, I keep saying that it's because of DBA because DBA has changed my life. And because I feel more empowered and equipped with the right tools.

I now use that in my coaching to empower other women, because I think DBA has given me a voice. And it's given me a platform and I'm able to now share that with others.

Michelle Smit: Sure. I've just seen you grow so much. If you think about how, it was when you started. Yes. And like where you are now, hey? I mean, it's just crazy.

Just even your confidence in what you do. It's so insane.

Preeti: Yeah, look, I'm going to say a bad word, but I was really fucking scared at the beginning. When I made that investment, I was like, holy guacamole. I knew it was the right thing to do in my gut, but I'm like, can I really do this? And I've taken my time.

I've taken my time because I had to do a lot of work on my mindset. A lot of work on myself because I realized DBA gives you all the tools. It gives you all the strategies, but there's this, there's this part which focuses on energy, mindset, and even spirituality. So until I didn't do the work on myself, the inner work, I couldn't move forward with my business.

Yes. And because of that, I think my confidence has increased over time and I'm at the stage where I'm ready now to launch my course in September, which I'm really excited about.

Michelle Smit: I have been seeing that. I have been seeing you dropping some little breadcrumbs along the way, like foreshadowing and stuff. This is great. This is so cool. Yeah, it's happening. It's happening. And are you currently, have you just been sort of one-on-one client? Coaching dynamic for this period of time, and now you're going to sort of give them a course program to run through with you. Yeah,

Preeti: absolutely. So I've been doing one-on-one coaching. I've also been doing group coaching with some clients, and I've diversified my offers in, in different areas, offering summer Voxer coaching. So just coaching by voice messaging without physically being present and

Michelle Smit: teaching. Yes, huge. I'm very helpful for people. Okay.

Preeti: Super helpful because they don't have to sit in front of a computer for one hour a week and be present.

They can be having coaching from the beach, from the mountains, wherever they are in the world.

Michelle Smit: Yeah. And also with pronunciation and things like that, you can still, it's them speaking and practicing with you. It's like having a little buddy to communicate with, who you feel safe with, as well.

Otherwise you don't practice, you wouldn't be speaking as much, I imagine.

Preeti: Absolutely. I'm their coach in their back pocket, and I'm just helping them with their pronunciation, correcting errors, giving them vocabulary upgrades. And most importantly, just giving them confidence boost.

Michelle Smit: That is so huge, right? Cause I feel confidence is one of those things that changes the game. As soon as you build confidence in yourself, you become pretty much more unstoppable in all areas. Obviously with language, you can finally speak without that terrible fear consuming you. I would know as an expat in the Netherlands but yeah, that confidence is important, and it does take time to cultivate, but if you don't, the thing is, like with you, you started DBA and you did it in your own time.

It wasn't like you had to finish in this specific time. And that was that. And the reality is, is when it comes to business, it's not, you can't put a timeline on things. You can't put a timeline on it. And it's not a linear journey, obviously, it's a bit more like that. And it takes time to cultivate the belief and confidence in yourself to really tune into what it is you want to do.

But the only way you can get there is through giving yourself a chance. Absolutely.

Preeti: Absolutely. I never really put a timeline on when I wanted to launch because when I came out of the 11-hour working period into DBA, I had to do a lot of healing on myself because physically I was actually quite ill.

And I've grown up with like chronic dermatitis and allergies. So I needed just to work on myself. And I did DBA every day a little bit by bit and I actually took my time for myself and for my business, because if I'm not in the right space, then nor is my business and now, and now I'm not working for the business. The business is working for me. And that's really important. You're not a slave to your business. You've got to find an energetic match where both work in synchronicity and harmony. And I think that's happening now, which is really exciting.

Michelle Smit: Yeah, everything's starting to align.

You've got, yeah, it's, it's syncing, and I can see that happening. It seems you're being, you're able to do things with such ease. And you're just enjoying the process, enjoying the journey. And yeah, I mean the inner work is a really important thing to take note. There's only so much strategy someone can give to you to say, do this, do this, do this.

But what happens is you come up against your own. Resistance the entire time. And at the end of the day, it's the actual inner work and it's the mindset and it's the internal, it's the even energy work, all of that shifts you internally so that you can take the action and do the thing in your business so that fear doesn't completely crush you, that you can rise above, above it.

I guess I often think that sometimes to get to this point of taking the leap and doing this, sometimes you have to hit such a rock bottom. Oh yes. Don't you feel like that sometimes you need to really go down to the worst point for you to be like, should I need to change? Whatever this I'm doing, I caught a change.

So I had that.

Preeti: Oh my God. Me too. There's been tears. It's been breakdowns. It's been like therapy sessions. There's been all of that. And there's still fears. There are still fears, but now I feel I can embrace those fears. And say, hi, Fizz. Hello, friends. Welcome to my world.

And then step, move forward with the fears.

Michelle Smit: Still move forward with them. They're always going to be there. I think the idea that fear won't be there, it's not real. We're human beings. We're always going to be scared. But you start to build a muscle for creating safety, I guess. It's also just creating safety for it's okay.

It's a trust. And it's safe for me to do this. And it's okay. I trust the unfolding. It happens over time, I guess. And that muscle to still do stuff when you're scared. Cause that's really important. And you can speak on this Preeti like if you want to run a business and you want to sell a course, for example, you want to build a course, sell a business, make your own money.

You're going to have to get out of your comfort zone, right? You're going to have to do stuff that's pretty much uncomfortable because you're not used to it, like the social media stuff or the getting invisible on camera and going live and, you know, that's hard. Yeah, I have a lot. It took me ages and you know that it took me ages just to get on Instagram stories and start talking about what I'm doing.

And recently I've been doing more lives and connecting, connecting with my audience. But it's taken me a while to get to that stage because I had to do a lot of inner work. And now I'm feeling really good about myself, and I've got together my social media strategy and I'm going to be doing more real soon. But when you do start doing that, you, you, you breathe a massive sign of relief. Because you're like, oh, great, finally, I've done it. It wasn't as hard as I thought it was. So there is resistance. There's a lot of fears. But with a little bit of faith, I think when you do overcome them, it's an amazing feeling because you're growing, you're expanding as a person.

It's not about the business. It's about you, your personal, your spiritual, and your professional growth. Completely. Because at the end of the day, I'm not

trying to prove anything to myself. I'm just trying to help women who need help. And that's being in service. That's one of my values to be of service. And my business has given me that opportunity. To fulfil my purpose. It's not about,

yeah, it's like far deeper. So if you can find something that drives you, that pushes you that's deeper than just money, business, whatever time, something that really is a service to someone that you're really helping impact and change people's lives.

And it's, it's, it's much. You have a driving force that comes that kind of pulls you forward. It pulls you. The momentum comes more easily when there's meaning attached to the work that you do, where the impact is so important to you that you're willing to go and get uncomfortable just so you can have that.

Impact, right? You are willing to go live on camera and be scared because it's more important for you to connect with those women and help those women then hiding behind closed doors and stuff. And I've seen you be doing lives and stuff, and I've seen you doing a lot of stuff now, and you're just on fire.

It's just freaking awesome. It's happening. You're doing it. You're doing all the things and it's not as scary as it seems on the other side of it. Right.

Preeti: Yeah. Cause it's not about me.

Michelle Smit: It's about, it's not about you. It's about them. It's a service. So that's another tip. When you do stuff like going on socials and talking, if you move that, it's about me.

Oh, what do I look like people are going to care about my face or how I speak. It has nothing to do with you push it back to Who can I serve today? Who can I help today? And then it's like, it's about them. And that takes that ego, weird vibe. And then it feels a lot better. It feels, like, much more, yeah.

It takes the pressure off and at the end of the day, people don't, yeah, I think we just make it a lot worse in our heads, that we think people are going to judge us and need things and all of this jazz when really people just want our help and they so value and appreciate it, right?

Preeti: Yeah, absolutely.

I just want to talk a little bit about the niche because it did take me a little while to discover my niche, but because before DBA, I was teaching every Tom, Dick and Harry, I was teaching children, I was teaching men, I was teaching women, I was working with clients, corporates, the whole shebang, but I was able to niche down because I think you've got a module on your ideal student avatar that really helped me sort of understand what, what lights me up, what, what really empowers me Which part of the community could I work with that really, really genuinely need my help?

And it was women in corporate environments because I was seeing, Oh God, they're not speaking up during meetings. They're really holding back that they don't want to speak. And because of that, I was like, okay, this is who I want to help. This is who I am going to help. And this is who I am helping now.

And I keep getting amazing feedback. On LinkedIn, on WhatsApp messages, by the way, you know, my colleagues are saying that I'm now talking a lot better in English and I found better and they're just more confident, and I love it. That's your salary. That's why you do it.

That's why I do what I do when I get messages like that.

Michelle Smit: Oh yes. That becomes the stuff that really feeds your soul, the fulfillment. Yeah. It's so cool. In my job, in my online teaching job and stuff, I just wasn't fulfilled. I just felt I wasn't having that deep meaning.

The meaning wasn't there. And I think that's the case with a lot of. Positions of people where that's why people are often quite miserable is that that fulfillment and that meaning isn't in that work or there's a disconnect. And when you can find that and you can obviously charge for your services and find an alignment with that, it's magic, right?

You can get paid doing something that you love, and you can help so many people in the process.

Preeti: Oh yes, I quadrupled my prices now that I'm working for myself and I'm also working in line with my own values and what I believe in rather than working against them and for somebody else. And it does come down to your values, what you believe in and how you want to live your life in accordance to those values and your business will fit into those values, not the other way around.

Michelle Smit: Absolutely. Totally. I mean, it's amazing. So fricking inspiring. And what would you say in terms of the skills that you've acquired over this journey, what kind of things have you learned to do?

Preeti: All the things I never learned at university or anywhere else. Important things. Yeah, before I actually became a teacher, I was working in the corporate world, heading up Sousa Marketing, but I didn't know...

Anything about digital marketing, only when I started DBA, did I start learning about social media, setting up my funnel, I didn't even know what a funnel was, setting up my own email address, which by the way is quite exciting if you like stuff like that, and you know, you're not used to stuff like that, setting up my own webpage, copywriting, like writing your own stuff, doing, getting friends to take photos of you, you know, that's really exciting.

All this beautiful magic stuff where you're like an onion and you're just, every time you learn a skill, you're peeling one layer after the other. And then you start thinking, holy guacamole. This is exciting stuff. So I've learned so many skills. I can't even tell you on top of my head, I can't even make a word, there's like a bazillion.

And public speaking, by the way. Like speaking to the camera and connecting to the audience.

Michelle Smit: Which are huge skills, and very strong money-making skills. They make you money. If you have that skill, oh my god, sorted. There are certain skills that if you can build in yourself, you are equipping, you're empowering yourself to be able to generate your own money online, which is hugely empowering.

Preeti: Absolutely. And you don't have to be an extrovert to be a good public speaker. You can have any personality type. You can be an introvert, you can be an extrovert, you can be timid, you can be outgoing, but everybody can learn these skills and practice, practice, practice over time, and then you will see the results.

Michelle Smit: Amazing. I, I yeah, I'm, I'm an introvert. I mean, people think that I'm an extrovert, but I'm straight up an introvert and you can do this all as an introvert. I know lots of business owners who get in front of audiences and

sell and do this and make money. They're actually introverts. And I think there's a misconception.

I think people think you need to be this outgoing, want to be on camera. When I started, I freaking hated the camera thing. I got so nervous speaking on camera. It was huge block, but look how far you can come in a few short years. It's amazing how much you can change in such a short time, right?

Preeti: Oh, absolutely. And I've made a ton of mistakes as well, but they've been kind of fun making that because no one knows. You think you've made mistakes. Let's say if you do a live and you're like, oh, I forgot to say this, I forgot to say that, but no one notices anything.

Michelle Smit: Yeah. You can just make mistakes. You just keep doing it.

Preeti: You keep doing it all over again. And also like you're not feeling confident that you fake it. I have plenty of alter egos that I tap into. So if my energy is not high on that day. I would tap into an alter ego, another persona, I'll pretend I'm a woman from the South of Italy.

And so I'll act like a woman from the South of Italy, even though I'm not really feeling like one. And this is what I teach my clients as well, when they're communicating in English.

Michelle Smit: It's brilliant. That's such a cool little thing to do, actually. I love that. I love that. And what's in store for you now?

In terms of all the things that you want to do. Do you feel there's just so much opportunity here? Do you feel there's just so much you can do, you've just started, it's just the beginning.

Preeti: Yeah, there's so much, there's too much and it's all really exciting. So I am going to launch the course in September and then I would like to also in the future start a membership.

I'm also going to double the prices for my coaching offer. And I would love to absolutely love and I'm searching for locations in the Amalfi coast to host face to face workshops for women to come together, improve their English communication skills and just have fun, go on a boat, go around the coast, go for a swim.

Michelle Smit: And yeah, that is such a great idea. That sounds so great. Sign me up. I don't need to practice my English.

Preeti: And the reason why I want to do that, because I'm doing it myself and it feels so good. And I feel it'd be amazing if women come together, they bring their energy, you know, and yeah.

Michelle Smit: Totally. That just makes the process so much better. And that little community aspect that you're growing, cause you're growing such a cool community online as well. Your Facebook group is filled with lovely ladies from all over and that's magical, hey, there was none of that and now it's there.

Preeti: Yeah, and it's real, it's authentic, these connections that you're making online, it's a real deal. I feel the love from them, they feel the love from me. And it's amazing that you, you can create this kind of vibe online as well, because you feel like you have a second virtual family, who basically they're supporting you and everybody wants you to do well, especially in the DBA community, in the Facebook group, everybody's really supportive. They want you to do well and they will go out of your way, go out of their way to help you.

Michelle Smit: Yeah, the community is magical. It's the little DBA family, yeah, very, very special family that is growing, you know. Everyone's wonderful. I'm always so thankful of the humans that come into our program. And it's just incredible. When you have a business, and you do course creation online and stuff. You get to meet so many fricking cool people. We got to meet each other, Preeti. There's just so many cool human beings that you, you would never have been able to meet if you didn't get out of your comfort zone to take the leap to do these things.

It's so crazy. And I think it's scary. I mean, I know the feeling of investing in mentors. I've always had coaches and mentors. I've had to invest a lot of money in it with myself. I know that feeling of fear and what the F am I doing? Like panic, la, la, la, la, like it's stressful.

But on the other side of most of these. Well, all of my investments have been such a return and it's not only just a return. I always say there's like a ripple that you don't even know is going to happen. There's a change that happens that you can't even it's not just like you make money.

It's more than that, right? It's just more than that. So much more. I mean, making money is wonderful, but it's more, it's deeper.

Preeti: Pure abundance that you can't even describe, things start to fall in place. Pieces of the jigsaw, things start to fall in place with you, your life, your lifestyle.

Even my friend's circle has changed quite a bit. Because of DBA, because when I first started DBA, I didn't have anyone in my immediate friend or family circle that was entrepreneurial, and they were running their own businesses. And actually I felt a little bit lonely at the beginning, but because I had DBA, the community, I felt okay, I have my tribe.

I have my entrepreneurial tribe and we all come from similar backgrounds, so we understand each other really well.

Michelle Smit: Yeah. You can't do it in isolation. I feel doing this in isolation is going to be really tough. It takes a village.

Preeti: Yeah, it does. I tried and it wasn't working, and I felt this is why it's great to stay connected in the DBA community, like send messages, interact with others, share ideas.

Have accountability buddies, like I'm on a WhatsApp group with other DBAs and you know, we, we're always giving updates on what we're doing, and we speak on a monthly basis.

Michelle Smit: There's so many little groups that have formed in DBA with little, some meet every Sunday, some have a WhatsApp group, proper friendships.

And also the cool thing is there's a lot of alignments in the. Business stuff. So there's a lot of collaborations as well that are possible, which is really cool to see. I've seen quite a few DBA'ers collaborating and doing stuff together. And yeah, I think that's, that's pretty amazing. And the cool thing is, is that it's lifetime.

There's no real end to, it's just going to keep growing, right. It just keeps getting filled with more humans who are on the same journey. And now we've got these humans that are like a head and can help the others, like the

newbies, which is also really cool as well. Cause you guys have walked the journey, you know, so much more now than what you knew starting out a year and a half ago.

If you could say something to people around, what would you tell people who are basically in a situation where they are not happy with what they're doing, and they have this calling inside. There's this thing in their heart that saying they want more, and they want to start the business.

They want to impact people. They want to make their own money. They want to take the leap, but they are scared. What would you say to them?

Preeti: I was that person. And I would say to them exactly what Louise Hay said, which is feel the fear and do it anyway. Because if I didn't do it. I think right now I would be extremely, extremely frustrated and probably most likely depressed with my life and my lifestyle.

So to everybody who's teaching back-to-back hours and you, and you want to change your lives, you want to start your businesses, you want to make an impact, you want to find your purpose, you want to understand why you're even on this bloody planet. Because I really did. I sat in churches and prayed. I'm like, God, tell me why I'm doing it.

Otherwise, there's no point. I can't just keep drinking Aperol spritz and sitting on a bench.

Michelle Smit: I need more.

Preeti: I need more. And this is why I did DBA because it gave me that clarity. It gave me that drive. Not just the tools, but also like the energetics, because Michelle working with you, you're not just a mentor, you've become a friend and you've got this.

I feel like you're an empath and you have this spiritual side, which you bring to the business, which you bring to DBA, and you share that with everybody. And that's something that I really liked because actually, I'm a really sensitive person and I felt like I needed that kind of environment and that vibe. So I would say to everybody who are still not sure about DBA or about starting their own businesses, just go for it. There's nothing to lose. Starting your own

business is really the only real way to change your life, to change your family's life and to experience all the magic that your heart desires.

Because when I started DBA, I was quite sick, like physically sick. And I've been working towards my health, my mental health. I've been doing DBA at the same time. I've let go of a lot of old work that no longer served me. I actually mainly just work for myself. And another, I'm a contractor for another company doing what I also love, and it's been a journey, but it's the most magical ride of your life, honestly.

Michelle Smit: I feel like this journey is self-development. It's such a self-discovery. You find who you are in the process. You start unlocking things that you didn't even know was there, right? It's not just course creation. It's not just making money. It's not just building an online business. It's so much deeper than that. Yes, I always talk about that and I'm always like this is the most insane journey of self-discovery where I keep finding more about myself and I keep being able to explore it. And the cool thing is, is as you evolve as a person, as you discover more as a person, your business evolves with you.

It's like you can just morph it into your offerings and morph it into how you want to impact people. And then you have that uniqueness as well. It becomes your own thing. That's your own baby that you can be proud of. It's an amazing thing and it's just amazing guys, the interwebs. Thank God for the interwebs because you get to meet human beings, such aligned people who you get to work with, who you get to help and the impact that you guys can have in your niches and in your ideas.

You can, you can really help someone, and people need your help. People are waiting for you to, to help them. They're, they're needing your message. They're needing your uniqueness. They're needing your angle, your perspective, your experience, your wisdom. There's just so many human beings that you can help and impact, which is so it's, it's what keeps us going. Right. I guess on this journey and freedom, of course, having the freedom to travel around, that was my, that's how I started my business was I just needed to have that freedom, right? Cause I wanted to live between South Africa and the Netherlands, and I want to move around all the time, and I can't stay in one place for more than six months for heaven's sakes.

But then it becomes so much more than that. So it starts with that, but then your purpose and meaning become a lot deeper in the journey. Yes, definitely. So I am going to open up the floor to questions. So if you guys have any questions, we haven't been able to tune into these comments, but please swing through questions if you have.

Okay, so Valerie asks if you did silver or gold in DBA, but you, we didn't have tiers of DBA when you joined. There was just one option when, and it was more of a. It was more gold because I came every week, right? We had those lives every week. Yeah, we had live calls and stuff every week.

Preeti: And I did a group coaching call with you at the beginning.

Michelle Smit: Yes. So it was more gold, but there weren't tiers. But the structure of it was more of like a live. It wasn't just pre-recorded.

Preeti: No, it was live. It was every week we had the live interactive calls. Yeah.

Michelle Smit: Yeah, yeah, yeah. So it was gold Valerie. Okay, Valerie. Yes. She asks you Preeti, how long did it take you to go live on camera? Cause she's a bit stressed about the visibility stuff, obviously.

Preeti: Oh my God, Valerie. I hear you sister. So it took me a while. I actually only started going live literally a month ago, live on Facebook. I haven't gone live on Instagram yet. And the reason why...

Michelle Smit: But you've been doing stories. You've been doing stories for a while.

Preeti: Stories I've been doing them for ages. And I kind of love doing stories because if I'm in a cool spot on the beach or hiking up a mountain, I just love getting on camera and sharing what I'm doing and talking about my own language journey as an Italian learner and how it's helping me communicate. So I love jumping on stories and I just love sharing. Parts of my life, so I've been doing stories for a while and that's really helped me build up my confidence in order to start going live. And I'm going to keep doing more lives now because I'm kind of enjoying them. It becomes fun.

Michelle Smit: It definitely becomes fun.

I can vouch for that. And I think the best way to start is starting with stories and starting with one picture, a picture of your face. You know, post a picture of your face and then post a, maybe a reel with you in it, or you just start small, and each little step, you're exercising that muscle, you're strengthening the muscle.

Preeti: I took baby steps. I'm still taking baby steps, but I'm taking them in the right direction.

Michelle Smit: At least you're climbing the right ladder, right? You're on the right path for now.

Preeti: Yeah, yeah, yeah.

Michelle Smit: That's the thing. I mean, even if it takes you some time, it's okay. There's no rush. There's no rush. And I'm not the kind of person to leave people in the lurch. If I get a voice note from someone or an email from one of my DBA students from like a year ago, I still, that's just my nature is I'm still going to help them.

Even though the program's eight weeks it's not like there it's done, and it's finished and there's, you can never learn again. Like it's over. You probably still go into DBA and look at the stuff.

Preeti: I keep going back to the launch module. I even go back to the mindset module because the mindset works like ongoing is continuous.

And yeah, you're always there on social media on Instagram. I've never felt alone or deserted. I know you're there if we need help. Drop a message into Facebook and you respond. So that's a really nice part.

Michelle Smit: Yeah. And even for our silver people, I think people worry that, oh, if I do silver, I'm not going to have any help, but that don't work like that. I would never ever do that. It's just, you don't have the group coaching sessions, right? So if you have questions, you still drop them in the Facebook group. We've got a whole community of people who can help and me included. It's just the group coaching isn't there. So, that's the only piece of the puzzle.

I have another question for you, Preeti. It says, Preeti, thank you so much for being here and sharing your story. Could you please walk us through how your pricing has evolved from the first time you launched to last launch? Well, you haven't exactly launched, but since you've been raising your prices and stuff, how long between each price increase like how do you work that out?

Well, actually, I don't work it out. If I'm feeling and I'm going to be honest, my prices have increased because my confidence has increased in myself and in what I'm doing, and I'm not, I didn't go searching around what the market is charging or what the competition is doing. I really don't believe in competition. Even with myself, I believe in collaboration. So my prices have evolved because I've evolved as a woman and as an individual. And now I'm going to launch a course, a sex-week course for 497. I'm doing, I went from 10 weeks to six weeks because I felt that's what aligns with me. That's what sits with me better.

And I've already presold one spot and I haven't even started marketing. So your, your prices honestly are based on your confidence and your ability to deliver the service that you want to deliver. Your price is really what you think it is.

Exactly. Yes. So, I mean, when you're starting out. Look at the market, identify what the vibe is to get an idea. But really when your confidence grows, your price is going to go straight up.

We all start from somewhere and you'd have to have your belief behind your price. Always say, where's your energy behind that price. If your energy isn't behind the price, people are going to see that. They're going to feel that people can feel that if you have confidence behind your price, you are going to sell.

With ease, because you believe in it. You believe in how you can help those people.

Preeti: Yeah, you have to get behind your price. So let me just give you a very quick example. When I was teaching as a business English coach online, one to one sessions, I was working for a company. I was being paid 20 euros, 25 euros.

When I started DBA and I got private clients, I immediately hiked my prices to a hundred euros. And now with the course launches, I don't know how much it works out per hour, but it's going to probably be a lot higher. It will be higher. And I will double my prices again, because I feel I can, and I will.

And why not? Because the work we're doing, let's be honest, is priceless.

Michelle Smit: Yeah.

Preeti: You can't put a price on the work that you're doing if you're really making that difference.

Michelle Smit: Yeah, absolutely. And it takes some time to get to the point where you feel that confidence, where you really, really sink into shit. I am freaking good at this. I am changing people's lives. I'm really helping people. It takes time to get there. Like you don't start there. If you don't feel that now, don't panic. We all have to start somewhere, right?

Preeti: It took me time to get to that. I had to do a lot of inner work on self-worth. And my perception of myself and I like to meditate, so I meditated a lot on this, and it was quite a spiritual journey. And then I started to untangle my limiting beliefs. And what I really think of myself and what's true and what isn't true. So doing that mindset work at the beginning and throughout the journey really, really helps in terms of your self-worth, your confidence, which does reflect your pricing.

Michelle Smit: Totally. They're completely linked. I've seen people sell \$70,000 products with utmost confidence and just such certainty in it that it sells. It's a done deal, there's a buyer at every price point, there's people out there that will purchase your programs. It's just you believing in yourself, and I think this is important, belief, just stop believing in yourself.

Just start believing more in yourself and your world will change in all areas of life, even if you're in a job, if you start coming with more belief and like I'm good at this. This is what I'm worth. You can say, give me a promotion. This is what I'm worth.

You can bring this confidence into all areas of your life. Absolutely. I have another question for you. Do you ever Preeti, do you ever feel bad that some

people cannot afford your course, regardless of how much it might be worth? Not wanting to shut others out. It's also their belief system growth, perhaps.

Preeti: That is a really good question. I'm going to be honest. Maybe at the beginning of the journey, I would have felt bad because as a teacher, our first desire is to help. And help as many people as possible, but now I'm in a position where I feel like, okay, how can I cater to that part of the market? So maybe launching another offer that they can afford.

So for example, I've launched something called Voxer coaching for the summer and the price is 222 euros. So that kind of package would be ideal for people who wouldn't be able to invest in my course. So the answer to your question is no, I don't feel bad. But I do try to find a way to help them if it's for a product or just giving them, like I get messages all the time on Instagram.

So I try to help people with advice. I even put them in touch with other teachers, other people that could help them. Basically are compatible with their price range.

Michelle Smit: Yes. Yes. So the guilt needs to go. The guilt of selling your stuff needs to go. And you can create firstly, when you create an online business, you typically do create free resources and free content that people can consume all the time.

And you go live, and you give help for free, and you do a lot of free stuff actually that people can consume. And. Yeah, you can have a, yeah, you can have a light version of that program or something or an offer that's suited for that person. But when it comes to the other things, you know, yeah, you've got to charge what it's worth and The other, the other thing is that we tend to forget is that human beings can save money, you know, they can save if they want to do something. Like a lot of times I've saved money to be able to invest in the coaches that I've wanted to work with.

I'm consciously saying, I'm taking 10% of my income and I'm saving it for my development, my skills, my mindset, the inner work. And I think we forget. People just, if they can't afford it, that's it. No, we can all consciously save money. Even if it's a little bit, and even if it takes like six months of that little bit and work with you later as well.

So the idea of giving your stuff for free and dropping prices, it doesn't serve you in a business because you're not going to be able to function anymore.

You're not going to be able to help people. You've got to fill up your cup for it to flow into other people's lives and to impact. You actually have to set decent prices for that.

Preeti: Absolutely. And you're not going to feel good about undercharging. If you drop your prices to help people who can't afford high prices. At the end, you're not going to feel good about it yourself. And if you don't, you're not going to feel good delivering the course.

Michelle Smit: Yeah, because then you're just in resentment.

Yes. You're just in resentment and that's not the energy you want. That's the energy you have in your job, which that you're not happy in. You're in the resentment because your workload is, is not reflected in the price point. And you need to honour that energy exchange because you are delivering a service or product.

You don't go to a shop and buy dresses for free, and you don't haggle with the shop owner and say. Give me that dress for cheaper. That's the price of the dress. If you can't afford it, you go for another dress. So you don't want to be in resentment. You want to have that energy exchange, feeling good to you. So you're giving and you're receiving, and there's this clean energy between it. I've been in resentment. I sold my first course for \$129, and it was a lot of work because we're going to over deliver. Okay. We're going, we're going to over deliver. We that's who we are. We're educators and we also want to impact people.

And I remember being so resentful about how much I was over delivering and how little I was getting in return for it. And then it just sours the experience. Yeah, totally. That is true. I've experienced that feeling of resentment of being underpaid. Yes. And when you're in your own position, don't perpetuate that same.

It's common, we will perpetuate the same story, we keep repeating the same patterns, that's where we have to do the inner work, right, to break those things, to start creating awareness around it, and breaking those patterns and it doesn't happen overnight, but it's a journey worth starting. It's a journey with doing. Because it will ripple into your life in a lot of beautiful ways when you can find that self-worth and confidence and courage, and you're going after the thing you want, right.

It's magical. I have to run, I'll check out the rest of the recording. Thank you so much Preeti and Michelle. Awesome. Guys, it looks like we haven't got any more questions. So it looks like we are good to go. Preeti, can you tell everyone where they can find you? On like the socials.

Preeti: Yes, so you can find me on Instagram at my account.

I'm just going to write it into the chat, which is called @empowher_english. And I'm also on Facebook. I would love to connect with you guys and you guys can see what I'm doing and how I'm building an online audience. And what I'm doing on stories, and I'm really happy to carry on talking to you guys, even after this call, if you have any questions, and I just wanted to say something about the point you mentioned about pricing and charging what you're worth, but I had to keep going back to my, why, why I started the business, why I'm on this journey.

And one of the reasons was it was to make more money. It was to increase my income so I could live the lifestyle that I want for myself, for my family, for my friends.

So why, that's really, that's really going to help anchor you and give you the confidence to charge what you want to charge, not what you think you should charge.

Michelle Smit: Yeah, absolutely. That is exactly it. You're starting this journey so you can increase your income. So why undercut yourself? I mean, it's like you're your own boss. Give yourself a raise. Give yourself the money you deserve.

Preeti: Give yourself days off. I give myself days off guilt free. I spent all day at the beach or my friend's boat and I'm not working. And guess what? I've still got like money coming in.

Michelle Smit: Yes. Yes. Magic.

It's so magic. Ah, I love it all so much. It's so, and I hope this has inspired you. These conversations are my absolute favourite. Thank you, Preeti, for being here. Thank you for helping chat to everyone and hopefully it inspired some of you guys as well. Just seeing someone who's, you know, turned her life around and gone from this to that in such a short space of time.

I know I have myself, but someone, sometimes they need to see other. Other human beings who have done it. Thanks Preeti, you are an angel. Thank you for being here and we'll keep in touch. Okay.

Preeti: Absolutely. Thank you so much for inviting me. Oh, this was so exciting.

Michelle Smit: I know, it was so much fun, and I'll chat to you soon. Alrighty. I'll chat to you soon. Everyone says thank you, inspiring. Bye guys. Lots of love.

Thank you so much for listening to today's episode. If you're wanting to get mentorship from me in your online business or your course launch, then the best most comprehensive and supportive place for you to get that is inside my signature business program, the Digiteachers Biz Academy.

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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.