

E29 - Behind-the-scenes of a \$67K course launch.

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 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. 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 and welcome back to my podcast. I must say I'm excited for this episode because I have never done an episode like this, and I think you're going to like it. I am going to be super transparent around our numbers for one of our launches. I'm really going to be pulling back the veil on our first ever paid launch that we did in 2022, where we had really epic results.

It was a very, for me, I mean, I've done lot, like many, many launches by now, but for me, I've had some turning point launches in my business. And the first one was our first \$40,000 launch in 2020. And then I had a few like amazing webinar type launches, which I remember. But this one as well, this paid launch, this first paid launch that we did in 2022 is one of those turning point launches that you kind of just remember for you just remember it and it's, it's one of those significant growth spurts in your, in your business journey.

Allow you to become the business owner that you are today. And so, I really do feel like this one was, and it was it, I'm going to be honest about it, like I'm really going to share. Full transparency

around it including our numbers and also the experience of it. So, in this episode I'm going to talk about, the type of launch event it was.

The challenges that came with hosting this type of event, the real behind the scenes results of this event that really blew our socks off. And I'm going to try, I'm going to give it in detail as well, and what I have learned through running paid launches since. So, let's look at the type of launch event it was.

Okay. So, this was a paid launch, meaning that the event had a low-ticket price attached to it. It was a \$37 price point for this ticket to my bootcamp. This event wasn't just a launch event, it was. Highly action-packed mini course actually. So, this is by far the most valuable low-cost product that I've ever built.

And it became part of our launch of Digital Teachers Bus Academy. And it is really, it's not just like a free kind of webinar or workshop. It's like a full on 10-day event. It's a big operation and it's called the Educators Income Booster Bootcamp, which I'm sure you have heard of. But it is on another level, like I will be tooting my own horn in this podcast episode because I really, really think it's a great product.

So previously we sold DBA Digiteachers Biz Academy that I call it DBA if you haven't heard of it yet, through free live webinars. I've done it through live webinars. I've done it through video series launches. We had good results with all of them. But it got to a point where our ad spend was climbing and getting the numbers of people we wanted into those events.

It was getting hard to scale up because every time we try to scale up with our ad spend, our lead cost went up, and so it would just eat away at our profits. And so, I got to a point where I was just like, you know what? This is annoying me. Like the problem is persisting. We have to change track. And so, I pivoted to a paid launch model.

Whereby the event on the front is paid, so it's not a free event. So instead of hosting a free like webinar or free training, we hosted a

\$37 bootcamp, which is not just like a free challenge. Yes, it has similarities to free challenges, but it's actually, it's quite different when you put a price tag to it and it's now a ticket, it becomes.

A whole product in itself, right? And yeah, these boot camps are insanely valuable in their nature. This is like the kind of stuff that, the stuff you want to put into this event and the quality of this event is really top in my opinion. And the whole idea is that you, you host this event or this mini training, this bootcamp, and you really over-deliver and you.

Your customer's socks off you, you want to blow their socks off and you want to really over-deliver and give an amazing experience and, and a memorable experience. And then what happens is people do just naturally want to continue with you because they're like, wow, this was only \$37. And look how much transformation I've had.

Look how much change I've had. Look how much. How I'm feeling. A lot of the thing is how they're feeling as well. If you can really activate and get them moving and taking action and being productive and feeling inspired, it's a really beautiful thing to be able to give to someone. And if you can do that in this event, it's really good because people are going to be like, wow, imagine what it's going to be like working with this person more.

And it's going to lead to much higher sales by nature. And I must say it works like crazy. I've done it and it works really well. But only if you get all the moving parts right, and it is a very different strategy to a free launch. So, of course at this point I had done many free launches, but at this point I had never done a paid launch.

And I had no clue how this paid launch thing worked. And so, as you know, I never wing my business. Every time that I've wanted to learn something, I go and invest in a mentor who can help me learn it. That is what I've always done. When I wanted to learn how to do video series launches, I invested with the PLF to learn how to do that Product Launch Formula.

When I wanted to learn evergreen, I invested in a different product and mentor to do that. And that's just what I do and that helps me get things right in a shorter amount of time so I can start making money. So of course, I go and invest in the mentor that is like really, that have sort of coined the term paid launch formula.

And this was. My dream mentor, which was Jill Stanton, and Josh Stanton, right? They worked together in the wealthy course creator. And I joined their high-touch accelerator program for six months, which was a stretch investment at the time. I'm not going to lie. But I just knew in my heart that I, this was right, and I was going to execute like a beast as always, and I was going to smash it.

That's kind of how I go into these investments. I don't go in with this like, oh, will it work for me? I'm like, okay, cool. I'm making this investment. I'm going to make this work for me. And then I dove into it completely. I remember doing it, it was just before December of 2022. I was in Cape Town.

I was with family and I suddenly I started this whole new thing and I had to graft, so my December was just grafting, right? I was watching lots and lots of training videos. And I was building my funnels. I was creating all my launch assets all the emails. There were a lot of different pieces and moving parts to this, hosting, this kind of level of event.

And it was really one of those push seasons in my business. You know, it really pushed me. There was a lot of a masculine energy. I was taking a lot of action. It was. Action based. Those couple of months. And then within three months we ran our first paid launch, and it was an absolute rollercoaster.

I'm going to be honest, I'll give the full details now in the next section. But basically, we hosted this 10-day event, and I hadn't even, because there were so many moving parts to this, I hadn't really finished the. Content of the event I had focused on just marketing the event and all the other pieces of the puzzle.

And so, this is what it looked like on in my first Educators income booster bootcamp, like in that actual event, which was 10 days, and we had 314 people in that event, right? I would wake up and respond to hundreds of people posting on their homework in the group because it was such an engaged group.

Because people paid to be there. So, I said I would go and give feedback on all the homework, so I was doing. As soon as I woke up. And then after that I would spend the rest of the day actually creating my training. And then I would go live and deliver the training. And then after that I'd have like a short break, like half an hour, an hour, and then I would go live and deliver my VIP group coaching.

And I did this for 10 days straight. And then Mike was doing a whole bunch of stuff. He was doing video editing and uploading the videos and sending like all of that stuff. And then Melissa, my virtual assistant, she was doing all sorts of stuff, but then she got covid and I had to start taking over her work, and the engagement was so high in this event.

There was tons, I'm talking like hundreds probably of emails, questions and comments that I had to just respond to. And I had to be present too, because that's a really big thing for me when I host these events I want to connect with people. That's part of how I do these launches, right? I'm not going to lie to you and say that this was a very calm and relaxing launch.

It really wasn't. I hardly had time to eat. And when me and Mike did eat, it was like a pre-made pizza in the oven. And even like showering, I had to like, really everything was just push, push, push because just, it was a new launch, so I had to rebuild all the assets and I had to relearn a new strategy.

And so, by nature of that it was, there was just a lot of work to be. And also, I had no evidence of it working yet because it's your first one and you've never done it before. You don't really know how it's going to, what the results are going to be. And we had spent quite a bit on ads, and so the anxiety was high.

I was totally out of my comfort zone. So yes, I'm not doing a great job of selling this to you right now. The first one was tough, but I believe that every first launch with a new strategy is the toughest. And then after that you learn a huge amount, and then you typically would continue if it works.

And for us, the paid launch Model really did work. I'm not going to say there aren't any pains with it, but it really, the, it was an amazing experience looking back, and it was also a really pivotal experience as business owner and just up-levelling. Like, I really up levelled as a business owner because of this.

But yeah, as I said, the first one is hard and then you do it and then you get through it, and then you learn, and you get better, and you do it again. Okay, so let's talk about the challenges that that came with hosting this kind of bootcamp paid launch event. So, this paid launch model does require. Paid advertising normally.

I mean, I think you can do it organically, but you're not going to get the numbers that you want in. So, it does actually rely on paid advertising to quite a great extent. And we were spending so much more than we in this situation. We had spent, we were spending a lot of money on ads. And we were driving this low ticket off product to cold traffic, and we were trying to get sales conversions, but the cost per acquisition, so the amount of money you're spending to get someone to buy your offer goes up drastically, especially if it's cold traffic.

And this is something we had to learn just by doing it. And our funnel that we were sending our traffic to the actual sales page wasn't dialled in enough and we weren't getting the right conversions on that page. It was low. And so, we had a two-week list building phase for this launch. It was two weeks that we had to just get as many people into our bootcamp and event and we were promoting it on ads aggressively.

Like we put a lot of budget behind it more than I had ever done before. And it wasn't really working in those first three days, and it was really stressful because what you want to see happen with a paid launch event is you want to liquidate, I would say ideally, like

60% of your ad spend, which means if you're spending a hundred dollars a day on ads, you want to make back \$60 from people buying the products in that funnel.

But we weren't, we were like 20%, 30%, and we were just spending a lot of money and I was like, you know what? Are we even going to be able to recoup this? I thought that the return on ad spend, I just thought was just diminishing.

And the profit of the launch was diminishing. So, for me it was a stressful three days. And then we realized, okay, we needed to tweak our page. We needed to tweak the sales page and the messaging. And when we tweaked headlines, we did lots of split tests, and then we found something that was working for us and then, it started working.

So even Facebook ads needs a couple of days for the algorithm to kick in. So, you're spending money, but the algorithm hasn't learned enough to put your ad in front of the right people. And it was a scary few days, but we got things working and then we ended up getting like 314 people in our bootcamp.

Obviously, we had organic channels as well. I had my email and I had. Instagram and all sorts of stuff, and we ended up, I think, liquidating like 60% or maybe even 70% of our ad spend, meaning whatever we spent, we made back about 60, 70%, which is really cool. So that was a challenge. Getting people into the event is still a challenge because it's a paid offer and even if it's a low-cost offer.

It's still an offer where you want someone to go and grab their credit card and pay for it. So, if they're like chilling on Netflix and they see your offer and they're watching something. The offer needs to be strong enough for them to get up and go and get their credit card and pay for it.

So, there's a lot of resistance points to that. That's why you need a strong offer. Even if it's a low-ticket product and whatever, it needs to be good. So that's one thing that you can't be like putting out

weak things and just thinking people are going to just buy it because it's there. It doesn't work like that.

Even if it's cheap, people still need to want it to buy it, right? So that's one piece that is a challenge. You need to have a good offer and you need to have a good sales page for it to work. Otherwise, it's going to be very difficult to get people into that event, and that's why I typically recommend.

That people who are completely new to business and have never launched before, I don't really recommend the paid launch because there's less room for error. There's less room for making mistakes and things like that. But that's not a hard and fast rule. Like I have seen people, like beginner people do it, it's just a big stretch.

It's just a huge time of learning and skills and things like that for them. The other thing is that it's a more complex funnel as well, so it's not just a sales page. There's multiple steps to this funnel, and you need to have each step leading into the next one. And so, it requires very good clarity and knowledge of your avatar. For it to work well.

For you to have the messaging dialled in for you to have a good offer. You need to know your avatar really well. You need to have experience with them. And then it's, it's a lot easier to get that funnel working. And so, there is less room for error, and it is a more intricate strategy, and it is a big uplevel in your skillset.

So that is one thing that is definitely different with a paid launch compared to like a free launch. Free launches in itself have different problems. But it's like there's, you can, you can. I think if you're a beginner, you start with free and then as you get a bit more advanced in your skills develop, you can go to paid.

That's what we did at least. Alright, so let's talk about the insane results that blew the socks off this event. Okay, so. I'm just reading the data here. I'm not going to go too deep because I've got a, a whole data thing of every single little piece of information and

data point that I could get, but I'm just going to give you the most important stuff.

So, we had 315 people come into the bootcamp. So, we had 300 and. Sorry, 314 come into the bootcamp and it was a \$37 ticket. Of those 314 people, 73 people took the order bump, which was a \$17 thing as well. And then of those 314 36 people took the VIP upgrade, which was a nice VIP masterclass coaching group, which was awesome.

We had a 1.5% sales conversion, a 23% orderbump conversion, and a 11.46% upsell conversion. So, our average card value for this event was \$54.72 which means as soon as someone came into that, and bought tickets, they would, on average spend about \$54 in that funnel, right? That's a very important metric.

And then in our ad spend now don't get a fright when I say this, but we spend \$24,200 on ads. 24,200, well, \$270 on ads to acquire people into that bootcamp. But we made back in gross revenue from that funnel, \$17,181. Okay. Which means we only were out of pocket \$7500. And that might seem like a lot, but we had spent more than that on ads before, so it was pretty normal for us.

And so, this is the cool thing. Yes, we spent \$24,000 on ads, but we made back \$17,000 essentially. So, we actually only were out of pocket seven and a half thousand dollars. And then you may be thinking, oh my gosh, you were out of pocket on your event like you weren't in profit.

Like that's a problem. But actually, that is not a problem. The goal of your bootcamp or your launch event, your low-ticket offer isn't to be in profit. You're not meant to be in profit. The goal of that launch and those two weeks of list building is actually getting people into the event and getting as many people into that event.

You don't need to be profitable on the bootcamp for this to work for you. And so, we lost seven and a half thousand dollars on the front. And that means we were down. And then when you offer

your backend program, whatever your backend offer is, you'll have a percentage of people buy that.

And then that's where you're going to see the profit, right? So, you're not profitable on the front, but you'll be profitable on the back. And overall, for your business, you're profitable for the whole promotion. So, I just wanted to point that out. And so that was a big thing.

The event went insanely well, right? It was insane. Like, I've never, ever had such an engaged group. People were taking massive action. People were like loving it so much. I was loving it. The energy was very high. It was such a connected experience as well. I was so connected with people, especially in the VIP mastermind and really helping them and it's on another level to just a free launch.

And that's the benefit of a paid launch is the engagement goes up, the show rates go up, people pay more attention, everything gets more heightened because people have paid to be there. And when people pay, they pay attention.

Alright. So, we spent that amount on ads and then at the end of the event, I opened Digiteachers Biz Academy and of the 314 people that were in the event, we had in total 8% of them bought DBA. And now I've done these paid launches multiple times and we've increased that to about 12%. Once we had 15% of people buy DBA. And that's really great. So, we lost money on the front and then we had 8% of people in the bootcamp come into our main offer.

So, the gross revenue in total was actually \$67,898. From people coming into DBA. And we had changed DBA into three tiers at this point. This was the first time we ever did the three-tier approach. And we have three tiers of DBA, the academy version the group coaching version, and then the one-on-one version.

And the one-on-one is like the premium high-ticket offer. There were people who took all tiers. We had 50% would take silver, 50% would take gold, the middle tier. And then two people actually

got the premium offer as well. And so that's what obviously pushed that revenue up as well.

And so, when you look at the numbers, we spent \$7,500 on ad spend and then we made back projected because we had payment plans. Projected gross revenue was \$67,898. And that is insane. That ROI is very high. I mean, it's like an eight times return on investment on your ads. Now, if you know that you're going to spend \$10,000 on ads and you're going to make back \$70,000, you know you're going to do it right?

It's a no-brainer investment. And this is what happened for us. We spent seven and a half thousand and then we made back in projected months 68,000 or 67,000. So that was a really big thing. We had never had that before. When you look at taking away costs of you know expenses of team and all sorts of things, basically we were \$55,000 in profit after ad spend.

And that is pretty wild. And that was the first quarter of 2022. So, we would normally make over a hundred thousand dollars in the business over a year. But in this launch, we made like \$67,000. I mean, it was a really huge thing for us. We were like, what just happened?

So, we made half our yearly business revenue in the space of one month. And that is mind blowing guys. And not only that, the quality of the people who came into DBA as well. Just such great human beings, everyone who's come into DBA. I mean, I've been so grateful to have such amazing people come in from that event.

Firstly, the Bootcampers are wonderful and amazing, and I have the best time ever with them. And then the people who come into DBA are just like such wonderful humans, and I just thought, you know what? This is really cool. And this is because you've put a price point on the event.

And so, the person that comes in is going to be a bit more targeted to really wanting to learn, right? They're paying for it, so they really want to be there. And just by nature of that, you get

really good quality vibes, just all around. And that's very, very, very cool. That made me so happy.

That was something that I learned. And yeah, the other really cool thing is that many people left our bootcamp and actually went on and started their own businesses without even joining DBA, and that really just says something about the event itself. I did not hold back on that event. That was not a vague, kind of like hardly give information event.

It was a full-on course and I've never seen 8%, 10%, 15% sales conversions from a launch. Normally you're looking at 1% to 5% and 5% is like very good. But to get 8% on our first one was like, oh my gosh, that is the highest conversion we've ever had. And that was really big. So even though there's less people in the event, your conversion on the back end is much higher.

And so instead of building leads, lots and lots of free leads, you focus on building lots and lots of low-ticket customers, which is a totally different perspective. It has its own challenges, don't get me wrong, but there are a lot of benefits to it. I mean, the proof is in the pudding. The proof is in the numbers. It is really amazing.

And I have had amazing free launches as well, which I can do a dive on one of those. But it's been a while since I did one. But yeah, it's just all around it felt really good. And then what we noticed is we had a \$222 earnings per customer, so that means how much someone spent throughout the whole thing from the front into the backend as well.

And so, what we saw is that our cost per acquisition, the amount we were paying to get someone in into the event was about \$50 or \$45. And then we, each person that came in spent around \$220 on average. So, you can that was highly profitable. We only spent \$50, but we made \$222 per person.

So those are some really cool metrics to see. And it just shows you that like you don't have to be profitable on the front-end. You don't have to make, you don't really want to be making money

on the low ticket off on the. But you do want to have a very good backend offer to give to people who want to continue with you.

And that's where you make money. That's where your profit is. So, you give this whole event basically at a loss, right? You run this bootcamp, it's 10 days, it's your energy. It's a hundred percent giving to these human beings. And you are at a loss in your business. And then you offer your continued program and then that's when you actually make money as a business.

And that's what keeps you in business, right? That's what you need to continue being able to do these events. Now, I wouldn't be able to have my Educators Income Booster Bootcamp because it's a loss to the company. I cannot, and its massive amounts of energy. So, this was really cool.

Let's look at what I've learned through running these paid launches, okay. So ever since we did that bootcamp in 2022, we continued running paid launches. So, I've done five, I think now, or four. The first one was our best one. And the reason for that is because it was a new offer and our audience had never seen it.

And so organically we had a lot of people coming in. But because I keep repeating and selling the same offer. My organic audience has seen it, and I need to list build more to get new eyes into it, right? So, the first one was the best one in terms of profitability. The other ones were still good, less good, right?

So, running paid launches, firstly, I think it's, it's just more intricate, it's more an advanced strategy. It relies quite heavily on paid advertising as well to get the numbers into your event. It's completely data driven, so you do really, because there's so many moving parts to the funnel and each step of the process, you want to have Excel spreadsheet monitoring each thing every single day.

Every day of that two-week list building thing. I was looking at the numbers and I was tweaking. because if you're spending money on ads, you want to be doing that. It's important to be list building in between. These paid launches. So, you want to be list building

and building a warm audience. And through organic marketing in between these launches, that's really important.

It helps a lot. It's a big event with lots of moving parts. So, I definitely recommend hiring support virtual assistant or someone to help you because I feel like it's a beast. I recommend free launches until you have dialled in your messaging properly as well. So, if you don't really know your audience and you're not re, you're not really skilled in creating funnels or you've never done it, go with a free launch.

There's more room for error. I do also recommend, if I look back on it. Giving three months runways for these paid launches. So, make sure that you're working on it three months ahead because the assets you want to build ahead of time, it takes time to build out those assets. And for us it was like a three-month thing and then we did it after you've built out the stuff, it just takes about a month of prep ahead for you to run that event again, ma I would actually say I do embark one and a half to two months prep ahead.

I recommend building all your launch content ahead of time, so do what you can. The first launch is tough. For me, I couldn't do that and so in the launch I was still building my slides every day because I just did not have the time. It was just too much. But it is cool if you can get it all done before, definitely get your emails done, that's for sure.

Schedule the emails so you don't have to worry about. The sales conversions are way higher, right? So, this is the win of a paid launch. You're going to have more people take your offer, but getting people into your front-end event, meaning your bootcamp or whatever, is the challenge, okay. That's where it gets difficult because it's a low-cost offer.

Low ticket offer. People need to be, it needs to be a good offer. People need to be convinced into going and paying for it and joining it. Just because it's cheap doesn't mean people are going to buy it. Okay? It's one thing to keep in mind. Your event will have smaller numbers, so it's going to be different to like a free launch

where you just run people to a workshop and people sign up for the workshop.

You get lots of more numbers in because it's free. There's less resistance and friction in that process, but because you're putting a price tag to it, you're going to have smaller numbers. So, you're going to, you're, you're not going to have as many people in and you might feel like, oh, that's really weird for us. We used to have thousands of people in our events and then suddenly we only had 315.

And I was like, that's crazy. But in the event, they're so engaged, it's like such a high vibe thing. And then you end up having much better conversion on the back end. The other thing is your front-end offer needs to be strong and value packed.

So, I want you to treat the front-end Bootcamp as basically your backend offer. It should have great bonuses. You should give a lot of value. The goal of the event is also just to get people to take action and complete something by the end of it. So, by the end of the bootcamp, there's something that they've achieved.

So, it's not just like a teaching event. You want them to be taking action and implementing. Because you want them to reach some sort of end result transformation. And then your backend offer should be closely aligned. And the next logical step for those people. So, it should be like, this is what I've given you.

You've achieved something, this is how you can continue working with me. And then the backend is that next step, right? The backend offer. If you choose to focus on paid launches and you are just doing paid launches, then I definitely recommend to be list building and building organic marketing stuff between launches.

So, don't just rely on running Facebook ads two weeks before the event to a cold audience. That's what we did, and it's a very expensive mistake that we made. We spent too much money on the cost per acquisition for us to get someone into the event just

went up way too high and to the point where it was much less profitable.

What you want to be doing is building leads in between, or just even low-ticket customers through a trip wire funnel. You want to be building leads consistently in between launches. And then when you have your bootcamp launch, you have an audience to pitch it to you like, okay, cool.

Here's my bootcamp. This is the event. It's 10 days. And you can put it straight to your email list. You know, your organic efforts and that's going to help you get more people into that event without just relying on crazy ads and lots and lots of ad spend. This was a very behind the scenes look at our paid launch that brought us in \$67 in revenue.

And this was a really magical experience for us. Although it was one of the hardest, I remember being completely stretched, completely stretched. It was one of those up levels. And I really believe that our challenging, most challenging times like launches and hardcore growth spurts as business owners come from these events, they come from these times.

So, your first launch is going to test you and you're going to have to push, you have to grow through. Doing this paid launch for the first time tested me. I had to push, and you just push, right? It just comes and you just get through it. It's just 10 days in your life, right? A launch is just a blip in your life.

It's just a season of showing up and taking action and being in that masculine energy. After this paid launch, I took like two weeks off and I literally just chilled because I was exhausted and I had given so much of myself to these people in my bootcamp that I really needed to fill out my cup because I'm an introvert, actually guys.

I need alone time and I need to just be by myself. Yeah, there's so much that was learned through this. Obviously, you need to decide what works for you. I definitely think paid launches are amazing and that's why I keep doing them. And not only that, I

just think that the bootcamp itself, my educators income booster bootcamp is phenomenal.

I think it's phenomenal, and anyone who gets to come into that event is for me, very lucky. And I will keep running it for as long as I can sustain it, because it takes a lot of my energy. I give so much in those events people don't even realize.

And that's why I only do them like literally twice a year. Maybe three times a year. I mean, at a push. I've never done four it's too much. And I'm really passionate about that bootcamp. I really think it's just so amazing and the transformations that come from that bootcamp are phenomenal. And so, it's not just a launch. It's literally an amazing, amazing course where you have me very closely by your side at literally nothing.

The cost is nothing. \$37 to have me with you for 10 days straight. It's basically free. And yeah, that is the behind the scenes. I hope you learned a lot from this episode. I would love to know if you enjoyed, because I went quite granular in the data and the numbers, because that's very important obviously.

But I would love to know if you enjoyed, listening to this kind of content. I've never done it before. You can let me know on Instagram or you can email me and let me know if this was really informative for you. Or if you were like super bored by the numbers. And if you want me to continue doing these behind-the-scenes episodes of a look back on the numbers of our launches and promotions and the pros and the cons and the challenges and all that jazz. Let me know if you want me to continue because this is the first time, I've done this, as I said, but I was super stoked to share this with you and I hope this was interesting and valuable for you and let me know.

Definitely just reach out and let me know if you want to hear more of this kind of stuff. Otherwise, I wish you a beautiful rest of your day and I will be chatting to you again as always next week.

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.

This is an all-in-one business program that gives you the strategy, the tools, the how-to, the mindset, the community support, and the mentorship from me in launching your course, and growing your business. Pop yourself on the waitlist and you'll hear when it opens for enrollment again.

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.