

E15 - 6 steps to a 6-figure online education 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 up-level your skills, your finances, your mindset, and change the trajectory of your life as an educator and business, then you are in the right place.

Think of this podcast as your weekly dose of business and mindset development to help unlock the infinite potential within you! To play bigger with your life and go after your dreams. We are going to have so much fun together. So thank you so much for pushing play today. Now let's dive in.

Hello, fabulous humans. I am so stoked to have you with me today. As always, I hope your day is going fabulously. I am in Cape Town for my last day today. We've been having such an epic time. Lots of wine farms, lots of good vibes, beaches, so many cool things. And then tomorrow we're heading to Johannesburg, and then we're going to go to the bush, which is like, Safari, basically going to go look at some amazing animals in their natural habitat.

It's literally one of my favourite things to do is going into the bush and looking for animals. It's like so peaceful and meditative and magical. But yeah, it's just been an epic couple of weeks in South Africa. I'm actually going to head to the Netherlands in like three weeks time. So these are the last few weeks for me in South Africa, which is pretty sad for me because I love being at home.

I love being in the warm weather. I'm not someone who can handle winters very well. That's one of the reasons why I started my business is so I could chase the sun literally. Which is what I've been doing for many years now, is just like escaping the winter in the Netherlands and then escaping the winter in South Africa.

I just kind of follow the sun. But yeah, we've been having such an epic time, but so much of a good time that I've hardly had any time for. Work and also just to be like alone. And I'm just really realizing how much of an introvert I

am, like I actually need to be alone, not around people because I'm an introvert, but I'm also an empath.

So I feel, and I think many of you can relate to this, like when you're around people all the time, even if you're not talking, it's still energy. It still takes energy. And if you're an empath, you can feel energy. You can feel people's pain, struggle. It's just like you don't have as much of a barrier around you.

So I am feeling quite tired, because I haven't actually had a moment. To just be alone. I sometimes go and run and bath because bathing is my best. I go bath for like an hour and a half and that's my like alone time. But I actually need like a week alone to recuperate and just also I need to get. Some stability going, like, I'm just having too much fun that I'm actually quite keen to just get back to stability structure, get really deep into my work again.

It's so cool to like be on holiday, but to miss your work and to crave doing your work. I've never had that until I started my business. I always dreaded it like, you know, on Mondays, how you dread Mondays. I'm so grateful that I, I miss my work and then I'm so excited to get back to work that it actually brings me energy.

My work, I don't feel dread, which is quite amazing. But on that topic of work, I have been so busy having a good time that the doors are literally, they, they're open, they're open for my educator's income booster bootcamp. It came around the corner so quickly, you know, I wasn't even like, I didn't realize that I thought it would be like a, you know, another week away.

But no, it's, the doors are open. This is the date that I set for myself, and it has been six months since I ran this bootcamp. The last one I think was in June last year. I cancelled the one that I was meant to do in September because I just wasn't feeling good energy wise. and yeah, if you are wondering what on earth I'm talking about with regards to this bootcamp.

The educators Income Booster Bootcamp, is my 10-day live training experience and event where I help ambitious educators package their knowledge and expertise into a group, program or online course that they can offer and sell for years to come so they can stop trading all their time for money and stop, you know, teaching 24 7. And like sort of adding another income stream into your life.

Now there is a lot that goes into creating a desirable offer that people actually want to buy. Just because you create something online doesn't mean people are going to buy it, and there are really some key ingredients needed that you should put into this offer that makes a huge difference. And this is what this bootcamp is going to be about.

This is the goal of this bootcamp. I'm going to help you from start to finish, map out your entire offer, and not only just map it out, but like make it. Good. Make it desirable. Make it strong so that people actually want to buy it. And I'm talking about identifying your niche, your ideal student avatar, your program promise, your modules for success.

So what's included in your offer, your pricing, your payment plans, all of that jazz. We're going into all of it. We're actually going to go into detail, and I'm going to help you do it step by step so that by the end of this boot, You have an offer that is amazing, that like energizes you, that you are like, yes, this is going to be epic, that you can then go bring out into the world, you can sell it launch it, all of that jazz.

And we also have some amazing bonuses. So it's not just about that. I'm going to be diving into money mindset stuff where we dive into all those limiting stories and beliefs that us educators have that hold us back from playing bigger and making money and making money without all the guilt and the shame and all the crap that we, you know, we have and that we hold.

We're going to be consciously pulling out those stories, like old weeds from our minds and just throwing them out. And we're going to be rescripting stories and redefining our relationship with making money. So we can open those energy pathways for more abundance without all the guilt and the sabotage and all that stuff that's so layered into money.

So we definitely diving into that, I'm very passionate about that. That work has made such a difference in my life. And then we have also, because tech is a reality, if you're going to sell a course online, if you're going to sell anything online, in an online business kind of capacity, you're going to have to do tech. You're going to have to, it's an online business, right?

And tech is something that really trips educators up. It overwhelms them, they don't know what they're doing, and they can't just move forward with their

vision, with their, their dream because of that. And so we've got tech training from Eddette who's the owner of the Course Creators Kit.

She is next level. She teaches tech like no other. She's like the tech guru. She's going to help you with the course tech. So how to create and deliver your products online. All the key features you need to run a business and all the stuff you kind of don't need. So just the main things so that you don't feel overwhelmed and stuck so that you can actually just get going with more ease.

So there is so much good stuff coming in this bootcamp and we're going to share it with hundreds of incredible educators all over the world. This is the best part, is meeting all these amazing humans from all over the world. Who are passionate about creating more for themselves creating a legacy just, yeah, just ambitious, right?

Like, just ambitious people who are ready to change their lives. It's very inspiring to be around these people. So if you are down to Upskill, Uplevel, Kickstart momentum and energy in your business journey, or you're craving a change of direction in your life and you're wanting to learn the skills that are going to empower you to make your own money online, then this bootcamp is for you.

I'm going to help you shift away from trading your time for money. Which is like, oh, I work this hour. I get paid this hour, that kind of model, and we're going to move towards trading value instead. So looking at what you have to offer, your expertise, your life experience, your passions, how we can build that into an offer that you can then sell and serve people and serve and impact people and help people.

So this bootcamp is \$37 only. It's an absolute steal. This is the most affordable way you can work with me and receive guidance from me for so long. So it's a no-brainer if this is something you're interested in. And the doors are open for like two weeks max. It's a very specific enrollment period because once everyone's enrolled, I then deliver on this whole experience and everyone starts at the same time.

We are doing it every day together. So the doors are open. You can click the link in my show notes or under this episode somewhere. You'll find the link. Click the link, get signed up. Before the doors close. Because it's not going to be open the whole time. And really just prepare for some mad energy.

That's all I'm saying because last year, I mean I ran this bootcamp three times and they were all amazing, but I had a very different energy last year. I was going through major grief and so I wasn't fully myself and I was struggling. I still delivered an amazing experience, but I was struggling with my life, and so right now I'm just, I'm feeling so much better, the energy that I've been, you know, I went for hypnosis, I'm doing all this stuff, and I feel like I'm just going to bring such a different energy that is going to be so potent and so impactful, and I'm so excited.

To run this bootcamp, like I'm just so excited to meet you and to connect with you and just help you feel inspired, motivated, momentum in changing your life in. Going on this amazing journey, of course, creation of online business. I'm so excited to facilitate this. This is like the first big step.

So definitely join the bootcamp alumni, if you're listening, there's a 50% off ticket, so if you want to re-join, if you want some extra kickstart energy for 2023, we've got 50% off ticket. You can re-join us. It would be so wonderful to have you again. But. That's happening and I'm the most excited, as you can hear. So yeah. For now on this episode, I am actually going to be jamming on the six steps to get your online education business to six-figures from like zero to six-figures.

This is kind of how I thought of it. Now, obviously there's a lot that goes into this, but I wanted to condense it down into like the most important six steps each one. Should take place for you to hit six-figures and I did sort of lay them out in order as well. But yeah. Now I do also just want to say that there's a million ways to make six-figures.

There is no one size fits all approach to hitting six-figures. I've seen people hit six-figures off a, you know, \$25 membership model where they just have hundreds of people in their membership and that's how they do it. I've seen people hit six-figures from selling like \$7 workshops. Like literally they sell \$7 workshops and then, then on the back end of that workshop, they upsell people into a high-ticket program.

I've seen that. I've seen people do it in millions of different ways. So there are many, many different ways for you to hit six-figures. I'm going to share how I did it and how I think it's most simple to do it, like the simplest way my brain sees it, and the simplest way that I've done it, and that I keep doing it every year.

I don't complicate it because it's worked. It's now the third year that I've had the six-figure business, and I'm not complicating the thing because it works and it works for me, and I think it can work for you if it suits your energy. All right, so step number one is you want to find your niche sweet spot.

So you want to see where there is clear demand for. The service and product that you want to do, and you want to see that there's earning potential, right? So this is the first puzzle piece, finding your niche sweet spot. So going broad in business, especially in the early days, is going to be much harder. In the early days, you actually want to zone in and get more specific and target subset of people to serve with a very particular service or product.

For example, being an English teacher and teaching all types of English, that's not going to work. If you were to then zone in and niche down into that, say you would be an English, a business English coach, and that you would niche down into helping women in corporate enhance their communication in the workplace at like B2 level, whatever.

Getting specific, then you can craft your messaging and you can craft your offers to serve exactly them, and you can become an authority in the market to that. Group of people, you can really serve them, right? Cause you're not trying to help everyone. You're becoming an expert in a particular area. Now, obviously, you want to ensure that there is demand for your offering in the market.

And that's one thing, like if you're going to try to sell something that people don't want, people don't want it, there's no demand, people aren't going to buy it. Doesn't matter how good it is. If there's no demand for it, people won't buy it. So you always want to check demand, and a good way to check demand. is, if you look at competitors, for me, I think that's a really clear way of being like, cool, this business is selling the same thing.

They're obviously making money. There is, that sort of validates the offer. It validates the product, right? There is demand, so look for competitors, see what other people are offering, see if they're offering what you're offering. Obviously, it doesn't have to be exact. You can have your own little spin and your own little unique flavour, flavour. Which I always recommend.

But just check that the general product service is selling somewhere because that will show that there is some demand, right? The other thing you want to

ensure is that your market has some buying power. Now, this means you're not going to go into a niche market that has no money, okay?

Remember, you're a business. I understand that you want to impact and serve people, and it comes from a, a really. Pure heart space, but I really want to remind you that you are a business and in order for your business to survive, you need to exchange your service and product for money. People cannot pay you in, you know, compliments or praise.

Or like, you know, whatever it is, you actually, you're not, this isn't a hobby, this is a business, right? So treat it like a business. So I recommend targeting an ideal student avatar that has the ability to invest in themselves and also sees the value in it. So always ask yourself, does this market or does this avatar that I'm really targeting, do they have the money to invest in themselves and do they see the value in investing in themselves?

You don't have to convince them to see the value. You want to speak to the people who already see the value in that and are already, you know, wanting to improve themselves, their lives in some capacity.

So first things first, find your niche sweet spot and identify your ideal student. Get specific. Don't try, serve everyone. Learn about your avatar. Find out their needs, their ones, their desires, their problems, their pains. And then start thinking about how to find solutions to solve their problems and how to move them away from their pains and move them towards their pleasures.

Because that's what people pay for. They pay for their pains to be moved away from some sort of pain and moved towards some sort of pleasure. And then just ensure that the problems and the. Are big enough that people are willing to pay for them to be solved. That's also important. Right. Okay. That was step one.

Step number two is build an audience of these people, these ideal students in this market online, who know, like, and trust you and see you as an authority in the market. You really want to start building a buying audience of your ideal student avatars online. And when I say that, when I say a buying audience, this implies a warm audience.

A cold audience they don't know you, they don't know what you do, they've never seen you in their lives. They're completely cold to you. A warm

audience is like, they know who you are, they know how you help people, they know about you. They trust you. They see you as an authority.

It's almost like they become more on a friendship level with you. They're like, you know, you chat to them. There's like, there's a, there's a relationship between you and them. An engaged one, there's a connection there. So you want to be looking at building that, okay, not just an audience for the sake of it, but like a warm audience with a real connection to that, those people.

And you want to nurture those relationships and you want to paint yourself as an authority in the topic that you're going into. You want to become known as the go-to person for that specific thing. So to build an audience online, you would typically use organic or paid forms of marketing. Organic is like content creation, like free things like Instagram, TikTok, YouTube blog posts, the podcast you're listening to right now.

This is an organic method of marketing. You don't use money, but you use your time. You create valuable content, you position it to the people you want to attract. You talk directly to that. And you build your audience like that. You start driving your traffic to your websites, your funnels, and all of that jazz, okay?

You don't use money, but you do pay with your time in order to create good content and be consistent around that. Then the other way is paid methods, which is like paid advertising. Facebook, YouTube, TikTok, Pinterest, LinkedIn. You can pay for ads on all of these platforms, and this is where you pay money that puts the ad in front of the people who you're trying to target, and that drives traffic to your website and your funnels, and it builds your email list.

I recommend starting with organic, getting strong in it, getting confident in it, you know, really getting that going. The organic foundation of your business needs to be strong. and then once you've already validated on your organic, like you've sold the off organically, you can then go and add paid methods of marketing to scale up to just like, okay, cool, this is, this is working.

Let's throw money and let's scale up. Okay, so I would just decide what platform you want to build content on. So don't try, do it everywhere. Just choose one or two platforms and then go create valuable content and drive traffic to your email list. Well drive traffic to your websites in order to build your email list.

So if you want to hit six-figures in a business, lead generation is essential. You always want new humans coming into your world, and you also want to be able to nurture those humans. So some sort of email marketing strategy where every week you send a newsletter, you nurture these humans. That is also key.

So you are building an audience through creating content and driving them to your website. Once they're on your email list, you've then got an email newsletter that sends, I don't know, once a week, once every two weeks, whatever feels good to you, that then nurtures and continues the relationship. This is for me, absolutely essential.

You cannot have a business without a warm audience. It's just, it's just very, very important. So prioritize this, and it's also something that all businesses must prioritize, like it never ends. Lead generation is something you always need to look at and how you connect and warm up these people as well.

Okay. Step number three is to create a desirable offer that is a one to many offer that is priced well. And when I say priced well, like more on the higher spectrum of whatever your market prices are. Now this is key. In order to hit six-figures, you need to have a desirable offer that people want to buy.

You don't need a lot of offers. You just need one good, solid. Delicious, amazing offer that people want to buy. And this offer should not be tied to your time, so it shouldn't be a one-to-one structured offer. In my opinion. I do believe it's possible to hit six-figures on a one-to-one capacity. For coaches and consultants, if you're charging like 5,000, \$10,000 for an offer that I think is possible, because then you just need one sale a month to hit six-figures.

Very doable. But obviously as educators, most of you aren't going to feel comfortable going in and selling something for 5,000 to \$10,000. Right? So typically your prices are going to be a bit. This isn't to say that your prices have to be low, but typically you're not going to start at that high-ticket price point.

So when you can't charge high-ticket, you can't, you can't sell, you know, hourly rate stuff and hit six-figures. You're going to be like teaching 5 million hours a month and it's going to drive you insane and you're going to be

depressed and there's going to be no point for that. So when you create your offer, you want to think of your offer as one to many.

So either a group program, a digital course, or a membership can also work. Something that allows you to have a quantity of people join into your offers, into your programs without adding to your hourly workload. In other words, the offer is scalable. You can scale it up, you can get more people in, and it won't affect your workload.

So, in my opinion a premium priced course offer or like a group coaching or teaching program or a digital course at a higher price point in the market that you're in is the best, something you know, between \$500 to \$3,000 or so. This means you don't need to sell a million units to hit \$10,000 a month.

It means you need less volume, which is really good in the early stages. You don't have a big enough audience. Often you don't have an audience of a hundred thousand people to get the volume of sales if you're selling low ticket. Now people immediately think, teachers often think, oh, it's much harder to sell a higher priced.

Program, but it actually isn't. It's just a story we tell ourselves. We're just not comfortable with it yet. We need to get comfortable with that. But there is a market for that. People are buying at every price point. Remind yourself that people are buying at every price point. Do you want to be the Walmart of your industry or do you want to be the Louis Vuitton of your industry?

You've got people buying stuff at Walmart and you've got people buying stuff at Louis Vuitton. And they are like wildly different, but there's a market for both of them. So there is a market for the low-price stuff. There's a market for the higher price stuff. If you position yourself as a low-priced you know, the cheapest person in the, the whole thing, that's not really a great look like, in my opinion.

I feel like if you're going to create work and offers. It's better to position yourself in the medium to higher range in your market in a more, you know, premium positioning so that you can connect with the people who would buy at that price. And also when people pay, they pay attention. So if you are charging nothing for your offers, people aren't going to feel like any no accountability to even doing the work.

If you charge a better price point, people show up to the process, they get results. It's crazy. But that is what happens. So I would recommend creating. An offer that is on the higher price point and just going all in on this offer, making it fricking amazing, and then learning how to sell it and articulate the value.

That's your next job is how can I sell this and how can I learn to articulate the value? How can I build that skill set? And then over time and practice, you will. Then your confidence gets more, and then you keep increasing the prices, right? As long as it feels good to you. Now, the other option is to do a low-cost membership, but then in order to hit six 10 K months, you would need, as I said, a huge audience.

You'd need hundreds of members each month in your membership to hit 10 figures, and that is harder. Getting volume of sales is harder than selling something higher priced at less volume. Believe me, I've done it myself. I've sold something for a hundred dollars and have even sold my bootcamp as \$37.

It's as difficult to sell the bootcamp for \$37 as it is for me to sell my \$2,000 program. It's like the same. There's no difference. So that is a bit of a shock to people to be honest. It's actually easier to sell the \$2,000 program than the \$37 program. So that is the reality which is quite shocking for people.

but don't just charge, you know, cheap prices thinking it's going to be easier cause it doesn't work like that. Alrighty. So creating a great offer. That was step number three. Step number four, develop a repeatable sales system that sells your offer effectively. Right? You need to learn how to sell your offer, whether that is through.

A live launch method with a webinar or a video series or a challenge or a bootcamp that you do a few times a year, or if it's an evergreen strategy where you've got a webinar that's selling your offer all the time, whatever it is. You want to have some sort of sales system strategy to help you sell your offer, and you want it to be improved and refined, and you want to practice it and you want to keep doing it, so you get better at it.

So don't keep, don't keep chopping and changing your sales system or your, your, you know, your strategy for selling your offer. Don't change that launch strategy if you're launching it. I really recommend sticking to something for like three or four times doing it and giving yourself the time for it to start

working for you, for you to start getting good at that particular strategy and then adjust it when it doesn't feel aligned to you or when it's no longer working for you.

When you see like conversions are dropping, it's not really effective anymore, maybe need a change and adapt. But really to hit six-figures, I really recommend just having a version of your offer. Maybe you can sell all the time, like a, like a one-to-one version instead of a group version that is a certain price point that you could talk about in your content, and people can hop on a call with you.

They can join that offer, you know, in between launches. But then I do recommend, like for me, hitting six-figures, the live launching has. The main way I've been able to hit six-figures, and that's because live launching really injects revenue into your business. It catapults your business forward.

Evergreen is amazing. Selling stuff all the time is amazing. They're all good. But live launching is very effective for injecting big surges of revenue into your business, which is really important. Cash flow is important. You know, waiting for a membership to trickle down, it's your business is going to struggle to grow like that.

If you have, a \$500 product to a \$3,000 product that you live launched like three times a year. You could be injecting, you know, \$50,000 each launch and suddenly you've made \$150,000, you know. So I do recommend live launching. That's what I teach in D B A. That's what I do in my business. I do live launch about three times a year, and I do sell in between that.

But that's what feels good to me in my energy. Everyone is different, obviously. Step number five. Do the money mindset work constantly. So be very conscious of your money blocks, your sabotages, your relationship with money as educators. If you are moving into being someone who earns from a bus and has been earning a limited amount for many years.

If you are shifting from that to being someone who's a business owner, an entrepreneur who makes their own money, there's a huge shift that needs to take place internally in who you are as a person in the stories you tell, as a person in your perceptions and the way you look at yourself and the world that needs to shift.

That is essential. If that doesn't shift on an identity level, you're going to struggle to make money no matter what strategy you use. I promise you, I can give you the exact strategy. Do A, B, C, D and go do it. If your internal world is not on board with making more money, or you have massive guilt around making excess money or increasing your money or having any amount of savings in your bank account.

If you've got guilt and shame and all of these feelings around money, you are actually going to be sabotaging yourself the whole way. You're going to be fighting against yourself the whole way. Suddenly you're going to be procrastinating. Suddenly you're going to get sick at every launch that you need to do.

Your body is not feeling safe around making money. That is very important to realize we are indoctrinated our whole lives to believe that we should earn a certain amount and that, you know, as teachers, we can't make money, or we shouldn't make money. It's not like it's this like martyr vibe where you're greedy and all of this jazz, right?

So we actually aren't safe in our bodies with more money, and we will sabotage ourselves throughout the way. Even if you've got the best strategy in the world, you will sabotage yourself without even realizing it. So this is important. If you want to make more money, you have to do the money work. You want to create awareness around your money stories, and you want to start actively shifting the stories and changing it and rewriting it.

Start viewing money. The best thing you can do is start becoming neutral in your energy around money. So you're not charged by it, you're not anxious by it. You're not like panicked by money. You want to get neutral in your energy around money because money is a neutral. It's just a tool for us. Money is just energy that we exchange, and it also responds to your energy.

So if you are living in fear and scarcity around money all the time and you never think it's. No matter how much is in your bank account, you're still living in scarcity and fear. Rich people live in scarcity and fear. Nothing is ever enough. It'll never be enough because it's a perspective. It's not reality.

It's the way they are viewing the situation. It's their perspective. If you're in that, then no matter what you do, there will never be enough. You'll always be living in scarcity. Your body will always feel panic and fear around money.

And you won't be able to let it flow in and out of your life with neutral energy, right?

And money just mimics our internal world, right? It just reflects it back to us. So if we are telling stories about, we never have enough and we're so, you know, we're so broken, we're so this and that. If we keep telling those stories, that is the reality you're going to be perpetuating. That's the reality you're going to live.

So the key is to start telling different stories. Very, these stories will seem very uncomfortable at first to imagine making a hundred thousand dollars a year as an educator who's maybe only made \$40,000 a year, it's a scary thing. It feels scary to be like, oh my gosh, a hundred thousand dollars.

That's like so much money. Like, that's crazy. That's how I felt. I was making \$25,000 a year in my online teaching job and in two years. I went from \$25,000 a year to a hundred thousand dollars. But a lot of the work that I did, obviously strategy was done, and I was doing that, but a lot of the work was money work.

It was me like regulating my nervous system, formal money. and creating safety in making money and clearing out the stories that I had about myself and the money that I was making and the guilt and the shame, and like, I really, really could not speak about this anymore. Do this work. Even if you don't have a business, do this work.

Just, it will improve your life in such a big way. Even in a job, you can change the trajectory of your money story by changing that internal story. Okay. When you want to hit six-figures, you want to get neutralized to that. You don't want to feel charged by it. It should just become normal for you to hit six-figures.

It should become like, ah, it's a given, like it's going to happen. And then when you do hit six-figures, it just becomes your new normal. It's just how much you make now. So you've increased your energetic minimum with money, and you do this incrementally. You don't do it like, oh, from 20,000 to a hundred thousand.

You do it incrementally. So you go, okay, I've made \$10,000 this month in my business. Next month I'm going to do 12,000, or I've done \$20,000 in the first half of my year in my business. The next half of this year, I'm going to

make 30,000. You incrementally increase the money at a pace that is good for your nervous system, and you create safety at every level and at every level of your business.

This money work will come back, and you'll need to redo it because when you hit six-figures, you've done the work to hit six-figures. But say you want to hit seven figures, you've got a whole other ball game of work that needs to happen and money stuff that needs to shift. So it's a constant thing and people just don't realize it.

But especially teachers in business, they're doing all the strategy and they're applying all the things, but their internal worlds are just so misaligned to everything. They're beating themselves up. They've got shame, they've got guilt they feel bad charging. Like all of it comes up, and it does affect your ability to actually make money in your reality.

All right, step number six. You want to launch the same offer and scale it up and improve it each time, or you want to sell the same offer and scale it up. It doesn't have to be only one offer. I'm not saying you just need, you must only do one offer to hit six-figures. As I said, you can sell 20 offers and hit six-figures.

Some people do that. It works for them. But for me, I think instead of spreading yourself thin and offering like 10 different offers and sort of confusing your audience with like 10 different offers, no one knows what's going on. It's like overwhelming. There's too much choice. Like it causes friction if there's like, so many offers people don't even choose because it's just too much, right?

Instead of doing that, I would recommend just focusing all your energy into making one amazing offer. Like go all in on an offer that is amazing. So you know it's a no-brainer investment and you have confidence in it, and then you launch that offer over and over again by repeating the launch of the same offer.

You're improving the skillset around launching that same. And you're learning how to improve the messaging in each time. Each time. So instead of launching a course or a offer in some capacity and then changing to another one, and then changing to another one, and just doing that, hopping onto the next one.

You're sticking to something for at least two years now. I know that's a long time. Maybe even one year. Just give it at least a year where you stick to selling the same offer and you keep improving with your launches. And every time you launch it, you go bigger with your marketing, especially when you want to start scaling up.

If you have validated that offer, and you have seen it sells, it's converting, it's working. Then you can go and add money to advertising. You can drive more people to those funnels. You can build bigger email lists, you can have bigger launches. It is, that is kind of how I did it. I started very small and then I incrementally increased my ad spend every launch, and I did it in a way that felt safe to me and it.

but you know, suddenly you're able to have a \$60,000 launch, which is amazing. So yeah, that's one thing is not chopping and changing every time and just launching the same offer and scaling it up as you do it. That I think is important. And then remember, once you have, this is really important for a business to be successful once you've got students going through your offer.

Having an amazing experience. You really want to document that. You want to get those testimonials. You want to actually deliver that offer so well that you have raving customers. Raving customers is so powerful, guys, like there's nothing like marketing. For your business free marketing than raving customers.

So instead of spreading yourself thin and offering like 10 different offers, remember you need to give them an amazing experience in that offer. Do you have the capacity to do that with like, Five different programs, maybe not. Maybe choose to do one or two and make sure that that experience is amazing, that you are really delivering on that transformation, that you are promising and you're helping people achieve results, results, results, results.

You want your customers or your students to have results and to be like, that was amazing. I'm going to go tell my friends about that because that was amazing. And I, I think everyone should do that. That's the vibe you want, okay? Nothing more powerful than your students getting results and then them raving about your business.

And honestly, I can't imagine you delivering that level of quality with 10 different offers, but you can definitely deliver that quality around maybe three.

But maybe you're a superhuman. Maybe you are a superhuman and you can do it. I'm not like that. So that's why I have Digiteachers Biz Academy.

I've been selling that for like three years now. It is my signature program. I love it so much and I make sure that my energy is there and I'm hope I'm there for my students in D B A. That's where it is. And then I've got the Educators Income booster boot. Which is also just like only three times a year.

And I just go all in for this. Like, I literally just make it phenomenal and that feels good to me and that suits my energy and that is how I, you know, I only sell two things really. I don't do much one-on-one coaching unless people ask. I'm currently in 2023, not going to be able to do much one-on-one coaching in Digiteach because I'm actually coaching for another business.

So my mentors, I'm coaching for them, so I actually don't have capacity for one-on-one anymore which I'll talk about more and, announce that on Instagram and stuff. Haven't really spoken about that yet. But basically, I just sell two things. My Educators Income Booster Bootcamp and DBA and they're both freaking amazing, and I've got the energy for it.

I make sure it's a great experience for my students and. It works. It's simple. It's simple. It's not complicated, it's just simple. And I'm all about simple business, right? So that's it for my six steps to six-figures. Choose a niche and avatar and get specific. Build a buying and warm audience. Create a desirable and scalable one-to-many offer.

Work on your money mindset and improve your relationship with money. Make that a priority in your life. Have an effective sales system of your offer in whatever that way, way it is, and stick to it. Launch your offer repeatedly and then add to your marketing to scale it up and just improve, tweak, improve, tweak, improve, and it keeps getting bigger.

So that's it. Those are the pieces of the puzzle that I've used to hit six-figures. There's a million ways to do it. I'm not saying this is the only way, but that is what I would say to do. It's working very well for me every year, so I hope you've loved this episode. If you want help in mapping out your amazing offer, which is probably one of the biggest things that you know, one of the most important things to actually having a profitable business is actually having a strong offer.

And a lot of people struggle with this. A lot of people don't know how to do this. It's a very valuable skill to learn. It'll change your life. If you know how to make strong offers, you can make a strong offer in a couple of hours. You can be selling it the next day online. It's amazing. If you want to learn how to do this, if you want to do this with me, my bootcamp is open.

Get involved. It's \$37. It's going to be phenomenal. We're starting the pre-party on the 26th of January. It's going to be 10 days of delightful magic, and I'm so freaking excited to have you in it and to meet you and to help you create epic offers that you can then go sell and you know, just empower yourself to make your own money.

So have an amazing day, have an amazing week, and I will chat to you next time, bye!

Thank you so much for listening to today's episode. I am beyond excited to announce that the doors to my Educators Income Booster Bootcamp are officially open. If you are looking to escape the time for money teaching treadmill as a teacher or entrepreneur, and you want to create a course or group program that can scale your income and impact, then this bootcamp is for you.

You can grab your ticket for just \$37 on my website @digiteach.biz. Doors close soon, and I won't be running this live for a good few months. So don't wait!

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