CTP Session 3

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**SUMMARY KEYWORDS**

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Okay, all right. So for Tammy, do you have any questions? Type them in all right. So before we get started, do anyone have any questions regarding the first two? The two sessions?

Maggie good.

Yeah, um, okay, so we're diving into literally what is kind of like my favorite part? Tech. Okay. Tech wasn't always my favorite thing to do. All right, there was a time I was totally overwhelmed with it. And it's because I didn't understand it. And I tried to do too many things at once. Okay, so your program, whatever it is that you're doing, alright, it's more than just creating content, right? You have to have a means of getting it to the people, how they're going to watch it, how they're going to interact with you. And there's so much technology out there. And I'm going to literally the tip of the iceberg, right? Because I guarantee in six months from now, there'll be other technology. And it's getting easier, and it's getting better. And so we're a long way from the days of coding. Well, first website had to be coded. Alright, and my son will Yeah, my son in law did that for me. Okay, but I couldn't go in and like, update the calendar. That was when I was first starting the pet first aid classes. And you know what? He's my son in law. So you know, where I was on his priority list for updating stuff? Like really down at the bottom? And I'll never forget, it acts the wonders, you just show me how to do it. I can I'll change it myself. And the quote was, you wouldn't understand it. They would give you a chance. Yeah, I would understand it. Wow. Okay. Good to know. So now, I am so far advanced, as far as he's concerned for, like, this type of technology that he'll ask me and I'm always tempted, I don't think he'll understand it, cherish

it, and then just be like, just kidding. Here's this but so I was thinking, yeah.

So to this session down into five things, it's where will your program live? And when I mean program, it can be coaching can be anything, where you where you're saying we'll be how's that?

Professional terms? I love it. Yeah, well,

yeah, no. Well, we should have a list of professional terms. But that means, okay, how are we will take payment. We'll discuss automation. I love automation. Okay, supporting technology and supporting equipment. Okay, so let's start off with where your program live. Okay. So there's lots of choices that you have here. Okay. And I'm going to I'm going to leave the two, the two big ones for the end. Okay. So, in the workbook, we're starting off with like membership sites and to job is, you know, what, we're gonna say definitely asked, let's go on to the other things. Okay. site builders. All right. That is a basically a non WordPress website,

like Squarespace, where

people have won. Any of the I mean, Go Daddy weeks, they all have two versions they have where you could build your own WordPress site, or you could use their site. That's a site builder. It's totally plug and play. There's pros and there's cons to that. Okay? So, the pros are is pretty easy, okay. It's all plug and play. You don't really have to know how to do anything. Support System is really good. The problem is if you want to have pages that are dedicated because you can't put a membership plugin on a site builder, all right, you have limitations. There's limitations unless they have a membership plugin, and they might. Okay, so things change all the time. I have personally not use a site builder in 15 years. Yeah, it's this is not doesn't work for me. All right, but I used it And this is the problem with it. You could have password protected pages, meaning they would have to log in, but it's a specific password. So it's one password for the page, easy to share. And if you want to deny access to one person, you have to change the password. Let everybody know what it is. All right. So that's the big conduit. But that's, that's pretty cheap way to go. Right? So if you already have a site builder, okay. And that could be a way to go. But it's why like Chris Pearson, why she has CCE on my website? Because my website is a membership. Hers is a site builder. She can't kick people out here and they're right. It's a different setup. Okay, then there are event platforms. Okay. They are coming. I'm drawing a blank on the name of the event. Eventbrite, there we go. And square has an event platform as well, too. Okay. The event platforms, charge, whatever you charge, they take a percentage of the ticket price. Okay. They will also make you wait for your money. So it's not like somebody like I just put up today the beta for the mobile grooming certification program. I get my money right away. That class is not until September. If I hadn't was using a someplace like Eventbrite, I would not get that money until afterwards. Oh, yeah. Everybody is going to take when you someone else's collecting money. You're not getting all of it. Right. Okay. And that's just a fact of life. It's just, you're basically hiring a service to do it for you. Alright, and you can bitch and moan about the fees, but you know what, there's things you don't have to deal with. Okay. So weigh it out. I actually prefer not to get checks. And I really don't want cash either to be really honest. All of it through my my payment portal. Yeah. Make it makes things really makes things really easy for me. Okay. Facebook, okay. It is. Facebook is one thing to have private groups on it. Okay. But you understand, Facebook belongs to Facebook. We just, we just get to use it. Right? Well follow

the rules at any second.

Anything go and you know what? And again, it's not your thing. What happens if Mark Zuckerberg says, You know what, screw all of this. There is no more Facebook, boom, and then it's all gone. And it's all gone. But you imagine the chaos that would ensue.

Oh my god.

Oh yeah, we'd all be complaining on Tik Tok, Instagram and Twitter.

I wanted to have contact with half the people I know. Because half the people I know I only talk to you on Facebook. I don't even have your numbers. So I

know. I don't. Yeah. Well, I'd have to send you an email. I have your email address.

You should have I know. I'm pretty sure I've texted you before. Maybe. Anyways,

if I didn't say that. I always have your email. You're on Facebook. I know how to get all of you. Right. All right, sir. Series is not that huge deal. Okay. A Google Drive folder. You can store a lot of things. Right. So the Idaho show is coming up. And so I have all my things that I'm starting to put up into that. In fact, who yelled let me just show you.

Which I was trying to get there early enough to be able to like audit your CPR class, but it's just not going to happen this time. But that's okay. Because I'll see you the next weekend with it. So yeah.

Okay, let me just get the folder up. I don't want to pull that will show you where the folder is. So

there's my Drive folder. Alright, so I have set up a folder for the Idaho trade show.

Wow. I know there's a lot of shit up here. And I started to go through it and try to get rid of some stuff. Yeah. Okay. So so Oh, I, there's things I need for the show. All right. And if something happens to my computer, I want to be able to access

this on anything, I can access this on

anything, I just wanna make sure I bring my password. In fact, I should write that on my list. Google Drive password, I should just put that on my notes on my phone.

So this is not finished yet. Okay, but I haven't do three classes there. So here's the stuff that I need for the cat grooming class, the in the Christian food class, and I just have to get up the stuff that the PowerPoint for the first day class, I gotta get that up in here yet. But you know, just so you know, they, the new one is up. So could have to go in there and like, get my pictures and all that sort of stuff in there. So but that's on my list for next week. So I'm not worried about that. Alright, so Google Drive is a great place. It's a lot of places that like for this particular class, for the I have two folders, I think it's this one so I have links to like these here, the two workbooks. So I the links that are on the on the website, they come right here. So you can read that workbook.

It's a Google Drive is great.

You can do live workshops, and we'll get into like zoom and all that sort of good stuff. Okay. And so, your two options, your two real options. Now for Amanda, you since you're planning on coaching, you don't need anything really other than your whatever website you have, and a drive folder. Okay. Okay. So actually, if we go back over to Google Drive real quick.

So if I'm coaching somebody, Amanda and Stephanie, I put their videos up here, so they can access the videos

on Oh, the other Amanda, I was so confused. I was like, why am I not there? But it's up in demand.

Okay. So you can if you have a coaching call with somebody, you record it, you could put that video into their Drive folder, and just share the folder with them. Do you want to share folders with other people?

I don't

know, I'll show you.

What I have to figure out is where they all go after someone shares them to me, because I think it's like three different emails and I need to get everything on one and

everything. What do you notice? Otherwise? It's a pain in the butt. Okay. Well, it shares it with you share shows up there. Okay, do I have to

do anything when someone sends me that link? Or just click into it? And then it's gonna stay there forever? Do I have to like save it to my

I think you have to service your Google Drive. Okay, that's what

I'm missing that I think

I was working on Canva and save it to Google Drive. And then I was

when they shared with you, they are sharing from their Google Drive. And if they deleted their end, it's gone.

Gotcha. Okay, okay. All right. So

maybe I have a question. Go ahead. So somehow, cuz. Yeah, things. I have stuff on two different Google Drive folders. Because there were two different emails used? Is there an easy way to transfer it all the one?

Um, maybe

stuck with me and ended up in the roommate situation Drive folder.

Alright, there maybe I don't know how we're gonna Google that in a second. Okay. All right. So, here is we go back to the Idaho show. Jake, Idaho. Alright. So I want to share this folder with somebody. Okay. So there's two ways you could do share, you share it via email. So I would have to put someone's email here. Okay. And then what kind of access of I'm gonna give it to it? All right. Anyone with the link? If I want them to, if I want them just to be able to like, see it and download it. then it's just going to be viewer. If I want them to go in and make changes or add something, then they need to be an editor. Okay? Or the other way is just to get them the link. And the same thing. All right? Anyone with a link? For you, when you have access to the workbooks, you're just a viewer, which means you can download them okay in to download something, which is just a PDF, PowerPoint file.

That's the restricted option, make it to where you have where it says Access Denied, submit your email to get approved. I feel like I've had to do that a lot. So I'm gonna stop clicking that one.

Okay. folders like this couldn't preview folder, this file is too large. Oh, because they won't let you preview it. Okay. For because that's, that's a pretty big workbook book. This one was smaller. Okay. To download it here. Yeah, the hidden down button. And then it downloads it. All right. And then you just got to grab it from the downloads. All right. Does that explain Google Drive? Yeah. Okay, so the two, the two options, the two real options. Now this will be Meg, this might be Tammy, technically, there's three, but I'm gonna go into two and make mention of this third, okay. A site such as Kajabi. Alright, and there's others like them, okay. Kajabi is a standalone site. Okay. And it's an all in one site. Meaning you can collect emails to collect payment, or your stuff lives there. It is a membership site, so they can buy things for particular programs and have access just to those programs. Alright. So the only, the only the only thing we place like Kajabi is in the bike, go over to Kajabi. Let's do that. I mean, it's a good alternative. If you don't want to really deal too much with technology, there is a learning curve, but I have found their videos to be really good. And their support to be good as well. Okay. But it's pricing. Depending on where you want to go with this. Okay. The basic, which I believe gives you pick and choose three products in three separate offerings. Okay. For you, Meg, that might be your membership, and then two classes. Okay. Three products, if you want to add a fourth product got to delete one of the other ones. Okay. That's $120 a month

already and billed annually. Yikes.

Okay, to go monthly. They usually have a monthly option. Okay. Then you can go up to $160 a month and this is actually on sale, by the way, okay.

You can have up to 15 products, and you probably would not need more than that. I would would be firmly in the pro section, which is $319 a month. Then we times that by 12. Because you know math.

A lot of money. That's like, probably close to 3700.

Yeah. No, you know what?

Three? Math right. Go ahead.

$3,800 for the year, okay. Yeah, I guess a little too low. I didn't. I was close. Okay, but still so like four grand, four grand for the year. Okay. Um, and I would fall on you this year. Okay. That's a lot of money. Alright, I'm not paying $4,000 A year from my website. Okay. I'm active. I do a little math. I'm telling you, I'm paying for it. My website has 1400 a year, the plugin is 800. And then there's 500. For the under three grants, I'm paying for my website. And I have so much I can do with that website, I could blow this out of the water with it. Okay, so what I have is a membership plugin on a WordPress site. And there's pros and cons to that. It's a WordPress, okay, which means you need to keep up on the updates, and be really careful with your username and your password. Okay, because you know how easy it is to hack into a web. And I have a security plugin how easy it is to hack into a WordPress site. Because it's positive Ed slash,

calm.

And every login is the same name of the website, WP dash admin, that brings you to the login page while I'm logged in, so it's not going to show up. And then you put your username and your password in. So you have in fact, to Part of the reason that I keep Marriott positively pretty, because it's actually not associated with the website. So when people try to hack my site, the emails that they're using is admin. Because people don't ever change it from admin, okay. And then Mary at positive ed.com. That's the email that they think is associated with my website or admin at positive ed.com or contact at positive that dot and they're looking for any way to get in. Alright. And I do have a security plugin for that, which is an absolute must, only runs me like 23 bucks a year. Okay, and I had to at one point shut off the dinging the notifications of someone trying to hack in my website. Because sometimes I swear, there's like, there's like a contest going on. Okay, get in the best, get in the fastest. And my father what night was thinking? Like, I think by the time a day, 400 times, I say I can't do this shut the shut off. Shut off the notifications. Okay. Um, so yeah. But there is such potential for growth and I personally need that growth. Okay. So if you go to my website, let me log out so then I can log in

Okay, so I am logged out. Alright. And also to login to my website, click on the login button. Okay, you could try admin or Marriott positive ID here as well. Okay to get in. Alright. So I have a membership plug in that goes in with the WordPress site. The one I use is access ally. Okay, there are others. All right. But I did a lot of homework when I was deciding on this. And I chose that because it can grow with me in the company is very responsive. I moved my website from a cheap place to a suicide that more expensive because it offers protection offers customer service. Okay, so instead of paying $200 A year from my website, I'm paying $1,400 But I didn't start off there. Started off with a $200 a year website. Okay, so you see we have the summit's here. We have all this outside programming, and then we have my group programs. So we got the mastermind library. There's a lot of programs here. Okay, so I need a way that this can grow. And all of these have videos and none of these videos will slow down this site because the videos actually aren't here. There's someplace else just link someplace else. We'll get into Vimeo in a couple of minutes.

I was gonna say is it me Alex? I'm gonna be talking about Vimeo.

Yep, So that's just one that's part of the technology that I have. Okay. So the third option would be have a channel on my website. Okay, I handle all the tech, I have all the tech. Okay. Um, and that deal is, is that there's a $200 setup fee. And then I take 20%. But I handle the back end, you collect the money, you pay me 20% I'm not giving you money. Okay. So that's the third option for programs. Okay. So if you want my personal opinion, Meg, I think you want to have your own site. Yeah, like,

like, the magpie? alfredo.com. I was considering? Yes. And then having everything branch off from that. Yes,

you know, and you could do a Kajabi site for there. So you would have the benefits of a membership site. Remember, we products there,

right. I'm going to talk to my website designer and see what's available to me, because I'm pretty sure we've talked about having a membership, like part of the websites that way. Like, if you want to get in specifically to that you have to sign in otherwise, like, everything else is accessible. I got to talk to her. I gotta schedule a call with her. See, she would just to see what's available to me already.

Yeah. And go there. Because there's like I said, I just literally the tip of that of the eye. Right. Well, much options out there now, that weren't there a year ago that were there. One of the really good things about COVID was how much the online world exploded. Yeah. Yes. So any questions on that? Let's go over to payment. Yes. All right. So there's basically for all intents and purposes, or options that you have. Okay, so let's not pay pal, out of the park right now. Yep. No. Problem with Pay Pal. Is that they will always, always always side with the consumer.

Yeah, and the customer is not always right.

No, no, as far as they're concerned, the customers always. They get their money back. I have known people who have had $10,000 programs have that money refunded. Plus a fee for doing it on top of it. That's ridiculous. Yeah. And they will they will hold money on YouTube from time to time. Okay. I had, it was honestly truly a lapse of judgment. But you know what it makes for a great story. And don't do this, because I've done it already. And so what I was taking vendors for the summit's and I stopped doing that because honestly and truly chasing down vendors. I don't have that kind of time is not worth the money. I could be doing other things. All right. So she forgot that she did that and then contested the 750 bucks because she was doing the entire day. And then of course Pay Pal does gives her back her money. And I'm like, Oh my God. And she you had a conversation that she contacted Pay Pal and said that was my mistake. You know, they still kept that 750 bucks for 70 days. Wow. Yeah. So

my Pay Pal account one time five years ago and you can delete it and it's been hacked so many times that I've actually had my bank put stop payment on anything that Pay Pal related. So I no longer have to worry about it for two years.

Yeah, it's a how to D The only thing you can do is literally close your bank account. The only option you have exactly remove the credit cards. Now I use Pay Pal. I buy stuff all the time would pay pal. Because I know I'm protected. Right. But I will collect payment from them. All right. So there's there's three other options, okay? And yes, there's more options. But a lot of them all fall under the website portal. Okay? It is what is the website using, okay? And you want to make sure that if you're collecting payment through your website, that they talk to each other. Okay? So the reason that I use drip and Stripe, because my options was either use stripe or PayPal and like if we're using PayPal, we use the stripe, okay, is to make sure that they all talk to each other, okay, that they're compatible with each other. Alright, so for my setup, I've got the access ally, I got drip, as my CRM, and Stripe as my payments. Now I don't have to use stripe, I could have used another one. But again, I knew where I wanted this to be. And I needed one that I could, I can grow with. Alright, so when I first started to use drip, it was way more than I needed. But you know, and now it's awesome. I love it. Okay, because everything's automated. Okay? And square isn't I mean, it's square, you have the benefit of being able to actually set up an event that you that acts as a landing page. So that's your sales page, you could share it, people can sign up for it, and the money goes into your stripe accounts. Okay, moving on to automation.

Any questions?

Okay. Now, the only thing with automation is there's a little bit of work that goes into it. But you know, just like my checklists, and all that good stuff, the work you put into it, now it's going to save you loads of time down the line. Okay, so there are a couple of options as far as automation is concerned. And what I'm going to tell you that you don't want is you don't want MailChimp is the only free option that is out there. Yeah. Okay. Depending, there's so many issues with MailChimp, okay, yeah. But you need to have some sort of system, okay? Because the United States, which by the way has the most lacks laws, as far as this is concerned, other parts of the world, they're really serious about this, okay. And even in the United States, you can't just send a mass email to people that you're breaking federal law doing that. I was gonna have worse in my HOA here, because they send out the mass emails. And, and, okay, the email that the guy that's my business wants, I'm okay with it. And I'm like, Dude, you just gave everybody here

my email. They're not even like blind popping, you

know, no. That's terrible.

And unlike you guys are in violation of federal law, just so that you know that, you know, whatever I'm in the morning about it. Lets you give me a hard time and then I'm going to make an example.

Pull that out of my backpack in

my backpack out. Okay. And other parts of the country, other parts of the world. They're really, really on point with. This is a business email. I'm trying to get money from you check this box. So you understand that. All right. And the other companies drip ConvertKit, Constant Contact. Even Kajabi is the same thing. When people sign up that they have to check off a box saying, Hey, I understand this is for commercial pilot for commercial purposes. Okay. And many times, this is where sometimes when someone doesn't get their email, like they're using the passwords, like, did you check your spam? Because a lot of times these emails go right to spam, right.

Sometimes it's my emails. When I reply to email from my website, it goes to some people's spam and they can find that I don't reply.

That's the nature of the beast. So that's always why my first question is, okay. Did you check your spam or your promotions folder?

Yeah, that's the other thing is with Gmail, having those separate I forget about those.

Like no. dolt me go look again. And that little search bar that you have right there, just put my email in there.

And then when you do find it, whitelisted and make sure it goes to primary.

Yes. All right. But I'm just going to take you over to drip real quick. Yay. So I can just run you through automation. Okay. And what automation does is makes your life so much easier.

Yeah, the stuff that doesn't need human input every single time. All that time can be used for other things

can be used for other things, I got other things to do. Alright, sign in. Okay. So we're just gonna run through the various stages of what automation is, and why it's important to make sure your systems are compatible with each other. There is something called Zapier, in which things aren't connected, you can create a zap, it's called. You can link them Yeah, don't do that.

I didn't enjoy it. I did it. Because I may remember why I did it. I think it was trying to get Calendly and zoom and honey book to all talk. And it was so annoying.

Yeah, it's a lot of work. They don't always work when things are not compatible. You're just better off using what is available to you. Okay, so the man that when you talk to your people in May, when you talk to your people, make sure you know what options are available to you. All right, they're all got to operate in the same manner. Maybe just a little bit different. Okay. I have found a lot of them. Their, their video tutorials are really good. And if you can't, you still don't get it, you can generally get somebody up on the online chat who can help or not at least through email, whatever. Okay. So there's, there's elements to it. Alright, so that when somebody buys something, I carry a tag. Okay. So

all right.

For example, oh, you know what, let's just do the first date class that I did. The class in Oregon sold out, by the way.

That's a bye.

Yeah. That class is not until October, I was surprised it's sold out that fast. Okay. Here, this was this was a tag and you create tags, you should create them so that you understand what the tag actually is. All right. Pet first aid, April 10. Okay, so that when people purchase something, all right, and I will go back to my website, just to show you how automation works. Okay. So I create the tags. All right. And so they're tagged with this account, and then they have access to whatever has this tag on it. Okay. And they get access a couple of different ways. All right. So either they simply fill out a form, this is generally something that doesn't get paid. This might be here, pet first aid kits, Bluemix Bell, so that when I teach a class, there is generally a recording somewhere, I want everybody on my email list. So I give them this class for free. Okay, I create a QR code. And when they click on the cure the QR code, it'll take them to this form on my website in which they need to fill it out. And it gives them it starts the automation and that's the workflow.

Okay

so this is the workflow for it so the trigger is they fill out that form. Okay. Cool. Oh, it is. Alright, you know what the coolest thing about this duplicate function?

That's awesome.

Just change a couple of things, right? So the first email they get immediately you

see the open rate? Oh my gosh, and the insights Ah, yeah.

And this one will be for groom Expo. So there's nobody who's even going to trigger this until until groom Expo. All right, but it tells me how many people triggered it. Okay. This is standard. Thank you for the purchase your username and password has been generated? Give me 15 minutes.

Now that original I'm sorry, that original trigger. Is that just if they click into it, not that necessarily that they actually signed up? No, no, they have to fill it admitted they submitted. Okay.

Thank you. This is a general email. The only thing that ever gets changed on that is the subject line. Okay. Your email password is being generated, you will receive another email in 15 minutes or login details. Alright.

I've always wondered how you're able to send so many emails, so it makes sense now. It'd be like on top of it like

this is the web hook that generates the username, the password. Delay is 15 minutes because drip has to talk to access ally. Okay. And then they get another email and again, very few things get changed on this subject light gauge, okay. To access materials, the only thing that ever changes here is like name is the name of thing and maybe a couple of things in here. Oh, like the cab? Yeah, yeah. Okay. Username and Password.

Oh, look at you got coding in there.

Yeah, and I don't have it. This is so easy. This is just

and that's easy. Okay, because I don't know code.

No source right here. Okay. Okay, let's do our Oh my gosh. Personalized. Sorry. Okay.

And what do I want inserted in there? Oh, cool. Okay. All right. Again, these systems have come a long way. Okay.

So

And after this, there's nothing else except for exit because they will have six weeks from the end of group Expo to watch it. So I just note in my calendar, six weeks remove that tag from that page All right, now I'll show you where that is. Okay. So I think that's all we need to do here with Jeff um, get rid of this and that

way you don't have to delete your entire process to set up

No, all I do is duplicate it. If I'm no I'm not ever going to use it again then I'll delete it. But everything has a duplicate function with it. So if I go back over now to my website

okay, all right. So if we go over to the equipment Summit, which is what is going on right now. So when I create the page

in order to log in, you have to have in the summon membership, ah, or any of these, these will only last three weeks. So in three weeks from the end of this, I just X off these and they've just gone for them because they don't have access to it. Okay.

If I go over into So are the tags off have I gotta get rid of some of these. I got too many of them. I'm not going to

use oh my gosh, 100 No, oh, it keeps going.

Yeah, you know, every time I set up something new, I go in, and I like delete five of them, you know? Yeah, hey, you'll

eventually get there.

And then I also send out, which I didn't show here is that you could send out emails like the reminder emails, which is pretty sent

out like the workshops coming up for

set up, who's going to receive it. So you base it on the tags, and then schedule when that email is going out. So if I go over to customer service Summit, okay, when they automation. After they make payments, okay, they get this tag, it's this tag that gives them access to that page. This is how all the systems work together. And a membership plugin. Once you get past the learning curve on it, is it is mind blowing how easy your life becomes? Go ahead.

Just to clarify, so I know what you're asking my designer is the accessily Is that a plug in your pocket like that is a plugin

that is access ally is the plugin that I use on my website. It is one of many memory plugins.

I just wanted to give her an example. So she knows what I am trying to give to her.

Okay. Now a couple of things that you should know about automation, and your CRM, customer retention management system. Okay, your emails. You want to download your list every now and again in an Excel file? Because, like I email us, yes. Okay. And the reason you do that is, I don't know, let's say drip goes under tomorrow. It's like Facebook,

it just all disappears.

Like that. So every once in a while, you should just download your email list. Keep it in an Excel file, put it over a Google Drive and leave it there. Okay. Every now and again, clean out your list. Because the more people you have on the list, the more your monthly payment is. And why should you be paying more money? People who are never going to open up your email so you

when you download that list, can you see their open rate? Um,

you might be able to might be one of the parameters on its own. And you all know what a QR code is correct. You know how to create one Tamizh you know how to create a QR code

I can't hear yet.

Sorry, I thought I hit

the button. Yeah, I think so.

Do you want me to show you QR codes real quick?

Don't you just go to like, find a website that will convert it?

Yeah. QR code. converter.com.

Oh, I feel like I made one for the grooming Association. Okay. Yeah. Oh, my God, look at my grooming hair. You guys.

Love it. Love it. You don't have to do a QR code on me.

I showed her via Canva because that's the only way I want because I'm always in keep whenever I need a QR code on designing something in Canva. So I've just been using Canvas your generator?

Oh Canva housewife. Yeah.

Yeah. Like where it shows you all your tabs like templates, elements, etc, etc. You may have to scroll down and add, but it does have a QR code generator there. And it's super easy. Just drop the URL and boom, you have your shortcode Oh,

I'm Mary. I have a question. Um, I think it was Chris Pearson that brought this up about having a QR code so that you could just share slides from your class. Have you ever done that?

Oh, no. Would you guess you can if you have it for your Google Drive folder, because you can. I can take

him in a time period. that out because I'm not gonna have time to make handouts and tests and all that nonsense

all of a second. Let me go. So I thought if I

could share my slides, that would be nice.

All right. Alright, so we're back here at Google Drive. Okay. So let's just say I want to share this folder right here. Okay. See now? You see when you open up a folder, and you see this link that's up here.

I am on my phone. So it's hard to see. Is it the very top?

Yeah. And the browser box? Oh, okay. Yeah, you just copy and paste that. And the QR code will go right now. Okay, cool. Just make sure that you have set it so that anybody can view it and it's not restricted. Okay.

And then, am I gonna I have a sort of unrelated question, but it's sort of related. Am I going to be able to fit five hours of slides in one thing in PowerPoint?

Why wouldn't you? Okay, if you're doing it in Canva, they limit you to 100 slides.

Okay, so I am designing in Canva. And then converting you might have,

yeah, you but you can only create 100 slides at a time to download. And like the mobile grooming certification. That's for four different presentations.

Uh huh. Okay, that makes sense.

All right. Stop the share. Okay, supporting technology. All right, that's such a zoom. Okay, Zoom is for this. I mean, there are other options. All right. Zoom is probably the best known. It's, you have two options with that you have three options with it. Alright. If you can keep it under 40 minutes, you get the free option. Okay, most coaching calls Amanda gonna be about an hour. Okay. And then let me just go is a huge difference. Let me just go over to zoom. Let's just get their pricing. See, I have to I have both options with Zoom. And there's a reason for that. First of all, I want the webinar function, I have to have the regular function, okay. Plans and Pricing.

Okay, you can 450 bucks a year. You can have things up to 100 people at a time, and you're not limited to 40 minutes. Honestly, 150 bucks is not bad. And is fine. For coaching. This is right here. This is a this is a meeting. All right. Pros and cons. It's a meeting. You all here hear y'all can talk unless I mute all of you. Okay, who's ever talking comes up to the front? Yeah. And I can't have that during summits have to have webinar function, which is like a ridiculous price appear. That's like an extra four or five $600 a year I forget what it is. Okay. But with the webinar function, only the host and the panelists get this nice little box with our picture in it. Everybody else does not. And if anyone else wants to ask a question, they have to type it in the box. There's no interrupting. There's nobody's dog barking in the background. There's not someone's husband screaming at them, that kids running around. If you're doing workshops, you need the webinar function and that is where he gets pricing. There can be other options. But honestly, I can do I can add closed captioning to this. All right. It's, it's, it's solid, I guess a for lack of better word. Okay.

Okay, Vimeo, go over to Vimeo. And to get that up here so everything, all of my videos, once I'm done and I download them from zoo, they go to Vimeo. And it's something I do definitely pay for because I have a lot of videos up there. And again, it's something I gotta go in once in a while and delete some of them out

I was wondering how many of the end to this I thought you were just like, recording your zoom webinars?

Yes, I record them on Zoom. I download and then I upload them to Vimeo Do you know how slow my site would be? Oh

okay, that makes sense. For me, oh, it's like a

storage it's basically storage and if something was no downloads, okay, all right. No, you you have this is the setting for that. Now, here's my website that my website was to disappear that'd be like Oh man, that sucks. I gotta redo my website but you know what I didn't lose all your videos yeah.

Okay, that's what it Vimeo goes down

then I'm screwed

anywhere I'll screw

that falls on to shit happens deal with it figure out what to do and move forward. Right okay. Okay, so let's take this one

I have maybe a dumb question could you not store videos as a backup somewhere else?

Yeah, I could throw them up on YouTube I could I your folder but again that's going to eat up so much. Okay, I can't

I'm excited to watch this one

was my settings

you guys have been grooming for 12 hours now. Guys still catching up from

from COVID Oh, yeah.

FX what are we looking

at?

Oh, needs

meds. Sees Okay. Wait a couple of minutes.

I am a condition to that now.

That may be my saying entirely to my child marry. thing No.

I agree. People can download this video. Oh, there we go. It's checked off so they cannot download it. They can watch it but they can't download these slides. All right now. Can somebody do a screen recording? Yeah, it's gonna be shitty, but it takes a lot of effort if you take it up. hurdles, hurdles? Uh huh. And we've already discussed domains and trademark and correct so you're good there.

Now what domains and trademarks

Okay, was that

tonight that wasn't tonight?

No, no in the past.

Okay. Okay. As far as like waiters refer friends? Yeah, okay.

So okay,

first I think class number two, I don't watch it.

It's in the first session. Alright, but I'm just gonna be just like okay. So if I have like a minor program like mobile grooming certification, yeah, I am not grabbing the domain name. I am not trademarking that. Okay. Okay. Positive educational training and spirited dog productions are both trademark right. Okay. And I have the domains on that.

process for that again,

you just go to any place that has that does that house a website?

And you doing the process of trademarking?

Oh, easy uspto.gov

Is it expensive?

If you do it yourself, like to origin 75 bucks. Okay. Okay. Now create that program. This is a $10,000 program.

Yeah, you better do that. Yeah. Yeah.

So I grabbed the domain for First thing, the first thing I did, before I even wrote the program was I grabbed the domain name and I started with the trademarking process.

So, um, are you ever gonna use that domain name? Or is it gonna be educational training?

It'll know, it'll be a redirect to the sales page. Ah.

So you just want it so people can easily

find it, easily find it. Okay,

so you're not gonna make a whole website, you're just gonna

know, all I do. I started the sales page. Back when you and Denise and Stephanie, were taking the class. I stopped. And then I was starting it again. And then Meg, and Amanda sign signed up for a stop to that.

But actually, the sales page is 99% done, I gotta have my own coach, take a look at it. And once it's done, it's done so that when I launch again, at the end of the year, then I'll have a sale. So I'll have a sales page that I may not even need, like three people who have requested you know, let me know and I'm like, okay, you know what, that is an awesome thing, that you don't actually have to sell something to a point, especially something

that's high ticket high ticket,

exactly dollar, you're gonna find it is easier to sell high ticket items than it is to sell low ticket items. That's crazy. That is so much more work goes into it. Okay, an example. Okay, the one that I got out, all right, within five minutes of posting that two people signed up for. That's a $300 program. And that's not even as expensive as it will be. Alright, that's just simply because it's beta, and I need to check some things on it. But I'm not concerned about that class when that sells out. And I'll have an easier time selling it, because it's a higher price offer than if it was a lower price. I don't have to like justify it. People are gonna see the value in it, are they not? And the people who are going to see them know that they need something like this to get their business off the ground?

Um, how, how many times a year are you gonna offer? Frequent program?

At least once a year, possibly twice. When no more than twice a year. And once a year, maybe enough? Because I have other programs to put out, you know, yeah.

All right. This one's really labor intensive.

It is. It should be alright. Yeah, we're spending a lot of money on this program and you need to be able to get something out of out of your heads. And out until the world it's a nice is. In the next couple of weeks. We'll be launching her program. Very excited.

I saw her post. That's

really cool. She's She's, she's this close. This closes a couple more things she has to do. And that's it. Yep. I'm making her some advertising graphics. Yeah. And yeah, the one that she has up is awesome. Yeah,

I That one wasn't me, but I know I know.

Why, but that was an awesome one. And they told her why you just posted that you grew Why the hell are you not posting that? Everywhere? inviting people to your group? Right. Okay. Wi Fi. Really important. Okay, consistent. Wi Fi is really important. So there's options, okay. cable, cable, Wi Fi sucks. But it's better than nothing. The problem with cable Wi Fi, is that it has like, like packets is like a stream package. You have certain number of people who are on that particular stream. And if everybody on that stream is using it, everything's gonna slow down. It's gonna lag it's gonna be problems. Okay, fiber optic is awesome. I got really lucky here. Okay, fiber optic is fun. Oh, do you know, I can do this? My husband, I can tell you right now when my husband is doing, he's streaming Netflix or something such as Netflix. Plus, he's playing a game on his phone.

That's honestly how I watch TV too. And I always go into things that once I don't understand it, I know they say it's not effective. But

but you know what, I have done some it's the back end. So I have the computer node here. I have my other computer up. And I'm doing some some internet work there. And in between those two computers running, I'm taking a break and I'm playing the game. There was not a glitch. technology problems happen. You need to be prepared for the stuff that happens. What's the worst thing that happens? All right. You reschedule everything. Yeah. Okay. I've had one instance, where I had to reschedule a podcast. All right. And it wasn't even the internet was my freaking dogs. Okay. No, they were like, there was a work crew out in front of the house. And the dogs are just going ballistic. And I'm like, This is ridiculous. And the second I rescheduled and logged off, they left the one way. Oh, of course,

I would have been so mad.

And I've had one instance in which the fiber optic went down. I've been here for three years, it's gone down one time. And it was literally just a minor inconvenience, because it was just a class and it was easy enough to reschedule. worst case scenarios is mobile hotspots. Yeah. get you through. All right.

Well, my hotspot work.

Yeah, depends depends on I'm down in the valley. So sometimes it can be a little iffy. Not work in the co op working spaces. So when I first moved here and cable wasn't available, and they first quoted me 18 grand to put in fiber optic. Yeah, but then the casino right down the street. Put in solid. Yeah. And they said they open wide, they put fiber optic in. And I was able to tap off the line for like 1500. So yeah, we were good with that. I but my other option would have been then I would have had to use a co op working space in town to have fiber optic.

Maybe I don't even know what kind of internet I have. I just don't work.

I mean, hey, that's okay.

What do you pay?

For found broadband? What's broadband?

That's cable.

Yeah, yeah,

I've got current facts in the house. And in my mobile rig, I have a Verizon jetpack. And that never failed me except for one spot and Ravensdown I have zero service. My phone has their service. And that sounds fine, too. So Okay, not bad.

Your computer's okay. You need to be current if you want the stuff to work with the apps on the phone is the date your computer systems have to be updated. Or you have current technology. Alright, and if you have Windows, okay, this is what I hate about Windows. It's not like like, I'll need an update for the phone for the Mac here to be a little box. Hey, we have an update. You want to do it now. Now. Okay. We'll remind you later. Windows says, Hey, there's an update. It's gonna take 35 minutes and we're doing it right now.

Oh, I haven't had that happen to me yet.

Oh, yeah. Happened to Bob Hoover. When she was at Hershey teaching a class. And she needed Yeah. No, yeah. Oh, yes.

What did she do?

She muddled through it. But then that would be why I put everything in Drive folder. And hey, can I borrow your computer for a minute? I need to. Yeah,

yeah. So like for PowerPoint, you would put it in the Drive folder

in the Drive folder.

And then let's say I have to borrow someone else's computer then I just download it onto their computer.

No, you just, you know, go into drive into Google Drive on their computer over For the proposer, just make sure you log out.

No, I tried that. And the format was also very. I tried it because I'm nervous about Teton.

My turnout was cuter. Do you have a computer you can borrow?

I don't. Oh, I think Mindy is gonna let me borrow hers. I'd like to buy one. But I haven't found one that I want. Because my laptop took a crap during COVID. And I had to buy a desktop because there weren't any laptops and and then I just didn't really need one. And now I need one and can't find one that I like.

Um, could you just get like an iPad? Yeah, well actually just get an iPad for traveling. Okay. Okay, so there's this a couple of supporting stuff, right? If you're on Zoom, you can zoom background, you can get your background, so it doesn't be aware of what's in your background, but I'm really trying to say, you know, figure that out. Yeah. Do that. How did you walk?

How to put the background up. So like, during that last class, for Mardi Gras screen,

I would have to I would have to walk you throw it. I can't zoom screen. It's ridiculous. I can't

figure out how to do it on my phone. But I can't figure out how to do it on my

desktop you have to go into if I just go into zoom up on the box top or the bottom says zoom that US you go into preferences. And then it says background and effects click on that. And you where it says you can upload a photo. They have a couple of here. I have didn't put it up.

So yeah, I can figure out how to do that on my phone. I just probably need to spend more time figuring out where it's I don't

say there's mine. Yeah, that's cool. I like it. Alright, and you can use this. I mean, it looks kind of professional. The only thing is weird, which bothers me is like, when I have paper, right? Look at that.

Yeah, so I try I'm not a fan of the background. Let me change that back. Okay, a microphone, I actually have a really good microphone right here. And I do have a camera for the doesn't work with this computer, I can use it with the other one. But I'm using this one. So I don't have the nicer camera here. Lighting should be aware of your lighting. Okay.

So invest in those actual things.

My overhead lighting, I think at some point, maybe I might put in the capital extra overhead lights. And we're going to finish up with where you should be on your checklist. Okay. So

which checklist

create your program checklist. Now at this point, you've named your program, you've set the goal and expectation for it. You created the overall brain dump. And now you should be at the point now where you could organize all of those into topics. So the topics would be just like I started off at the beginning. Now we're breaking it up today into five different categories. Where are you programmed live? Yada, yada, yada. That's what I mean my topics.

I'm sorry, could you repeat what you just said? All I heard was yada, yada, yada.

All right, your brain can be organized into topics. And the topics are what's going to what you're going to discuss. Okay. So like for today, right. topics were Where will your program live payment automation, supporting technology and supporting equipment

Okay, so I'm doing this for the prep seminar. But I'm also keeping in mind a bigger project that I want to do. So this process seems to be working for both of those things. Yes, it's

the same. Same thing, no matter what it is, you're gonna do. This is your checklist. This is how you you get your program, whatever it is you're doing. This is this is the outline for it. And it doesn't matter. Everything falls in the same steps that you have to do oh my god the questions are good.

So what is the homework?

Your workbook? This is research. Right? Talk to you a person? Yes, I am.

You're going to finally she's got time this week? If she doesn't, I'll try to get some emails through.

Well, okay, so next week, we're gonna have a support call. And then we are off

for like, three weeks, I think three weeks, so I can definitely I can definitely get a hold on her before like we start back up. I know that for a fact, whether she has time this week, I'm not sure. All right. So starting to compile an email and at least give her that to chew on. Right. So

you should be good now. Taking everything on your brain dump, start organizing that into different topics. Okay. Tani got any questions? Um,

no, I know, off the top of my head, I just, I'm going to be slow because I'm working six days a week. And I'm getting ready for teach on so. I don't have tons of time, but I am working on it. I've made a goal to work on it a little bit every single

day. So just for tea time, I have this list of everything you need to get ready. That Tammy look.

I can't think because I'm blind. Okay, so that's all like, what, what you're gonna pack? What?

What do I need for each class that I'm teaching? Alright. Um, I've gotta get stuff into the drive folder. If you can see. Can you see that pile back there?

Yes. You have already started packing. Shut up. You make me feel bad.

Yeah, but this point is, no,

I'm gonna be finishing this while you're driving us to teach on. Right. Right. Right. Just I like to, I got to

him. Well, we have a 12 hour drive to

the bulk of the driving so but guess I better find a laptop so I can work on the way.

Yes, you should. Yeah.

And I never gonna be finished grooming this dog. It's gonna be here till nine. All right. My homework is to try and catch

up, right? Yes. Don't beat yourself up. schedule things that you schedule time to do? Well, and obviously

I have to prioritize the prep seminars.

Is that second three weeks, two weeks?

That's like two weeks from now. I'm only a little stressed out. I I worked five hours on it. Yes. Okay. And we work a lot.

You're gonna get a lot of bang for your buck on that class.

I know. And I just took me awhile to get in, right. I had to tell myself, this is like your second job. Like you have to finish your first job and you have to go to your second job. You know, like when you did when you were 20. The problem is, it's not really my second job. It's like my fourth or fifth job. But when a Karen's friends wrote her very long email telling her that she her recent visit to the salon was just lovely. And everything was so calm and organized. And she really thought it was cool that her dog got a pet assessment before they took it in for roomy. Ah, he used to get nervous because it was so noisy in there and he happily walked back to the bathtub. So

I am making a difference. That's caring is so happy.

Okay, that email that you sent you need to have a copy of it.

Okay, I'll ask her.

Yeah.

Okay. Because when you start offering your services to other facilities, that's the email that you want that is really specific. That's a great email.

Well, and also I don't plan on managing anyone else's salon I'm only doing it with parents my friend actually does benefit me because it just works for my life right now. And the girls that she's got understand the huge opportunity to have someone like me in the salon teaching them every day. So I feel like it's really working her that does not plan on doing this for anyone else. Okay,

and make as far as testimonials for positive Ed putting a thing of asking from like that that's not going to get any of them. Yeah, you have to specifically ask people I gave you a list.

Oh yeah, no, no, I'm messaging those people as well. Yeah, those

that's your best. No, that's your best option. So you're spinning your wheels? Yeah.

Mary messages me all the time for testimonial.

Right, do I get them

yes, you have

the point okay, honestly, I didn't know what else to say when sharing a testimonial otherwise other than just saying give me your test. So I'll figure out something else to say when I'm sharing a testimonial

okay should be able to get one from Amanda there

oh my arms away we're gonna are gonna ask him to come finish this Irish terrier for me. My arms are about to thaw All right.

I've done all of one and stripping workshop. I'm not the one

all right, good. Excellent. Give him his card. First time

ah.

Thank you.