Session 5

OK, so we're going to be on session five, OK, which is 10 tables. Before we get started to, do anyone have any questions about prior, prior workbooks? no. Ok. All right so. What is this is I like this session, by the way, because this is all the things, OK? All the things that make your program better, all the things you can reuse over and over again, OK? So I'm going to go over some of those things that you can do.

All right, and you know what? You don't have to use everything, but you should know what's available to you, OK? So, Amanda, do you have the fear of the paid version of Canada? That I think. I know Meg has to paid. Tammy, what do you have? I think I have a paid I can edit images. You should be able to have, sorry. So we're going to go over to Canada real quick, I'm going to tell you. One of the reasons why I like the paid version of it let me just well, there's a ton more pictures too.

It's besides that, right? All right, let's do a screen share. So cannabis is just one of those tools that when you're doing this, unless you're hiring someone to do it, having the paid version really works and you want to know why. Look at all these folders I have. This is only the ones that I have that are starred. Ok, but go to projects. Show more chamor.

Chamor look at that. Look how many folders I have. Wow, OK, it just makes because I know. What is that? The folders? Ok, it makes it easy to find things rather than reinventing the wheel every single time or trying to go to the homepage and try to like when did I do that project? How long ago can I find it again? Ok, so one of the folders that gets a lot of use for me is the one I've simply called workshop. Ok? And there's lots of things in here that are just simply templates that if I want to do something, all I do is go over there, make another one, download it.

Because everything else is set for this, all right? I'm just going to really recreate just how awesome having a template is of any given thing that you do. Because when you need to redo it again. Alright, it's there. All you have to do is like for people who have the programs up on my website, right? This is the this is the icon for the library. All right. I have to make it in two colors, either Gray or blue because the blue means it's blitz.

We have access to it all right? I don't have to worry about the size. I don't have to recreate it. All I have to do is change the name and do the colors on it and download it. Easy peasy. Ok, the same thing with Facebook with the website banners. All I have to do is click on this and. It's there already, all right. So one of the things that you can do for your students all right, depending on the length of your programs like this one, is a rather expensive, lengthy program.

All right. But for Amanda, who is doing coaching, OK. And Meg and Tammy, depending on how big your programs are and whether or not you're going to be offering any kind of coaching. All right. And that is the commitment certificate. All right, so the reason for the commitment certificate is that when you sign your name to and you print it out and you put it up OK. What happened here? Oh, I see. So you put all of your certificate designs in one folder? Yes, so that when you go and you're going to make a new certificate, you can look all of your designs? Yes, absolutely.

Ok. Grant on the mobile grooming one, is that Nice? Yeah and so, but man, did you bring your workbook to Hershey? Is it done? no. You're going to be on a plane, right? hello. Ok, so you should be able to fill out that workbook enough for me to take a look at and give you your certificate at Hershey. That workbook it's completed. Ok, good. So you bring it there. But I when I was at Tammy's house, she had her commitment certificate framed up on the wall and now it made me very happy when they see that, OK, I feel like.

Ok. Sorry, it's off camera. You can't see it. Ok, but The thing is, when you signed it, all right? You get home again. That whole motor skill, all right? You're putting this out to the universe that even if you're not thinking about it, your brain is thinking about it. Yeah, OK any. I feel like. I have so many things that I'm doing it. It's such a long period of time before between when I can work on it. But you're right, having that like in the background up on the wall does help remind me that it's still like it's.

I'm working on it slowly, but I'm still working on it. It's it puts that in as a priority, OK? umm. Legally, there's a lot of Gray area about certifying someone, not certifying somebody. All right? I am an entity so positive educational training while not a school in Washington because it doesn't meet the criteria for a school in Washington. Ok, I'm still an educational entity, so I can skirt the whole. You're certified, OK? umm. There's a there's a difference between a certificate of completion and a certification, right? Yes, all right. And there's all sorts of legalities like the mobile grooming certification is presented to for completing Level 1.

Ok, alright. So how? What's the definition of a certificate? Legally, the legal definition changes OK, and it's sometimes it's very it's the term can be. Interpreted legally in different manners. Ok, if you're a school, let's just say, like the whole pet Academy in New Hampshire. That's through the Department of Education. There's no question about whether or not she can certify somebody, all right, but any place else that interpretation. Can be really vague on that. All right, if I didn't have positive Ed as a business, then. This would read a little bit differently.

And I'm just covering my butt. You know what? That's why I have insurance, you know? So it's. I'm not actually concerned over it, OK? It's also why on my website that if somebody wants to sue me, all right, they have to sue me in Clallam County, Washington. Oh yeah. Well, that makes sense because you are following the laws of your accounting. Of the state, let me let's just go over to.

Two years my here we go. And my dog's too loud right now. I can't even hear them. Ok, good, they're playing directly behind me. Ask Kiki. Doing well? I dropped ioni off at Susanne's for her first big girl overnight. She got to meet her daddy. And he didn't want to come in the house and started shaking. But then when she came in and the puppy wasn't here, she found a toy and took off so. Ok, he gets at least a night break. Legally, OK, you have to have a terms of service and privacy policy on your website. Ok? In the United States you can separate these two. If you are from Europe, you might have to have, may have to be on one page, but again, the laws change all the time on this, but you have to have terms of service and a privacy policy that is the bare minimum legalities.

Ok, so. A privacy policy. You can come over here. My website. You could take a look at it. All right. What's up here is what needs to be up here, OK? umm. Anyone has any questions about the policy they can contact me here. Ok, so this is just basic information. Yeah, it doesn't look overly complicated. Not overly complicated, OK. It's the term to service, which can be a little overly comparative complicated.

I have my copyright information here, OK. And in fact I will be updating this. In fact, let me write myself a note update. Terms of service page. So I'm still waiting on my trademark for create that program, so I have to add that here, OK? So a copyright is, can you remind me the difference between copyright and trademark? Ok, trademark is something that is filed with the government right so it's the United States trademark legalities that this protection is there for you, OK.

Where the copyright is technically, you write it. You're automatically copyrighted. That's what I thought. Ok. Because I did put that like on the title page of my class. Because I found all my websites program says copyright, OK Community guidelines, FTC, terms and conditions, assumption of risk, yadda links to external websites, security, confidentiality, confidentiality, online purchases and commerce. And here's where it is if you're paying with a credit card, you give us permission to authorize the payment of your card.

For payment for your program, product, or services is free for any installments. You give us permission to authorize your credit or debit card at the time due without any additional authorizations. So if you sign up for the monthly membership, you're going to be charged every single month. Right, most people don't bother to read this. However, legally it needs to be here OK and the event that payment is not received by the due date or paying a full, you have a three day grace period to make payments before forfeiting the program, product or services and the payment.

Like with what I have with Stripe, stripe will run at 3 times 3 different days before it knocks it out. That's the three day Grace period. ok umm. This is just for me. If you fail to make payments in a timely manner, your charge, your card will be charged the full amount of payment due. If it's declined or refused, legal action. Legal action can be taken to procure payment to the fullest extent of the law. Between you and me in this room here, I'm probably not going to bother. I'm just going to cancel this. Energy on that one. There's so many million other things to do. Any court claims will take place in Clallam County, Washington.

So they have to come to me to see me right OK. Most people don't want to do that and most people are not going to do that. So they tried assuming another account county. Then I just like screenshot this page, send it over to the court saying they have to sue me in Clarion County because that's how my terms of service on my website. I will also when I've had three instances in which somebody.

Disputed payment and in all three instances I screenshot this page here, sent it over, and all three cases they gave me my money back. Why did they just do payment? Because it was a recurring charge. Because they were too lazy to cancel and then they didn't want to pay for it anymore. That's a Dick move. It is a Dick move because if you just ask me, it's not that hard to get a hold of you.

It is not that hard to get ahold of me. Go on the website and cancel. Go to your account and if you have a problem doing it, all you have to do is again send me a message saying you're not hard to get a hold of no send me a message. I will cancel it for you if this is too difficult for you to do yourself. Ok. And then dispute resolution? And termination. So you could take a look at all of this and I do recommend that if you're going to do websites that you need, that you need to have that privacy policy, what your terms of service are.

Ok. So if we're doing contract? Right i have legal nature. 80 bucks a year and all three of these are in Washington. They will you'll put in the information you want in there and they will create a legal document in the state of Washington which what's 80 dollars 80$ a year for legal nature. Oh, it's just. What did they do? Review your policies? No, they will create. No, they will create contracts for you. That'll be legal in, well, you know the state that you're in. Ok. I want you guys to know this workbook too is still printing.

All right. So those are your certificates, OK? workbooks. Ok. Beginning template templates, templates, templates. Back over to Canberra. I'm obsessed with how dark the purple is this time. It's awesome. It is really nice again. You know what I had it done? On what day did I have it done? I had it done on. Friday and Friday. So I'm trying to keep it as dark as possible until I at least finish up whatever, then I don't care.

Share screen. My other big one that I have is workbooks. All right, so many workbooks. That one that you shared with me, did you say you got that template from Etsy? From Etsy? Ok, Kiki is very happy now. That was her playing, OK. So workbooks. When I when I do anything, it's always with the I to. How can I reuse this down the line? Right, because it takes for freaking ever took forever. Because it's a bigger program and I would expect. Something of that nature. All right. To take you a while to do. All right. So the next time I do a program that long, it won't take as long because the layout will all be there and I just have to change the content.

Yeah, all you have to do is make a copy and change the content of it. It's going to be really easy, OK? I mean, you like how it did the pictures in the background. You did a great job on this. Yeah, it took for freaking ever. Ok, so 65 pages is a big workbook, OK? The one I'm printing out now. Holy crap. But anyway, so but this is a really nice workbook, and this could also now form the basis if you decide you want to do a book down the line on this. Oh yeah, you already have the outline, that's true. Ok. So there's a couple different ways you could do workbooks like the ones I do for the summit.

They're easy peasy. Literally less than a half hour. It's done for the next one because all it is they're just taking notes. Ok. Oh, right. Ok. Yours on the other hand, what? I just did the bones for it. There was a good hour just putting the booze and then you come back in and doing what you needed to do. That type of work is going to take you longer to do. Well, and so this class, shouldn't you get a certificate for completing it? Because it's kind of a lot of work to fill out that workbook.

I here's the thing, you can make a test. 20 questions. They complete the test. You sent them a nice certificate for it. Email it over to them. I'm going to give them a prep summit certificate if they follow my directions. Ok, all right, but this one is easy. All right? You do a test, like maybe 20 questions. I will upload the test. You would just have to put on the test. So it's just simply a doctor, OK? There's going to be a document. Ok, so that's the certificate of completion.

No, doesn't mean they're certified in. Ok, was completion something cute for them to put them all? Well, I reached out to that Lady in Colorado because I would love to see Colorado, and she was very excited when I told her I was making a workbook and I'd like to make it a certificate class. Ok? So I don't think I'm going to do that. It's like a 21 hour drive. Yeah, it's going to have to be a have to fly out.

And that time of year is looking really busy for me. Not just with trade shows, but I got family stuff. So honestly, I just, I just have never been anywhere and I would love to see Colorado. That's how I reached out to her. Ok? No that's fine. I gave her your name. I gave her Angie's name. They won't be able to pay. Travel fees, I don't think. I think it's the first year show too. It's a first year show, which is going to be another reason too. She's not, she's not in a position to pay my travel cost exactly.

And you know what? I'm not doing it for just, I wouldn't know. You've been doing it long enough that you. It's not for me. It's not that big of a deal because I'm new at this and people don't know me. But for you, it doesn't make any sense for you to do. You have a question, Meg? Zones for just a split second. Did I catch there was a new show? Yes, Colorado and Colorado, part of colorado ohhh.

I can't remember. Is it this year? No, next year? In July next year? And so tea time got moved to May, right? Cromas in March. And then the only other one I might do probably would be Super Zoo. I don't. Hershey is too freaking far away. I don't like this year. Not sure about next year, but very unlikely. I will do Hershey next year. I cannot. Not what? Yeah, it's going out East is ridiculous. It's hard. I'm realizing I need to stay on the West Coast because it's rough.

Yeah, it's hard for me to travel that long of a period of time. Oh yeah, no, I don't know why I agreed to this, but I'm doing all American and Super Zoo next year, so I'm literally going to fly from all of all American food. Super zoo. Ohh well, wow, that's a lot. But Stephanie Calhoun's going to look into getting a booth for the Medicaid Groomer Academy, and we're going to, if she can, we're going to split both.

Split the booth. Ok, that was. Alright, so for the workbook. All right, you can make it easy. You can just go to Etsy, get yourself a couple of templates and figure out with that. But the proportional amount of work with the workbook, OK, if you're doing something fairly inexpensive, something along the lines of more like notetaking, OK, yeah, like an hour long class or something like that, you mean? That's it right i think when I get back from Hershey, one of the things I'm going to look into is a Zazzle store and I think, yeah, get some personalized.

Yeah, logo and stuff on it. Yeah, what's the name of the store? I mean this, but I think your name I like your. Oh well, dazzle like promotional material yeah, OK. All right. So she did. I was going to say, Tammy, you did a phenomenal job, and I know how stressed you were to get this. Thank you. I'm just stressed in general, and I feel like I'm failing at everything because I cannot give it the attention that I want to. Helps it all, Tammy. That's what I got zoned out on. It completely lost the conversation because I was just watching it slide. It looked beautiful. Oh, thank you.

I just I my mental health has not been good the last couple weeks. I'm not really sure what's going on. Yeah, my puppy is amazing but it's been a little bit more. Kiki's been having a really hard time. So it's been very stressful to watch her so stressed out. Ok, and then everything else. You know how everything is. I hope I'm getting this in the right order, Mary, because it doesn't make sense. The pages are numbered. You know, OK. I'm trying, all right? So after that, a checklist. I love checklist. It's freaking queen of check. I just printed out a load of them.

Where are they? Checklists are definitely very helpful, especially if you're like me and you leave a task and you might not come back to it for weeks. You know, so I'm getting, you know, different instructors up on the website. So this is Barbara birds. Her checklist. She's going to be up yes i've been wondering, what the hell? Why is she not doing online education? Yeah, you know what? she. Technology challenged. That's what I thought. But somebody's got to help her because she needs to pass along her knowledge, man exactly so she's going to get, when I get back from Hershey, she's going to get up.

And then you know what I've got? Angie wants to get some more stuff up. Tammy, you're getting some stuff up. I just finished up Samantha Palia i'm i'll be finishing up. Is she doing the one on your thing? Ok because I was going to be. Is that going to be in the library? Yes, it's actually, I believe it's already in the library. I think you can purchase it already because I was going to, she was doing it on the eighteenth and I was going to buy it from her, but if she's got it on your thing. Well, let me see where we are there library, because I'd like to do that with Ione, to make sure she likes grimming, since that's going to be something she's going to be doing a lot of.

No, I take it back, she's not up here yet. But she will be up here. Ok. But Jennifer Jenkins will have her 15 coat types up. I wasn't able to watch today. Is that what she did today? No she did the importance of the other side. Ok, all right. I'll have to go back and watch that and. Already up there, today was a it was an excellent day. Oh, good. Angie did what bathing? No, she did.

Yes, like a bather prep like? Watch it and tell you it's really good. So everything she does is good because she never sleeps. How she can do all this stuff? So checklist all right. There are really good to help keep your students on track, OK? At this stage of the game, your checklist, which is found on the back of each and every module. All right, you should be at the point. Ok, where you should know, you should have a basic outline in your head.

You should be ready for the coaching call at this at this point. The coaching call. Not you, Tammy. You already had yours. Oh, OK sorry megan? amanda. Right, you should be just about ready to get at least the first one scheduled so you could start moving this along a little bit at your end. But I'm really hoping to do is get one of my 5 sessions completely done so we have material to analyze and critique and see if I'm like doing all this right. Ok. That sounds like a good plan. You know what? Whatever moves you forward. Yeah, well, that was going to be. My good news is that I actually scheduled out my time and have.

Well, I'll go into it if you're ready, or I can wait till later in the call or whatever. Alright, let's just finish going to the material. Ok, so there's different ways you can create checklists. Ok, I'm not crazy about the checklist. In Canberra, I mean, I've made some nice ones, honestly, but you can do checklists. What I'm making checklists for students. I'll do it, I'll rephrase that, I will make something nice and Canva but when I'm doing my own checklist I will just do a simple document and just print out what it is I need to do. But you there's different. Programs out there to make your life easier.

If that's what you want to do. I like pen and paper. Ok, click up, sana. Air table. Hello and Mary hello. Ok, they should all have free versions. They all operate differently. Ok, so I would check them out. Take advantage of the free period. And see what which if that's the route you want to go that works for you. I have a question that may or may not be related to what you just said.

So we're in Section 5, right? Flush out your program. Or tangibles I think I'm calling it or I might have called it flush actually name I don't know if I have the right. Part one, like I said, I'm just redoing everything again, OK? That's the thing about the big programs. It's like you keep, you have to keep updating them. It feels like, yeah, you do, you do. So my next page is name of your program steps. I don't know what that means. Hold on a second.

I think we've covered that already, didn't we? yeah. What program steps name of your program? I don't know what that means. That was believe that was the one before Session 4. That's what I'm saying. Maybe I didn't get these in order, but they're by numbers. So I have page. What is your say? I'm not gonna read it, mine says the tangibles. Ok, for Section 5 so on four I have clients journey. Yeah, that's all in Section 4. Or could be even Section 3. Wait, I just shared and then chapters? Is that what I'm looking at instead? Maybe I'm looking at a chapter I just found the flesh out your program that is in session for Section 5 of Session 4.

Keep going. Keep going like 6 or 7 pages or 8 maybe, and you'll be at session 5. Think it printed. You're on the freaking paper. Didn't print the whole thing. I only have session 3. Ok. So you didn't, you just didn't get to that and it's also two things that it's not in one download, it's in two downloads. I already downloaded the first one and I just I I'm pretty sure session five was in the second download.

That's the one I'm trying to print, so I understand. Ok. All right, so checklists help to keep your students on track with what you needs to be done. All right. So, Amanda, for example, if you're coaching somebody and they're setting up a business, all right, you might have the steps that they need to do that. They do this. Did they do this? Did they do this? All right. You might also have pros and cons. Ok, so you have house, call, mobile and shop. All right. This pros and cons there. And even if they're mobile, there's pros and cons. Do they want to hand be, do they want to waggin tails, do they want to trail or do they want to do themselves this pros and cons? All right, so you could have pro and con lists for.

Every aspect when there has to be a decision that needs to be made yeah. That's kind of what I emailed make earlier on because she's helping me design my workbook and it's got sections where I put inserts of pros and cons. And then stuff I would talk about in between the different. Kind of my view. I'm hungry. It's just that I'm really careful. Because you know what? I am very much a handy girl. I know this now, but even still, I try to be really unbiased, unbiased about setup. Because I've done, I've done house call, I've done, I've done the generator, I've done the inverter, I've done the plug in.

There isn't any aspect of mobile gaming. I have not done that. I cannot personally speak from experience on it. Yeah, my first one had was inverter only. So like that. Handy but not a handy. And inverters have come a long way when I when they first came out, they were crap. I mean, they were really crap. Alright, so after checklist we have the templates. So again whatever you do, make a template of it.

Make your life easy yeah right templates can also be in the form of like, flipbooks. All right. And that's something Tammy and I were talking about when you were working for Mud Bay. So when you were setting up, you wanted to set up like the bathing. All right. A flip book on each of the steps we start here. They flip the page. They get the next thing they have to do, they flip the page. So you can do that in a flipbook and just put like. Easy instructions, so not like detail like bullet points. All right umm. Yeah, I think we were going to do them for nail trims for and I think we're going to also do them for equipment maintenance because you could just hang it on your station.

You know, could be for cleaning, for the order of how you clean up. At the end of the day it's nice to not have 500 things on the walls. And, you know, a nice laminated flip book that you could just hang on to the tool thing? Yeah, take up much space and everything is there. Now, were they also kind of shine is that it takes the guesswork out of doing something. Yeah, I think it makes it so that you don't have to use your brain power to form a habit.

You have to remember one thing, which is to look at the instructions yes i mean, and it could be something for like, for mobile groomers. Could be worth doing an accident because you know that adrenaline is running through you. All right? Yeah, you could have that in your glove box yeah. What's it doing? An accident? Yeah, take it. Did you turn the car off? yes.

You know, it's because sometimes you just don't think about these things. All right. Ok. And then we have slide decks which is anyone need any further clarifications on slide decks? I don't know what that is. Powerpoint Canada keynote. Oh, it's called slide next. I never knew that. Trust me, I was very confused when that was first said. I mean, it makes sense, but I wouldn't have occurred to me. So just make sure that you copyright you, write on that title, slide your name and put that copyright symbol on it. Ok. Have I gone over PowerPoints to release the basics of PowerPoints with you already? You did with me first when we did the PowerPoint up when we did the thing for the grooming association.

A lot of second. Let me just get a PowerPoint up. Still printing. All right. Here's a simple one. Have a lot of paper and ink. Yeah, i'm kind of low on some stuff too. I don't think I only got 3 reams of paper. I better go get some more. Are you saying that to me earlier, like? Leave it to Larry to drain out your yep. Order some more. Ok, I'm confused. I now have four create a program checklist. Well, there is one and each of each module, OK. So it goes at the end of each module exactly so that you could check off as you're doing things that we've discussed them.

Ok so here's my PowerPoints. Let me just. Slide show. Ok, so it's got my logo on it. It's got title. Titles of your program should be really clear. 3 words at best. What exactly it is you are teaching? Yeah, I regret making the title of the month so long. Ok, I didn't get to that lesson before I started the program. It's got the year that I've copyrighted it, and because positive educational training is trademarked, it's got the little R there. Ok. Next slide and you could put, I put it here, you could also put it at the end.

All right. How do you contact me? This is the goal slide. So again, you know you have that filing cabinet in your brain. So we've got to tell your brain what it is you're going to learn. All right? So now the brain is going to expect this. Ok. And then in the filing cabinet is the drawer of folders, all right? So we're breaking it down. So we told them basically what I expect them to learn from this program.

And this is the order in which we're going to do it in. Ok. So we'll discuss the business plan. Standard operating manual, emergency disaster planning and marketing. Alright, so as we move along, the brain is like, OK, this goes into the business plan folder, this one goes into that folder, this information goes in that folder and then it stores it nice and neat, but it sets up the IT sets up the student for success because you're setting them their brain up for success. Does that make sense? All right. And then we go into the program. You could also have a manual for your Class A manual is not a workbook if it is not a book necessarily either.

All right? A manual is more of. You take the workbook and that's the outline. And you fill in. The details. So it's not for no taking, it's more like a textbook. Like it's shortened what? no. This is all the things you can do. You don't have to do all of them all right, you pick and choose, but these are your options that you have available to you. So the manual is more like a book.

So if you wanted to create OK, have all of you taken Chris's CE class? Ok. She has a book. That's a manual. Ok, what's the difference between a workbook to take notes? No, between a manual and a book. The same thing, OK. But Emmanuel, you could also sell as it's something individual. So if you decided down the line you wanted her to write a book, right, your workbook, which would be your outline and then you would make it into something that's a standalone product, that one. And it be integrated ever.

You would be interesting. And she's doing that. Her book, that is can be standing, she chose. So it could be standalone, it could be part of her rabbit certification program, it could be part of a toolkit that she'll set up with some vendors. So there's lots of things that you can do and use and reuse. Ok. Yeah, I mean, she could do it. Could be in like. Included in the price of her certification because she isn't she creating an actual certification program for rabbits? so.

Is that why you went out there made to do like practicals? I did. I still have to go. I got to go back, but I do have my certified rabbit grimmer certificate so I can do like nails, brush out speech heads, the scent plans. I'm going back, I think sometime in April or so. I want to make sure I avoid possible snow and then I will do a bunch of haircuts and hopefully get my master rabbit groomer certification. Like, so she's doing a master certification program, no different than really the cat one or the IPG or the National dog grammar.

So that would be like a package bundle where she would have her book her, passes you, then you do the practicals and you probably have written tests and all of that, right? yep. So yeah, that makes sense. All right, it would be really nice if, like, national dog groomers had a book. I know Linda did one, but quite frankly, it was very confusing to me. Yeah, I saw her book. She had it at. Very confusing to me. I think it was. How she had it laid out and I just didn't make sense right you could also create videos and the videos can be like free workshops that we paid, workshops I am going to be offering.

In fact, I'll put it out there after Hershey, I'm going to offer. Every quarter, like a free workshop. Ok. And that'll lead into people to be like, it'll be a funnel. Ok. So positive educational training will have a free workshop each quarter. And So what I'm doing is what the accident was taught me. So it's safety based. Ok, if you already have a summit membership you don't have to do anything, you automatically going to have access to it. But it's going to pull people onto my newsletter list.

So if they don't have a summit membership then do you have to individually send them links on your request or how do you do it? And then the automation is set up OK, they'll have a week to watch it, then it goes away. Unless they have a summer membership and then it goes into the library. Ok, that makes sense. So I'd like to record on zoom and I have being as the volume that I do and the type of things that I do, I have ponied up for the webinar feature of zoom.

Ok, how much is that? Like an extra 500 bucks is ridiculous. Or 400 bucks a year? Yeah, it's ridiculous. And what does that do for you? All right, like this is a meeting. You fucking interrupt me. Can't do that on a webinar. Oh, I didn't realize that was so expensive to have that feature. Thought you already had it for a long time, didn't you? I haven't had it for a long time. Yes, OK, paying for it for a long time.

Ok. I mean, you can, but you can record anywhere you could record snippets off of your phone. And upload it to the Google Drive. Ok, the key here is you want to be able to protect your videos from being downloaded because just because you're giving it away for free doesn't mean that anyone in their mother can share it around creation. Ok, so that's why I have Vimeo. So how does that work? You get rid of this, so when you're talking about videos, you're talking about like to get people interested. Yeah, they're it's it'll be half hour workshop.

It's not going to be long. You know. You're talking about. I just want to clarify, you're talking about freebies right now? None anything. Ok i don't know why my camera keeps going in and out, guys. I don't know. Wrong place. There you go. All right. All right, let me do a screen share. Am I starting at nine tomorrow? Yes, so be there about eight thirty. Need to make sure everything is working for you. Ok, so this is my Vimeo account, all right. So the last video that went up was Jennifer's. So I uploaded the Vimeo. So is that a storage site? It's a storage place.

Hold on a second. I got to get. I go to settings. Evance settings. I can change the thumbnail, which I did because I didn't like the one it chose for me. People can download this video. No they cannot yeah. So I get a link. And this is the link that goes up on my website. So this serves a couple of purposes, one, they can't download it and two, it doesn't bog down my site.

Because all I have is links up there. All right. There's no videos uploaded which might take my website forever to load. That makes sense. Ok. And that's something else I pay for. All the things that you have to think of when you are setting this up is what services do you want? What services do you need? I think that's the big thing about taking a class like this is figuring out which ones are going to be useful to you and saving yourself the headache of trying to sort through them all on your own.

How much is the Vimeo a year? Oh, it's not. It's like maybe 200 bucks a year or something like that. Maybe a little less. When I do anything, I sign up for the full year rather than the monthly payments because I'll save like a third of the price. You could color code your stuff. Ok, so if you have a workbook, you may want to hear an example of color coding. We get rid of this. I love color coding. Ok. Is this going to make things different colors? Make it easier for people to find stuff. Makes a lot of sense to stay on an operating manual to have sections in different colors rather than having something that's 200 pages and you're trying to find something really quick, right? And so, which is what I did on the standard operating procedure once, but also here behavior and handling summits.

This one's coming up. So I have basically two colors here. Ok, so I have this Gray in this orange. It's has it's got the colors of the logo in there. Ok. So we see we have an orange and then a Gray, then an orange and then a Gray and then an orange and then a Gray. So if you print it out in color OK, then being able to flip through it a little easier. Some people are visual learners and having things color-coded makes more sense in their brains. I think I like it because it's pretty, but it does make it easier to find stuff.

Phone, phone, phone. I remember stuff, you know? Yeah, standard operating procedure. I think I have like 10 colors in there for each of the different sessions sections. Then there's transcripts. Ok, so since the last time you took this class, this is how technology changes, OK? So I do closed captioning with Ava dot me runs me like fourteen hundred bucks for the year. Ok, it is the cheapest option that is out there that actually does the job right and they work primarily with educators so how? I am. So backwards, when it comes to technology, how does that work? Does it have to be something recorded and they create a transcript for it, or can they do it in real time? Captioning is done in real time.

If I was to put close captioning here, where is ava? so. You have to have it enabled and zoomed. Ok. So does it work with any platform? Just zoom i'm sure it works at other ones, but I know it works with zoom. So just have to set it up so it comes up and it won't show up on screen share so I won't bother with that, but once the closed caption code is sent into zoom. Ok. Now spell swear words or does it use symbols? no.

Give me a couple of minutes, OK. Can we test it out? And we're testing it out right now. Ok, fine words. Sometimes take there we go. Cool, OK, and I'll do this for the summits. That's cool. Ok, where is it? You have to enable it on zoom at your end. So are you going to zoom you? Ok. Are you going to the zoo? Then why I love it. All right. It's so it's like Siri. But you know what? People who need close captioning are kind of used to this, and they know the limitations of it. So it says live transcription has been enabled, but how do I turn it on so that I see it? It's just you gotta give it a minute or two, OK? Got you.

Have you clicked enabled or you just saw the notification? I just see the notification, I don't see a spot. Ok down at the bottom where you have all of your options there like you stop video share screen except I see it like that. Her show subtitle, show subtitle. Which is cool because this is how I watch TV on literally any of our show. I do too. That's awesome. Ok, now I was hired somebody to do transcripts for me, but I got an appsumo deal and let me get that one up from you. Hold on a second. There's you were hiring someone to do transcripts for you, so I was taking so long.

So, you know, the one good thing is I am incapable of doing an outline. I basically am writing an essay. So every single word I'm going to say. So I'm just going to automatically have a transcript and for all my stuff. Alright, so I grabbed. I grabbed from Appsumo and it was ridiculously cheap. Wonder how much I'm paying the year? Go to my account real quick. So they have sales at certain times of the year.

Oh yeah. Expiration date, Google save, and field payments. Downloads maybe in lifetime. I got it for lifetime. Yeah, sometimes they have lifetime deals, sometimes they have yearly deals. Ok, but even if this is a yearly thing, this is a really good thing for what I was paying somebody to do transcript, so it's new to. How do you spell that? Nota dot IO. Hold on a second, let me get this out of the way nuda. There we go. Log in. Oh my gosh, it's in French. No, this is, it's in English. It's in like 70 different languages. I could do a transcript in any language I want.

I'm just saying right now things are in French. Ok. All right. And the transcripts are done and like. I'll be right. In like an hour. And I have it up on the website. So you just turn this on before you start recording? No i upload it here. Oh, OK. Alright, so all of them were done like within the hour. And I got there Tier 3. Have unlimited credit. I was really good. My account. That's really cool. It is.

It is really cool. And I have it done immediately. I mean, like within the hour. It was taking like 2 weeks to get it. Holy crap, yeah, having somebody do it look. It started out crap. And it's been so far the best. Transcription service that I've had. I've had other AI like OK. You can do tests, all right. So like I was talking to you before, Tammy, you know, 1020 questions, make sure on the document you what you write, how they get the test back to you.

Do you want an emailed? Do you want it sent to Facebook Messenger? However it is you want the test sent back to you. All right? And then how do they want? And if you're going to email the certificate, you have to make sure that they put the email in there. Ok. What I've been doing for the workshops is really simple, 5 takeaways that you learned, so I just need to know you were paying attention and that you learned something from the summit.

So you do a certificate and they tell you 5 takeaways. Pay attention. Give me 5 things they learn. I'm watching the summits. I know exactly what's being taught. For the shorter programs or for long ones too, for the summit? Forget that they attended the summit, they got to send me 5 takeaways and I will give them a certificate for attending the summit. Oh, shoot. Hang on. My alarm is going off. I gotta go try it out. Almost done. So not meeting this Sunday because we're all going to be from Expo. And our next one is set up for Sunday the twenty fifth yeah.

Ok. How are you planning to get? Your students and material, OK, you could have a website, give a membership program. That's great. All right. There are other ways to get students their material. You can mail them. The material you can email, material you can set up to do a download, but you need to figure out whatever material you are making and providing to your students. How are you going to get it to them? It would be the most accessible to deliver it to them what not to like, print it myself like whatever, and send it to them because I feel like not everyone has a.

I don't know. Email is generally good. If somebody wants they will print it out. Did you print out your work? Your workbook? All of you is right. Cannot color because I only have a Laserjet, but it's OK. The Gray is pretty too. Ok, I have literally printed out entire books because that's what I wanted and I oh someone did it in color. Last nice mines in color. I don't have good luck with inkjet printers, but my Laserjet has been alright then there is a group versus individual calls like this program has both.

I an individual call that's really specific to you, we can get a lot done in half hour, an hour. Individually, then, we could even two hours as a group yeah but the group calls then that helps people having similar questions. So you're going over the same material, all right. So it's general, it's a little bit more broad. And then the individual calls, those are the ones where you just very specific because what Amanda is doing is going to be different in what Meg is doing is going to be different from what Tammy is doing.

So you can't compare. The steps that you would have to take. This is not cookie cutter. Can't say do this and this and it doesn't matter what you're doing. It can be. It's very individual to what you want to accomplish. If you're doing individual calls, you want to be charging more for those programs. That's your time. And then Facebook groups. All right, I'm going to just reiterate is get your faces out into social media.

All right umm. If you're in pet groomer town hall and you would like to do some live streams, then do it. I'm going to tell you pick a specific day and time and be consistent about it. ok umm. You could do it on your own page. Well, hello? Who's that? Ohh, got you. Yes, that's just. He decided to come say hello. She doesn't bark at me. He likes you know, as you're good people. Sorry, she didn't mean to interrupt. She just left up into my lap. That's OK. Who's sleeping on his bed? He's not even in my sweatshirt. You could do Q and A 's, I mean having your own group is going to be a lot of work, OK? And if you're willing to do that, that's great.

You'll get a lot more traction out of doing that. But you can absolutely leverage other peoples groups as long as it's OK with the person whose group that is. All right. We started another group, Meg. You know that, right? Groomer nerds. United or united? I just got invited. Ananda is already not Amanda, Amber has already got the T-shirts and I ordered two. See that? Yes, I saw her and Angie talking about it, and I didn't realize it came to fruition so quickly. Rad because Jennifer made said something about as long as someone hasn't already copyrighted or trademarked, and the first thing I did is I went over and I trademarked it.

So that trademark is in process. Oh my gosh. But yeah, so we'll see what merchandise we have going with that. Amber will take care of the T-shirts but I might do other stuff with that since I'm grabbing the trademark on it anyway. Ok then. If you checklist OK, hold on. Wait before you go there, what was the name of the group? Groomers grooming rumor nerds unite.

And that's going to be more of an educational site. So here's the thing, OK, if you wanted to go in there and do like a live stream on something specific that was educational in nature. So let me know we will set it up. Yes, Meg. Tammy, I just invited you to it. Ok thanks you're welcome. Alright, I mean that you have. I only have two rules for the group. Ok, just sent you 2. Be nice. I am not your mother. I will remove your ass real quick. Ok, we handing out bans. Yeah, real fast because it's while it's a private group. Anybody can join. Yes, captions did 3 asterisks when you said ask, just so you know.

Anyways, it's a good question. Ok and no. Anything educational is fine. The only exception to that rule that states in the rule is Amber can sell the T-shirts That's it. Oh, so that's the only selling going to go yeah and nobody doing anything educational. All right. So you have something to sell, you're doing a class. I'm fine with that. So, like, when my program is done and up and whatever, I can also post that pet groomer town hall that always education is fine yeah.

Anything mandate you're going to be coaching? You can post that in pet groomer town hall, OK? Make it real. More people allow you to do it. However, I'm going to tell you if you are not active member in any particular group, if you go in there and you try to promote, you're going to be ignored. What do you mean? If you don't comment on other peoples posts, you're not only using it to sell yourself, yeah? Basically, people pick up on that really fast. ok no. Amanda on your list right here. Where would you say you're at? umm. I would say. I'm starting to create presentation presenting materials. Like the outline.

And now filling in the gaps and trying to create that material. Awesome Meg, where are you at? I don't have the check like I don't remember where the checklist specifically is, but I can just tell you where I'm at. I did successfully delegate well, like schedule out my time. So now I can go into that now it's OK. Now is OK for me to like OK, I just want to make sure before I like start rambling, but because I think I told you that Stephanie is going to be using the first four sessions and her school is the fifth one is going to be like the.

Basically how to do what I do? So the month of September is for Session 1, October, session two, etcetera, etcetera worked out really nicely because our school doesn't open till January. So all this week I've been working on the outline and I say outline in quotes because again I can't do an outline. It's an essay. And then this week I will do the camera presentation. Next week will be the like recording and kind of figuring out timing and seeing where I need to add or subtract.

And then the last one is like workbook and activities kind of thing, which is why I'd love. I'm hoping that you have time for me like. Super early October or like very end of September. So that way I'll be done with the first session. Yeah, absolutely. All right. Let's start with when you would like to do that. Thank you, amanda umm. There we go, there we go. Ok. Well, any evening is fine, so even if it's like starting date. Ok, September thirtieth October 1st, October second, while we might be on a call October second. Ok, Friday the thirtieth OK, I am off all day. Oh no, I'm not off all day long.

Evening would be better for that day. Alright, so give me a time and evening. Oh, OK, Umm. I should be free by like. Or five o'clock, maybe 5 yeah. Coaching right in my book. Yeah, made by then. Should definitely be done by then, I know. That's why i was like calculating there. We're getting our hair done that day. Ok. Amanda, you ready to set or you want to wait? We can go ahead and set umm anytime. See you September twenty ninth yeah. Never thursday umm. Evening of. October seventh. Get over there. I can do that or October tenth.

Sorry, I'm. I would say earlier, but I have to plan for a colonoscopy, and I'm pretty sure you don't want me to be getting up and going to the bathroom every 10 seconds, OK? Monday the tenth is what you want. We can do that, or the seventh hold on. Let's do the seventh what time? I could do. About 5:00 or later. 5:00 OK. By the way, it'll be the same length that this is. Ok, all right, OK right. Ok. Tammy, where do you think you are on that list? Got it. Well, the problem is I've been working on the prep one and not the one I'm taking this class for. Ok, so that's the problem.

I have a bunch of ideas in my head, they're just not organized and written down yet umm. But I got. I'm at. But I'm still on like. I still need to like. I'm still kind of towards the beginning as far as like writing. Of what you call it. I needed to write a mission statement and that kind of stuff. I think that's where I left off. So I have it like. Ok. No like. I just need to sit down and like make it sound pretty. Ok, so that's.

Where I'm at? Ok, so while I have you up here, OK. We can say no. But now what? February is going to be the product summit. So since you already have so much of that in the program, you already have. To take an hour's worth of material out of it into a like a shampoo and a conditioner. You want an hour. Yeah, just an hour.

I could probably do that when in February, I have not gotten that far. Ok. Remind me when you know the date. Yeah, I will when I get back not from Hershey, probably the following week I will you know get up feelers and start setting a date for that product, Summit product, product. Ok. Well one of the things that I still haven't had time to do is make a flow chart for choosing products. So I could do that would be a great, that would be a great workshop. Ok. Because I want to include it in the prep one, because I want to give them something that they can print out and like put up for training their staff or to remind themselves or whatever.

Because a lot of the programs that I've taken you, even you still don't know what products you choose because so many of the products are multipurpose and of course then your environment, your water makes a difference and whatever, so. Just like a flow chart of I see this, I want to address this. What product tangible? Ok. And would add more value to when you get the prep. Let me write that down I. Flow charts. And, what did you call them? Flipbooks that's a tangible, tangible. Ok. And then that will also give you an hour workshop to send to like Barkley and stuff.

Market doesn't pay travel though, do they? You not? Well, Tacomas close and California's close, so. It's only, what, 2 hours to go to the one in California? On the plane? On a plane, yeah. But even still, i won't do groom Expo unless Barkley gives me enough classes to make it worth my while. And I'm not 100 % certain I want to. We'll see. I think I'm doing a lot of shows next year, more so than I would than I care to really? It is Idaho.

There's Acoma, there's super zoo, there's Atlanta pet fair, and then there's all the individual classes I do. As far as first state is concerned, though, yeah, it could be at least one instructor training class, if not two. All right. Plus all the small classes I do. I mean, there's and then the summits every month. I mean, there's only so much I can do. Yes, I know. I feel you. Clear pain.

All right. Before we wrap up then. For tonight, no. Can somebody help me with my stupid workbook? What's wrong with your workbook? Oh, I can't. Can you make it sure I can share the screen. You could stop the recording too, if you're done. Hold on. Yeah, I'm going to stop the recording. This is just helping Tammy with her special.