Session 2 Teaching Techniques

OK, so welcome to what's actually is the third session, but you know. The second lesson. Ok, so the goal today is to make you aware of all the different types of learning and how to incorporate them into your program. You know, tips on how to make you the expert in the field, and we're going to get started on putting together your program. Ok, this workbook, this portion is set up into 5 sections. First, what's going to be teaching techniques, then we're going to go into expectations, some learning materials becoming the how to become the expert that we're going to go over the checklist and then we'll have afterwards we're going to jump ahead a little bit because Amy has an opportunity to do something.

So we're fast tracking her just a little bit, oK i have a little mini panic attacks now and then. Ok. That's all right. That's OK. No, there are five primary ways that people learn visual, auditory, verbal, logical, and hands-on. Ok, so visual is let me just make sure I'm not covering my speakers. So we're what they see. Ok, they're they tend to be very meticulous and they value planning, planning, and organization.

They're very aware of colors, brightness, contrast, anything that is visually appealing, such as slide decks, your PowerPoints, your keynotes. But stay away from heavy text workbooks, anything you color, code, checklist, closed captioning. And we'll get more into close captioning a little later on in the program, OK auditory they do best by listening. So music, video clips, demonstrations. All right. However, I do caution you not to be a talking head. All been in those workshops where the person sat behind the podium, had their notes in front of them, read their notes and they were simply a talking head.

There was like nothing to them, OK? People who are auditory learners do really well in workshops, by the way. Ok. They also tend to contribute more to the workshops. Ok, so you want to use repetition, a Q and A, sessions accountability partners, and any kind of 1 on one session. Alright, your verbal learners, they need both auditory and visual, all right? So encourage them to write in the workbooks. All right. There's a connection between motor, the motor skill writing. So actually taking pen to paper that the motor skill all right, when you write on, when you do that, it actually lights up parts of the brain that are associated with creativity.

All right, so encourage that, all right? It makes learning more absorbable. So if you're writing while you're listening to me, you're already ahead of the game because you're absorbing more doing it that way, right? It's why I am such a huge proponent of workbooks and any of the workshops that I teach. Use them. Don't use them. They are provided, and the ones who do use them value them. Ok. You can provide transcripts. All right. There are services and depending on what you want to spend, OK, I'll go a little bit more into the transcription services when we get over to tech, but it can be anywhere as cheap as 100 bucks a year all the way up to.

Ten, 15.000 thousand a year. So there's a lot of choice in there, OK. logical these people are very methodical and they're linear and thought. I am very logical. All right, this and that and this and that and this and that. All right. They need a plan to follow. All right. And very goal oriented. You if you have somebody who is logical thinking, right and you give them the plan and you don't give them a timeline, a time limit on it. They'll get to it when they get to it, all right? So set times and set expectations, all right? And like I will tell you, finish this workbook before the next coaching session.

In fact, you guys don't get access to the third until after that second coaching section in which we've gone over the workbook. I want to keep you accountable. Ok. Hands on kinesthetic learning hands-on skill. Again, this is a motor skill. All right. So anything that's a motor skill, that could be anything as simple as writing in a workbook. Or creating something. So for example, like in our industry, you know, hands-on is like a grooming demonstration where somebody is working alongside with you. It's those ones that, you know, you get to bring a dog and you could work on the dog while the instructor's doing a dog and then, you know, get critiques on it.

That's all kinesthetic learning alright and what happens with that is that there's something called muscle memory, right? And Maria you'll we will actually touch more on that in the pet first aid class. The reason that pet tech teaches hands on is because of that muscle memory. All right, your body remembers. Even if you may not actually remember. Your brain is like disengaged. Your body remembers. And by the way, Amy is also a pet tech instructor. Umm, OK. So for example, it might be having if you don't have anything hands on so to so to speak, then create something hands-on.

Make them do something right. So make them do the work, but make them create a checklist, but make them do something right. Then there are two secondary learnings, OK? The one is social, all right? They love to work with other people. They do well in Group settings. They love accountability partners, anything live. They love trade shows, OK. Interpersonal, all right. They like to work at their own pace, you know, give these people a specific amount of time to do this.

I need you to do this by this day. Ok. Interpersonal doesn't necessarily are do like more the online workshops than they do the in person workshops. Ok, then there is the neurodiverse challenges that you're going to face. Ok, the general population of neurodiverse is estimated to be 20 % of the population. However, the grooming industry is probably closer to anywhere between 40 and 50 %. Much higher figure. About half your students are going to be neurodiverse right so you do need to accommodate their type of learning, right? So and all students should be set up for success.

Now, my personal philosophy is that teachers are responsible for teaching. Students are responsible for learning. Ok, you cannot make anybody learn something if they do not want to learn. However, if they want to learn and they're having trouble. And accommodating them goes a long way. Ok, it's why I have there are a fair number of people who have a summit membership who never attend live. Ever, ever. They just want the transcripts. All right, they can't focus long enough to watch the summit.

All right, it's two full days. They can't do it. They may catch 1 here and there, but they waiting for the transcripts others all right. And it's not just the people, you know, people who are deaf who have problem hearing, like many groomers who with our high velocity dryers probably experience a little bit of hearing loss, right? Those closed captions are really important. Ok. So they could have trouble with organization. You may have to help them, especially if you're on a longer type program to help them with their organization. They need digestible topics up, you know. Hour or less is generally better. All right. A trade shows. Most workshops are an hour, but they do have two, four and six hour workshops.

And I've done 6 hour workshops and you have to give breaks. In fact, in the last mobile grooming workshop that I did at Pasadena, about every hour and a half on people, I made people stand up. Stretch, sit back down again. Ok, because that is. That is just simply too long to sit in one place. Ok. On the other side, they might be hyper organized, all right, hyper organized, but they only see the thing that's in front of them.

They're not seeing everything else that's around them. ok umm. They have trouble moving forward because they're just focused on the one thing, so you may have to go them a little bit. They also may have trouble with abstract concepts all right, so doing like comparisons may mean nothing to them. Ok. What does apples have to do with grooming? I don't get it. Ok. I have just simply found. That I am naturally A to the point person, so I don't tend to be very flowery in my language.

It's you know what, this is the thing to the thing. Ok. So don't make comparisons that don't make sense if they're not directly. In the pet industry, or whatever it is you're teaching, all right, you can compare chunkers to thinners. That is logical. Ok, you can't compare chunkers to the weather. Makes no sense. Even though the analogy might be spot on for anyone who's not neurodiverse, OK, they tend to get frustrated and give up easily because they have no support.

All right, figure out the problem. Provide a solution for them. There are so many groomers who don't even know their neurodiverse. Chris Anthony was on with the live stream yesterday and she just announced. I just realized i'm ADHD. And I'm like, yeah, we knew, all knew that. Not a surprise to any of us. But it was a surprise to her. Ok. Sensory overload. And This is why so many of them have problems at trade shows are way too energy levels way too high.

And trying to sit in class after class after class. After a while it gets a little bit too much. Ok. So and it's not just sites, it's sites, it smells, it could be anything that causes the sensory overload. That's why you see a lot of where the headphones over for those that have. Though the sounds are just too much for them, OK. They not like or necessarily make eye contact. Ok, they could also go off on a tangent. And this OK can be this could be that student in your class who has to tell a story. And The thing is. They're not viewing it as telling a story. That's all about them. They're viewing it as they are making your point that they are agreeing with you, OK? What I have found the best way to get around that? Is to be like really clear, like what I like to do is? I give them my cell number.

All right, I tell them. If you can text me questions, that's great. Ok, if you text me a question this way, then I can read that question out loud, OK? And I don't know about you, but if I have to text something to anything, there's no story that's going. It is. I'm asking a question and I'm getting to the point. Ok, it cuts down on a lot of it and the rest of it, you're just going to have to figure out how to be respectful of letting someone speak as opposed to they cannot take over the class. Ok, there are a lot of times I'm going to say, you know what, that is a really awesome story.

I would love to hear about it during the break. Ok. And then during break, if they want to tell me, listen to them. ok so. When someone has a question, always state the question back to them. Ok, that's for a couple of reasons. One is. Not everybody may have heard the question. Alright, so someone's over into there, is asking a question and you go. That's correct. And people on the other side are unwell. Correct for what? Ok, so state the question and ask them. Is that what they are asking? And then I will ask me after did I answer your question? All right.

If they say yes, that's great. If they say no, I'm still not getting it, then you need to look at what is it that they're really asking. Phrase it in a different way. Any questions? Ok, I've included in here and it is really for you just to look at. It's a curriculum merit checklist. It is from the Oregon State University and this is what. Any of the professors, when they are creating a program, this is their checklist. Now, for what we're doing, you don't have to do everything that's here. But this is a good thought, you know, a good thought provoking thing to do.

You know what you may not think, oh, I can include this or I haven't included that. All right. So take a look at it. Like I said, you do not need to have every single thing that is here. It's going to depend on what it is you're teaching. But it is a really good thing to base your programs on. All right. Next, we're going to get into expectations. Alright, you need to set the expectation and what it is that they go to learn in the class like So what is it they got to learn overall so not today went like this.

The goal is to make you aware of the different styles of learning and how to incorporate it into your program. Tips on making you the go to expert in your field and the start putting together your program. This workbook is set up in 5 sections and I went over each of the sections and then I said but first do you have any questions from the last sessions I have just set the expectations. You know what now to expect from this class, correct? right. So what I've done is in your brain, I have set up a file cabinet, right? And in that file cabinet, all right, the name of the cabinet is session two teaching techniques.

Ok? And all the little folders in there, that's your teaching styles, you're learning materials, you know, becoming the expert. And creating your program checklist. And I've added an extra 1 because we want to go over some stuff with Amy which you'll benefit from, and we're just jumping the gun a little bit, OK? Ok. What will be the steps to accomplish this? Ok, you call it expectations on the right, you call it expectations and then comes the topics. Those again those are the file folders in there. Ok. In between sessions. So in between teaching techniques, in between learning styles, I'm going to put a little break in there, all right? And I'm going to ask, do you have any questions? Ok, that's a stop.

And your brain knows, OK. We're done here. We're now going on to the next one. Ok, depending on what it is I'm teaching, I don't like necessarily to do questions till the end, which is why our town type your questions into your phone. Text them to me, OK? And I'll tell them if I know we're going to be covering it, I'm not going to answer it because I know we're going to be covering in a few minutes, OK? But when I get to that, I will say.

Your question and I'll read out the question. Was that answered for you? Ok. So I won't get ahead of it. Alright, I will ask the questions that are pertinent to that section right there. Ok. And you're going to do a multi part program, all right. So like this is 6 sessions. Amy's doing something that has six sessions, all right? Each the overall program has to have a goal.

And then each individual session has to have a goal. Ok. So your workbook is. You're gonna have to decide when you've broken it down, what are they going to learn in each session. And what are the steps to that? So set the goal, set the expectations, and then break it down. All right, those are the steps. Any questions? Next session is learning materials. And there's a lot. I'm going to go over a bunch right now and when we get to tech, we're going to go into deeper on these things, all right? All right.

So slide decks. Right, your visual people all right. Would a slide deck really does it keeps you on track. That's that is the real purpose of a PowerPoint, keynote, a camera, whatever you want to. However you design it, the slide deck all right, you should know where you should be timewise at any given slide. All right. There they should not be wordy. Well, it points and at the end I am going to pull up a PowerPoint for a 6 hour program that I have and I'm going to go over some of the elements of that, all right.

So you could see it actually in action. Ok, it is really easy to put things together. I personally like Canva because there's so many options. The only problem is when you download, you have to download it as a PowerPoint and then you may have to tweak it a little bit because sometimes it's not 100 % and you may have to go back into Canva, move a couple elements over and then redownload it so that it's works. Well, that's the that's the only. Caveat there. Ok, but you have so many more options than doing like a PowerPoint or a keynote. You're really limited. And honestly, they all look the same.

Ok. You can look at somebody's PowerPoint and go yeah I've PowerPoint or yeah that's keynote right off the bat. Ok. What a transcript is that there are services. Probably the cheapest one is Otter AI. Ok. And that's like 100 bucks a year. I have a new one, it's called nouda NOTA dot. I a hold on a second, let me just get the actual. Address on it and I picked it up off of a new OK new to NOTA dot IO.

And I got it off an appsumo special. So I got like a lifetime for like 300 bucks or something ridiculous like that I could plot. So what you do with these with the transcription service is that you upload the video to it and it takes out the audio and it puts it into a readable format. They are never 100 % never. The people who need a transcript understand that. Ok. But other AI anuta is way better than Otter AI. I don't know what nuda cost for the year, but I'm really glad I have it.

Alright, with other AI I had to go in and do editing. And that's time consuming and not worthwhile. That is, it is. I actually hired somebody as a VA to do it for me and then that started getting a little pricing the nudo is. It's decent all right. Meaning I'm not going in to edit it, OK. Workbooks love workbooks OK. Canva has templates you can use.

Some are paid, some are free. Etsy is way better if you go over to Etsy OK and just put in the search bar Canva workbooks make sure they're Canva OK. And you will get so many options that come up for that. Ok, at some point doing this we will we will actually create a workbook. Ok. A manual is basically a really big workbook. Ok, manual is more like a book alright.

It could still be editable and you know, fill out the information type thing, but Emmanuel is just really. More in depth and something that you might equate with let's say a college or a college book or something like that. Ok. However, you can make a much bigger workbook and do something depending on what it is you're teaching. Ok, so Stephanie who has a school, her workbooks aren't necessarily workbooks, they're more like manuals because it's in a school setting. Does that make? Might make sense there. You could do ebooks and PDF's and A and an ebook is a glorified PDF. Ok. There are. Ok, This is why I love appsumo.

So app appsumo.com go up there and sign up. And what it is that new apps that are coming out, you get really because they're trying to get the almost like the Kickstarter for apps. Ok, so they're looking to sell a bunch at a really cheap price, gives them funds and most of the time it's lifetime access. All right, I've picked up some great things, and I know one of the things I have is an app to make ebooks.

Now, not to be confused with something that somebody might order from, like Amazon or something like that, but you can use e-books for supplemental material. Ok. Recordings and videos right so this is this is live, all right, but the recordings are available for this, all right? Workshops can be. Pre recorded all right, my summit for positive Ed in December is pre recorded because there is nobody in the grooming industry that's going to take two days off to go to a summit for any reason is not happening. Ok, so January summits are always pre recorded? Ok now the issue is when you sell things that are pre recorded, so therefore it's not available for sale outside of the membership.

You have to have a membership in order to have access to it. Ok because I personally don't sell pre recordings. Right, I have the collect sales tax and the one thing I don't have to do at the moment is collect sales tax. And until I have to collect sales tax again, I'm making it my mission not to do so. Alright, so is the difference between a digital product and something that has a live element to it. So the summit membership is not a digital product, there is a live element to it. It's live online workshops, all right.

Members have access to the Mastermind Library pre recorded. All right. I am not selling those anymore. And I think 49 of the 50 states don't ask me what the loan state is. A digital product is taxable. Hey, if you already set up the set collect sales tax, that's great. Don't have to worry about it. Sell your digital products. You got to collect sales tax anyway. Ok. You can get around the whole Pre recorded selling by having a Facebook group where you go in and you do like live streams in there. There's your live element to it.

So you buy this, you join a private Facebook group where I come in every month, every week or whatever, and I do a live something in there. You could do tests. Right, and I've done tests. But they are time consuming to set up right i found it just so much easier that all I need to do is make sure that you paid attention during the summit. So if you want the certificate for any given summit, you send me an email with five takeaways. So I know you, so I know that you attend it, and you listen. That's all. And I could do tests if I want, and I could do it on my membership site.

But again, I have to create the questions. I have to set it up. You know what? It's 24 hours in a day. Something's gotta give as far as I'm concerned. There is a website calledclassmarker.com and which you can set up tests there. I think it's like 400 bucks a year. I don't know if Kajabi has that feature or not amy. I would have to look. They might i think they do. All right, so that if you want to give a test in order to get a certificate and certificate is a nice. You know what? Some people love their certificates.

I have a lot of people ask for that. So I figured if I was going to do certificates, I should have some type of. Testing because I feel like just they could not watch it and get a certificate I don't want and I don't want that. Accountability, accountability. You know what? What I'm doing for the summits, as long as I know they're watching. And they've gotten something out of it.

I'm OK with sending out a certificate. Ok. But what you might be doing might be different. In which case, you know you have to make that decision. Angie Coats for her rabbit certification as a significant test you do not pass. Unless you pass the test. Ok, you could do a practical and like hands on demonstration of skills, yeah. Or I thought about having like I don't know if a recording or have them kind of relayed to me what that they understood things. Ok. And do you have something that do you make your certificates? I do it on Canada and I email it over.

All right, I do have really nice certificates if I'm doing something in person. I kind of like the patak ones where you put a sticker or something on them, or he's actually got nicer ones than that. Wow, you learn about that. And no, and it's very simple. I ordered them off of Vistaprint along with the little gold seal and the little thing. So that you could put your actual seal on it. So I have a seal for spirited dog productions and I think I seal for positive educational training and I got it.

And I'm gonna have to. I got it years ago on Vistaprint, OK, they may not have it anymore. I think I may have gotten it from like sticker mule or someplace else. I don't remember. Ok. But I got the certificates from Vista print and they are really nice. Ok. Or I may have gotten the little thing. Whatever they call them to make the seal boxer, thank you. The boxer and the seals. I think I got them off Amazon. Just make sure your you know what size you're buying because the seals and the embossers come in different sizes.

Oh, OK. Closed captioning OK you need to have some sort of a an outside service because at this time while zoom will integrate it will does not have its own services OK. I was able to get Ava dot me. Fourteen hundred dollars for the year. A lot of closed captioning services, you're looking at the five to fifteen thousand dollar range. Oh wow, yeah, so fourteen hundred dollars is doable for the year being as I'm doing 2 summits, 2 days of summits every single month. Ok. So again, you know, why will we get to running the business as a business that's an expense.

Needs to be accounted for in your pricing. At some point, zoom will have its own closed captioning right. But not yet umm. Closed captioning it the other way around. Closed captioning is to use like a service. That you can do close captioning with. Vimeo allows it. I don't know how to do that live or how to get people onto that means there's other platforms and stuff you've got it's. I like this. It's easy, OK, and I'm not. Trying to connect all these apps that have to go together. Ok, check on kajabi is if you do live on kajabi, do they do transcripts for you? Ok. They may, they may not. I'm in a group on different group in Kajabi and the transcripts come through, but I'm not sure if the person who leads that has to put it in or order it or pay extra for it.

But the transcripts are there on the recordings. Ok. So you know that might be, you know what again, and I'm going to Punjabi group too, so I'll have to check on that as well because I got closed captioning and transcribing. See if they offer those services because if they do, then that means you don't have to do it checklist. I love checklist my life revolves around. Ok, you can make them in Canva. You can buy templates off of Etsy. In fact, the very last thing for the actual workbook here is going to be your checklist, right? And honestly and truly, I think this checklist alone is worth the price of this program.

Ok. You can provide acts for homework. Again, doing homework put a limit on it. All right. It is new and it is new. Ok. One-on-one support. All right, like for this one here, you each get three sessions with me, one-on-one Group support. The one makes group support really good is you have people coming in for that. You feed questions off of each other. Ok, so let's say Amy's having trouble with something.

And Maria, you might have a solution for it. Or you might think, oh, I never even thought about that alright. Group coaching has a lot of merit, so if you're doing the bigger programs, include group sessions all right and decide on the binding on the price of the program. How many one-on-one you're going to find as you start doing this? One-on-one sessions are draining. Ok. And the more you do, the more you offer, the more draining it is. You do want to keep your one on once to the minimum for the program that you feel you need? Weren't the average person to be successful in the program? Ok.

Group programs like such as this one. Same thing all right there. But you have different perspectives when you're doing a group program, right? So it's not just, you know, appealing to one person. And yes, it may be very personalized. But having group programs allow you to have multiple students at the same time, so that's more money for you, for your working so that you're being. That's where I want to use.

You're being you're charging accordingly for your services and what you offer, OK. So don't think that not having groups group homes are great, OK? And any kind of activity that anything you can create anything. Making them a checklist. I know Stephanie is using coloring books in her students for, like, anatomy and Physiology. All right. Anything that's kind of fun, do it. All right. Any questions? Ok, so you want to be the expert. Ok, you want people to look at you as you are the go to person. All right. Just like, you know, the whole Field of Dreams movie, you know, build it and they will come yeah no, you have to become the expert.

So when someone's thinking, oh, hey, competition, grooming. That's Amy. Let me contact Amy. All right, let me tag Amy. It's going to be really good when people start tagging you. Ok? Because there's a question. Put up in a group, they know you have the answer. Ok, but they won't know that unless you start putting your expertise out there? So the easiest way to do it OK. Is via Facebook because that's a group setting.

None of the other social media platforms are a group setting. Ok. So the 1st way is to use other people's groups. Be the experts in those groups. Go in there, answer questions. All right. Be knowledgeable. Don't ever put anybody down for their thoughts, OK? There are a lot of posts ask roll on by because I know if I get involved in it, it's going to be drama and that is going to diminish. My sorry, what are you? My authority? My credibility? Ok, it is simply better not to know where I stand on the matter. And just listen to what it is I have to say. ok umm. That's probably gonna be the least.

Time consuming on your part. You know what, you just go in there and you just scroll through it. My general rule would be I picked a couple of groups that I was in. And I would spend no more than 3 minutes was the Max and I'm just looking at whatever are the top posts and seeing whether or not I have something to offer. Ok. You could do your own group. That's time consuming. All right, it takes you a while to build up the people in your group. All right. So, Amy, how many competition groups are there? I have them written down on my phone so there's at least four or five type.

Ok. And what's your opinion on them? So far they're not super big, so far they're fine. It's not like programmer network where it can. It's kind of like looking for dogs, asking competition advice. People are advertised on them. All right. So you know what, kind of a range? Yeah one, they just Nadia just started one and it's speakers and judges, I'm not or speakers in the industry. Good ones. Have you seen that? Could tell you right now that group is a pat on the back group? Yeah, were they were they talk about speakers or finding new ones that might be good. So yeah, the problem with there is that I see that Group One or two things happening there, OK, it is going to be a.

Circle of people patting each other on the back. Yeah, because the idea was that new people come in, but I'm not sure if it's going to play out that way or it is going to implode. Ok, because people go in there and they will say, well, this speaker is terrible and it will be valid and it might not be valid, but then you're going to get infighting on it. Yeah, OK. I'm in the group and I'm just kind of paying attention, but I'm I don't have hopes, high hopes for that particular group.

I've been just kind of taking down names of people that I haven't heard of to see if yeah, someone I could learn from or. Yeah, but that's how it tends to go, where it'll get drama. So we'll see how it plays out, see how it plays out. So I have a group on Facebook and I have literally zero drama in there. And that's because the group is small, OK? It's got a little over 2000 people in it.

I don't tolerate any nonsense, but it requires my attention. So means. I have to go in there into my own group. And pay attention. All right, I've only had to block a couple of people. In there I've only had to remove two people for being stupid. Ok, but again, there are a lot of work, right? But it also sets up your authority in there. I think when you're in other people's groups, you need to remember these are other people's groups. Ok, so just for example. All right. Well, group is set up by speaker A. And you hate speaker A. Ok, you can't go into speaker's group trashing her. It's her group.

Ok, you just can't. It's poor form. You just don't join the group and the discussion, all right? Just avoid it. Ok. Other ways to make you the authority all right you could do a blog. And what a blog would I mean by being a by a blog? Is that it could be a live stream all right. I love I in live streams take a little while to get going. Ok, I use restream. So not only do I stream to my personal profile OK, I stream to two business pages.

And in my group, so I'm streaming in four places. And it does take a while to get off, you know, get it to get it going. And if you want to see some really bad live streams, go over to pet groomer downhall, click on videos, scroll all the way down to the bottom. You will feel better about doing it, I guarantee. Ok. The thing is, with you're doing like a live stream, you need to be consistent about it. People need to know you're doing it. So I have images and I schedule them say Nope, we lost. Amy, give Amy a second to jump back on. I can't wait to hear about what she's doing. Yeah, actually, I'm really excited for her.

Ok? She took the book together, boy, yeah, she took she says, should I comment on this post? And I'm like, yeah. And this is what you say. And boom, just like that. So she's got an opportunity to like, you know, create her beta program now and, you know, while, you know, striking while the iron is hot. And let me just make sure she's not sending me a message. Hope she knows she's dropped off. Hold on. Let me just enter wait she coming back. There she is. Hey, Amy. I don't know. I fell off. Lost you. That's oK so with a live stream, I create images, all right? And I post them to let people know, hey, we're going to do this.

And again, it takes a little while. We're consistently do that. Ok. You don't have to do them by yourself, OK. Sometimes it's nice to have somebody to banter back and forth. So the live stream I have, I have Denise hero, I have Chris, Anthony, I have Angie Coates and both it started off with just me and Chris, and then Angie and Denise wanted to be part of it and we said yeah. And it has a nice mix there. So you can do a live stream, all right? Just be consistent with it, right? And you're probably going to pull somebody on for it.

You're probably going to need to use a service. You could podcast. Do you know how easy it is to podcast? So let me tell you how you wanting to podcast since podcast began. Ok, let me tell you how easy it is to do a podcast. And again, if you want to see some really crappy podcasts, go check out some of the very early traveling groomers and women Pepper Doors podcast. The thing is to do it, you will get better with it. Whether it's a live stream or podcast, you will get better with it.

Ok, but it takes time. Alright, you need time to build up an audience anyway, so don't like beat yourself up over it. So we go to zoom. Alright, and we record. And Zoom records audio and visual and audio and video files all right. The audio files do have to be converted to and I use cloud convert to do that. They have to be MP, threes. So when we download them from zoom, the audio file is an M A4 or M4A whatever. So I go to cloudconvert.com and we just.

Convert it to an MP three and if I want to do a little editing, could do it in audacity, which is free. Chris takes auditing editing really serious right now me and not so much. Ok, and then you upload to a service pod being spreaker anchor, and from those services they're the ones that farm it out to like iTunes and Google Play and all those. Good things. Ok. But the key here is consistency. You do not have to do it weekly.

Alright, do it monthly. That's fine. But be consistent with it, OK? I see so many people who start off with, and they're going to do it weekly because you know you're supposed to do it weekly, OK? And we lost her. And where did you go? There she is, yes maybe i don't know what's going on. I can't hear anything. And then it drops me. Ok, so being consistent, I've seen way too many people who do it weekly because, you know, you're supposed to do it weekly and then they get overwhelmed and then they stop doing it, rather than either every other week or monthly, just to build an audience with that consistency.

All right. You could. Do you know any kind of free materials or mini lessons? Ok, a PDF, no tip. I mean, we were talking about Amy doing a PDF travel checklist. That could be a freebie. Get people on you, get on a list. You should have a list of people, OK? Well that's tech. We'll get to that, OK. But think about how it is that you want to be the expert. Don't overextend yourself. All right. But whatever you're doing, be consistent about it. Ok. Alright, so now being professional. Ok, there's a couple of things we're going to talk about here. The first one is being prepared. Ok. That's your big one being prepared, OK? Now when you're working online, there are sometimes there are things you can't control and that can be technology.

Ok, in the several years I've been doing this, I've had to reschedule workshops twice. Because technology just was not happening alright and there's factors that go into it all right. One of the times is because somebody drove into a transformer and so not only did I not have power, I was and not have Wi-Fi either. I have a generator I can deal with no power, also had no Wi-Fi That was a problem, right? Your Wi-Fi might be an issue, right? I have a couple of speakers where their Wi-Fi is terrible.

Their workshops are always prerecorded. They send me the recording of the workshop and they're just there to answer questions and they will do what you just did, drop in and out all the time. But they most certainly can't be doing things. While they're being dropped all the time, OK, so we will play their workshop. It's prerecorded. People will ask questions and then they can answer the questions as we're going along because they're paying attention to the chat and that works.

Alright, but you have to know what your technology is. You have to know what its limitations are and what are you going to do if things don't work. Ok, if you're going to trade shows you need to be prepared right? If you are have a non Mac computer and you're using Windows, you need to make sure you turn on your computer several hours before class starts. Ok, because Windows decides it's going to do an update. It will hold you hostage. It's doing the update. End of discussion. So you turn on that computer several hours and make sure you have your courts right. I also account for what if my computer is stolen or it just craps out at me at a trade show, right? I upload everything to a drive folder so that if I have to access things I can download it to any computer.

Just going to make sure you remember your username and password. That's important. But especially when in the beginning when I was a Mac computer, the shows didn't necessarily have Mac adapters. I needed to make sure I had my own adapters with me. And even now they still they might have like a Mac adapter. That's about it. So make sure you have your adapters and you take charge of that, right? You want to be prompt. Ok, so you should be in your classroom at least a half hour ahead of time in case there's any technical issues right and how are you going to handle those tech issues? Right, because I have a workbook.

I don't need to have this could be a power outage. I could still teach class. I have a workbook to go along with it. All right. You need to look professional right now. If you are a professional in our industry, isn't doesn't have to be like dress and heels. You'll never see me in heels, period. Ok, but grooming attire? Is professional appearance. You're a groomer. You're at a groomer conference, so wearing smocks that are neat and not ripped is absolutely professional attire, OK, especially if you're doing any kind of demo. All right. Just and I also don't wear makeup. Ok, I don't.

So again, it's just, you know, looking professional. And I've always said that the day I see tacchella, I fully dressed and makeup is the day I will go and suck it up and put makeup on. Ok. Until then, I don't want to hear about it. Ok, your demeanor is professional, should not be polarizing. People are coming there to learn. I always remember I was in a cat class and one of them and I teach a very specific way and there is a polar opposite way of teaching, OK? And so somebody was starting to complain about the other method and I'm like, you know what, I appreciate your perspective on that, but we can't have that.

In the workshop and I agree with our 100 % but. I'm not going to say that, because what happens is when you make judgments, all right, you've lost somebody. Ok, we're all on different paths in our grooming career, and I was the go back to the day I started grooming. It bears no resemblance to the groomer I am today. None whatsoever, OK? I've done many a thing that. I'm mortified. Mortified that I've done.

Ok, but you know what? When you know better, you do better. So, and I will always phrase it with that, umm, we're all on different paths. We've all been in different places in our grooming career, right? And especially when I'm going into a topic like cat grooming, alright, I will specifically say I am not the cat groomer I was 20 years ago. I'm not all right because I've learned things incorporated.

This works for me. ok so. The person who will who who? Flat out Santa Claus with this is not the way we do things. That's fine. That's going to be your one star review and we don't give a shit. We don't. Trade shows don't care. All right, Judy Britton and I had this huge laugh over one of my one star reviews. All right. And it was the first time I did the text me the questions. Ok. And all of the reviews in there except for one, were thank you.

Thank you. Thank you. For people texting your questions in except for the one person who wrote in. It was like she didn't want us to participate in the class. That was my one star review. Yeah, and we laughed over that. Ok, don't be afraid of 1 star reviews because just like the ones we get it Yelp. They know the whether it's a legitimate complaint. Or somebody having a bad day. Ok timing if your class is an hour, that means your class should be 50 minutes of material, leaving 10 minutes for questions.

Not an hour and a half and not 20 minutes. Ok, practice your timing. And don't be afraid to submit your ideas. Ok. Right now for Barclay, it's Chanel at barclay.com One of the things I will give Barkley props for. Is giving new speakers an opportunity to speak? Any questions? We are. Ok. Create a program checklist. Make copies of this is the same checklist. Who's going to? Doesn't matter.

It's going to go for every program you do. So we're going to get started on it. Amy, we're fast tracking you a little bit on here, OK? Right now. Ok. This is what you should be doing OK. Naming your program OK simple consider you may want to consider trade marking and getting that domain name. When I decided on this program create that program. First two things I did. Is I set up the website. I mean, I got the domain name and I started the trade marking process. I'm still waiting on the trade marking process on this one. It's taking much longer than normal. This trade how long does it usually take? Trademark and usually takes about six months.

The problem with it is that create that program uses 3 very simple words yeah all right. So the person who's handling it, we're going back and forth and she still hasn't made a decision on it's going on a year more than a year. So you trademark each. Like workshop you trademark that OK, trademark positive educational training, spirited dog productions. I don't necessarily do individual workshops. I'm doing this one because it's a ten thousand dollar program. You know what? So I'm not i doubt very much I could trademark workshop yeah right. But it offers a little bit of protection if somebody else using that particular name.

Ok. Alright now as far as like if I use kajabi and I, do I have to still get a domain name for that or do I buy the domain name and wait till I use that? Look at this order. All right, I am sure put read that, read the documentation on or ask in the group. What's the OK? Should you get your domain name or should you get the domain name through kajabi and see what people respond back on that? What the best way they that they have done that? Ok.

So the two things for homework, or the three things for homework is to think of the name of your workshop, what you want to do. Again, keep it simple and to the point. All right. Title should be anywhere between three and five words. Set your goal and expectation for the program. And create your brain, your brain dumps. You're gonna get that well, Maria, you have a remarkable, correct. No, I don't have one yet.

I have pads of paper that, I mean lots of pads of paper. Ok, so grab those pads of paper and just. You know, right? That's it. Don't do anything. Don't try to put them in order. Just put your thoughts down on what it is you want to teach and you'll we'll organize. You can organize it later, but you that you need at least a week to do.

Alright, so before I sit down with any new workshop that I'm creating, I let I marinate on that for the minimum of a week. ok no. Amy, talk about you. Alright, so this is this is thing Amy has an opportunity to fast track her six module program, right? And it's because someone made was asking about competition grooming and Amy went in there and said hey. I'm beta testing a program. Might you be interested, alright, and let them respond to her. Meaning you don't send messages to anybody. Ok. People hate that you let them respond to you. Ok, how many times have somebody? Posted something in our inbox.

Selling us something and we're like, well, where did this come from? Ok. Just comment what you're doing and let them. If you're interested, send me a message. Ok, so six people did. Ok, awesome. Now with three, system is probably really going to work well for Amy's going to be kajabi. Ok, it's an all in one. It's going to have all the property. She's not ready to do that. Ok, so this is what we've got set up for her.

Let me just get my website up it's. Here we go. All right. So as you all know, this is a membership site, OK? And going to get the black bars. Got to go away, go away, go away. ok back. All right, so my library page. Hold on, let me just open up the door for this talk. Yeah, yeah alright. No, I do this for other people. Ok, it's called outside programming and normally it's a 200$ setup fee and I take 20 %, but Amy's getting a free ride on this because she's a student.

Ok. And you'll see I have created a little thing here for Amy. Ok, now I have access to everything OK. So if I didn't have access, if I was logged out this would be great. So if somebody has access. Ok. We've set up the back end alright and Amy, this is what I need from you, OK? Ok, I need the particulars. I need your dates and your times have. Do you have the your private Facebook group set up? All right, your zoom links.

And how to schedule a one-on-one with you. And I've got this already set up here. It's all ready to go. I need your particulars. Alright, so you know what I mean. You have access to this page. Ok. So now here's the thing. I do not collect money. I don't. All right, that is all on you. Ok, so but in order to access this program and again, it doesn't matter what you're using, it still follows the same thing. People pay starts automation. Ok now. The best thing to do, like in what would happen in kajabi is that they would pay and they would go on your list and kujabi. So this is not happening.

So but you're going to get email and contact information via Stripe. Make sure you save that. Ok, so that when you do get your site set up, you can start adding them on your. What do you call it? So this is the deal. We just find the page. So what happens is that Amy sets up her payment. And she's doing it through stripe. So it means I have to create an access page for her so that. So that when they pay they are redirected to this page where they have to fill this out. That starts the workflow, and this is what's important about the workflow.

Here and now we have to go over to DRIP now. Stop the chair. Just so you could see how the process goes. We just log in. All right. Still no. All right, So what could job he does is that once they pay puts them on the email, list it starts a workflow in their system. You're going to have to set that up with the jobbies. One thing I will say for kajabi is that their documentation is really good, OK? So competition, grooming for beginnings.

And being as this is internal to you for kajabi. It's all automatic. You won't have to follow through, but they trigger the form. They get a thank you for the purchase umm. And in 15 minutes they'll get a username and a password. They get this email, here then after 15 minutes which tells them how to access it. And this is what's important. You get a notification email. All right. If someone buys and you don't get a notification email, they did not go through the automation.

Ok. You got to remind them. All right. You have to go through the automation or you can put them through the automation however you want to do it. Ok. So that's what automation does. Alright, and something like a jobby handles all of this, but you just need to make sure you set it up and the manner it is supposed to be set up at, OK? Got that? Yep OK, let's do another share.

Ok, this is 1 PowerPoint. For a 6 hour class, alright, it's actually 4 modules over 6 hours. Ok, this was done in Canva. All right. And this was a paid I bought this template. Ok, and I don't use all the elements of the template. So what I do is when I buy it, the first thing I do is I make another copy of it. So that I have a pristine copy and then I will use the elements there and move things around as I need fit this blue. The colors that it uses, the Blues and the Greens are my brand colors, OK.

Going to get a logo. I suggest getting a logo and making sure you use your consistent with your colors. Ok. So on the title page here, all right, as the name of the program mobile grooming certification. All right. You know exactly what the program is about, right? Mobile grooming certification. I have a copyright, my name and my business, OK and because positive educational training is trademark, it's got the little R on it.

Ok. My contact information. And I love QR codes. Qr codes are the bomb. This particular cure code does not put people on my on my list. It goes directly to where the. Oh, shoot, hold on a second. I would have killed that dog. He's a thief. He wants a treat in exchange what he just stole. But he's going to have to wait, all right? So this QR code and would. Doesn't it goes to a dry folder where the workbook would copy of this? The workbook lives.

So in this case this is not going on. It does not add to my newsletter list. I use QR codes at like Barclay shows. They give them access to a workshop I'm teaching where I already have a recording of it and that puts them on my newsletter list. ok so umm i'm going to hear right. Actually, wait a second. I'm missing a slide. Look at that. Alright, So what I'm missing here? Is a copy of this slide module is that I have to do this slide in front of this slide. All right. I don't have an overall goal one. All right. So I need an overall goal.

What is going to happen to the end of this program? And it's very simple. At the end of this program, they will be given the skills and the knowledge to be able to successfully start their own mobile grooming business. Ok, and then I'm breaking it down into the four modules. Let's get started, the back end, the longevity. Keep it going. Alright, you have 6 modules on yours. Ok, so instead of four parts, it would say 6 parts here. Ok. All right, but so far there was nothing here with bullet points.

Now we're going to start the first one, first module. Let's get started. There's my goal. And this is what we're going to cover. In this particular module. All right, breaking it down so now we can move forward. So we're starting off with researching. Ok, there's no other information up here other than the topics I'm actually going to talk about. Are you sure? Pros and cons? More pros and cons.

Ok, more pros and cons hookups. Now you notice there's not a ton of information on this, correct? It's visual, it's bullet pointed. It's meant to keep people paying attention, that is it. So for those that really need to see something. Here's your visual part of it. But there's no actual information here. If you were to copy this PowerPoint, there's nothing here but the topics I'm covering right. Ah, here's an example. Ok, downloaded from Canva. You see how it is just a little off right here. I'm going to have to go back in and adjust that and redownload.

And then there's financing. And if we keep going forward? All right. Safety is the last slide here and I'm going to stop here and I'm going to ask if anyone has any questions when we finish up here, because after that goes Part 2. Ok, this will be a good place on a 6 hour class to take a break. Ok, but always take a break. When you're finished something. So if I'm up here on support, I'm not going to go through three and then take a break, go to finish this entire thing and then take a break. So not stopping when you're in the middle of something, but rather at the end of something.

And even here, if it was necessary, I could stop. But honestly. This is a better place. To take a stop, well, before we go into Part 2, let's all stand up, walk around, go take a potty break and come back. We'll get it. We're starting in. I give people 10 minutes. All right. And then it's the same thing. Here we go. What are we looking to accomplish in this particular module? And we were going to cover. Alright, so I've set the expectations for this and then the same thing, OK? Alright, so you haven't you see what I've done here, Amy. Where do you get the images? Is that just on cambial type stuff? These are all from canvas.

Again, the blue and the Greens, this is these are my they're my brand colors. And I do have a paid. Canva so I have I have access to better images. So depends on how much you use it. Or you could simply use your own images. I have my own. Now, some of the stuff you're saying, like they could obviously like take some of those images, but I kind of need those to explain what I'm doing. It's images of dogs and I drew lines on them, how they're supposed to be stacked and yeah so you just you would just add the image to the slide. That's it.

Canada is really easy to use. There is not too much of a learning curve there. It's just getting in and start using it. And like I said, I like the templates because they make my life just a little bit easier. I don't have to create. This thing here, alright, OK, you know, I don't have to create. This thing here it's created for me. Ok. And even this was part of the template that has a picture here, the title and two things here on the side I just swapped out with my own stuff umm The border around here, OK.

Nice template. Well, this means I'm going to have to reduce. The fonts of these. So that it gets all in one line. So before I go and do that, I will go through the slide deck again, note the slide numbers that have to be altered and go do that. And then download it again. And at the very end. Just my last slide. Everyone knows now it's over. Congratulations, you can do this and.

Once you have what you want to do, your topics, putting this together is not going to take long. I did this on the flight home. From Pasadena. Any questions? You look a little overwhelmed, Amy. Yeah, I am a bit. I got ideas going in my head. But yeah, it's a little overwhelming, so OK. I did it in a I'm actually my most productive is when I'm flying, I just can zero in and what it is I want to do because I really don't want to talk to anybody at the airport, OK? And I most want to talk to the person sitting next to me.

So i am hyper focused on an air and I can do it. I've also been doing PowerPoints for a while. So yeah. So let's say I was able to do this on a flight home from Pasadena. Maybe you could do it on a flight, maybe two flights. Ok. It's really just organizing your material first. That's going to be where I'm at most of. It's almost organized. So and I'm familiar I try. I tried to make a PowerPoint. It didn't work through PowerPoint. So it may work through Canva for me. You just got to watch when you're downloading that this it's going to be it's going to be off.

Ok yeah. To go back in and tweak some things and then redownload it. So what I'm going to end up doing is I'm going to actually delete this off my computer so I don't accidentally use it again. Go back into Canva, make those changes, put that goal. That first gold slide that needs to be there, that's not there needs to be do that. So you know what's going on? My To Do List, right? Because I'm teaching this at tacoma yeah. Mary, are you able to work on that on an airplane flight or do you have to download it all to your laptop or on your on your board? I pay for Wi-Fi For me, that is such a great investment.

right. Ok. Mobile grooming certification, Canva slide deck. See, now it's going to get done. All right, Amy questions ask me questions while you have me umm. I think I have stripe everything said it's ready to go. So do I have to test that or this is my advice? You're collecting the money, run it through yourself, you're going to get the money back, less of fee. Make sure everything is worked and if somebody says they went through the automation and they didn't get the emails, two things you're going to tell them OK number one, check the spam folder.

Ok number two do a mail search for mary@positivelypretty.com OK some because it is a commercial site. Sometimes these the email providers hide the emails but if you do a name search or you check the spam and some people have also do I have in addition to having a spam have a promotions folder on top of it. It's probably there. And if they still can't find it, then all you need to do is take that link and run it through themselves, or if they've really done this, the easiest way to do it well go to sign in with the user with the email you used to sign up with.

And just click forgot password. Sometimes they've entered their email in wrong and that's why they didn't get an email. And you'll know that if it's the wrong email because you on your stripe notification, you'll see they've misspelled their email. But if that's the case. You can run them through with the correct email and the and they'll get a username and a password that way as well.

Ok. We lost her. I heard that. I was wondering if she froze. He's not moving. There's Amy. Let me just see. All right. And it was the last thing you heard. I heard. They may have put the wrong email in okay sometimes yeah. But you'll you probably pick that up when you look at the stripe because it's usually what they spelt wrong. But I've got G mall, I got Yahoo dot CIM It's usually not the actual first part of the email it's the carrier part of it that's getting better. Ok. But if they've if they've. If they've done it and they're trying to log in and it's not recognizing them cause they're putting the correct email, in but they signed up with the wrong email, you may have to then just put them through the automation yourself.

Ok, that's the link. Ok that's the link. Ok alright so yeah, I'm excited for you. I'm waiting to see how many. I'm excited. I'm going to send you some of the my. The times that I pick or like, because it would be the zoom call in the evening, right? And would it be everything? It would it be every single Monday for six weeks? Let's see, why don't we set that right now? Yeah, OK, first of all, the next time we're meeting is on Monday.

Yes, all right. And then at that call we will set the next 4. Ok. So let me see we set up. You set up for Monday, April 3rd is the first one yes. That Monday is clear for me. Monday the tenth is also good. That's fine. I want Amy T needs soon. Ok, the seventeenth. I have the creative grooming summit. Of that Monday. So unless you did it much later. Because I was thinking like later like 6 or 7. Let's see, your time is hold on five my time. Let me just see what time the creative grooming ends.

Because we can't both use it at the same time, yeah. Let me just. I'm sorry. Read it grooming schedule. Three four o'clock. Yeah, if you do it seven, that'll be fine. Second, let me write this, yeah. Amy's team needs. Steven OK. The twenty fourth is good because I'm going to be in the middle of an instructor training with Maria here. Amy T needs you. Following Monday is excellent too, because I'm going to be OK. I'm going to write this down. Any team means soon. And then the last Monday would be eighth. And that would be no problem either. Amy, this way. I'm you're in here, so I know you need it. Yeah, 1-2-3-4-6 OK.

And all of them we can put down for seven, all for seven. Ok. And then when should I have them? Pay by or when should I say the? The cut off is you could. That off could be anytime up until you start teaching. Ok, and technically you can collect up until the last time, the last day that you're teaching, you still got a live element to it? umm. It'll they'll just have access to the recordings.

Ok. And I was thinking about putting something on Facebook just in case, not even the six people that contact me, if they decide they didn't want to do it or couldn't do it, I could still advertise a little bit for it. Please do. Ok you this what's really great about beta? There's nothing better than a beta program to help you fine tune your program. That's what I'm like. I feel like there's less pressure because I'm saying it's beta program. So everybody kind of knows that. So it takes the pressure off and it's going to be. Like I said, the feedback you were to get you, you're going to know as you're teaching where you're coming up short and where you need to, right? You have to be super helpful.

But you know what? There's things you don't know until you start doing it. You'll figure out what's going to work, what's going to work better for you. Ok. And so, Maria, the same thing too, all right, if an opportunity comes up in which you can offer something beta that you want to do. Don't let that you've just started this program stop you. Well, we'll work to get that going. Ok. All right. Ok. Alright, so we're good, we're good yeah i'll probably message you like when I have it all put together before I launch it off. See what you think. Ok, not a problem.

Let me just ask you, what is the next state that we have down for? Because Atlanta is next week Monday, traveling Wednesday. Yeah, we're doing Monday the sixth. Monday the second. All right. I have it at four PM my time yes. Six PM my time yep. Ok. And that'll be the group program and then at that we'll set the next 4 because there's two trade shows, there's Atlanta and then there's Tacoma. Ok.

Sounds good. Sounds good. All right, ladies. Yeah, seriously, Amy, go get it. All right, awesome. Earn back some of the money that you've paid on this, right? If you lose her again. We might have. All right, we'll have a great night. You too.