CTP#5

OK so before we get started, Maria, you were working on some stuff, right? No, not a thing. Get it? First workshop ready? no. yes. Ok What now? I'm sorry, we're just ending work and it's like, loud here. So what did you say? All right, that you are working on your first workshop, ready to go. I am working on my first workshop, but it is not ready to go. I haven't done anything at all since I got back from Seattle trying to fix my Facebook for a couple of weeks. It's I think they've just got lifted off of being, you know, like suspended.

I was able, I figured out how to get back onto it. I don't even know how. Because it was a miracle as far as that one. I think I had to give in my driver's license. I had to send that in. Right now my phone is about to die. It's been a world within the day. I've got a splitting headache and I have not really done anything since because I've been dealing with some stuff with my mom and my siblings and just I haven't had a minute.

It's been crazy every day. But I have to re really. I have to re sit down with the whole thing. In fact, I've kind of represence myself to where I was. And that's how I kind of feel where I'm at right now. I've just had, like, my plate overflowing. Ok Yeah. So I don't have anything ready. No, I'm sorry. I don't. I really wish I did. All right. We'll touch on that more towards the end. We have beer and bird in our yard. And for Mickey's dog is going to have a stroke. We'll have one together. I got to fix. I got to figure out where I'm going to put this phone that I can stay attached to the cord up to this point.

Amy, do you have any questions? I just kind of want to get, I would do want to relaunch again, but I'm kind of like okay now that I learned a ton of stuff now that I'm done. So I kind of want to go through mentally and decide what I want to keep, what I don't want to keep. Got a little bit of feedback. Like kind of like what you were saying. I don't know if I want to do a lot of oneonone zoom calls, so I might want to take that out because I can't imagine if like 20 people signed up that I would have to do that.

So i discovered what I did like and what I didn't like. So before I relaunch, I just want to kind of get an idea of how I want to structure it okay. And maybe just yeah, either advice from you like some of the stuff I thought about, like I would probably want to do it later in the evening, 9 even nine ten o'clock at. Night is that like is, there anything wrong with that or does that matter? You know, here's the thing I'm going to tell you, set times that work for you. Figured with time zones and stuff.

I was like the house is quiet. I don't care if I do it at 10:00 at, night different time zones. It seems like nobody could really make it anyway just because they were doing other things. So I only really had one person that would actually be at the live. Try a different time to see what works. You know what, it's recorded. Your attendees can watch it later. That is one of. Beautiful things about doing online workshops. They don't have to be there for the most part.

When I'm taking online stuff, unless there's a particular reason I want to be lie, I'll watch the recording. That's usually what I do too yeah. So it's a it's a valid way of learning that you could just either pull out. While while you're working allows your headphones maybe later in the evening or whatever works early in the morning whatever is your time that you learn best. So always when you're setting things make it convenient for you And then as opposed to once a week, I want to compress it. So because of there's pet quest coming up an Allamerican, so I want to have it like maybe three times a week or something.

And get it done within like a two week time frame because now that now that I have it built, I don't have to worry about, you know, I can just readjust things. So I kind of want to get through it like faster now, no, that's good. So people could have access to all the material faster because they want to compete. So that was some of the thoughts. When I do a beta, I tend to stretch it out a little bit only because it gives me more time to, like, make a chance.

Oh, no, that was super. Yes, that was super helpful. But what the build I have, yeah, once the program is done, if I could do it in a day, I'll do it in a day, you know. Ok. So yeah, I didn't even think about that. I could just bust it all out at once. Yeah, you know, doing it like an hour segments. You know, maybe take a hour break in between and say, hey, go stretch your legs, walk your dogs, get something to eat, you know, get up and move your body and come back in a. Half hour okay. You can break it down to maybe 15 minute breaks. Think about how much time you need in between.

I mean, I've got like, I've got three dogs here and if I want to eat something, I can't really do that in 15 minutes. Yeah, okay so. That's awesome. Ok so how much money did you make? I sold five of them because someone joined because they got a dog last minute. And then I have other people that are wanting to get in on the next one. Ok so fifteen. Hundred bucks. Correct is that correct yeah.

Not bad. It was. It was. Well, it was well worth the learning experience. I'm glad that i learned I when I do it again, I don't want to do something quite so massive. It was intense, but I liked it. I learned like just pushing myself. So now i want to kind of like revamp it a little bit, add a few more things that I wanted to. Stephanie had reached out to me and wanted me to do Anatomy One, so I'd like to do something with that okay and then I want all of those could be submitted to the trade show yeah and then I wanted to.

My goal was 2 weeks ago to research Kajabi, and we had three weeks of sickness going through our house. So I lost. I was sick for over a week, so I lost that time. So I want to set some time aside to do that. So I kind of wanted to figure out now before I relaunch. Because I don't have like a platform or something built yet, could I just use your thing again? You could still use mine because I want to.

I want a way to collect emails, kind of like you said and stuff. But I feel like because I use Zoom, it was really good for me to do it consistently, because every time I did it was easier. I remembered how to set up a PowerPoint. I remembered how to log in. How to set up the chat and everything in the microphone? So I feel like if I go too long, I'm going to forget things. No and you should be churning them out, right? Because we are smack in the middle of trade show season yeah and I just had someone come do a private lesson, so I'm going to post some photos of that advertise again.

So I yeah, I feel like I learned a lot through it. So I definitely want to, just there's a few things I want to tweak on it beforehand. All right, Excellent. Is this motivation for you, Maria? Yes, it is. And I know that you should. It's so worth it, Maria. As soon as I get, as soon as I get back with you guys, I'm like, so, like, Oh yeah, this, that, this that I've got. I feel like I've got to sit down and watch the whole thing from the beginning because I've my brain is just like, blown out of my body at this moment.

And I'm feeling crappy about it. I'm feeling crappy that I haven't gotten things done. That I said I was going to do and i had big aspirations and big ideas and then stuff gets thrown in my lap and really what's happened is i need more help at work to spread the workout that I'm doing. We got busy on top of it. There's some other things just going on stuff in life but I'm not getting done with work till like 9:00 at night and I'm here from pretty early in the morning like I start at seven seven thirty so there just has been.

No time. And I just need to find more help here. Then there's some been some stuff going on with my mom, like I said, and my siblings. So it's been just like, my head feels like it's about to explode. I've had a headache for about a week that I can't shake, like I can't even like. I can't even get myself to feel unjumbled enough to sort my thoughts, to think about what it was I was even doing. It's like coming at me that fast and furious, but I've got to take some time and do it.

I know I've got a nice long weekend ahead of me. So that's what I was planning on doing is really kind of starting all over from the very beginning. I really even got it look like, I think there's certain things. I'm like, yeah, but I got to get that website and I'm like, yeah, but I got to learn, you know, how to do Canva yeah i can't even make a sign for myself. I don't even know how to do that, you know? And it can't be that hard.

And everybody tells me how easy it is. But I haven't sat down to actually do it. Every time I do, there's a distraction or something that needs attention that's like immediate so. And then I don't know if you had heard. Maybe when I was in Seattle, my whole entire Facebook got hacked so bad it took me like 2 weeks to get back in.

And I don't even know how I got back to my original on my original pages by actually having to, like, submit my driver's license. And I wasn't even sure if that was a scam. And I'm still watching my accounts daily and figuring things out because things are still weird and wonky with it. And actually they shut me down where I couldn't even watch alive. Or do alive and it might be like being lifted any day now. So it's always just like trying to deal with figuring out how to, how to deal with that because there's nobody to help you when it comes to Facebook stuff.

So realize there's so much I've got to learn. I feel a little overwhelmingly lost, even though I know if I get back on track I'll be able to see myself through again. Just watching our previous meetings, you know. She's the motivation for me to get my own little blue check mark on my name because when she was going through that, that's the problem with Facebook, there is that there's no real help. So with that stupid blue check mark guys, it's like 12 bucks a month.

And I always knew Facebook wasn't going to be free forever and I'm, I signed up for that And then they booted me from it like I paid. What is that funded my money. What is it like a monthly? It's a month, It's a monthly fee, and that they're guaranteeing you are who you are and it's supposed to be a live person should this shit happen. It took me two times to do it All right, So the first time it is a combination. It's like, really, it's a combination of starting it on the computer and finishing it on the phone. It's ridiculous. No, but they'll take you credit card right away.

And charge that first card, but they'll refund it if you don't, if the steps don't happen the way they're supposed to. And I think part of that is Facebook's for not making it like, really clear on the steps on how to do it. So but it took me, I all I did was read and read every day for five hours a day, pages upon pages about what to do, what to do. And it would be like, from the phone, send a code to the email send a code. To another email send a code, change your phone number, do this, then go check on that. Then your name is changed over here. You can only change it once every 60 days.

You have to wait 60 days to change it back. Then somehow or other I got in with my driver's license, which I was skeptical about, but I was like, Oh well, let me see. And then somehow I got in and then I found out that they were running ads for like Al Qaeda. There were Al Qaeda pictures on my ads. They were running and they were. They had run up a total of like 2 or 3000$ worth of ads. But it wasn't to my credit card or any to my accounts. I don't know who's poor person was getting hacked for the money, but I also somehow got free tickets to the Pickle Festival in Chicago.

It was just crazy. Crazy stuff was showing up every day. It still is a little bit, but not to the extent that it was. It's just insane. I don't even know. So like every day I was dealing with that. Like I would sit there for hours obsessed with it to get back to where I need to be. And at one point I did sign up for that and then they like I paid for it. But then a couple days later they refunded me because they said it was my account was shut down. So, you know, all right, give it a couple weeks if you got to do it again. But that was she was the only reason I did that because I was on the fence about that.

So I really want to give fake 12 bucks a month, No. But I do an extraordinary amount of business on Facebook, so I pony. That's why I obsessed about it, because I had been doing a lot of things with Facebook and trying to do polls and stuff like that. I have my business page on there. I have a couple of other made-up pages that I haven't done anything with that I just like named and made-up pages to because I thought I would use them for one thing or another.

But I didn't want to. So is it? So you pay for it, so it keeps it or it's like more security. No, it's a little extra layer of security. And so in the event that there's and it's like 2 factor authorization all the time, not well, not all the time. When I log out, I log back in okay. So the security is a little bit better on it and if you have a problem. You're supposed to get like a live person to talk to and you like to identify yourself as I am made and verified. I'm having a problem getting into my site rather and i had the two factor authentication and then they gave me a list of codes that I had to keep that I had to like put in this specific code here and that code there and it still set me round and round in circles for days.

Yeah so. Anyway, I was surprised with this because I was only going to do it twice. If I couldn't get it after the second one, I'm because they screw it yeah but anyway, I'm sorry to take up time talking about that to do it because I only did it twice. I'm doing it again. All right, so let's actually get to work okay. So this session is. First, we're going to talk about all the tangibles, all the things that go along with it. And I made two checklists. All right. So we'll go over those as well okay. So the things that go along with your programs. All right. So and if you want to, we're, we can go over to Canva and I can show you exactly how easy it is to create these things okay.

All right. Where were the checklists, Mary, that you made? They're in the group, yeah i just seen a link for the group yeah and one of them I think I need to redo because when I tried to actually print it didn't print well. So I'm probably going to have to go in because I used a different template on it. So I think I'm going to have to go in and redo that. Probably in Canva. I'll do it as one of the checklists there instead. But anyway, okay. So the first one is giving a certificate. People like to put things up on their walls. Okay there. You could do it. You could do things a different way.

You could do it with like a certificate. Of course. Completion, All right. Like I did for this class here, I did a commitment certificate, right? So that's the motor skills as far as when you're doing the longer classes of doing a commitment certificate, so that you know what. Commit yourself to doing this. All right, that's that whole motor skill of writing that connects to the brain. Ok so i think when doing commitment certificates, it makes the course more real. Does that does that make sense? right. So what the person does with a commitment certificate is it's not basically putting out to the universe that the student wants this.

I love Tammy. Tammy Rornbach lives, lives close enough to the airport here. So sometimes if I have an early flight, I will crash at her house and then it's about an hour from there and I don't have to worry about the whole canal bridge whether I think is up or down. And I love in her office she has her commitment certificate hanging up in front of her work area. So even though that commitment certificate is for a specific class, it she sees it every time she goes to work, all right.

So it can be something that that's, you know, what can be motivating, right? So when you're doing the bigger projects, the bigger programs, think about doing some sort of a commitment certificate. So do you want to go over to Canva Maria right now? We can. I'm looking at my phone, at my phone. So it's going to be a matter of what we can see. But yes, most certainly, let's let us let me just get Canva up something else I learned too, Maria, when you do Canva, you can like if you put a slide, you can click on notes and then put what you want to talk about for that slide.

But then when you print it out, to put it on a PowerPoint, you have to click a box that says Include Notes, because all the notes you'll have in Canva won't go into the PowerPoint. So you have to make sure beforehand you click Include Notes. I found that out the hard way. Yeah, especially hours. Yeah, I spent all this time making notes. I sat there and I literally copied them all onto the PowerPoint.

I'm like, there's got to be an easier way, so I had to watch a bunch of YouTube videos to figure it out. Ok, but it is nice. There's a notes feature in there. All right, So create a design. Let me see if they have certificate. Ok, so it makes the right shape for you, all right? And then up here there's all sorts of temp. Ok that's nice. That's cool. It is. It says if it's got pro on it, then that's a paid one, but if it doesn't, you can use it.

So they got some nice ones. I mean this one here, really nice. Just put them right. Ok You can use better quality paper too then. Just like, you know, regular old printer paper, right? You can put your logos in it. You can. Ok. I'll have to look at that. Yeah, that's neat. So it's really easy. You can change the colors. All right. So this one is has, say, I mean, let's go white, white. Come on, make it white purple let's see what happens there see and you could change like you could.

I mean, you could change the colors on it, you know it's and personalize it to however you want to do things. Look at this. There's some nice choices here okay. I wonder if in templates, hold on. If I did, see what happens. Commitment certificate. Let's see. Not all like these. Like a little too cutesy for being serious about something. Yeah, you can just change this one here. I can go commitment. Certificate move this up a little bit. Second, this box you don't need employee of the month Okay May right there yeah. And I I've made some things that were like that using. It was a different program but now I can see it's kind of.

Kind of user friendly. And I know Meg was saying too. It's like so easy and so fun to use. I just didn't have a chance to sit down with it. Yeah, it is. You know what? Take a half hour and just go here and just play around with it. Don't do anything to play around, see what the elements are. All right, So in this box here, I might say commit certificate has agreed to spend the time. And effort to complete name of program. Okay, do way to go, pedro okay. Whatever it whatever it is you want to say. You know what, And it's nice. You know what they can, you know just leave the space there.

For them to type to for them to actually put their own name in, right? Don't put their name in, make them sign their name. If you're doing a commitment certificate, OK all right. You could also do a What to expect, all right? So, right, what to expect? Let's see what templates come up now. We're still in. We're still there. Hold on a second projects photos. Background design? okay. What to expect. All right, I'm still in certificates. All right, So let's do something different. Let's do a flyer. All right. So you have this here, It's got little boxes, all right. Will you type here what to expect from this program? And it could be OK for Amy, it would be 6 live.

Zoom sessions All right. And any part of the problem. So they know what to expect every Monday, yada whatever the times is, what the schedule is, where to find information, how to contact you. So this could just be a What to expect form, so that they could print it out and know what to expect from the class. All right, you can include it in the when I did the workbook, there was a What to Expect.

All right. Do I have it here on the thing? I don't have the whole workbook here with me. Ok, we go to files nope. Oh, or next. Here we go. Maybe this one. And then the templates from Etsy. Look for the coaching ones, The coaching templates. Because they'll have a like a what to expect. All right. So here, here's the commitment certificate. I am ready to commit to create that program. Yada for them to sign it.

Okay, introduction to the program. This is the what to expect. So there's six sessions here. What we're going to cover in each of the sessions okay. Then the details okay. And after that it goes into the workbooks. So making it clear, what What's the what, how the program is going to run. So none of this, well, I didn't know we were doing that. Yeah, this is the way that this is the way the program is running. This is what you can expect from this program. And in spite of what sometimes the trade shows will tell you, attendees like workbooks. They do.

People walk in my class who don't even who are not taking the class, but they know I have workbooks. They're like, ooh yeah, the workbook's not going to help you, but you don't take the class. But you know. How about it? A little breeze. I like the workbooks. I like workbooks too okay. So sometimes the workbooks are kind of limited. That's available on Canva, but you know, Etsy's got great ones for a minimal amount of money.

Just make sure you're following the directions of how to download it and use it in Canva, and also make sure because some of the templates are not all Canva, some of them are like Word or like word documents. So make sure you're going to use it for Canva that it says use for Canva. I played. Yeah, I played around a lot with on making checklists in my Google Docs, which was really super simple.

But then I started I got a little bit carried away with making out checklists, but you know it was helpful to play with that. Well on most of my checklists start off as a template, so I just grabbed the template and change it however I need it. Ok, templates. I mean, I am, if I may have mentioned this before, but I am the queen of checklists. I have a check checklist for everything, all right? I'm just back for the tea time show all right? And I tried to get as much stuff done beforehand, but I still have some things to do, all right? So when I came home and I realized I had basically two days to do before my list because i take off Thursdays all right before my To Do List starts again.

And I still hadn't quite finished everything. The fact that instead of sitting here thinking, Oh my God, I got, I've got all these things to do, and I'm not even quite sure what to do. I mean, I looked at it and think, well, OK, I have a plan of action because I have a because I have a checklist. And if, honestly, if I couldn't get it done, I could move it over. But I know what needs to be done. I know whether or not it's something that has to be done. Or I can cut myself some slack and we can get it done next week.

What What's an example of what your checklist would look like when you get it from a template other than just like? I mean, Lord knows I know how to make a checklist, you know, and how to break down a project and things like that. But when you say you get a template. To use for your checklist. What is? Yeah, hold on, I'm gonna show what are you using? Yeah, I'd like to see one. Ok, let me go find because I actually downloaded it and put it on my hold on.

I gotta minimize this a second. I guess what I'm saying too is like, if you had to check this for like washing the dishes and it's like step ABCD. Does your template come with all those steps or are you just using the outline to make your title and your steps? It's just the bones of it and you have to put it together. Checklist take time to do. But when you do them, so there's that investment of your time to create them. But once they're created, then you can reuse them, right? right. Let me see. Yeah cuz in Canva. In Canva, I used one and it just was like a dishes checklist or like a cleaning the house checklist.

I just deleted those topics and put it as like checklist for traveling for grimming contest and then I just made some short and some longer. All right, so this is a template that I got. Hold on, let me just go back. It was a whole bunch of things is actually has to this. These checklists are a template for my remarkable, not for Canva. Ok. So to do templates. All right, so they have. All right, real simple. Ok, what I do is, cause they are a PDF, I will convert them to a document, go to cloud, convert to a document and then I can edit this.

All right, what's that? Edit it. Hold on, let's get rid of this one. Did I add here e. N g yeah o k like this one is an image. Ok they're meant for remarkable. So when I put them in that device I can edit these. Now OKI want to edit them on my computer. I have to convert it to a document to do so. Ok so make sure it's important that you make sure you when you download you get a template that you that it's for the correct either Apple device that you're using it for. Ok, stop this one. Let's go over real quick to hold on to Etsy right now.

So you just do checklists template and you got. All of these that come up OK, but you want to make sure? Here's a digital planner. We'll just click on this one. Read the directions on it. Ok, so it says it's a digital download. There's five Tbf's. Learn more about this item. Ok, the features. It is not saying anywhere here that it is compatible. Here we go. You're looking for. It's compatible. Ok compatible of course. Apple Android and Windows compatible with iPads and tablets. Not Kindle or remarkable. Ok not I like to see it is not what it's not for okay but it doesn't say Canva Okay.

So for me, I am just going to say I don't think so because it's not Canva. Let's try this one. This one's 2 bucks, Okay. I follow what you're saying too, because I think I was looking for a like a timed daily like structured schedule and I tried to download something from one of the calendar, one of the calendar dot coms that are out there and it every time I downloaded it just i couldn't edit it because it was. Like a PDF or it was something else that I couldn't use, right.

You, like I said, you know what you're saying? Yeah so just make sure when you are downloading it, if you want it to be in Canva, that it says it's Canva. Like this one here, right? This one edited in Canva, OK And it's 10 bucks and you can go through the templates and see if this is something that you might want. They would also make really great. No, we don't want that one. Ok, might make some great What to expect thing is here. Ok, so just make sure it has what? Like this one right here? This is a nice checklist. Ok Just make sure it has what it wants and in the format that you can use it.

Ok So I like the remarkable, the my remarkable. So all of my templates are on there. But you know again, it's making sure that when I'm buying it from Etsy that I'm buying it the correct in the correct format. Ok All right. You can also do, and I think especially for, well, I think we're both the flip books. So hold on. Flip books, see what comes up for templates, you know, and how to create a flip book. These are small. So if you had like, OK For Amy Okay what you might create a flip book would be prepping to go to a trade show.

All right. So of all the things and it could be something more the lines of like this big and it's just a flip book that either you can sell you can provide put it on the cost of doing things. I'm working with somebody and they're creating little flash cards for the for the program that they're doing okay if you create any kind of learning material, make sure you build that into the cost of what your program costs to do it. You know, I'm a mobile groomer.

I don't give people options right so if I'm doing a program and I think they need certain material learning materials that's included in the cost of the program gotcha. You don't know upsells or anything like this is what the program costs and this is the material that you get to go with it, right. Depending on some of your learning material can be sent digitally and other material you may want to actually print out and. Send to them. So one of the apps that I got from App Sumo, Hold on a second, let me stop I stop to share.

Yeah let's go over to App Sumo. Cuz they didn't come in affiliate and I'm sure I have an affiliate number, so stop that. What's in it for me? I know. What if I already AM and it's filling it. You would think there'd be like a link, right? Since they already approved, I'm not going to worry about Let's go to my products. Let me just show you something I picked up on apsumo screen. Magic Book of Fire. Wait, I already did this. How do I log in? So the reason I got this particular app is I can create ebooks with it all right Click to up, click above to upload audio all right.

So if I wanted to I can either take the recording of a class that I have upload it. And start creating a book out of it. So you can do either free ebooks or create an ebook from your program, right? So there's lots of tools that are out there. All right, your slide decks. Do we have to go over slide decks? I don't think so. Oh, and also with the ebook here, you can create manuals with it too. So again, I was just thinking of that, You know, you make you could make your own little book on your program instead of trying to type in everything you've already taught a class, upload the audio to it, and you have something to start editing.

Videos color Okay transcripts. I have gone through a lot of companies when it comes to transcripts. All right. So the two major companies that are out there Okay is Otter dot A I and Nuda dot i o. Again, it's almost like the same deal, All right. You upload the audio to it and they create a transcript. Now, I don't. Do you say that you were. I'm sorry, Mary. Did you say that you were doing that yourself at one time? What were you doing? Like typing out as you were listening to yourself? Oh God, no.

There's 24 hours. That's brutal. That's no on the. On the. No, I was editing after I because Otter AI is like, eh, oh, I see we're throwing oddball words where it could make well, not. I mean, it's like not even close to what I said. I found Luda is probably the best that I'm not going into edit transcripts, OK, because like I said, there just simply isn't enough time in a day to do that when. Most people who need transcripts get they aren't 100 % right it's like voice to text. It's always changing into something absurd. You can hire somebody to do it for you. No, there's no.

That's brutal. Yeah, if you hire somebody in the United States to do it, it's going to cost you a mint to do it right okay there is something called online And it's for people from the Philippines. You're going to pay a fraction of the price in which I did that also initially. But I was finding that they would start off really being committed and then slacking off, OK The pay structure is a little bit different in the Philippines than it is here in the United States. So I stopped doing that and I went with to either otter or Nuda. Ok closed captioning. Zoom has gotten a lot better with closed captioning.

Ok So I'm probably not going to renew Eva when it comes time for the renewal. For that, you can do tests, OK There's testing services right it depends on what it is you want to do with a test, Okay. Most of the people who I know do tests just simply create the test and then just correct it okay. I don't know if Kijabi does testing, they might okay. I'll have to look into that. Yeah, teachable does, but teachable is just simply not a site that I recommend if it's just more headaches than anything. There are other educational platforms that do that will if you set up the test, they will mark the test for you okay.

If you do a practical you could do that via Zoom shoot the IPG That's how they're doing their certifications. Yeah you know but help. But I PG certifications are not say I SCC certifications. Nobody expects, nobody expects IPG to be ISCC the same quality. Go ahead, I have a question. This came to my mind when because I'm looking at getting Kijabi and I see they do webinars. I paid and bought Zoom. But I just got the basic one so I didn't get the webinar version. My question is like OK after I hit record on yours and it says record the cloud. So when I get it for myself, what am I recording it to? Like is that another thing that I have to get record it? Like OK so I would need to get that or? Kijabi might store it for me.

I wasn't really sure what I had to. I think Kijabi stores it with protections so people can't download it. What you're looking for is to be able to prevent people from downloading it and then sharing it. Kind of like what I'm doing on your website. So if I did that, what I'm doing on your website through Kijabi. I would just hit record to cloud or it would record to kijabi and then they could rewatch it again. Yeah, you'll have to make sure you just follow do the tutorials for kijabi, all right, But I know you can record there.

If you upload or record to kijabi, they there's a means to protect the video from being downloaded. Might be a box or something, so make sure that you read that. But for you, right now, you're using Vimeo to do that, yes? So you also have to figure out how people are going to get your materials okay. Can they download certain parts of your material? Can they watch the Where does your program live? okay.

So are they getting? Hard copies. So they're getting soft copies. Soft copies are digital. Hard copies are something physically in their hands okay. Decide how many group and individual calls do you want to do. Group calls are Yeah, that's it. Yeah, I was enlightened yeah. But you got to go through it, OK. You have to. I'm fine with doing it. But I'm like, i realize like when I relaunched the class, I don't want to have like 25 of those like built up. No, you don't. You really don't know. So like what I have now I think is fine, but that's what I wanted to ask you with pricing and stuff like how I should redo that because I'm not, I don't want to offer that on there.

You have to make sure that any one-on-one time you are compensated for your time so that you feel happy doing it. Because if you're not happy doing it, you will burn out. You will not want to do it okay. Then you put it on as an add on. If you want additional one-on-one you can. You can't do it as an add on. Decide what your hourly rate is going to be for spending time with somebody, Yeah. Because I did do a zoom call with somebody that was outside of the class.

It was for, like pet grooming. And I did enjoy that. But it was, yeah, like an hourly rate, Yeah, as long as you've been compensated for it because that it becomes your job and you're being paid for your time and you have to be happy with that. Because if you're not, then don't do it. Well, and then I realized that I'm like, I'm kind of dreading doing it because I got other stuff going on and trying to coordinate it. So I'm like, you're right. Like, so I took your advice. I I'm doing less dogs at home. I'm almost going to get rid of it completely.

So I can just focus on this because I really enjoy it okay then that's what you do with you okay. And then there's also Facebook groups, Okay. So you do have a Facebook group read class which I saw Okay. So just getting in there and just providing you know like that live streaming or that networking whatever just getting in there you can it's your way around that if you just want to offer recordings okay so that as long as you provide something live Okay and so.

The less money you're charging, the less of your lifetime should be there. Does that make sense? yes okay so I got two more. Two more checklists okay. First one is sell your program checklist okay so I'm just going to go over this real quick. All right. The first one is decide if you're in person, online or you're going to be at a trade show and you can have multiple copies. You could do multiple things for your program.

Ok and these checklists, these are these are like master lists. Ok so they're like should be with any checklist that you have and you're creating something, there should be a folder that goes along with it. All right. So deciding on whether you're doing this class in person, online or trade show or. Combinations, whatever. Ok so for that you have to 1st create any social media, images or videos you have to create the sales post and the sales post is what goes on social media. Ok decide how you're going to present the program and what is the basically the itinerary of your program. Ok so. Am I presenting this via PowerPoint? Am I presenting this via a combination of PowerPoint and video, or however you're going to present the materials I decide on that aspect of it? Most importantly, how will you accept payments? Ok and if you can avoid PayPal, do so.

Decide how the students are going to access any material. If it's just live and there's no material, that's fine. If they have to, like, download a workbook, figure out all of the little logistics that go along with your program. If you have tech needs, identify them all right? Just because you're doing a class live doesn't mean you have no tech needs. You have tech needs. All right? Computer cords, PowerPoint projectors okay there's technology no matter how you decide to present. If you're presenting in person, you have a PowerPoint and your computer.

You really need to make sure you have the correct cords. Know what the projector that's being used there, do you have the correct cord for that projector? And how are you planning on capturing emails? And most of my presentations I have a QR code. I give them something for free. In order to access that free material, they have to sign on to my website. They haven't. They need a username and a password. You know trade shows don't want you selling stuff, but you can give something away.

They got no problem with you giving something away. And what I think is going to be the wave of the future, let me just get it up. Because not that, not that I don't even need this at all. Send my documents. No, not this one and. Sometimes somebody forgets I'm working from home retreat here we go. This one right here. So this is the other one and I'm going to redo this one. Ok, so like I said, I tried to print it out and it didn't print out very well.

But it was also, this is designed for the remarkable. Ok retreats. Ok Hey, Maria, you're coming up to a retreat real soon. Very good. Ok There's different ways you can do a retreat, right? You guys heard about the whole Foxy, Roxy. Last one. They did, right? yeah. I saw Facebook post about it yeah so I know a couple people actually went to it wasn't. I just know it wasn't what they thought it would be from what I got out of it. Yeah, it wasn't. It wasn't what I thought it was going to be when they said what it was either.

It was not advertised really that way yeah it was advertised as more of this high end thing. Yes, that's what i assumed. High end yes. And it was more along the lines of a frat party. Ok. And we know what, Which is funny that that's how you advertise it yeah OK. So the retreats are a way to have a small group. All right, that spends time with you learning something. Ok And there's lots of retreats right this is, this is.

I mean, they could be a retreat where all you go until you listen to singing balls and whatever, that's a retreat okay. But for the pet industry, I think this is a really good way to get education out where you're making a living so that you're making a living and they're getting their money's worth okay. So the workshop retreat that's limited to four people. So if I'm limiting something to four people, that means I have to charge more. Ok Does that make sense? It's more, it's more 1-1 more hands on. All right. Women's grooming just did one. My understanding was really great.

They limited to, I think they limited it to 15 people that had a bunch of instructors in there. They charged appropriately and it was really nice. It was what they advertised it to be okay i'm going to say don't be afraid to charge you money here, right? Because this is your expertise to do this okay so what was that? That a retreat? Whitman's yeah, it looks really nice. Yeah it was. I had a lot of positive feedback on that one. I don't remember what they charged per person, but they rented. And a rather unique Airbnb. Yeah, it was really cool yeah so they did it up right.

All right. And most importantly, they what they advertised it to be is what they did okay so this here is like the master list. Decide on what it is you want the name of your retreat to be. So there's a couple important things here, Okay. First one is picking the location and I am going to tell you. Pick a location that is convenient to you because if you have to travel, that means you have to include your travel costs into the price of the retreat because you have to cover your expenses going there, correct? So you pick a location. Once you pick a location, you're happy with location and you set the date again, set the dates that work for you.

All right, I do not make the mistake of setting a location. Or a date based on what somebody else wants. There's a guarantee you that'll be the person who doesn't show up. Yeah, I've already run into that yeah. So pick for convenience. Pick what did you want? Like the one I'm doing here. I didn't want to do an A b and b i really didn't want to be bothered with that. I much prefer I have. The casino is right down the street. They have a beautiful conference room. Their the hotel rooms are beautiful okay i'm not gonna have to clean up anybody's room, right? I don't have to stock toilet paper.

I'm gonna have to do any of that thing. All right? If you wreck your room, and that's between you and the hotel has nothing to do with me okay make sure you reserve the location for the dates that you want. They are probably going to want a deposit, right? So for each of this, there's gonna be several folders that go along with this. And the first folder is going to be your location, So it's locations, the dates reserve the location. How much will it cost you for the entire time? All right.

And if you're leaving a deposit, all right, because that's all part of. How much it's going to cost to run this for you? Ok And then meal set up and how are you going to provide meals from them? Right i like the fact that I can get the hotel staff to provide meals, a hotel kitchen food there is pretty good, Maria. Yes, it is. Ok So probably in the next couple of days. I'm going to be posting something in the Facebook group there about. All right. This is your meal choices pick. So again, now I don't have to cook.

You know what? And I don't have to clean up right but that's what I want. yeah so you have to decide how you want to do this right now at this particular location. They don't want any live animals in there. I mean, yeah, maybe service dogs, but I couldn't do. Like a grooming demonstration there, I couldn't do that. It's not it's not suitable, and not every Airbnb allows you to have pets either, so those are all you know when you're scouting the location. Make sure they meet your needs. Okay, is there any additional lodging outside of what? The conferences.

So in the case of what I'm doing there is the additional lodging is for the attendees. I live literally 2 minutes. It's right there. 2 minutes from the place I'm not staying there. It's going to take me all of three minutes to get in my car and pull into the parking lot there. All right. Does not make sense for me to grab a room there. So that now lowers a little bit of my expenses. If I was going someplace else, I might have to rent A room. You need to make a list of supplies and how much that's going to cost per student. All right. And supplemental materials that you have for that.

Again, listen, know what it is you need for the class, how much it's going to cost you right and Add all of that up. And that's the cost of your retreat. And what I'm going to tell you, okay, the cost of your retreat should be the price of a ticket. So what it costs you to run it, including your time, is 1 ticket to your retreat. So if nobody signs up, you're not out anything.

If one person signs up for your retreat, your expenses are covered plus your time. Make sense, Okay? Yeah, it does make sense. All right, So you always have to remember this is a business. This is, this is, this is not a hobby. If you want to make a living doing this, and you have to make sure you price things so that you are making a living, so your cost per student is going to be what it cost you to put the put the retreat on.

And that's for a one-on-one type of retreat. You might do this differently if you have like 6 or 7 instructors, yadda yadda yadda, whatever. All right. There's more moving pieces in that type of retreat. So what the witness did, they couldn't follow what I'm doing here. So create that private Facebook work so you can have. Conversations within the people who are going to it. So like I said in the group, in a couple of days i'm going to put up the menus, tag everyone, tell me what it is you want, because I need to order this with the hotel. Create your student list, decide how you're going to accept payment and how you plan to run your retreat.

But it's the basic order that you're going to do things in. Ok so that's a couple folders here. So each one of those is a folder. You kind of keep that, not each of them. Like the whole cost of retreat would be 1 folder. So that's location set, the date reserve, the location who your contact person is, where you, where you're renting it. Ok your meal set up. That's going to be and that's the cost. So that would be 1 folder. Another folder might be my list of supplies, any supplements and materials. And when I do a marketing plan, my marketing plans going to include the Facebook group with it, the cost per student and the student list and accepting payment might be another folder and then the class outline would be another folder.

Okay, makes sense. Any questions? no. Let's see other columns there. Yeah, like I said i'm going to redo this one for same the same to be like this. So it might consolidate a little bit more with it. Any questions for me? What's the at the top of your columns there to get to the tops of columns? So priority? Yeah, priority, due date. And if you're having to somebody else do things for you who is doing it? If you are working with someone, be really clear on who does what.

A little chilly here, Okay. So the next session is next week. Same time, 3:00 or three o'clock my time. And that's going to be a group call okay so, Maria, you have another week. Get it together okay. All right. Because I really want you to present something before we finish up the program. I agree. All right. All righty, ladies. See you in a week. Thank you very much bye.