Session 6

OK, so this is the money session. Ok. And i just before we get started on all things, all business. Any questions up until this point. Maria, I think you're froze. Can you hear me? Yeah Your connection is really bad. It is bad. All right, hold on. I'm going to go to my phone. I'll be back in a minute. Ok. So Amy, do you have any questions up until this? Some of it you may go over this, but one of my questions is because OK, I got the poodle and doodle thing I'm going to work on and then I have some other seminars and other things that I'm working on. How do you manage doing multiple ones at one time? I didn't get more than one thing going on at the same time.

Yeah, I'm like, there's a bunch. So I'm like getting flustered because I'm like, OK, all right, that's time management. So what I do is that when I know I have like multiple things to do, like Hershey's coming up and I just talked to Chanel and I got all the workshops that she wants me to do for that. And all of them have to be updated. All of them, all 8 hours have to be updated.

All right. And if I sit there and I just think about, Oh my God, I have to update, 8 hours worth of workshops is really overwhelming. All right, for this, it's five, so it's 1-2-3 I think it's 8 hours. It's six workshops. That's a lot of workshops to update. So what I'm going to do, what I do is that in my i plan once a week to take one workshop. Update it. Make sure the workbook is still works for it. If not take care of that.

Add the workbook to a drive folder for Adam so that I can send him all the workbooks you got to carve time out for it. All right, so I scheduled time now. Well there you go so. I schedule time. If I'm finding that I'm not making the time for whatever reason, I scheduled the time in my planner. I will write a specific time that I'm going to sit down. I'm going to work on this. That's a priority project for me. Oki have several things going on at the same time.

All right, so I got the summits that I need to put up. Ok So I'm working on at any given time, like 4 summits, OK And one that we're going to upload Update 6 work workshops. Because I need to sell other things, it's time management. I have some of that with the checklist, but I guess my issue is I get stuck because I don't know the solution to the problem, so I'll get stuck all right. So like, for example, yeah, so like, for example, it was like, okay, I'm going to shoot the video for the doodle seminar, but I don't want that to be in vain if I didn't shoot it right or I can't download it the right way.

All right, I'm going to tell you don't make yourself crazy over perfection on it. Just shoot it okay it was more so. It was like, I think it's going to be easier if I break it up into like 20 minute videos to try to download it as opposed to 1 long one. But probably that would be a better idea. So some of it is trying to avoid massive problems later, Okay. So what I would probably tell you to do is that film it in segments.

That makes sense, Okay, just like with the pet tech classes like you can't. If you're on bleeding, you can't stop halfway through bleeding to go to lunch, that segment of it. So whatever it is you're doing, break it up into segments that you could stop without coming back to it for another one. Yes, like, for example, I went to my accountant to set up QuickBooks.

I watched a video for an hour and a half to learn how to do that. And we didn't get it set up. After 5 hours of my life was wasted away. And it's still not done. And I don't know when it's going to be done. And I carved out time for it. And now i I'm like frustrated. Tell you how much I hate QuickBooks. I knew you hated it. But my friend uses it. And I was like, at least I would have helped that way. But it won't connect to my bank.

That's what the issue is. I stopped at my bank says they'll call me Friday. I think they're lying. I they're just. My accountants, like, I've never had this problem before. They're super helpful. But yet there was half my life wasted okay all right. And that might be a bank issue because I've never heard of Anytime I've had to connect my bank, it's been like, easy peasy to do. Yeah, that's what they said to and I'm like, only to me, I feel like. So it's like I'm getting behind when I'm trying to carve things out and I can't move forward because I was trying to get all that organized before I start taking more payments for things.

But all right. So then my question is for you as far as your bank is you switch banks, well, I guess that would be another thing because everything right now as far as the business goes as I've had that everything connected to that. So I don't know if that's even going to be more of a big problem, so. I guess I'll give it till Friday and see what happens. But do you have to connect everything to your bank? I mean, hi, how are you? Sorry, we're having a lot of connectivity problems, amongst other things. But do you connect everything to your bank or do you just enter it manually? I mean, it would it be hard to just make those two things separate because I have QuickBooks, but I don't let QuickBooks do a lot of the stuff that it can do.

I just make my deposits. It's so simple, like even checks and things like that I can put through on my phone. But if you're doing, I don't know, does it Stripe automatically put it into your bank account or do you need to have that Stripe puts it into it and then what are you doing? Like QuickBooks is reading your statements or reading your activity and then I've never connected it that way because it was such a pain in the neck. I don't know. My friend showed me and I know it's going to be easier on my life because honestly I would like to avoid putting stuff in manually like I am trying to make it easy because my accountant's going to help me with everything so when taxes come he can just get what he needs.

I'm really trying to avoid doing a lot of stuff manually because I just. Trying to make my life easier. So I didn't. I guess I didn't even know that was an option. So I'm trying to learn this. But then it's like that. It's like, i don't even know enough to answer you. Like, because even the accountants, like, I've never had this problem. And it'll be easier once all this is connected. So once it's all set up, it'll make your life easier. But OK. All right. Sometimes, you know, life throws us a little bit of a curve yeah but like that when I get stuck on things because I'm not exactly sure, like usually it's like when it comes to certain details, I'm not really sure how to navigate that okay.

So you have the projects you have upcoming, so you have the poodle and the doodle, Summit Doodle. So yes, that's in August. All right. So you have a little there not to freak out over it. Yeah, but I wanted to shoot my dog while she needs a haircut. And then if it didn't work out, she could have gross. And then I could shoot it again, Okay. So I'm not scrambling. That was, how are you planning on shooting the video? You're doing it from your phone yeah okay yeah i would do it in 20 minuteish increments yeah segments at a time.

You can, I'm going to assume you're going to like, move it over to like a drive folder from your phone. Right now, it's always, in my photo album and then I just put it in albums because what you can do rather than taking up all that space on your phone. Download the Google Drive app set up a folder in it, you can move it right from your phone right into the drive folder OK. I'm still learning how to use the drive folder and all that I struggled with that as well all right, so I would I would suggest is from your computer? Set up the specific drive folder for those videos, all right, And just when you open up the app on your phone, it should list all your folders and you just have to move the not downloads.

You know how to move photos of videos from your phone. What kind of phone do you have? I have a iPhone. Ok, that's pretty easy. Let me see if I could. Yeah, I struggled with that for hours as well. Let me find my drive. Let me see which direction you have to go and to continue. Come on. Oh my God, they were two step verification, right? Get a from the Google.

Oh my God. Get a verification from the Google. Sure, we did this before and I said don't ask me to do it. Try another way. We do it another way. Gotta hate sometimes. Better than being hacked. Better than being hacked. Something wrong. I had to get on like a authenticator app that changes the number every couple seconds. Oh, I had to. I put one of those on my phone. I still don't understand how to use it. I don't use it fresh. You have to connect it to the account that was recognize it. Well, that was one bit of technology I learned.

I was sending up stuff and it told me about it. So good for you. See, I see. I like learning this, but I feel like it's like, Oh my goodness, the blind leading the blind like. I have to watch the YouTube yeah i just had someone time crunch to sit down and like, you know, I'm anxious to learn it, but the time crunch when I I'm trying to figure out that whole time management thing like you're saying and you know, trying to get it on the schedule.

While we're waiting for that, let's move this along, OK. All right. So I'm going to go over putting together a very easy business plan. All right. Because this is a business and you have to understand what your expenses are, what it is taking you to run this, and how you going to pay yourself to do it. Ok And let's not forget paying ourselves. This is going to be ridiculous, OK Whenever they get around to sending me the code. We've talked about this before. There we go. We got the code OK, so when I open up my Google Drive OK, we're going to click on files down at the bottom.

When it finally gets around to, it's going to show you all the folders. Ok But let me see, which. I'm just saying which direction we move things from. Oh, OK All right. Say I want to move these pictures over. Ok so we're pet tech class. Ok I'm going to hit the little, it's a little more button down here. And I'm just going to Scroll down my apps, find the Drive app, There we go, There's My Drive app. So click on the Drive app, all right, and can make things a little easier because there's a little things down here. At the bottom right, it says.

And then folder and sharing. So you want to make sure you're putting it into the right folder. So click on that and then choose which folder to put it in. You got it. I can look over the video at least. So this is reported, yes. So that's going to be the easiest way to do it. And then it's in their drive folder and getting it off your phone where you don't need so many videos clogging up. Well yeah, I got 52,000 thousand photos on my phone. I bought extra storage, so i have to learn how to move in and manage.

So some of that's just managing the chaos that I already have organizing photos. So once a week on my To Do List, it's says delete something. That's what it says to delete something, so. I finished going through Vimeo and getting rid of some like some old stuff that I don't need anymore and getting rid of those. So the next thing is my phones and videos on my phone, which is ridiculous. I got like the stupidest things on my phone. A question about Vimeo because I was researching that because I thought that's probably something I'm going to need. Like I was looking at the different plans and one says like 60 videos.

So can you delete the videos and then add new one? Ok so you don't have to keep buying more. no. I'm just keeping it in the plan that I currently have without being overwhelmed by the number of videos that are there okay. So yeah, so you have to because we talked about over planning and not getting anything done right so Maria, right. Are you ready to get something out there for us? No, you gotta do it.

You gotta do it. I know you know what? We moved, Maria. That's gonna be a priority when you come the retreat. If you have to do it. And I'm. I have to do it. You're right. And I I've been punched for time. No excuses, though. I know yeah and it doesn't have to be great. Just has. You just have to get yourself. And once you do that first one. It won't be so scary anymore. I know I'm a little mixed up. There's just a lot of stuff flying and so I'm a little bit mixed up.

I want to do the Facebook group and then invite people to the Facebook group and then put up a little video that's just like as a matter of a topic of conversation to or am I like trying to put together something that I would do at a seminar or something I would do as like what? Like i'm confused, but my brain is befuddled by a bunch of other things that are going on. So do you have a Facebook group yet? I have.

I opened a new group, but I haven't invited anybody to it yet okay well, so I called it The Dog Groomer's Guide to the Universe. Ooh, I like that. That's cute. I like that because I figured I was going to be touching on a lot of different things. So it's going to be like beginner stuff or whatever it happens to be. It'd be like, you know how to make yourself some healthy, quick meals.

I don't know what it's going to be. I want it to be free to go whichever way the wind blows. So i named it. And then I figured I would start inviting people so it would be the next step. But then I got to put something on there. Start inviting people. Ok. Let's get started there, right that's my goal for this week is to put something up on that Facebook group Okay. So first thing you need to know is what you're spending on this Okay.

So this class I would class of categorize as a capital expense okay it's education, all right. So that the price of this program has to be figured into. Your client into your pricing, this is the business expense, correct? Ok So these I'm just going to throw some things out that to start thinking of what you're spending, all right. And what you're spending are the things that you're buying to put your class together, OK And also your time, OK So how long is it taking you? To create a program and as you do more of them, it's going to get faster, Okay.

It's going to take you less time. All right. So some of the things that are on my expenses, all right, my website, what is that running me a year? All right. Do I have any apps or plugins or anything else that goes along with that website? All of that, Okay. Do I have a newsletter? I have Drip. You know what? That's part of my expenses. All right? The paid version of Canva? Vimeo, Zoom. All right, Any supplies? Powerpoint do you do? Is your PowerPoint through? Was it Google One or Microsoft one? Microsoft microsoft Office. That's a yearly thing, isn't it? That's an expense, right? You have to include that. Look at every time you sit down and you do something, all right, Are you accounting for that expense? The Drive, Google Drive, If you're paying for that too, that's all it says.

You have to know what to start off over the course. A lot of these are yearly expenses, all right? What's the yearly expense? Break it down into a monthly expense. So you could need to know how much you need to make a month A to break even and then B to pay yourself. You know, You know, heart supplies. Are you printing out paper? Okay, that's ink. You know, copy paper. The printer. All of all of those are expenses, so be aware of what you're spending to do this so that when you're setting prices you need, you know whether or not you're making money.

And if you're not making money, why are you not making money? I just went to Oregon to do a pet first aid class. I need a minimum of 15 people. The wise I'm not making any money. I'm not. I'm making money, but I'm not making money. I have to account for all my expenses. All right, so the minimum class size has to be 15 people. All right, so 15 people pays for my travel cost. My hotel did, the room that I'm doing it, and the supplies OKI prefer a class of 20. So, which is i got 20, was really nice, but I don't want any more than 20 Okay. So no, if it's worth it for you to do that, I wouldn't go to Oregon for 10 people.

That's ridiculous. My hourly rate is not compensated for if I go down for 10 people. I have a question. Would you would you say it would be a good idea to start this up like as a whole new business, new business name, I mean you're going to like for me I think I would create a logo or something around that. But then these things could be like getting candle, Vimeo, zoom, any of those supplies.

You could kind of put that as your startup costs or you know like absorb it into your already existing business as an off sheet that's going to be up to you. All right. Personal opinion. Is they All right. So I have Spirited Dog Productions, LLC That's and then underneath it I have positive Ed. And I have a couple of little things here that I don't not sure what I'm doing yet, OK But back when I had a positive educational, not positive, I had positively pretty mobile grooming.

That was actually the LLC for my mobile grooming business. And then I did a DBA for Positive Educational Training to keep it separate, all right? Because I needed to know if I was actually making money teaching. So you, while you could still run it under your business, it should be something that's separate from your business so you could track those expenses in the beginning thanks. All right. So now let's just say and I'm just going to do easy math because math okay.

Let's just say all your expenses for the year to run your teaching business, let's just say it's 3000$ for the year. Those are yearly expenses. Okay, if we break that down into 12 months. So now I got to do math. That's two use the calculator 3000 divided by twelve two hundred and fifty bucks a. Month all right, so that's my starting point. My teaching business has got to bring me in 250$ a month just to break even on the expense that it's taking me to do this, OK And that's probably not even figuring out how long you think it's going to take to pay off.

And you, as far as your business is concerned, make back that 10 grant, all right? That's another expense that you really need to account for. But OK 250 bucks for the month. Ok, now your doodle and poodle class that you're working on, how many hours do you think you're working on that the video shoot takes a long time, like five hours just in video shooting. All right? And what? How, What other time do you put on that editing? And writing out what I want to talk about, so how many hours are you? Probably 8 okay, so 8 hours to create this program okay.

So you have 250 bucks, that's your monthly expense. Now 8 hours to even create this program. And let's not counting the two hours you're going to spend presenting it. Now we're up to 10 hours. Ok. I'm only paying you 400 bucks. You see you're already in the hole, Correct. Unless you're planning on reusing this. I kind of thought about that. I'm like, well, then I have the material.

And once it's made. Yeah, exactly. All right, So now you have a four hour program, A2 I'm sorry, a 2 hour program. That you're going to have to think about. I'm going to have to reuse this because you're in the hole already with time. Did I just scare you, Maria? I can't hear you. No, not at all. I'm just kind of taking me, taking it all in, OK? But yeah, I grasped it. And now you have this 4 hour program. How are you going to reuse it so you start making back some of this money that you have spent creating this program? Well, maybe i was gonna do a Roundhead seminar, but that requires more of my time and videos of some of the footage I have of dogs.

But just doing Roundheads. All right, Can you use the video, the raw video for this in some other programs? Probably I might even be able to use some of it into my competition. One to add to it. Ok, All right. So let's just go to your competition one, OK. I can use it in a prep one that I'm going to be doing. Ok, so it's recycled material. Everything you do, I'm gonna have to tell you all those programs that I have to update for Hershey, all right? They're all. I hate to use the word Bastasize, but you know what? It's part of other programs, and it's just rearranging things to make it work.

The work is there already. Yeah, because I was the anatomy portion I was going to use for some other ones I was going to write for my competition grooming and some of the prep I was already pulling from that, which was really nice okay so now, but on the competition one, the one that you already did, I was pulling from that to do a prep one because some of the images and the photos I have would work for that.

Same thing with the poodle and doodle one, because then I have video footage of prepping. So I can kind of combine them both. All right. So you need to make sure your drive folder, you have all of that stuff in there clearly labeled what it is. That's what I've noticed. Like when I start a video, I have to look through the footage to see what I was supposed to talk about. So I've learned in the beginning of the video, I should say what the video is, start it so I can save myself time. Ok, So doing organization is definitely I've been putting like.

Videos or samples of it that I want to use, like feet, goldens, hand stripping. So I've already been organizing that. Ok because it takes a long time to watch footage all over again. Yes, it does. Ok, so the point I am making here yours. Whatever time that you were spending, All right, make sure when you're. It's either with the thing that I need to be compensated for all of this time or OK I'm going to be reusing this material over and over again.

I'm creating a library that I can pull things from. Ok that helps. Ok you can even the ones that you have, let's just say you're doing, let's just say you're doing poodle legs. Ok all the legs. Ok. But down the line, maybe you want to do something on just different types of feet. All right. So if you have video there, you can edit, make a copy. I do edit. And now you have all these feet from all of these workshops, from all these videos that.

Yeah, I've been collecting some of that. So some of it's like you said, cutting it and editing it to do that. Ok, All right. So start keeping track of what are. This is not only costing you, but the amount of time you are spending creating all right and also creating with. The idea of is that if I'm teaching this here, will some of those students want more of my programs? All right, make sure that. You know, it's so an X. Hey, do you have this? It's like, yes, you do, but yes, you do. All right.

Because Stephanie asked for an anatomy one for the grooming school. So I want to work on that. I put some of it together, but that's again where I get stuck because I don't know how the pricing works. How do you present the material? How does that work with students like now? I'm like decision fatigue. All right, hold on. Like i don't. I get stuck. Hold on a second. Who is some of her teachers? Chris Anthony. Let me just send Chris a message. Hey, because I have been working on that one. What is and how long will that be? It depends. It could be one to two hours. I would like to add more to it, but all right, I have an hour's worth.

I know she's working. I know she's got some hour workshops up there, right? I know the way that the whole pet was doing it, that she was doing a 5050 split, but theoretically, she was supposed to be doing marketing and yada yada yada. And she just, she's done none of that. But anyway, so I if she doesn't get back to me now, we're doing a podcast later. I'll make sure I get that. So you have a yeah. Of that's right. Then I get stuck and then I don't do anything, because then I don't know how to work out the details okay but even still regardless, all right.

An anatomy video would be really good thing to have in your library of stuff to have okay. So once you know what it's costing you, all right. So your time spent when you're when you're speaking, you have to decide because this could be this will be two totally different rates. Okay, the amount of time you spend working on something at home to put something together, all right, as opposed to. Going to a trade show and then speaking in with the standard is 200$ an.

Hour okay if you're doing a handson workshop at a somebody's shop, right? What you have to factor what your time is worth, plus who's paying for travel expenses. And if you're paying for travel expenses, that has to be included in what it's costing you, your fee for the day. Because I'm doing one in Wisconsin at Christine Shop in August Okay. And how much? No july, sorry. July, Okay. So what's it going to cost you to get there? I'm going up there anyway for a dog show.

All right. So I'm going to be up there anyway. So we planned it around when I had my vacation slash dog show because we're going to be up there. okay. It's still you're going to be there for what, an extra day though? Yeah, still going to cost you money, right, Okay. So what is it costing you to 1st be there? What are the cost? I think the campground is that we're staying at is 75$ a night, Okay. So it's costing you 75 bucks, correct.

All right. And do you have any supplies that are covering for that class? She just messaged me because there's some issues with it, so I'm not exactly sure what I'm doing yet. Ok, but that's neither here nor there at this right now yeah what are the supplies? It's going to cost you to put that class on. Are you bringing, you know, I'm going to bring one of my dogs, OK. I'll probably bring my computer, my projector okay. Get lunch for everybody okay so start figuring out what your actual expenses are.

How much time is are you prepping for this class? Okay and how much time are you teaching? How is Chris selling tickets to this? That's we got to work that out because you just left me a long message about Chris leaves nothing but long message. I know that's why I'm like I'm going to have to read it again. It's the issue is that i don't know it's long but she can I can still use the space but there's only going to be room for four people okay.

So if there's only so there's I don't know like last year when we tried to work it out it didn't work out and. I don't know if she's going to supply dogs. I'm not, so I'm not even exactly sure how I'm going to do this yet. If it's I'm just going to talk If I'm going to have dogs that can be supplied, so I'll bring one of mine that I can use. So I'm not exactly sure the direction I have to message her back and read it and figure out.

All right, pay attention to other people who are already doing this because they charge two different prices. One is to just sit and watch. Which I've done the observation and the hands on, yes. So pay attention to that. And I don't mind if it's small, honestly, because I like to do really small hands on classes, OK. But you, but you have to make sure you're compensated for your time for being there.

Smaller number of people means you have to charge more, all right, versus having some more people in there and you could charge less, you know. And I'm never against charging more. You know that, Okay. Yeah, but learning Well now. But you also have to make sure you have an audience who is willing to pay that. All right, If four people means they have to pay 500$ apiece, will you get four people paying 500$ apiece? That makes sense.

All right. So and that comes from knowing your numbers yeah. All right. So let me go into where we going to the business plan. Couple of things I wanted to talk about. All right. Ok so deciding on what your hourly value is for whatever it is you're doing. Ok so hourly value for teaching, hourly value for creating hourly value for whatever coaching you're doing. Ok now coaching if you're going to be helping somebody. And that could be. Differently priced depending on is it one-on-one is it a group program? Are you going there? Are they coming to you? Ok If it's one-on-one and it's online, I would say you need to start at no less than 200 maybe between 2 and 300 an hour, OK And work your way up.

To a price that you're comfortable doing. What is Mackenzie Murphy charging for her? One on ones. It's like a group package. So it's 300 Well, I mean it's like a I think I'm trying to think what it was. I have it stored on my phone, OK How many hours Figure out what her hourly rate is, OK. For the amount of time she's doing it and if it's group all right, is there a minimum number that she'll do it for? Because if I'm making 25 bucks an hour, there needs to be many people doing that group program. I want to say I kind of remember she was doing it like a zoom and maybe it was.

Yeah, it was a zoom hundred something. It was 300 It's 300$ but i don't remember there was there was. I think I have it all stored on my phone. Let's see, it was either 2 and a half or three and a okay. So it's. Three hundred dollars. It's a one hour zoom lesson, six weeks before the contest, 30 minutes in person at the show, and one hour zoom lesson after the contest. All right, so two. It's 2 and a half. Hours okay. So and an in person is worth more than an on.

All right person was a critique after the after your after the show. Right Okay. Which is super useful okay so she's doing it in three segments okay so she's basically charging 100$ an. Hour Okay is the hundred dollars an hour. Okay, if that's comfortable for you, All right, starting out. Always starting out until you get your what's the word I want to use so you get your comfort level. It's fine. Please don't be the cheapest one out there. All right, So at 100 bucks an hour, is that one-on-one she's doing or is she doing a lesson? Because that sounds like it's more one-on-one Even with the zoom, it's one-on-one Yeah, it's one-on-one zoom lesson.

Ok, so my question for you is, all right, are you comfortable with that? How many of those do you have to do to be to make any sort of living or pay your expenses on that? Ok, because you can't get away with the free one hour zoom. You have to have some paid version if you're doing a one hour zoom. Ok And I believe that. Let's just figure, Hold on a second, Zoom, let's go to pricing.

Hang on a second pricing. Amy is the initial, her initial lesson, a group lesson where she grooms the dog, Or is it a A1 on one lesson where you're grooming the dog and she's guiding you? It's your grooming. Yeah, your dog. And she's guiding you, but my guess is she could possibly have one if they set it up that way. But most likely it's going to be you groom your own dog and she's guiding you okay.

So here's the thing, right her zoom plan she can get away with at the very cheapest is 150 for the year, Okay. So that's her expense. So she has to do and then the time that she spends doing it, she's at the show anyway. So it's yeah, it's not it's not extra expenses as far as traveling to get there. She's there. She's at the show. She's going to have to set it up where that I can't. It's going to be at a show. I'm going to. I'm not making a special trip. So her yearly expense is 150 What other expenses would you have doing this type of thing outside of Zoom? What she's doing, Yeah, just I wouldn't want to do what she's doing, but I'm just trying to get to figure out so you could see what she's actually getting paid to do this.

Maybe her time prepping her dog and getting it ready and screen ready and getting herself set up. So, well, if someone, if someone, well, if someone else is doing it like, and she's guiding them, she doesn't have to do anything. Like what? Show up. But she did one with a Cocker she sold for 99$ She made over 10.000 thousand. With that yeah that, was that was a Facebook like Live 1. So she shot it live while she did it. And then I had the recording.

I bought that one. Ok. So then for that type of market, so if she's selling it, that means she got one a thousand people to sign up for it. I've seen trying to think 100 a hundred something. Oh, hold on, that would be a thousand if she made ten thousand i can look on the facebook group how many people signed up because i was doing the math on that. 10.000 thousand divided by 99 hold on.

10.000 thousand divided by 100 Yeah, it's 100 people. 100 people, Yeah. Ok And that's very doable for your industry, correct. For what you want to do. Oh, yeah. It was well worth the money. Ok, no but I'm saying getting 100 people for charging none yeah, I think that's. Yeah, I think that's very doable. Ok and how long did it take her to do that? I'll have to see how many hours of footage because she shot it while she dried the dog. But then, like it's in my opinion, I wouldn't do it quite like that because I would want to edit it to make it more time friendly.

But this was like she was doing it live. So just to make it more, yeah, condensed. All right. So how long and it wasn't even like that great of production and stuff that the use the information was really useful okay so but how much time do you think she spent doing it, prepping her dog for it? She, I think it's one of those things. She was doing it anyway, so she shot it while she was doing it. As far as like maintenance because that's what I would do for cat like you're off of competition season but you got to keep the dog in coats.

You're doing it anyways. You might as well shoot a video. Ok, so maybe. So there's matters for a conquer. She gave it a haircut. I'll have to look how many approximately she did. Yeah, I would say three or four hours. She made a lot of money. She made over 3000$ an hour then yeah. Ok, More than compensating for her time. Yeah, no. But do we see the difference between doing something like that versus? One-on-one an hour. Because honestly and truly I think she should be charging way more than 300$ yeah hours. She that she had like a bundle deal too.

Like if you spent 500 then you got a little bit more like you got like 100$ off. It was another like a two packages or something. Yeah, but I agree, yeah, she could be charging more for sure. So I guess that's the point that I want to try to make with it. Make sure that a. You are priced competitively, Okay and not under pricing yourself, but at the same time, taking into consideration like that whole 300$ for what she did, I would think you know what, if you're doing one-on-one that's exhausting.

You're not making any real money. You know how many of these you of the 300$ packages she has to do? In order to make the same amount of money she did in three hours. Yeah, For that Cocker, Yeah. And then you look at, well, if she's made, if she made ten thousand dollars there, how many of those does she actually have to do? Could she just do one a month? Maybe not the same thing, but, you know, yeah so. Ten thousand one dollar thing that she made out of that.

I think that's brilliant. Oh yeah, I think that's fantastic and good for you yeah. So how many breeds of dogs do you think you could do that for a three hour class and at 100$ a pop? Yeah, she's known for the cockers so I think that's also white sold. She could totally do that with the Bedlington one. I think do just about as well. All right. And how often do you think she could do that? And still get that number of people. How many people want to do competition? How many people just want to improve their skills? I found I'm getting more of like people just with like, pet industry stuff.

That's kind of the direction I want to go. okay. Because I'm not in the not competing as much. So like the beginners to help, I know enough to get them through that. But that's a really high level where Mackenzie's at. You got to really like stay in to be relevant, but I can help them all the way through stuff that I've learned. Ok, Let's look at some people in the industry. Let's let's look at Pina. All right. Yeah, she's. I mean, she's a judge, okay. How much is I? I know if she puts, she's doing one with Ann Martin for 500 Yeah, right and Pina's a whole different ball game.

Pina's a whole nother. She's the best groomer in the world okay But let's look at Ann Martin. I mean, let's talk relevant. How relevant is Ann Martin? In the competition, I think she's a judge for a long time yeah she's on groom team. She's a judge and she's known for poodles. Ok. But right this very moment, she's not a team no. Is she currently a judge? I think so. But she's hot and heavy showing poodles and has. Yeah, she's relevant. She's relevant with still showing yeah OK, but. Not necessarily grooming correct. I would say grooming. I did the groom team points. I don't ever see her as a as a judge. Ok. But I guess like what Maria saying because that's also why I show my poodle because you're still relevant if you're showing dogs like you're grooming them and like that still counts as something.

Ok, all right. So but the point being is that you don't know who your market is, all right? And try now. I'm not a huge fan of doing things on Facebook, OK Because I've been there. I've done that. Live streaming something on Facebook doesn't cost you anything, OK Unless Facebook shuts down the group for whatever reason. Facebook's one or you get hacked and it's 60 days before you can get back in. Yeah, and then you don't own that. And sometimes the video gets sketchy yeah so it's not the most professional thing.

I think if she was making ten thousand dollars a pop, different platforms would have been way better. She could have zoomed into a Facebook group, would have been much better quality, yeah okay. So look at your professionalism. And I again, I think for what you're the market you're looking to tap. I think it's a great market to tap. That's why I've been putting videos of just like pet dogs that I've been grooming and that seems to be what people are interested, like, you know, cute round heads, how do you get a nice finish, stuff like that.

I when I was grooming, I couldn't care less about a poodle in the Continental. Show me a nice pet trim. Ok Maria, yes, OK And also before we get into the whole business plan thing, one thing also I want to make sure that you start doing everything you do, every task you do to do this, create the checklist for it. Title it so you have it. Yeah, I've been. I've been doing checklists and getting much better at that.

But I did get off on a rabbit trail because I started making checklists for everything. But it's allowed me to become a little bit more efficient at other things, my daily tasks at the grooming salon because it's such a damn long ass day and I need, I really need more. Yeah, I can go brainless on it. And I'm getting the work done and accomplished in my day where it's not overflowing, which is wonderful.

So I know the value of those checklists, but I did kind of get sidetracked by other stuff. It takes time. It really, it's an investment in time to do it. But I'm saying here, I'm just back from Oregon and I had today, I had to get, I had to go through all the summits that I need to. For the week, whatever I'm doing is for the week. There's like five of them, OK? I was able to sit down and just fly through it because everything is.

I'm not forgetting anything. And that was the key thing. I'm not forgetting to do something using your brain. Power up on that. Yeah, I don't even have to think about it. I look at the list and, oh, I got to do this, which is why everyone got the message like, hey, I want to finish up the workbook, people. I need your images, you know, and so that I can sit up. I know I need to get it done, and I know what I need to do on the next summit, all right? I don't have to think about it, right? So take that investment in time and to make a checklist of everything you do, of all the steps you're doing.

So Amy, you're shooting the video, Okay. So a checklist will be the steps for you to take that video off of your phone and put it in a Google Drive so you don't have to keep rewatching the video on how to do it. That's annoying, yes. Well, even like when you show me, I have a editing software. I have a editing thing that I it's called Let me Look. I think it's called light tricks that I use. Video Leap.

By light tricks, I use Video leap. It's not my favorite. I had a free one that I used, but this one does the job. I have to pay and think 80$ a. Year so i want to do. I've been trying to learn how to do it. On there's Adobe Premiere and the other one is I forget that you can buy you don't have to pay monthly. But I tried to install it in my computer and it wouldn't so I got stuck again and Vimeo.

Does Vimeo allowed you to just download your whole video and then you can do videos online? Yeah Vimeo, you could upload anything and you could download anything of yours. But what I what I always do for any of the videos that are up on my website i uncheck the anybody can download only I can download. Ok, Vimeo is Can you edit on Vimeo? I believe you can but I've never used that functionality that they have and it probably is limited.

So depending on what you're going to want to edit. You can, if you want to edit for free Maria, you can use Cap Cut. That's free, soft free app. You can put Okay. And honestly and if you're gonna start video editing, I would go with the free ones until you get a better idea of what how to use those programs. Just be careful. Back up your footage because I used your free one and I lost all my footage because like they don't make the app anymore for some reason and it just like went out. Just like disappeared. That's what you get for free, yes.

That's why I paid for something. So I have actually edited video on the tik tok it that no, that's good because a lot of them, a lot of them are similar. So once you understand the concept, you can you can, yeah, edit on other ones. It just gets more technical and you can do more things once you get past the learning curve. So that's good if you can figure that out because I haven't okay. And here's the thing as far as time learning things, okay there is. Probably a YouTube tutorial on how to do it right. I did an hour and a half. I did OK There are also people who could teach you how to do it depends on how much time you want to spend learning something.

Ok I'm at the point where if I can't figure out how to get started on something in 15 minutes, I'm done. I'm done. I need to either pay somebody to do what it is I was trying to do or now I have to get somebody to help me to learn it. One of the others. But I don't spend a lot of time on my own anymore trying to figure out things.

That's a huge waste of time. It feels like everything right now. Is that though between Canva and Stripe and. I feel like I'm toddling, like but and I'm still holding onto the couch. I'm trying to make it over to the chair. Ok, but we're still going to harass you about getting something. I know. That's fine. I appreciate you harassing me, because I sometimes need that. I've been thrown in a lot of directions lately and everything is a priority. But I really want to do this. I want to see you long. I want to see you too. Me too. That's the best thing that Mary forced me to do and not make it perfect.

So actually this I am actually the next couple of days going to have this whole weekend to myself. So I'm immersing myself in it. I've already blocked the time for myself to do it. So that's hopefully I will have, I'll be working on it actually I'm going to get going with that Facebook group and put out some invites and do a little mini something. The title of that I really do thanks. And you know what? If you think about it, if you think about it, that could be an entire the name of your program, the groomers guy.

I was thinking that. And then when I finally could be, maybe I'll do a podcast. Why would you not want to do that? I would. I should podcast. I'd like. I want to do so many things in life that I'm like. I need to just, and I have actually. I got to say, I'm pretty proud of myself. I've been putting the dogs like I have not been grooming. I have only a handful left. But it's been managing the business. Yeah, I've been managing, you know, I still have the other groomers and there's, you know, 20 dogs and daycare and overnight care and all that stuff going on.

So there's stuff going out with my mom and we moved her and we're emptying her house and putting her house on the market and it's just been K tick but. I want, I want to get this started because I want to be able to really take a step back. It's very hard to find that dividing line of Okay. I want to take a step back but this over here, this is what's paying the bills Okay. But I know I want need to switch over and it's making that switch from you know taking that leap. So I'm trying to get it so that my shop is self-sustaining and I think I've almost got it there, but I need a few more key employees yeah you know, positive Ed didn't do as well as it was as it's doing now, until it became my only focus.

right because you're kind of scattered from one thing to the other and you're jumping, grooming, you know, I'm tired. I got to clean the grooming van. I got to do the books, you know, the dates and the winds. And then you're still carving out time to do this. And something is something has to give. Something has to give. You're right. She's right. She's right to be me. I've been, I've been grooming and I'm like, why am I doing this? I'm exhausted and I don't have time to do this stuff. I actually want to. So I did what Mary said. I'm like, just bite the bullet and start and get rid of dogs.

I'm like, I never regret it. I never regret it. I was like, what dog am I going to use now? Because now, yes, right. I just told my clients I'm shooting video so that I can do it in the future if they ever wanted. Let me use the dogs. So that's good okay. Very fun. All right, So thank you. Started on doing a business plan. All right, Amy, do you need my zoom in the near future? I was going to ask you because that's what something I wanted to do is relaunch my class again. And I was getting decision fatigue and not being able to decide anything.

So I'm like, I don't care. I'm just going to leave the one hour zoom in there because that was holding me up of how to price it. I'm like, I'm just going to leave it. That way it can add to it an improvement and just do the same thing I did before. Ok, so do you have dates in mind? Let me grab my calendar. See, we set dates now. Amy has no choice but to do it.

I have no choice. Yes, no, Maria next week. Yes, next week. And then I. Overthink things and then psych myself out because I'm like, oh, I don't have enough time to advertise. So then I just won't do it because I have to do it before July because I'm going to be gone the whole month of July. Between showing dogs seminars and showing okay. I got to check my zoom password because Zoo made me. Redo my password and I tried to remember to set it when I had it. Do you know what password I gave you? I can look it up.

You have everything on my phone. You want me to say, well, the video's recording, what are the last two numbers on it four ok, you should have the same one. All right. So what are your dates? Or what would you like? Let's start there. I lost you. What about the week of June? Like I was thinking of doing 3 days, two hours. Ok what's starting? What day? The twenty sixth could you do the twenty sixth to twenty eighth and twenty ninth and? I would do it.

I would probably do it late. Ok So what time on the twenty sixth? Dude, like nine p m, Is that like a bad thing to do or is that does not matter because that's what what's your time zone? I'm Central. All right. So that's seven. Pacific Time. That's nine. And that's 10 Eastern. Maybe a little earlier than that 8. Ok so eight. That's six my time. Ok so I'm going to put six m on the monday the twenty sixth.

Amy needs zoom. Ok the thing only on Wednesday is I have a standing, which would be 8:00 your. Time a podcast that I record and I can't guarantee on when I would finish that up. Ok what could do Thursday or Friday? I can give you my Zoom. Friday and Thursday I can do OK Thursday same time, six p m or six p m my.

Time yeah, so eight my time yep. Say Friday night I can't do Saturday. It would work for me. And the same thing with the following Monday I could do Saturday the 3rd, Saturday Sunday or Monday. Monday July 3rd I can do. There it is. There you go. There's your dates. All right. When you have the details on it, I will set up the back end for you. Just send me the details okay OK. I'm going to copy pretty much everything that I did before. I'll just change the and then I would just double the pricing is what I did before.

I think you should, yeah, that's what I'll just, I know Stephanie says she has a student interested. So OK. And then I guess some of the stuff mentally for myself is like, do I have to make a lot of improvements or changes because I'm like, oh, I'm charging more and I haven't done a whole lot different or. It's making you more comfortable with the material. All right. So it's going to increase your confidence because you've already done this already yeah. So next year on the summits, right? So right now I do an early bird pricing of 109 and then the price goes up to hundred and forty seven.

I'm doing away with the whole early bird pricing. Next year. And you wanna know why not a lot of people use it. Most people just pay full price. So less work for you, less work for me, more money, because I don't have to go in and change pricings on anything next year. So if they don't have a Summit membership, it's going to be 147 And can you just show me how to set up Stripe again with the payment? I don't know. Otherwise I can look through the old videos.

That's the only other thing I don't entirely remember how to, because I have to link, I have to link your email or whatever to it. You have to link the page I give you. Hold on one second. And actually probably it's the same program. It may not even have to do that, probably same thing. The same tags on it, you could leave up the original Okay. You want more value for the money you're charging double for, right? Well, you have early access to the first round of the okay, so may not even have to do a whole lot except change the pricing on your end with the Stripe link you already have.

Ok, so I could use. I didn't know if you create a new one every time you do a new, if it's the same thing and it's going to get the same information going to the same page. The only thing I can just change the price on it and I'll have to go in and change the particulars of it. So the day and the time, you're the hold on, let's do this right now. Let's create the zoom links for it. And do you put that all in there like they get access for three months so like you don't have to go in later, It just shuts it down? No what it does is I get a message to remove the tag.

And we didn't do that the first time, I don't think. Let's go over to yeah Because they get access again. Yes, because they get access again. I'll have to, I'll go in and make sure everything is good. We just, we put that on my To Do List. Amy's class. See, now you're on my To Do List. It's not going to get done today though. No, but mine, it's all going to get done because it's on here now. Ok. It'll get done Friday. Ok, that's fine. That all right. That works. I will look at that later that. Oh no.

I wanted to create the zoom. I will create the zoom like I will put it in there and I will give you the zoom. If I have to change the zoom, like I will make sure you get it. I will make sure I change it. Okay, you have your dates, so I don't need that information on it. So there won't be too much to change. Just to make sure tags are correct, Okay. So when I create the stripe, I just change that. I'm happy that yeah, no for your Skype account, you just have to go and change the pricing.

Okay on it. That's all you have yeah and then my offer, I just have to change that the dates and the time. See Maria, look at how fast that's going to be, All right. And then you put, I keep thinking it's going to be as much work as it was before, but no. But here's the thing, when you keep reusing things easy, because I already know the stuff I want to add.

I have more footage. So and then you just go bonus, all right, have access to the first recession. Or whatever you whenever the first session of the videos are up, the first recordings are already up from the last session. You have access to that. If you want to get a jump start okay and then what I will do is as you are replacing those videos, ditch them. Keep only one set of recordings up. I was going to say, how does that yeah, how does that work? You just switch out the Vimeo links, That's it.

Ok. But right now it goes to your cloud, right? Like that's where it's when you're recording it, record it to the cloud so that and I can download it, process this and get the new recording up. Ok. So then it'll just take the first one down and then put the new one up correct okay. All right. Do you want the Vimeo link for the old ones? Yes let me put that on my list. That helps because if people are going to pack quest and want to watch it early before the sessions start, they can okay.

All righty then, Okay. So, oh, back to the whole point of today. Oh yeah, Okay, You need to do a business plan. You can do a separate business plan for this, or you can incorporate it into what you already have. I do recommend this is a separate venture. It should have its own business plan. Ok make sense? Yes OK now there are resources for you. Ok store.org Has business plan templates.

Sba dot gov has business. Templates there. Is it's publication number five thirty five this thing is. Like sixty five sixty four pages long, but in it is all the tax deductions you can claim on a business. It doesn't hurt the one through the list every now and again. What was it? Irs five thirty five yep irs five thirty five. To give you an idea of things that you may have missed that. Oh, I didn't know.

I can claim that. Yes, I'm using it for my business. So you know what I'm saying? Just it's a good idea just to take a kind of a peek at it. The SBA has a template online. They have a couple business plans, but one of them. Is sort of like an official business plan thing is like 25 pages long okay it is a business plan that's accepted by all banking institutions because it's the official one from the SBA Okay. You do not need to do that type of business plan, all right? You need to know, what do you call it? You need to know what it's costing you to run your business.

And making sure that you're making money doing this, including your time. All right. So business plan starts off with the company description. All right. So what the company description is that it's, there's an executive summary that goes along with it. Okay, it's the name of your business, who owns it, the date that you did it and very basics on your business. What is the product that you are selling, which is education? Who are your target customers and the future of your business? Where do you see yourself? I'm starting out doing online education. The future of this company is to eventually open up a grooming school, whatever. Ok so where you see it, OK so that's the executive summary.

There's a marketing analysis. Part of that. So what a marketing analysis is basically this is the research okay on well, actually I'm jumping ahead a little bit. Your executive summary also should have hold on. Alright, I'm jumping ahead a little bit okay, market research okay. That is what your industry is. A very detailed description of your customers. All right. And what sets you apart, what makes you different from everybody else is doing all of these things okay.

Then there's an organization and development, All right. That's also that's going to include your mission statement. Who's in who's part of your business, Okay the owners. Like, for my business, my husband and I are coowners of this. Ok so that's the two people. There's only two people. I don't have any key people else other than myself and my husband. Ok but if you have key people who are an integral part of your business, you can include them there and as well as along with your legal structure. And I always caution people here, All right, You still need insurance for this right and that should be part of your expenses.

So when I had a mobile grooming business, it actually didn't cost me more to add teaching on to it because they put it on to a rider and didn't cost me anything. My insurance now is specific to an education based business, all right. So before you spend like another 800$ a year in insurance. Make sure it's not going to cost you anything by adding a writer to your current policy. Just make sure that everybody understands what you're doing. Ok what specifically do you get? Like for insurance for like, I'm like is it like protection for computer stuff is, or it's just like teaching for teaching for your content? Well, difference my policy now, since it's all education, it covers my office.

So it's a business policy. So it has everything a business policy has. You know, it's got theft, my actual office itself, the equipment in the office, and any liability from what I'm teaching. Your legal structure, right. Your insurance company needs to know what your legal structure is and if you decide to change it, you need to let them know. That's like the first call you make. Hey, I am no longer in LLC. I am now an escort, and they're going to be good. Send us your paperwork. Show it.

Because if you don't do it, OK say it's Positive Educational Training LLC Right. And then because that's what my insurance policy says, then I'm going, you know what? I want to be an escort. So I'm just going to change you to an escort. But I don't tell my insurance company is covering Positively Pretty LLC It is not covering Positively Pretty Escort. Make sure your insurance company knows if you change legal structure of your business, okay, then there's market research okay.

And it doesn't necessarily even matter what order you put all these things in. Just that. Oh, I'm sorry, you did market research already. Just this is just the general things that you need to keep in a business plan, OK Your products and your services, what is it that you sell? Ok Your programs. All right. Online in person, OK How much do they cost? All right. Your program now for the competition, all right, That is going to be a different price than say an hour program, correct? So if you have different programs, they have different prices that have to be included in here, OK If there's any regulations regarding your products and your services, they go here as well.

Anything that has intellectual property rights, if anything, we're teaching has intellectual property rights, OK So I will always say this knowledge belongs to everybody, but the time that you spend putting together your program. That is your intellectual property. Then there's marketing, sales. How are you going to sell this product how? What is it? What's your marketing plan? How are you going to reach people? All right, one way, I'm.

I've got a Facebook group. I'm sitting up. I am going to pool from this Facebook group. How many people are in there? How do you plan to grow that Facebook group? Right are you going to be doing ads on Facebook? Right are you going just to be like word of mouth, Are you going to contact other shops in the area that do classes? Are you going to reach out to trade show directors? Ok whatever it is that you're going to do to help sell yourself as an educator for your programs, that's marketing and sales, your financial projections, OK financial projections are you put together? What do they call like the p and l? Statements profit and loss? All right, How much I'm expecting to bring in, how much I am expecting to spend now on QuickBooks, I don't know because I gave up on QuickBooks a long time ago.

Ok if you could separate the grooming business from the teaching business. Or is that a is that I can? I asked him because I want to see if I could track like pet tech separately to for profit lot. And he said and again I did it because I would have help with that because my account I can make an appointment and he can show me how to use everything. That's kind of important too. So you know where your is coming from yeah. And the expenses that you are paying if you are looking for funding, Okay. You a funding request can go into your business plan, and there are forms from that if you are looking for funding not only for bank loans.

If you're looking for grants, that 26 freaking page US Small Business Administration 8A business plan is the one you want to fill out. You may also want to look into grants. All right now your bank may know of grants. You know, women based business, different types of businesses. See what might be available if you decide to go for a grant. This is my advice.

Hire someone to write to write the grant for you. Then the grant request for you. Ooh, I just realized my cousin's wife researches grants. Oh, I got a call. There you go. They can help you out. Ok. And you want somebody who knows what they're doing to do that funding request for you. One of my biggest regrets, and it's from a time standpoint, OK was that when my kids were going to college, I did not hire someone to fill out the FAFSA for me? You got kids going to college pretty soon, Amy. No, but i homeschooled them, so I researched stuff for that already for the future.

So good to know. Yeah, I would. I would, I would write. If I can go back in time, I would hire somebody. And the other time I would have hired somebody is that when my father went from a assisted living into a nursing home and he had to go on. I forget what it was called, Title 19 or something like that. Because the nursing home took all of his pension and his Social Security. And for the difference between the two, between what it actually cost and what those two were, there had to be an extra funding coming in from the federal government and there was forms to fill out.

Holy cow. I don't know what I was thinking doing that. And mine wasn't Even so bad because at the time we just had to go back three years. These days, I think you have to go back anywhere between seven and ten to. Do that, oh. My goodness, yeah it's. Ridiculous all right, so that's another time. Sometimes again, it's hiring people who know what they're doing, what they're looking for, what they're going to ask you for, and you just find. Oh, I found it. Here you go. Well, take care of it for me. Filling out forms is not my strong suit. That's sounds like torture. It's Yeah. Okay, there is other forms that you could pay for business plans.

I think it's liveplans.com is either liveplan.com or liveplans.com and there it's like 15 bucks a month or something like that. If you need just a business plan, then I would probably sign up for a month and then do the plan and then cancel it. But if you plan to use a service like that you're going to always continually use, then I would just keep it. I would just keep it. I have, and I don't use it often, but I have was the legal nature, I have legal nature. I pay the year for it.

And going in anytime I want to make up contracts or anything that I need to do, I consider it a nominal fee, right? Part of my business expenses. There's always so much more behind the scenes isn't there always so much behind the scenes, but and you can make it as easy and as difficult as you want, right? Ok, it depends how far you want to take it okay any questions? Not yet.

Mine is for like your website and stuff. Do you have a lawyer write out like your terms of service and your privacy policy? So they took a class on it and it was saying something like those. Well, one of them, I think you need a terms of service. Legally, yes. So if you go, let's go to my website real quick. True, and I would say I was wondering if I have to get a lawyer to write that out. I have. I bought something, so I have templates at the moment, so I didn't know if that would get me by in the meantime.

But it's I had wasn't a lawyer, but I had someone write it for me. Ok, let me just you might be able to follow someone else's and just have it reviewed by a lawyer rather than have the look. It doesn't. It never hurts. To pay a lawyer to review your stuff because the primarily it's in whether or not what you're doing is enforceable or not and whether or not it's actually legal. Okay share screen. So your terms of service and your policy has to be on every single page of your website. I put mine in the footer right? You could put it up in the menu bar.

Your mind's in the footer. Ok so my terms of service. Now in the United States, you can have terms of service and privacy apology on the same page. In other parts of the world, they have to be two separate pages. I just want two separate pages. Ok so it's always good to go over this once a while, make sure everything is here because I could probably take out positively pretty Mobile Grooming.

I would still going to leave. Hands and paws, Reggie, Because I don't know what I'm going to do with that yet, if anything, but I have copyright here. Okay if I recommend something I don't hold me liable for recommendations. Do your own homework, community guidelines I have. And this probably needs to be updated here as well. So now thanks a lot, Amy. No problem. Update terms of service and privacy policy. Ok. So just I would read over these things, OK, This is for the community. It's, it is referring to my groups on Facebook, OK And you know, people, you don't collect any information, yadda yadda yadda. Ftc Terms and Conditions We don't replace medical, veterinarian, legal or financial advice Okay.

There is no express or latent implications of monetary, financial or legal guarantees. And you invest in any product or services. Basically, if you spend money with me, I am not guaranteeing you're going to make more money okay. There is an assumption of risk, personal responsibility, and disclaimer here. Something about the links to external websites and other social media security and confidentiality. I am not selling your information. Basically, okay online purchases and commerce. This one's pretty important. Okay if paying with a credit card, you give us permission to authorize the payment of your card for payment of for your program, product or services agreed or any installments. You give us permission to authorize your credit card or debit card at the time due without any additional authorizations in the event that payment is not received by the due date.

Whether paying in full or installments, you will have a three day grace period to make the payments before forfeiting the program, product, or service and Strike this that automatically for me. Strike will run it 3 times o K if you fail to make payments in a timely manner in accordance with these terms and Conditions. Your card will be charged the full amount of payment due. If payment is declined or refused, legal action will be taken to procure payment. The fullest extent of the law.

Any court claims will take place in Clallam County, Washington. That's the important part. Yes, I had one. Yes, that it has to be in your state. Yeah, do I? If I don't put that in there, that means I have to go to their home state. Okay termination dispute resolution. And then we have privacy policy and it is children are not supposed to have access to it. We have something on passwords and submissions, storage and sharing of personal data, How I store the data? Confidential information? Use of cookies.

Ok if you have any questions, you contact me. This page does not have to be updated, it is a very standard page. My terms of service does okay and this is supposed to be on every website in existence. And one of the things I heard from one of the classes I took like do you have a double opt in Page because I thought it was some countries require a double opt in Page. That is why I use a service like DRIP because they actually have to check that they know this is a commercial newsletter.

So they in for something they have to acknowledge they understand this is commercial. When Hold on. Let's see if I can get an access page up. Hold on a second okay. Let's do a share. So this is for Barbara Birds okay you have to fill this out. They have to check this box. I consent to receive information about services and special offers by email. Trip does that for me. I don't that's the standard thing. That's why I use a commercial CRM, Active campaign Constant Contact. Since I was wondering if Kijabi would have something like that.

If they do, they have their own CRM system. They will take care of this. They have to be legal. Ok more questions for me. Who is your mentor? Do you keep going through mentors as you go along? My mentors to change from time to time okay so I currently I'm not really using her too much right now. At the moment, her name is Amethyst Mahoney because she's switching gears a little bit and no longer. She's no longer. Now she's moving sideways for me rather than above me.

Does that make sense? Is it always someone in the pet industry? Oh, no. Ok, so when I first started looking for coaches, there weren't any. In the pet industry, the new what I needed to know. And so far now I'm at the stage that i would need a new coach. Only I don't know who and I know it's not in the pet industry. I got to start, I got to do my homework before I go and switch somebody. You look like you're thinking, Maria, I am, just because I've been involved in a couple of different programs along the way. I'm just trying to remember this one woman's name and she, I have no idea what her fees are.

But I mean, some of them are really astronomical and some of them are, you know, still expensive. But I want to say like, you know, the expensive things, you know, like I said with this program, when you have somebody who's really helping you along, it's worth it and it's the price you have to pay for education. I mean, I would have paid a lot more to go to college, you know what I mean? So things are expensive and things are relative. But some, I think some people are really well, they're out of my range. But there was one woman I was following for a while, and she had a woman who was in her group of people that I still would have thought she would have been a good.

Coach to pursue, but I have no idea what her fees were. I'm just trying to remember what her name was. I would probably have to look her up. Yeah, there's people who are in my line of work, so to speak, who? But then there's I've tried them. They have nothing to offer me. And so Amy used one or two of them as well. They don't have anything to offer me, right? And this was just I what I anything right now is an accountability partner. So every Tuesday 10:00 my. Time so Sheena and I get together and we make sure we are both on track. So it was a really great interview with River too, by the way.

Yeah, I like her. It was really interesting. So the finances make me fringe, so. I know. I got to face it, but I have to, you know? Yeah, at some point. And she's a smart cookie, you know. You know who else does really well if you were the Jess Rona. She she's on Kijabi and she's sold a ton of courses and made a ton of money. Yeah, she's got she's awesome. I love her. Yeah, I have not met her. Yeah, no, she is. She's sometimes she's doing almost exactly what I want to do as far as like how her platform is, how she's, like doing the videos.

Like they're more expensive, but they're detailed. So that's literally like the direction that I want to go. So just Rona may make a really great coach for you can get a hold of her. Yeah, she's at the shows. I do see her at the shows. I am. I feel like sometimes people like that though, then they think your competition, they don't want to help you. I run into that or they don't want to tell you nothing. I don't think you would get that from her. She doesn't strike me as that type of person. If you see her in the show, introduce yourself, tell you what she's doing and is she offering coaching and doing what it is yours she's doing Because that's the direction you want to go in.

That might be just what she's looking for. You know what? And she you don't know. You don't, you don't know if that's exactly, precisely what it is she wants to do. This program would not be in existence if Denise Hiro did not call me up in the morning, OK And said, hey, do you have a program like this? And I'm like, well, yes, I do. Now I do. There will be, there will be. Let's see. I will get back to you in a couple of hours with a detailed plan. So you don't know.

And the thing is if somebody does not, if someone's not willing to take your money to for you to help them, don't worry about them. Yeah, okay. They don't have your best interests at heart anyway, so why bother? And with your program, did you always start off as a membership or because I that's something where I'm like, I don't know about, like I would probably start off just classes first. We go all the way back to 2011 Okay. I was doing the classes on Facebook. My Facebook groups for all the classes.

That was really okay. I tried pulling in other instructors. That did not work well, but they were like individual classes. It wasn't a membership. You would just could buy a class here and there okay. I went into When did I switch into membership? Probably not until. I think maybe 20. I may have dabbled with it before 2018 but not really Okay the third time I relaunched positive Ed in 2018 I think that would be the first time I would say that I went to a membership, a model at that point.

Pros and cons? Is it when you like better than the other? All right. That kind of depends on where we are. Like for right now, I'm still in the thick of things. So putting together a membership, providing monthly content and all that, that's fine. It's where I want to be. It seems more labor intensive. Yeah, it can. It can be not as labor at this point, not as labor intensive as you think. Incredibly labor intensive in the beginning. Ok so now I got all my checklists and templates. I know what I'm doing. But I think prior to that then I was like seeing how I wanted to do coaching and stuff like that.

And honestly, fairly quickly realized I do not want to do coaching, not one-on-one business coaching of anything of that nature, right? So I was doing like business coaching. It's, and I don't want to do business coaching anymore. The only type of coaching I want to do has to do with speaking. So I think I have myself a little niche here in the pet industry. Okay, if you look at Rivers niche, Okay, it's more financial in nature okay. Amanda Layton. Who's just getting started in coaching is looking to do that business coaching for groomers. So in a couple of years do I want to.

So when I was first doing individual classes that was where what I wanted to do, OK So I wouldn't change that and I think as I'm going to be winding down there's just going to be I'm doing this. Not doing this, OK And it's going to be no gradual sliding off. It's going to be I'm done. Make sense? Yes OK And just because I want to do something doesn't mean it's the right fit for you either though. Ok, Any more questions for me? Not right now. You good at me. Yeah, we got work to do. We got work to do. Maria, seriously, We need to set. Why don't we just set a date to do your class? Put it on my book right now and I might know people interested in your class.

They make sure you tell me. We're going to set a date right now. Ok, So for me to do something on live on the facebook. We're going to sell a program. Yeah, I'm confused about that this. Come on, let's set it. Let's set a date. I don't know how fast they can get together. I'm OK. All right. Well, once you set a date, it makes you, let me tell you, it makes you. Ok. So we. I'm going to say we have, we have the retreat right after the retreat. Ok. So you your program will be good. Ok, Let's not worry about that. Let's set a date so that you have a little bit of time to sell it.

And even still, that wouldn't work after the retreat. Ok, July. End of July. Hold on. Let me just make sure. Hey, make it closer back. Do you want to say Sunday the thirtieth july thirtieth sunday? July thirtieth. Yes, ok Maria Workshop, there you go. Ok, so exciting. I feel like I'm floundering, but I don't. I'm going to be fine. You'll be fine. You're going. I will be fine. And you do fine. Honestly and truly just need to run to go through the motions of doing this. So give yourself some grace and not worry about how many people sign up or how many people don't sign up, because that's you're irrelevant.

It's doing it yeah i'm not even worried about that. Or like just doing it and learning how and having it feel good. Because I know. What's that saying? Like you're not, you're not born being great at something. You got to suck. Not that you'll, but you know what I mean? Well, we're only trying to stand ourself. Yes, right. So sketch the group going. Get some people into that group. Ok, well, I've got it named. So maybe tonight I will go invite people and then go ahead with days. I'll make a couple little clips that I can pop in there. You know what? Welcome people into your new group.

I will ask them. I'll tell them what I'm up to. Ask them. Yeah, tell them what you're up to. I'm getting ready to watch my very first program. Ok. All right. I'll do that. Ok. We expect. I will. Amy i expect an invitation tonight. Yes, I do. Yeah, I'll see you there. Okay, next week is a live last session. okay. Maybe next week. All right.

One of the things we go over is again, I'll go over the back end of getting your class set up, at least the bones of it okay. That's not like a plan. It's going to do it again for Maria. All right. I'll see you guys next week. Thank you. No, thank you goodbye bye bye.