

Called To Both Episode 70

Joy Michelle

All right. I am not a funnels expert. But my friend Jordan is a funnels expert. And that is exactly why I asked her to come and share with you all today in this episode. So let me tell you a little bit about my friend Jordan and all of the goodness that you're about to hear. So Jordan Jones is a mompreneur and marketing strategist who lives in the Colorado mountains with her husband, her three daughters and her German Shepherds. Now she really geeked out over all things, funnels, and helping creative entrepreneurs turn their service based offers into scalable online courses with Evergreen funnels. And she loves to do this in a way that doesn't feel icky or overwhelming. What you're about to hear is an interview where we get into the common mistakes that people make when they're building funnels, how you can avoid them. And you'll get to hear the incredible story of Jordan's whole career. But really a specific one I wanted to share with you was how she made \$30,000 on one funnel during her maternity leave, I know crazy. So you are going to be getting all of that and so much more. There's just so much freedom and power in business, automations and funnels, and I just can't wait for you to learn more right along with me while I interviewed Jordan. So let's dive in. Hello, and welcome to the call to both podcast. I'm your host Joy Michelle, and you're in the right place. If you're ready to grow your business, while also being the intentional and present mom, you want to be. This show will leave you feeling inspired, equipped with tangible tips and encouraged to go after your own version of being called spoke. Let's dive in. Hey, Jordan, welcome to the show. I am so excited for this conversation. I know I was just on your podcast a couple weeks ago, the work and worship podcast and now we are coming full circle having you here. So welcome.

Jordan Jones

Thank you, I'm so excited, I'm honored, I'm excited to be here,

Joy Michelle

It is gonna be so good. We are gonna get into all of the things that you are super known for in your zone of genius like funnels and automation and really connecting that to what that can do for our lives as we are called to both. But to kick us off, before we dive in, I would love to hear what has brought you to this moment here talking about business growth and balancing motherhood and funnels in general.

Jordan Jones

Oh my gosh, I feel like it's such a long and twisty road. Yes, entrepreneurship is of how I've gotten here. Because I mean, even like 10 years ago, if you told me this is where I'd be in my life, and my work, wouldn't have believed you. I mean, I went to, you know, college and got a degree and did like the management consulting corporate how this is the dream life where I was traveling for work and getting paid a stupid amount of money. It's like a 24 year old and all of the benefits and things right. And I was just miserable. And I would have told you I would have been like a corporate career crushing kind of, you know, that was my goal. Right? Climb Yeah, ladder. And I think I have the leverage really good in the sense that I had this breaking point really early on in my career. I was like, Okay, I worked really hard and been on this little like assembly line of what success is supposed to look like. This is not it for me. Like I just just knew I would have more. And so we started our first business as like a travel blog. And from there we just said yes to a lot of things. And my husband, I backpacked South America when

we quit our corporate jobs. And so just by default, like, learn how to build a website, and then we came back and we started knocking door to door on small businesses, like can we build, you know, what is your website's? Yeah, and a lot of our business just was like, let's just try it. Let's just learn and see and ask people. And so someone asked us, can you run Facebook ads? We're like, Oh, yep, short, we can run Facebook ads. And so we just started buying Facebook ads. And that became our expertise. And then we started like, realizing Pete's really stinking good at that. And so we started essentially an ad agency and taught people how to run Facebook ads and move on to bartering, our wedding photography. And we were like, Okay, this industry is awesome. We love working with other creatives and entrepreneurs. Like before that we were doing, you know, jewelers and lawyers and frozen yogurt shops. And so, we niched into the wedding industry. And then I mean, like so much it so much was just saying yes, yeah, things and learning. And throughout that process, I have a marketing degree. And so I've always loved kind of the psychology of why things happen actually wanted to be a psych major. And then I realized I feel like I'm a little bit too much of an empath and would just like take my homework, my work home, and I loved business. And I think for me, I chose marketing as this psychology of business. Like why do people do what they do? And so yeah, I I've always been more drawn to the strategy, side of marketing and kind of building our own funnels and the funny thing about why I'm an expert in funnels Actually, because of me becoming a mom, I guess five years ago, my daughter just turned four. We were doing Facebook ads, we were running an agency. So we were managing ads for people. And I was doing a lot of coaching, consulting on teaching other business owners how to get leads through Facebook ads. And I loved that work, but I was on calls all day every day. And and you know, she coached to like, it's so it is an adrenaline rush, but it's also very draining, to do a lot of one on one work. And when I found out I was pregnant, I was like, Okay, well, yeah, not sustain this type of business, no matter how much I love it, I can't sustain this in nine months. And I don't want to like I knew I wanted to have a different kind of balance and then working whenever. So we bought our first funnel kind of as a default of like, okay, we've we've talked about this course thing, I guess this is really like, we have nine months to make it happen. And we did we a lot of trial and error, again, just figuring out what worked, what didn't work for us. And that first funnel launched right before I went on maternity leave. Because you know, as an entrepreneur, we don't get maternity.

Joy Michelle

Yes. Yes.

Jordan Jones

And it brought in \$30,000 in the three months that I was with my newborn. And that, to me is why I was like, okay, funnels are awesome. And we can talk about this more, but I, I always avoided them because I felt they were really icky. And not just overwhelming. But like, I feel like how they were done a lot in the creative space just was not my cup of tea. Yeah. And so that first experience for our own evergreen funnel, it shifted my mindset of like, how we can use it to serve and impact people and still scale our own business and create those boundaries. So yeah, so since that was, I guess, 2018. And funnels have been my main focus. And like, that's what I love doing, especially not just in my own business, but for other entrepreneurs that especially moms, I work with a lot of moms just because, like no, like yield joy. They're people that have scaled their business, they, they're great at what they do. But now they want more time. Like they want to still be able to serve people, but have that time with their family too,

Joy Michelle

right. And there's nothing like that feeling of like, okay, something that I've built is continuing to work for me. day over day, month over month when I'm home with my kids, whether I'm in the office, working, whether I'm out on a field trip, like something is going to help my clients get what they need and get closer to a purchase if they're the qualified lead. And that's just like such a good feeling. So I love this. And I love I love that I didn't know your story that Pete actually quit his corporate job to at the same time. You guys are so adventurous. So fun. Okay, so like I feel like funnels are like kind of a hot topic, almost a divisive thing to like you even alluded to like them having this like not like a little bit of an icky feel like depending on how they're done and with the deadlines and that kind of thing. What I want to ask is, do you think funnels are going anywhere? Do you think there's anything that could take their place?

Jordan Jones

I think this is a really great question. Because I think there's so much I mean, especially talk about AI and all these things like what's gonna stay what's gonna go away? How are things going to change in the marketing world, especially or business world? I don't think funnels are going anywhere, just because of I just think funnels are so core to what business is. And people don't even know that like the essence of a general funnel is how do you get? How do you attract the right people and nurture and lead them into the conversion or sale, whatever that might be? So yeah, a funnel isn't just this evergreen, passive. Let me scale a course on my sleeve type of thing. Your funnel is booking your one on one services, your funnel is your lawn, people getting you to call them to come get, you know, landscaping service. That's all whether you're active and intentional in how you build your funnel. And what those steps are. Every business operates with funnels. So I think what is changing though, is how we're able to use the tools and the tech that we have to make our jobs easier and also to serve people better because to your point joy, like what I love about Funnels is that I can actually serve more people and get them the results and get them the help that they need. Like give them the expertise. I have that in a way that I wouldn't be able to do if I was just taking on one on one clients all

Joy Michelle

the time. Yeah, like I can't. I can only answer so many DMS I can only take so many one on ones. There's just a certain scalability that's really appealing to me for funnels, and I know that like for me personally, I think funnels can be a little intimidating as like a topic but I do like what you were saying that a lot of marketing, whether we call it a funnel or not is acting as a funnel because this is kind of an intimidating topic. How do you approach this in a way that feels accessible or like a good starting point for someone to be thinking about their funnels, especially for the women listening who might even be like a little bit more established in their business, but just not established in a funnel? Yeah,

Jordan Jones

so this is like the marketing nerd in me, I was a huge nerd in school, like, I could just go get degrees all day, I think. And I say that that's what I think what has helped me is like, the actual understanding of the strategy, you know, in my marketing classes, my marketing degree of understanding that the basics of a funnel is if you think of it like a kitchen, frontal array of the shape of that no one can really see what I'm doing with my hands if you're listening to this, but I guess, but you have a kitchen funnel. Most the funnel has at its core, three stages. So awareness, consideration and conversion. And your goal is to get more people in the top of the funnel, and then it filters through the bottom, how do you get more from each stage? So awareness is just attracting the right people. So connecting with your audience, joy that for you, that's YouTube, for me, it might be my podcast or other people, it might just be showing up at a rising tide of it. Like there's so many different ways to fill the funnel could be Facebook ads,

right? Yeah, that second stage is the consideration. So it's whatever you're doing in that middle process. When we talk about courses, an evergreen, that's usually the sales sequence, the emails, the things that are automated. But for you, it could be getting on a call getting on an inquiry, how are you showing up and serving the people in between that finding out about who you are and saying yes to whatever that goal or conversion is for you. And so I always try to break it down really simply like that to people like, especially when I'm working with clients, I break it down into those three stages, because I think it's easier for people to understand. Okay, this is the goal of each stage, like there's a goal for the funnel in general. But how can we get more people aware? Then how can we get more people to, you know, build that like no interest and consider what your offer is? And then how can we get more people to say yes, and there's actually some cool stages beyond, they call beyond the funnel on the other end, like building brand loyalty and advocates and things like that, that I think a lot of people don't talk about with bundles that are also equally important. But I would just say, to think of it in like those simple terms and break it down, step by step would be my first with people that don't, you know, maybe are a little intimidated by the word, funnel. Yeah. And then I would just think about it in a way of like, how is it for me, it always comes back to service? How can we build this in a way that serves people better? And I think people get hung up. And I know I did is, funnels can feel icky? Because I had a limiting belief that first one, I remember thinking, well, no one's gonna be able to get the same results, if I'm not working with them one on one, or, or the opposite of end of that, where it's like, I felt bad. Making this money and not putting 100% of the effort in every time, if that makes sense. Like, yes, could people still get the results without me is one side of it, or like without my one on one? And then the other side of it was like, well, doesn't that feel weird and icky, if like, I'm making all this money, and they're not, I'm not doing the work over it? I'm

Joy Michelle

100%. I think that's money mindset. I think it really does connect to money mindset, because we hold on to this belief that like to make more, we have to spend more time or it has to be really hard, it has to be really complicated. It has to be something that I've never done before I have to reinvent the wheel, right? And by saying, okay, but there could be some ease in the process of this sale, and even have it be something more passive, which I know that that word gets thrown around a lot. But like having your your part of your income streams be passive, it absolutely will bring up feelings of like, Wait, should this be harder? And sometimes I think we make it harder, because it seems like money can't just flow to you like that. Like, it's just wild how we buy thinking that then don't pursue the funnel or don't, you know, get into the details of it. Because I think the first funnel is not your last funnel, like, it's gonna be so much iteration. Right. And so I think that is such a good point. I'm really glad that you said that. Because I think that's a really common feeling, especially for women in business, who truly care about their clients. And I think you can care about your customers and your clients and still have ease in the ways that you make money, which is something that I've been learning about and like reading about a lot this year. So I'm really glad that you shared that but Okay, so for someone just starting really starting to think of like what is what is the end goal and leading with service and really believing that like this can take your client or customer closer to that consideration phase and then the conversion phase. I love how you put that where you're kind of like adding people to the top where it's widest and then they're, they're flowing through it. So what's the next step here?

Jordan Jones

So and I think to the point of the A funnel to is like not everyone's going to convert. That's the shape of a funnel, right? So you could have 100 people be aware of you. And so you have a 10% conversion rate, and then another 10% conversion rate, you might have one person say yes, but you can still serve

all of those people, right? They're gonna be on your email list, you can show up for them in different ways. And so just because someone isn't saying yes, right now, right away, there's, there's still ways to show up and serve. It's I'm a huge fan of building your email list and serving in that way. And I think how you build your funnel matters to your point that you're saying it like from a place of service, I think it makes a big difference between funnels that work and funnels that don't, especially in today's day and age where we're just like, we're aware that your evergreen funnel your webinars not live, right.

Joy Michelle

We're aware. Yeah, your evergreen funnels that you're not fooling anyone.

Jordan Jones

No. And I remember I think in like, 2015, I was on the Lewis Howes webinar or something like that was definitely an evergreen wanted. I

Joy Michelle

was like, This is so cool. Yes. I

Jordan Jones

mean, I wish I started webinars and funnels, I know, Tina, and just rode the wave.

Joy Michelle

Yes,

Jordan Jones

I think if I think to like make it less overwhelming, and the place to start, just keep it human. And like build a funnel like you built like you serve your regular clients don't try to build a funnel like a robot. Just if, I mean, one of the things that we put in our funnel, when we had the Facebook ads course, is every time we got a new student, we use an app called bonjoro. And he I love it. Yeah. And we do it for I do it for my coaching clients as well, or my one on one clients. But anytime someone would do the course. And we were getting hundreds of students like it wasn't a small amount of people at that time, but I would get a little notification on my phone, it will pop up, hey, send Joey a welcome video. And I would just send like a 32nd One minute video. And it was just something that made it more human more of a connection point. And so what I would just tell you, before you even build a funnel is just think about how you serve your clients now. And like the results you want to get them and how you want to show up. Because your funnel doesn't need to be 100% automated, you can do things that you could still show up and serve people and keep your personality and like your integrity and how you steward your business or whatever that might be for your clients. But in terms of practical steps, I would say the first thing you have to figure out, I always start with the end when you're building a funnel, because you have to know what you want them to say yesterday, right? Like yeah, if I have if my top of funnel offer, which is just that awareness day. So if you think about your opt in, if that doesn't make any sense, like if I'm attracting people for this opt in, that isn't the right audience or product fit or in pain point, your need for that end offer, that funnel is not really going to convert very well. And so a lot of people that I work with are at the point where like you said where they are really successful with their one on one services. And so it usually looks like how can I turn this one on one offer into a more digital scalable offer, whether that's a course or a membership or group program. That usually is the first step for a lot of entrepreneurs, because it's not necessarily creating something from scratch, like you're taking the

process that you are already doing and turning it into just online like something you can kind of remove yourself from a little bit

Joy Michelle

more. Yeah, I love that. And I love that you even pointed out that, of course not everybody that comes into the funnel is going to end up purchasing whatever it is that you offer them. But I also like that you go into it, knowing that there are different buyer personas, there are different people that are going to move quickly people that are going to be more considering and read every detail. And it's it's really attracting both of those people. And you're going to get both those people into the funnel. And it's not necessarily a no that they didn't buy interested No, not right now. Because you know, then they're in your world, they're on your email list. And like you were saying, that's such a big thing to really focus on that email list because that is an asset that you own, which is really, really important to be thinking about and it's not always even about the size of that list. But really the quality of the engagement of that list. That's something that I've been really honing in on this year and I just deleted like 1600 subscribers from my email list that we're does that feel I mean, at first terrified for I will fully admit at first I was like dang it I worked really, really hard for these people, but then like at the end of the day, and it was like one of my team members was like, but they're not opening our emails. And I was like, Okay, fine. Yes, yes, it's our deliverability or open rates click through rates are much more accurate now, because we had, it had been a minute since we cleaned the list and that's, you know, not fully what this is about, but it was it was such a good moment to really just realize like, you really want to have the list be people that do want to hear from you. And that that is such an important part of your of your, I guess like this whole strategy of selling and marketing which I love that you're you're sharing so leading with the end in mind. Sorry.

Jordan Jones

No, no, you're good. I was getting Really excited about what you're saying? No, go for

Joy Michelle

it. No, I just like, Yeah, I was just thinking to kind of summarize your points of like, start with the end in mind, lead with service, have the right opt in so that they connect in a logical way. And just being human. And I love that because I feel like that feels really doable.

Jordan Jones

You know, and I, no thing I was going to add on what you were saying about cleaning your list is, the purpose of a funnel is to attract the right people and repel the wrong ones. And I think that that's true for most marketing. But I think that scares people, we try to like cast this super wide net and just get anyone in our funnel. And that feels really great. Except then they're not converting right. Yeah. So I think the more that I think repelling the wrong people and not knowing that, like, don't buy for me, if you like, Yeah, that's right. Like, that's not.

Joy Michelle

I love this example.

Jordan Jones

I don't know how that even came to my head. But maybe I'll give you a realistic example, the Facebook course that Pete and I had, we were living in an RV, we were like in sweatpants, we're gonna close Mercedes. And we did not have a fancy setup, or, you know, Ferraris in the back like Luca. Yeah. You

know, we literally took one of those spider tripods that like wraparound trees, if you know, I'm talking about Yeah, and a camera, and we went to a Cranberry Bog, like on a trail that we knew, and people don't go back to this trail. And we knew Be quiet, we recorded our free five day challenge video series, like in workout clothes, and a Cranberry Bog. And it wasn't about that we taught good things, you know, like helpful things, but we had so many people respond to those emails, like, Okay, I feel like I'm your friend, like, I love that you guys are just, yeah, like, you know, this is who and that's who we are. And that might not work for everyone. But we probably also repel people that were like we wanted the people that are like looking live who are using all this money you can make and make SIP margaritas on the beach and make money in your sleep. Right that we weren't reaching that

Joy Michelle

no, um, but you also didn't water yourselves down.

Jordan Jones

Right. And so I think any again, any marketing or you you're like Visibility Coach extraordinaire, you know, but it's funnels are the same thing. Just you need to know who you are and how you serve and who you're serving to, and how you can help them and own that. And I think part of like I said part of the funnel is going to be that's becomes your superhero strength of and like, what can make your funnel really stand out in different is keeping the humanity in there keeping your you as a person and as your brand. And that also means repelling the wrong people, because they're not, you know, they're not going to convert, and you're not going to maybe be the best person to serve them anyway.

Joy Michelle

That's a good point. I am curious, in your opinion, have you seen funnels shift and change in the past few years? And in what ways?

Jordan Jones

I, for sure, it's funny, I'm working with a client now. And we're kind of she has a funnel that's been really successful. And we're kind of like re doing it and optimizing and editing it for this reason, because what worked really well a few years ago is changing. And we mentioned this before, but a prime example of this is this webinar funnel that, you know, sign up pick a time, like, why don't have to pick a time the thing is not live right. And then they're like, drop your questions in the chat. And you see all these people chatting, and it's not. No you're like wait when no one's answering my thing. Like, I think people are so aware for the most part, right? There are people that are have never been in a webinar funnel. And they're like, how cool is this? Yeah, like with me, but most of us have been in enough funnels that we know when something is authentic and not. And the same goes with deadlines, right? If you say offers expiring, I was like, when I funnel hacker, if I'm like in someone's funnel, I must like wait until the quote unquote, deadline expires and then buy it the next day and like, liar, like Yes. If you're gonna tell me that an offer is expiring. I mean deadlines, urgencies, they're awesome in terms of increasing your conversion. But I think the integrity behind Funnels is become more important. And if you're going to give a deadline for a discount, that deadline has to be legit, and that maybe not everyone funnel hacks like I do, and they think it actually expired. But I would say I think that's the biggest thing that's changed is we have so much tech into what our advantage, it's easy to make it feel robotic. And so I mean, maybe it's just my approach of like keeping humanity and funnels. But yeah, I think I think the ones that are doing really well now are it's the mindset of like, How can I still serve you really well, and do it in a way that doesn't involve my you know, time equals money, but still be authentic and how I'm doing that?

Like, I think that achiness factor of automations and tech and all that, like people get really turned off by feeling like someone's just totally hands off on something. Yes,

Joy Michelle

it sounds like it's just more effective to say, watch the replay of this 20 minute training and you're going to learn these five things, and people can decide whether they want to spend their 20 minutes on or not, and making it readily available and less like false deadlines false, you know, is it live? Is it not? I totally agree. And I know that for some of them, they it says it's a replay, but then you still have to choose a time and like, I'm I'm very much like in the moment when I'm looking at this stuff, like have minutes now like I'm doing it now. And if they make it too difficult, I probably won't even opt in which I'm sure I'm not alone in that and that a lot of people feel that way.

Jordan Jones

Like I don't want the calendar invite. I don't want 15 reminder emails, I just want to watch the day in training. Yes, right. And, and that's funny. It's one of our we did have an evergreen funnel like a webinar that worked really well. And we wound up turning it into a free 15 minute training. And it was like, click this and literally you opt in you can watch the training media. Yes. And even better for us. Because, again, think about your market, right? Like I I have someone I'm working with is serving like busy newborn moms and like busy newborn moms do not want to find a time for a webinar. Yeah, probably breastfeeding and like, I want to watch it right this? Yeah. Yes. And for me, it was entrepreneurs, right? Entrepreneurs have so many things on their plates, they don't want to pick a time they just want to watch it now. So I think for a lot of people, like just think about what makes sense for your audience. But yeah, I think people are over the fake. Yes. I don't know how to. Yeah, yeah, gimmicks.

Joy Michelle

And it's just, it's like old marketing, like you see these these like ads that were just kind of gimmicky and cheesy. And I guess it worked at the time, and it's just not gonna fly now. And I was gonna ask, like, what are some of the pitfalls, what are the some of the mistakes, but I feel like we've kind of highlighted on some of these and like older practices that are just no longer working. And that are also just not the vibe, I feel like, hey, photographers, I know just how many steps and pieces it takes to set up a professional photography business that you can feel confident in. So I created a one stop solution. It's called hobby to pro toolkit inside hobby to pro toolkit, you will get every tool template and guide, you need to confidently go pro in your business so that you can get back behind the camera and spend more time doing what you love. Hobby two Pro includes email templates I've been using for eight years in my business, pricing guides, three contracts, consultation, guides, and more. It is quite literally a one stop solution for all of the business back end, in your photography business. To check it out, simply go to hobby to pro toolkit.com Or go to the shownotes. And you will find it linked there to stop the overwhelm and go confidently pro in your photography business with hobby to pro toolkit. So what can you share a favorite like tip or hack or resource for just becoming more savvy and more knowledgeable when it comes to perhaps building out a funnel or just automations in general in your business?

Jordan Jones

So the funny thing is, a lot of what we did is you learn by doing too, I think your you mentioned earlier, your first one was not going to be your last funnel. There are so many different ways to build a funnel. And yeah, there are a lot of really great ways to build a funnel. And just because someone's using a five day challenge, or someone's using a webinar, like I think in general, for entrepreneurship, we have analysis paralysis, and we're like, what is the best way to do this. And so we don't do it at all, because

there's some 15 different ways to do it. So the first thing I would tell you like tip wise is just think about, you know, what kind of opt in what kind of like really makes sense for your offer and your audience. And just start and run with it and get feedback and make adjustments like funnels are a lot of upfront work. And so part of it is like you just have to start doing it. That being said, I'm also a big fan of monetizing before you make it because funnels are such a big work, and especially if you're creating a course or a membership or something on the back end, make sure that that you know product, the offer alignment is there too. And maybe that means like getting some beta users, maybe that means getting people to actually put a deposit down or, you know, making sure that the funnel, you know, there's a lot of things that affect conversion. But Will someone buy your offer at the end of the day is a big thing. I would think about that

Joy Michelle

point? Well, right? Right, because those are two different things proving a concept of an offer or proving that you can get results with that offer and that is wanted offer and that the offer messaging makes sense. And then having a funnel are almost two separate things. And so I have seen people say like I built a funnel, and you know, it didn't work or it's not working. And I'm sure you hear this all the time. And I know that like there's so many pieces to this and you're calling out one of them being the entire offer and just making sure that like where you're sending traffic and where you're funneling people is actually something you know for sure people actually want I love that. And I think that's like, we've got to start with the end in mind, you got to start with that last piece. And you said you had great success with a funnel. You're one of your first funnels while you were on your maternity leave made \$30,000. And I know so many people have not had that experience. But I'm curious if you can share, like, what do you think was something that contributed to the success of that past funnel? I know, it's been years since that funnel, but what do you think was something that helped it convert so highly?

Jordan Jones

It's a really good question. I think there's two things one is what we just talked about have that funnel that offer was built from our very successful one on one offer, right? Like we were teaching people how to come you know, use Facebook ads to get a set. We were in the wedding industry still at the time. So brides, you know, new leads. And at the time, people were relying on what was it like Wedding Wire and the knot like they were getting these not great leads, and paying all this money for it. And we're like, Well, what if you could have control and get the leads that you want and serve them really well and like, not get ghosted? And so, we knew that there was a pain point, we knew, like we knew the pain point really well, we knew the problem really well. And we knew how to fix it, because we worked with it one on one. And so I actually think one of the best ways to test a course idea is to essentially do it as a one on one service. Because, you know, right now, I'm building my next funnel for me. And I knew I wanted to wait until I had a certain amount of clients go through the process. So I could see where people getting stuck. What do they need the most help with? What are resources like people don't know what to write and emails? So like, swipe copy, right? Like, yes, from my own course. It there's a feedback loop there that I think is really helpful. And I think that made our course really successful as we had the experience. And we had the testimonials for that, yes. knew we could say, Hey, Joy took you know, in our eight week program, Joy booked \$30,000 worth of bridal clients on three controllers of adspend. That goes a long way of saying, Yeah, I can help you do this, too. So I think having like a proven offer makes a big, you know, having the right offer makes a big difference. And then I think the other end of it, is that humanity, part of it for us was like, we're in this to serve you really well. And like, this is what you're going to get out of it. Like we were just really clear on who we were talking to, we

were really clear on like, how we were going to help and who, you know, what the course was involved. So we wanted it to be a very easy yes. For the right people.

Joy Michelle

Yeah, no, I love that. And I love that it sounds like because you had the proven offer, because you had the testimonials the social proof that you were able to really hone in on the language of each of these emails. And to your point saying that, like some of your best offers came off the heels of one on one service, I completely have had the same experience, like every program that I've created in my business has been beta tested has had rounds of people has come off of one on ones and beta testing. And then even like hoppy to pro Toolkit, which is probably my best selling offer to date is based solely off of like, what was I being asked for? I was being asked for email templates. It's being asked for pricing templates, guides, figuring out policies because photographers are constantly being asked weird questions like, can we split up our wedding coverage and have an hour break in the middle where you don't get paid? And like just things that they're like, What do I how do I respond to this? And I was like, Yes, I'm gonna sit down and give you every, I'm just gonna put it all together into one affordable service. But I wouldn't have come up with that on my own. I just don't think I would have sat down and come up with this best selling offer unless I was listening like really, truly listening, like in the DMS doing lives had people emailing me back from just my nurture sequence funnel like I wasn't selling anything, but just people coming into my email list. I was like, here's all the cool stuff I have respond to me with your question. They were like, Okay, well, how do I figure out what I'm going to price myself out and I was like, let's create a guide like this is this is a super relevant conversation that we need to be having but until I know what language my audience wants to use, they may not see my solution as a solution to their problem. And so that's huge

Jordan Jones

that's a huge part is in the Listening is using their words that like that stop speaking and like marketing ROBOT SPEAK first of all, and second of all, just use the words that your clients are already saying like look at your reviews and testimonials. Look at your inbox that people are responding to yeah and wait especially when you're creating the course content but in the nurturing the email series the sales page to what you think someone needs, like, you know the on what you know how to serve them, you know? what they need, but that may not be how they think about it. So listening to how they're talking, it's something I'm going through now my own course build is, I have a friend that is building a course from her own one on one. And I'm like, can you tell me what your actual pitfalls and struggles are? Because I can say, hey, you need it. Let's scale evergreen funnels. And that might not I know, that's the solution. Yeah, that might not actually be what they're searching for, or what they're thinking about. They just want to be less overwhelmed. And like they're booked out in Bernel. And they need a way to serve people without taking up all their time. Yes, you use the words that people are telling you through your whole process. And in the offer that you create. Don't try. I mean, you're the expert, right? But don't try to be the expert in the sense that you have to show them every single piece of knowledge you have, or the most advanced things like do it at the level that they need it. And I think it's, it's easy to forget, like, for me, I love funnels, I've been doing them for so many years. It's like second nature, I forget that some of the basics are, for me are really complicated for someone that's never done it. Yeah. So I think to like in how I explain things, or how you're creating anything, whether it's the top of the funnel or the end offer, remembering to kind of speak their language and listen to what they need is a huge, huge part of the success of our funnels. And I think, you know, most mammals in general,

Joy Michelle

yeah, I love this. And I think even offering to do like five to 10 minute like market research calls can be a great way to do this. Like I've had surveys in my business where I've put out surveys to my audience, but the way that somebody will like type out their problems might be totally different than if you can just get somebody to just talk like stream of consciousness, like, what is going on? Because they might just keep coming back to like, I just like I don't know, where I'm Where do you where do you find clients, and they keep using the word find clients. So if you say that you are going to, like, attract ideal clients or get booked out? Yes, that's kind of the same thing. But like to them, their felt need is that they need to find the clients. And so it's just kind of interesting how these words like even knowing that, you know, you can use the hashtag Find More Brides. And like things like that. And so it's just amazing how the closer you get to the language and the messaging that your target audience is already using, the more compelling your sales page and your offer becomes. And then of course, all the funnel pieces as well. This is such like it's it's kind of woven in with all of your marketing background. And even like the psychology is a huge part of this and building trust and nurturing those leads. And I find marketing really fascinating because of that because it's combining like humanity and people's problems and business. And like these are all my favorite things. Like let's just hang out and talk about like marketing and language. This is so cool. Okay, my next question I have for you is what's a software or a tool that's maybe newer to you and your business, but you're loving it right now. And it's helping you in some way?

Jordan Jones

Okay, well, you probably already know the answer to this because it's notion and I'm obsessed. Yes. And you know, it's funny, I probably just heard it on your podcast, I was like, What is this notion thing that she's talking about? And I, you know, went into like the YouTube of like, okay, how to use notion because I think like every tool, it can get very overwhelming. Yes, it's a new tool. And I was like, literally using it as a glorified notepad. I think for a long time, I thought I could do checklists. Great. And that's kind of how I was using it. And then I watched some YouTube tutorials on all the things I could do with notion and now my podcast portal, my client portals, I've created these spaces with notion that hold all the information they need and links and like I've been using it for my funnel clients and it's been so cool to have one hub that has their funnel map third like whole planning checklist any you know assets or anything that we need to upload and I am obsessed with.

Joy Michelle

Oh my gosh, you I need to see the like the back end of this so badly because I have the cool thing about notion is it's almost like telling somebody about a website builder like what they create is going to be so unique to them like someone could be using notion and it looks completely different than how I'm using notion and it always sparks ideas. Yeah are you using

Jordan Jones

I didn't even know I could do that with notion also has an entire marketplace if you've never used it well you can just go buy templates templates Yeah, you want a meal planning notion template here you have a notion template yes Vacation Planning notion template

Joy Michelle

here. Yes. Their packing list done everything Yeah,

Jordan Jones

also notion has Ai no. Yeah, so it's built in I can say like, Hey notion outline this podcast episode for me and it will

Joy Michelle

and it's yeah, it's actually pretty good. I was playing around with it. And I think you can even write like the introductory paragraph, highlight that paragraph and then say like, expand on this like, and it just keeps going. I'm like, wow. So yeah, notion is remarkable. And I'm so happy that I am Fluance Do you

Jordan Jones

know sure yes. This is amazing notion influencer.

Joy Michelle

Yes. I just need to get like sponsored by them. But yes, the whole YouTube tutorials on notion is a black hole. Like, I know, it's a little intimidating like the stuff that the database is and the complexities that some of these people put together. Yes, I

Jordan Jones

saw someone be like their like life like he was like their personal dashboard desktop and I was like you do not need this guy's thing was overwhelming. I was like this is every piece of information in your entire life like wake up, brush your teeth. And like check it all off, right? I mean, I created. I mean, because I'm a geek, I created a notion dashboard for the books that I'm reading the book like 25, but it's a great it's been a space for me to be like these are the books I want to read these the books and currently yes have tags for like the month I'm reading the type of book if I'm audio or like it's a really cool,

Joy Michelle

that's awesome. I have a debt a database, but like it's individual pages. And because a lot of books especially don't like Audible books, they have a download and then it's like where am I going to put this so I actually have started to save like, whatever workbook or download or thing comes with book especially like Michael hiatt's books and Donald Miller and there's like lots of downloads, and I love to be able to come back to them. But I also have a database for all the courses like every login every, it's so nice, because I'll forget I even have some of these courses, which is awful. But especially if you buy bundles, like if you buy during a bundle sale you get you get access to like 50 courses. So as I'm logging in, I put them all into notion. And then if I have some time and I'm like, Oh, I really want to learn about Zapier, I can be like, I feel like I had a course on this. I go over into notion and it literally you

Jordan Jones

can search really easily and like you can take notes within little pay. I mean people that don't know notion are probably confused by this. But we could do a whole episode

Joy Michelle

we should new show we showed and I can show like my whole podcast database and then you can show yours because they'll look very different. This is so fun. Okay, so we'll have to come back for a notion episode. If y'all want to hear that. Let us know send us a DM or just say no, no, thanks. Okay, so let's jump into the rapid fire questions. So first question, what is called to both mean for you?

Jordan Jones

Oh, I love this question. And I, you know, I've told you this a million times, I just love what you're doing with Cosmos because I think it gives permission to all of us that are struggling with this. And for me, I

think being called to both is not having to sacrifice the work you love for the people you love and not having to sacrifice the people you love for the work you love. And that has been such a struggle for me becoming a mom is like balancing this ambition and this desire to raise my kids and be present in their lives. And so I just adore that. Like, I love that you have this brand in this space in this podcast, because I think there are a lot of us that struggle with what I feel so called as my role in a mama. But I also feel like God's given me these gifts and talents and experiences that I want to steward and serve people with and their permission that it's not just okay to do both that but we can celebrate doing both. And knowing that the call to both life sale looks very different for every person and every mom to you.

Joy Michelle

Yes, it really truly does. Okay, what is one thing that has surprised you about motherhood or becoming a mom?

Jordan Jones

I think that it's such a mirror in your own life. Like I I feel like motherhood has really, it's been a year back on like my own Patience, my own love my own discipline. And you know, every time that I get, like, frustrated or discouraged because my toddler is throwing a tantrum and she won't listen to me and I'm like, I promise you this is what's best. I think about I think it's it's been integral in my own faith journey to become like, this is probably what God thinks all the time. I'm like, trying to do my own thing and do it my own way. And it's it's been such a reminder of like, alright, and he's so gracious to me and loves me and like still just, you know, like, there's still that discipline, obedience part of it, but the full of grace and mercy and love and let something like alright, am I really doing that with my kid? Probably not. So I'll tear like short. And it's I think that's what surprised me is it gives such a mirror back on who you are. And like, you know, I can say all these things to my kids or tell them I want them to act a certain way. But it's, it's been such a mirror and like a reflective point on who I am, who I want to be who I want my children to see. And like, actually living out the things that we say are important in our own lives. Yeah,

Joy Michelle

I love that. I haven't heard anyone answering that way. And as soon as you said a mirror, I was like, yeah, and kind of like a punch to the gut because likes are the worst. Right? It's so true. It's so true. And it's like it brings out a different side of you. And it is It's a humbling position to be in for sure.

Jordan Jones

Yeah, my kids like what ain't what they come up with. I mean, I remember when Ellie was little, we Pete and I sat down to dinner and she was like 18 months, right? Or like, maybe two. And we must have just like set our prayers and our head and like certain she was she was the sat there with her hands when she like, you didn't pray. Okay, like the things that they pick up? Yes. But then also like, Charlie, when she got my second she'll play we'll play Tea Party like, Mommy, here's coffee. And like, I guess I drink a lot of coffee. Because all they make me whenever

Joy Michelle

they know you so well. I love that you

Jordan Jones

have coffee parties. But they they're just aware of like, the things that you don't say who you are, and that you see that reflected back. And like, how they talk to you what they say and what they pick up on. You're like, oh, wow,

Joy Michelle

you're right. You're right. That's yeah, every time like if I'm near a computer, Clara's like what are you working on? Like, it has to be work? Because my computer like I'm working? Yes, yes. Yeah, for better, for worse, that's exactly how they see it. Okay, what is one tool or tip that you can share that has helped you thrive in either your business or your motherhood, or maybe in both?

Jordan Jones

I think we, the tip I'll give I think it's kind of hand in hand is boundaries and simplicity. And as entrepreneurs, I think it's so easy. We wear all the hats, we can do, you know, we can work anywhere all the time. And I've definitely fallen into the trap of then you work everywhere all the time. And before I had kids, it was fine, we could do that we could stay up till 2am With the new landing page and test an offer and have a great time. And I think that something that's really helped me to thrive, it's been really hard and very good for me. And my motherhood and business balance, if you will, is setting really strict boundaries. And in order to do that, I've really had to simplify my business and my home life, like do things that make those things easier stream that no, you think factor, like your meals that you get like, yeah, there are things that I think you can do to simplify, okay, you can't if you're gonna eat healthy, you need to just have your meals delivered. For me, simplifying the home life is I have an app that I used to work out. And it has to it's a home based dumbbell workout, because that will actually get me to work out. Yeah. And then on the business end, it's like, this year, especially, I mean, I have one and a half days if I'm lucky, a week of work right now. And so it's me, it's I had to sit down and like cut the fat as okay, what are the one? What's the one type of service I'm going to focus on? And what's the one type of place I'm going to show up and I chose podcasts and I choose my funnel building and giving yourself permission to simplify and then set boundaries on the rest of like, okay, this is not my work time or this is not something I'm going to say yes to in the season, the seasons change, your schedules change. And so I think what we all thrive differently to I know, that's just really helped me is having really set boundaries. And the only way I could set really strict boundaries for like the work life was just simplifying as much as I could, what I'm doing and how I'm doing it.

Joy Michelle

Yeah, that's so good. We it's funny that you've mentioned simplicity, because we have another episode coming out here on the podcast just about the importance of simplicity in business. And just It's funny how this is like a theme. And I think God does that where you start honing in on something and he's like, here, let me give you a little bit of this. And now you're ready to talk about like boundaries and simplicity. So that's so good. Okay, what is the last book or podcast that you read or listen to?

Jordan Jones

Oh, I just read like an entire series in a week of books. And it was just like a fiction book. I literally binge them in a week. But the book that I'm reading right now that I'm really enjoying and we were kind of talking like homeschooling kids and things right before this is the call of the wild and free

Joy Michelle

I just put that on my wish list. Oh, it's

Jordan Jones

so good on how far am I I'm like six figures at Kindle 60% So I'm not having just finished it but I'm a decent amount through it. And I've really been loving it. I think for me, the idea of homeschooling can

feel really overwhelming and so it's been a really good book of everything from like the different types of options out there to just like almost the permission like yeah, this is a totally valid worthy thing that you can do as a mom and as yes feeling equipped and feeling called to that. So if anyone is considering Jordi I highly I mean you have more homeschool experience than me but I Yeah, book so far, it's been really great.

Joy Michelle

We're gonna have to come back and do a homeschool episode, especially once we start homeschooling our girls. Yeah, and for anybody who doesn't know I was homeschooled. All my siblings were homeschooled. So I am like, totally comfortable with the idea of homeschooling. I like doesn't seem foreign to me at all. Because I know someone's going to ask what is the fiction series that you read in a week because you have to

Jordan Jones

share our crown of thorns and roses. Have you seen okay, it sounds ridiculous. Um, it's something that I've like seen. It's like this like fandom, right? Like yeah, fiction stuff that people freak out about. And I am not like a fan. NSE reader so much like I loved Harry Potter, don't get me wrong. So, to me, I just saw enough people post about it and there was someone I follow. I think it was Lindsey Ronan or Yes, so I saw her share cuz she reads a lot too. Yeah, I was like, Alright, I maybe I'll get into this. And then she was like posting about book one and like her mind being blown like, alright, dang it. I'm gonna read Yes. And I it's funny. I borrowed it on my I use hoopla and Libby to read on the Kindle because I just borrow books in the library. And I had borrowed it and I had like two days left before it expired. And this thing has like months long waitlist. I'm like, I have to read this book in two days. And I did and it was, I will say like, I think books two and three, there's five were really good. And it was kind of like Harry Potter meets Twilight meets Game of Thrones meets dune meets, like all it is kind of wild. I will say it gets a little steamy. The fifth book was like a little bit too steamy versus plot for me. Okay, but So fair warning, you know, yeah, warning for people.

Joy Michelle

But it was really, oh, that's so fun. And I love that you are just getting outside of like work reading because it's like, I listen to a lot of books on money mindset and goals and productivity and all the things and then sometimes it's nice to just go completely off and just do something.

Jordan Jones

Yeah, I got totally sucked in. I think that was why I got sucked in because I'm so like, I'm reading a homeschool book. I was reading a parent like habits of a household. Awesome book. I read that I have that one. Yes. Yeah. So like, I think I read like five books at all times. Because I always have like a business book. I'm reading Alex hermanos book. And then I'm reading. I started the artist way. Yes, he's all these really great books that I'm in the middle of Yeah, I kind of just needed like a brain. Yep. Do you take a break, but I because we don't really watch TV anymore. And that's been the habit for me this year. It's like, instead of watching a Netflix show, I get in bed and I read and so I kind of just needed to like binge or books.

Joy Michelle

Sometimes you just need to like literally have three hours go by and you don't know what happened like that. Except then

Jordan Jones

I'm up to like 2am reading a fantasy book and like my children will wake me up in four hours.

Joy Michelle

Yeah, that's Mom, mom problems like for sure. Okay, last Rapid

Joy Michelle

Fire question. What is something that you're excited about? And looking forward to?

Jordan Jones

Um, I think just being out here in the summertime, we moved to Breckenridge, Colorado in the fall. And so we got a little bit of like the beautiful fall weather. And then we get like 10 months of winter out here. So it looks like last week. And yeah, the mountain the ski mountain closes literally this weekend in May. And so I'm very excited to just be out here like living somewhere where we have so much, you know, hiking outdoors and adventures. Like we're so close to so many awesome parks and places. And so I think I'm just really excited to have the summer and explore with my kids.

Joy Michelle

I love that. That's gonna be awesome. Okay, where can people find you follow you learn about working with you and just absorb more of your teachings about funnels and automations?

Jordan Jones

Yeah, so um, Jordan Jones Dotco is this website and that's my Instagram as well at Jordan Jones Dotco. And if you want to think about funnels specifically, or kind of dip your toe in it, if you go to Jordanjones.co/funnel. It'll give you kind of a opt in that I have on how to start mapping out your first funnel. That'd be a good first step. Yes. And then you can funnel hack me?

Joy Michelle

Yes. They will learn from the best. I will have all of this in the show notes below. And of course, my episode is over on your show. And I think it was episode eight. Is that right?

Jordan Jones

Sounds great. Okay, worship the word. I can pull it up. But the work in worship podcasts. I probably should have mentioned that. Yes. I'm new to the podcasting world.

Joy Michelle

We'll link it up. We'll link it up. Thank you so much. We're definitely gonna have to have you back.

Jordan Jones

Thanks, Joy has such a good time.

Joy Michelle

Thank you so much for listening to the show. If you enjoyed this episode, please help me get the word out about the call to both podcast by taking a screenshot of this episode right now and sharing it on your social media. I would also appreciate it if you would subscribe and leave me a five star review. Thanks again and I'll see you in the next episode.