Called To Both Episode 78

Are you thinking about selling a course or template or a digital download of some kind? If so, I am so glad that you're here today, because we are going to be getting into the first steps for how you can begin selling digital products in your business. Even if you run a service based business. We're in a series right now all about diversifying your revenue streams. So far, we have talked about the different options, you have four ways that you can make money in your business. And we've talked about affiliate marketing, and how YouTube can be such an amazing tool to leverage to help you in your efforts to diversify your revenue.

Today, I want to talk about some of the initial steps to take when you're offering digital courses. We've also now that I'm thinking about it, there was an episode in between, we also talked about how to know if a digital offer is going to do well before you've even put it out into the world. So you don't have to waste time, you don't have to guess you don't have to wonder you can actually know. So I will have all of those linked in the show notes so that you know where you can go to find out all this information. But let's assume you're here in this stage and you're ready to put something out into the world. You want to diversify your revenue with a digital offer. And you want to know what you should do first. So I have four really simple steps for you today. That, you know, you can be moving towards this goal of making either more sales on that digital offer, or make the first sale on that digital offer.

This episode is brought to you by Kajabi. funny word, right. But Kajabi is the tool I use to house all of my freebies those free downloads I talked about in my episodes from time to time and in my videos. I also how's my email list my courses and even my coaching pages for my client replay calls. It's an all in one tool for delivering digital products and growing an email list. Kajabi also offers podcast hosting communities and memberships. So if you've ever had an idea for a monthly membership offer, Kajabi is going to have everything you need to get set up and running with a membership. Now personally, I think my favorite part about Kajabi is that it's all in one, I don't have to think about a third party tool or connecting automations or fancy tech tools to connect my email to those freebies or my checkout carts to my programs. It's all together. And this makes my life so much easier. So if you want to give Kajabi a try today for free, see how it could fit into your business, go ahead down to the description section of this podcast and click the link to get a free trial today.

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.

So the first thing that you should be doing as you move towards this goal is to grow your email list. And I recommend you grow your email list with a freebie or a lead magnet. They're kind of like interchangeable terms. So this is a first step because it helps you have that built in audience when you're ready to sell whatever that digital item is. So I really strongly recommend that you start to build out and share this freebie with your audience as you create content, whether that digital thing that you have to sell is ready to go or not. You want to be building your email list strategically. If you're wondering, okay, how do I get eyes on this freebie? How do I build compelling content or create

compelling content in my business, I want to encourage you go to the podcast page on my website. So if you go to join michelle.co, forward slash call to both, I'll have it linked down in the show notes, you will find so many amazing resources. But one of the resources that I just published, I did a huge website update this month. And I'm really excited about it. Because one of the resources is a playlist area on the podcasting page. So you can sort through all the different playlists on the podcast by your interest and whatever you need to learn about. So if you're thinking you need to create more compelling content or get visibility in your business so that you can sell a digital product. I have a whole playlist about that. If you're thinking you need more help with like goal setting and planning. There is a whole playlist about that. And it's just it's really, really cool and it's helpful.

So I really want to encourage you that if you're thinking oh Okay, I need to get more eyes on my content, you can go back and find so many juicy episodes here on the podcast about those topics. And that way, you don't have to scroll and scroll, you can find them all in one place. Okay, step number two, I want you to go lean and simple with the software's that you use to support the selling of your digital products. And I feel like this is a big topic, like where do we even start with the subject of software's? I think there is so much overwhelm that it can cause so many of us to just stop making the decision. And we're like, we don't even start because it's so overwhelming when you go to look for the software's to host a course or the software's for email, or how you can create these automations or what you should be using for funnels. And because there are so many, it is hard not to get shiny object syndrome, and constantly have this bit of FOMO wondering if what you're using is as good as what she's using. And it can just be to the detriment of the sales in your business. For me personally, the idea of setting up an email software, and then of course software, and then something separate for payments and checkouts is super overwhelming. And the more softwares that you have at play, the more potential there is for glitching. And each software then has to talk to each other.

And you got to connect them through a software like Zapier, and it's too much. So in my business, I personally ended up moving from a course software that I was using in the beginning, over to an all in one software for this exact reason. Because I wanted something simplified, I wanted it all under one roof, and I wanted it to be lean, I didn't want to have five different logins. So that's why I personally have all of my digital programs, my email marketing, everything like landing pages all through Kajabi. Even my like freebies and my business, it's all in Kajabi. And I have an affiliate link for you guys. Give it a trial, like try it out. If you're not using something in your business right now, to sell digital products and grow your email list, see what it what it does, there's so much, and then you'll get a discount if you decide to use my affiliate link. I know you can also host your podcast, you can host coaching programs. So if you're a coach, you can also host that inside of Kajabi. And there's also options to host a free or paid community. So I will have an affiliate link for that down below. So that you guys can get a free trial and get your hands on it. But ultimately, regardless of what you use, you need it to be simplified and lean, especially in the beginning. Because I think this gets out of hand really quickly. And tech is such a common thing that I hear as to why women are not selling more of their digital products like why are they not trying out new offers? Why are they not growing an email list?

Why are they not starting like a membership or a course offer that they've always wanted to try. And a lot of times I do hear this as okay, but where am I going to put it, it's so complicated. And that's where I really want you to go simple and lean when you first start out. So like you've heard Kajabi can host so many different things. So you might be thinking about doing a membership. Or you might be thinking about a digital product. If you're not 100% sure what your audience wants from you in this moment, go back to part three of this series on diversified revenue. And you can listen to that and know the steps to

figuring out what is really going to sell and what is not. Okay, step number three, consider making a mini course or a smaller product. If I could go back and do everything in my online business over again, this is one of the things that I would absolutely change, I would start smaller with a digital course that had either just a single promise and solution or it was a mini version of what I ended up creating. So instead of trying to tackle such a big subject with 12 modules and a huge workbook, I would try to pull out the first part of that and it would have made it so much easier for me to get this out into the world more quickly.

And I just think that that would have been such a smart way to get my feet into this world of digital products. And the problem with such a big topic so my my first program hook and book brides, it is the brand and marketing strategy for wedding photographers wanting to book high ticket clients. So go full time get into luxury spaces, that kind of thing. And so this is like a rather hefty topic we're talking about building a brand that stands out and then a crafting a marketing plan that connects to it right now. This course I mean it's sold like over 100 times like it's wonderful. I stand by it. The problem though with this topic is it is big. So it took me ages to map it out and think about it, overthink it, of course, because I had to overthink it. And oftentimes, I was avoiding actually working on this course, because it was a big mental hurdle, it was something I had never done before, I had to figure out so much, right? Like, it's so much new in your business, that it took me too long to take it to market.

And eventually, I did create it and get it out into the world. And you'll hear a little bit more about that, if you go back to the episode about knowing if your product will sell before you actually sell it. I think that was three episodes ago, part three of this series. So two episodes ago, you'll hear a little bit more about some of the different products that I've created and how I've sold them and what my like strategies were. But that I think was a little bit of I got a little too much on my plate, right? It was unnecessary. And so one thing I want to encourage you to do is to take the concept or the digital thing that you're thinking of, and see if there's a way to break it down or simplify it or condense it, because it can actually be the biggest gift to your audience to make it shorter to cut out any fluff anything unnecessary, and really get them straight to the result that they're needing. And a lot of times, the bigger courses don't get finished, it's too overwhelming. And we as the course creator think that every single part of it is so essential, they need to hear the origin story, and they need to hear this example in this example.

But this is why it's really important, I think, to get some outside eyes on what you're creating, and to have people beta test and things like that, because what you'll learn is that there's probably, you know, a fair bit of the program that might not need to be there, right like that you could reduce down and that you could delete, and that it would actually help to be able to sell something that simpler, and people are more likely to finish it. Okay, my fourth step for you in adding digital courses or digital products to your business is to co create whatever it is that you're making with your audience. And this is a really underrated thing. But I just love when creators share their process or bring their audience into what it is that they're doing. This is not only a fantastic way to build up hype for your digital product. But it's also a great way to get feedback and questions that really end up shaping the outcome of what that thing becomes if it's a course or a template or download. Now, if you're still looking for help in this area, shoot me a DM I would love to help you brainstorm and talk about ways that I can help you get where you want to go with your digital products.

I'd love to share some options for how we can work together to help you pivot to passive revenue streams and brainstorm your next digital offer. So all the links including the software's that I've mentioned can be found in the show notes here below and over on my blog at Joy michelle.co. And

hate before you go Would you mind doing me a favor and leaving a rating and review for the show. I have a goal personal goal to reach 100 reviews here on the call to both podcast. It takes about one minute, but it seriously makes such a difference in getting the show in front of new eyes. Thank you so much. I'll see you next week. Bye guys. 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 podcasts 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.