



Ray Edwards Show, Episode 369

If You Can Believe It, You Can Achieve It-With Amy Porterfield

- Speaker 1: [00:00](#) You're listening to the Ray Edwards show, episode three 69, the first episode of 2019. Today's episode is entitled if you can believe it, you can achieve it, and my guest is Amy Porterfield,
- Speaker 2: [00:14](#) the Ray Edward Show. This is the podcast for prosperity with purpose.
- Speaker 1: [00:24](#) Porterfield needs some introduction before we get into this conversation because I know you know who she is. She super famous, super well known. I first met amy when she was still working for Tony Robbins. In fact, she was the person who called me and hired me to write copy for Tony Robbins and his organization, so that's where we first met many years ago. Most recently we got together in San Diego in a coffee shop where she and Pat Flynn hang out from time to time, an undisclosed super secret location, and amy is an amazing human being. She's got a top ranked business podcast called online marketing. Made Easy. She has best selling online courses. She has multiple seven figure revenues and our business and 250,000 loyal subscribers and all this from humble beginnings. As a corporate. Yes, girl, but I'll let her tell that story in a bit. Right now. Let's get into the conversation with my good friend, Amy Porterfield. I was listening to some of your most recent episodes and I want to start with. We'll start with thanking you for introducing me to Brooke Castillo.
- Speaker 3: [01:21](#) Oh my goodness. She is just so valuable in my life, so I'm so glad you found her as well.
- Speaker 1: [01:27](#) She's so valuable in my and I know you'll get what I'm about to say. She and I are really good friends with. She doesn't know it yet. I totally get it. I listened to a couple episodes of her podcasts that are heard her on yours and I signed up for self coaching scholars and I just can't believe the impact it's had on my life.
- Speaker 3: [01:43](#) Ray, I love that you're in self coaching scholars. I think it is so fantastic. I feel the same way. I just think that every day when I'm fueling my mind and I'm focusing on the right things and really doing the work, I call it doing the

work. It changed everything for me this year, so I'm with Ya.

Speaker 1: [02:01](#) It's changed everything for me since I started listening and I don't know, I don't know if I'm in sufferable to my friends or not, but I'm constantly coaching them now in my family. I'm like, wait a minute, I know why you're having that feeling. Let's talk about it a minute. This is so great. What have you been thinking about? So anyway, I won't get into all that, but I love Brooke and I really hold the space that I'm going to meet her and spend time with her soon. No doubt. So, um, now you mentioned somebody that you found. Let me back up. I want to make sure this makes sense because I know everything but everybody listening to this know everything I know. So here's the, here's the deal. You and I share a common past problem and that is I used to eat just to cover up my emotions.

Speaker 1: [02:43](#) And it was, I heard you talking about this on a recent podcast you did about your weight loss journey. And I was listening. I was literally brought tears to my eyes because I thought, oh, I've eaten because a board I've eaten because I was in pain. I've eaten because I was upset, have eaten because I felt worthless of just so related to all that and I've put that behind me and of course every now and then I still have those occasional things that come up but I want to eat, but I just allow those things to be there in a don't eat most of the time. Sometimes I do pretend I don't beat myself up over it, but it's been such a big turning point in my life and you discover somebody in Brooks Organization, if I'm not wrong, one of her students. Who's helped you with that? That was Korean.

Speaker 3: [03:17](#) Yes. Corinne crabtree. She became my coach, my weight loss coach and I. it's funny because ever since I've been working with Korean, I realized that I believe everybody needs a life coach and my life coach happens to be specializing in weight loss, but my integrator, chloe, on my team, she has a life coach and they work on personal and business stuff together. Every single week, and I can see a huge shift in her because she always has somebody, someone to go to to say, look, here's what I'm struggling with. Here's why it's not working. Help me out. And so I've become a huge fan of life coaches.

Speaker 1: [03:55](#) Well, so have I. and I used to rely on therapists, which was difficult because you never know what you're getting with therapists. What I love about what Brooks doing is she's training people and certifying people in her methods and her models and that means I can go to any of her certified coaches and now I'm getting the right stuff.

- Speaker 3: [04:11](#) Yes, it's so true. And you know that one of the great things about a coach that has really trained and done the work is that they are bringing something to the table that's tried and true. So you know, and I know that Brooke in Korean and all of her coaches teach this thing called the model, which is all about looking at your thoughts and feelings and knowing that at any given time, any moment you can change your thought, which changes your feeling, which changes your action. And so they all teach that and so when I talked to Chloe, my integrator, I can say, okay, let's run a model on this because something's not working for us, so we're thinking something that is not going to give us the feeling or the action we want. So it's really fun that we have a language now.
- Speaker 1: [04:59](#) Yeah, for sure. And it's happening in my organization as well. I got a membership in self coaching scholars from my integrator, my operations manager, who you just met, how smart, aimee Hyatt. And she's super excited and I think everybody thinks I joined a cult and I'm like, well if I did, you should join it too because it's going to help you. It's not a cult. It's weight. When you, when you hear what we hear, what Brooke has to say, it's like this is such common sense and yet is such an uncommon practice.
- Speaker 3: [05:24](#) Yes. That's the thing. Such an uncommon practice. And I just, you know, I've been on this journey of, like you said, the whole idea of I didn't want to be an emotional eater anymore. And as an entrepreneur we deal with the ups and downs, so very often like it is just part of the job. And so what I learned through working with my coach is that there is not one emotion out there that is going to kill me. I could feel anything and I'm going to make it to the next day. And when I stopped being afraid of my emotions and with as an entrepreneur and building this business, my emotions tend to be around worry and fear and feeling not enough. And am I doing enough and will people like me, oh, that's a big one I've been working on lately. And so as these emotions come up, I just know, okay wait, I could sit with them. Sure. It's uncomfortable. Sure I'd love a donut. But if I could just sit with them, they will pass. And so being able to learn that I feel like I have. I know it sounds dramatic, but like a new lease on life, I feel like a different person.
- Speaker 1: [06:28](#) Oh, but I get that. I feel the same way. I remember when I, when I ran across that teaching about the worst thing that could happen is an emotion, and I said to my wife one day I'd been struggling with some depression, some depression. I was gonna say depressive episodes, but let's, let's call it what it was. I was depressed. I was in a bad space, and I just said, you know, I just heard something and I realized the worst thing that could happen out of

this is I can have an emotion and there's no emotion I'm not willing to deal with. I'm not willing to experience. And she said, who are you?

- Speaker 3: [06:56](#) Say say that out loud. Who am I in this moment? But you're so right. If we just said that there's not one emotion that we're not willing to experience. Oh my gosh, we can get through anything. So I, I love that you to believe in these tools because when you're, when you're doing life and when you're growing a business, so much of this is that inner game. Like we spend so much time alone behind the computer and those thoughts. Oh my gosh, they could take over. And the worst way, if I'm not careful, so it's something that I have to work on even more than the strategies and the list building in the course creation. Even more than all of that, I've got to work on what am I thinking, what am I feeling? And I don't love it. I wish that wasn't the case, but it's my life. So I'm going with it.
- Speaker 1: [07:43](#) Well, it's a funny thing. This happens to me every now and then. I realize I've been teaching something I haven't been living, but I taught, I've taught people for a long time, you know, having your own business is about 10 percent technical knowledge and about 90 percent mental game. Amen. Brother. And then I realized when I ran across Brooks materials, started listening to it in dealing with some of my own stuff, I realized, oh crap. That was all true.
- Speaker 3: [08:04](#) Yeah. What I said actually when
- Speaker 1: [08:08](#) to do that. So that's been great. A great journey for me. I'm still on the journey. Of course. The other thing you said on a recent podcast that really blew me away because I've been there so deeply myself as I was never happy with doing anything less than a plus work.
- Speaker 3: [08:23](#) Okay. Ray, we gotta talk about this one. This one's still very difficult for me, so for those listening, Brook teaches this concept of being satisfied with b minus work, doing b minus work because she says you've got to be producing, you know, just want to be doing all day and you're striving for perfection which is holding you back. And so this idea of b minus work, it's good enough and you're moving on. First of all, I wasn't raised like that. My Dad is a perfectionist so it's all a plus work and if we're getting really specific in I had to get a's, like actually on the report card it was a must in my family and so to say, b minus work, I still struggle with that. However we're in A. we're gearing up for a big product launch and there's a lot of stuff to do and we're also around the holiday time that I want to spend time with my family and I finally clicked a little bit more when I realized I was working on a pdf

document, like a freebie that I wanted to give away and there were some things I wanted to change, but I asked myself would this change, this little tweak I want to make?

Speaker 3: [09:31](#) Would it even matter to my reader? Would they even care or even notice and 90 percent of the time the little tweaks I wanted to make to get it from a, b, two and a, my, my students are audience would never even notice the change and that's when I had to start saying Kamani me. This is crazy because you're taking away from the happiness in your life because you're. You're obsessing over stuff that genuinely doesn't matter and I don't know about you ray as this one is one I struggle with. Do you think that's what she means about this idea? B minds work because it's Zapping your happiness to try to always get to the A.

Speaker 1: [10:05](#) Oh, I absolutely believe it. And I was raised the same way. In fact, my dad was. Well is if I said, was he correct me right now is a Maria lifetime marine corps, a guy and he used to, just to give you an idea when we met her bed in the morning, which you had to do every morning, he would come in and bounce a quarter on the bed to see if it bounced. It didn't. It wasn't tight enough so you had to tear it off and do it all the guests. So when I heard Brooke say that, I actually got angry. Yes, I know. And then I said, oh, that's interesting. Where'd that come from? So that led me down the rabbit hole. So now I'm all about being okay with b minus work, but I still, I still wrestled with it. Just as you mentioned, it still bugs me so I'm still working on that one, but it's been a real release for me. And then the other thing I wanted to touch on, I don't want to make the whole podcast about this, but the, the, the practice of making yourself your health and your fitness, your mental and physical health, the priority number one over and above everything else, even your business, which was crazy to me, has changed my life as well.

Speaker 3: [11:08](#) Oh yeah. This is, this is a big one. And if anybody told me that before I actually just kind of forced myself to do it. I would've just said no, you know, I don't believe you and that's not going to work for me and that's not how I work. But you know, with, with your situation, you had to put your health first. And with my situation I was so miserable being overweight, like very overweight that I just knew it was just a pleading me in so many ways. And so as the weight started to come off and my confidence started to boost and my body started to feel better, my mind started to feel better. That's when I thought, okay, maybe there is something here, but I had to kind of get the ball rolling myself to experience that, but you know, yeah. I talk about the fact that like just this morning I had this

change my workout and workout with my trainer at 6:30 AM in order to have time to be able to do this podcast and in, in the past I would've said I'm not working out at 6:30 AM. I'm doing a podcast. That's what is most important and I would have not gotten up to do that. So those little tweaks now I feel great and I'm so glad it's over because I don't love to work out. But yeah, I had to genuinely say this work is not going to get done unless that workout gets done first and that was tough.

Speaker 1: [12:26](#) I had to do the same thing and for me it's, it's gone deeper than just exercise because I had to come to the place. I realized I was very uncomfortable with the term self care and self love. Really. It felt wrong to me. It's like I was raised in a. This is no, no spirits went against my parents or anybody else, but I was just raised with a mindset that I have since decided I don't buy that, which was put everybody else before yourself. I don't think that's. I don't think it's practical. I don't think it's spiritual. I don't think it's wise. And so for me, like one thing I started doing was a friend of mine said, you know, when you do this travel so messed up because of your fiscal condition, you should get a massage like every night when you're on the road. And I thought that's crazy. First of all, I've ever had a massage.

Speaker 1: [13:12](#) Let a stranger touched me. Are you kidding me? So that was a hang up I had to get over. But once I did it I, I found a try. Various different massage therapist and I discovered deep tissue massage is very helpful and I actually. Now, this is gonna. This may surprise you. I've hired a fulltime massage therapist. Yes you have. That is the best thing I've heard all day. I love that and it's changed my life. It keeps me functional. It keeps me limber and with Parkinson's that muscular tension is a big problem and pain is a big problem, but it's really been mediated by that and that taught me rate. You've got to take care of yourself. You're not gonna be able to take care of anybody else. Yes,

Speaker 3: [13:51](#) and that's a journey because that one does not just happen overnight and you know, sometimes it takes something really big like what you've been going through or it just takes a mindset shift, like this isn't going to work for me anymore. I'm miserable mentally and so. Yeah, but it, it takes time.

Speaker 1: [14:10](#) So I've just really have. It's so fun to hear that. Not that you have these challenges, but that you've dealt with them while you have to be able to participate in and benefit from it. I never would have heard of Brooke if I hadn't heard of her from you, so thank you. So glad that you found her. She's so fantastic. So let's talk about some of the changes. Your most recent podcasts. The time of

this recording that we're doing is about playing a bigger game in your business. Can we talk about that?

Speaker 3: [14:35](#)

Yes. I went through a really big shift in 2018 and as I was going through this shift I realized, Oh, I've been playing a small game. So basically I have had a partner in my business for about four years. Not many people know I have a partner. He was more like a silent partner working on the back end, the strategy, the technology, the things you don't see, but the things that are so incredibly important. And so we worked together for about four years and then in 2018 came to the decision that we're ready to part ways and because we had been in business for so long, it was just, it was a big deal to part ways and figure out the money and the strategy behind it and making sure that we are respectful to each other. But also, you know, there's so much awkwardness of trying to end a partnership.

Speaker 3: [15:21](#)

It felt like ending a business marriage. And so we navigated through that for almost a full year and that was really mentally tough for me, which is why I really clung onto these strategies that I've been learning through my coach because I needed that so very much to get through it mentally. And so as I was going through this breakup of my partnership, I realized that I have been always scared to play a bigger game. And I. It's crazy because I've had huge success like I, I've had great success in my business and I won't discount that. However, when I set goals, my goals are really small because if I reach them then I feel good. But my fear was if I set a goal and I can't reach it, what does that mean about me? What does that say? I'm a failure and I can't deal with those feelings. And so I just set really small goals or I don't go after really big opportunities. And I thought that I can't do that anymore. And so I started to think if I'm playing a smaller game setting, small goals, not going after the things I want, not making bold moves. I've met my students can relate as well, so I started to talk about it and it's really resonated with them.

Speaker 1: [16:29](#)

Well, you know, I've learned everybody is dealing with some of this stuff. Usually most people are dealing with most all of it and I've really gained a respect for to his having empathy and thinking about how other people are processing life because I tend to get caught up. I don't, I don't want to put this on you. I get caught up in my own lens of perception about how things are and how they should be. Oh yeah, for sure. And when I started looking at it through other people's lives and I gave up the idea that I needed to control them and make them do things my way, which it embarrasses me to even say that I thought that way, but I did. I felt like, well these, these people are wrong, but how they're doing this, they should

fix it and I'll tell them why. And then I also had a belief that I need to do anything I could to make people like me. So imagine how those two work together.

- Speaker 3: [17:10](#) Ray, that one's a big one for me. This idea that I want everybody to like me. Funny enough, I was working with my coach the other day and I told her in 2019 at the end of the year, I would love to say that most of the time I don't worry what somebody else thinks or feels about me most of the time, like it's never going to be 100 percent with me, but right now I'm in a place that I genuinely care. And it's funny because I said, you know, when you're building a business online and you're making videos and putting yourself out there, you want people to like you. People buy from those they know like and trust marketing 101. And so how do I not worry about if people like me or not? But we talked about this idea of when you know yourself and you know who you are and what you stand for, you are grounded in that. You put that out there. You attract the people that that resonates with and you don't attract the people that it wouldn't speak to you. And so that's how you find your audience and that's how you grow your business. It's not a popularity contest, but sometimes I feel like it is.
- Speaker 1: [18:14](#) Well, it's sometimes it's hard to differentiate the two, but I think you did a good job of it just now and I kind of derailed you as you were talking about what you went through as you dissolve this partnership and then was there a period of just thinking now what? Oh my God. Oh my
- Speaker 3: [18:28](#) gosh. Yes. In a period of thinking, can I do this alone? I had started my business on my own. Then I got into the partnership around the business and then I got out of the partnership and I all these feelings of, oh my gosh, is this going to work? Can I do it alone? It's been a while since I ran this business by myself, but then something in me just that, okay, this is my opportunity. I, I've got to prove to myself that I believe in my capabilities and my, in my fortitude to move forward and make this work. And I love the work that I do. So I basically just put my head down with my team and we started to create after the partnership ended and we started to figure out what we wanted to do differently and I think there's magic in putting your head down and just doing the work.
- Speaker 3: [19:13](#) And I listened to Ted's a podcast and one of the podcast is my very favorite was this podcast called making oprah and now it's called making Obama. So it's very confusing to find. But the first season was actually making oprah and Oprah was interviewed on this podcast all about her journey of building her empire. And she says when she works with her team, she tells them that we are putting

on blinders like you would a horse in a race. We're putting on blinders and we're running our own race and although I don't do this perfectly right now, I'm in a place that I'm putting on blinders. I'm doing my own thing. I'm running my own race. And to me what that means is. And this is where my confidence came in and playing a bigger game and really stepping into the idea that I feel like I am meant to be a big deal in this world as I feel my students or anybody else, that everyone I feel is meant to be a big deal in their own right.

Speaker 3: [20:07](#) And so in their own way. And so I said, okay, I'm going to step into this. I'm putting on blinders. I'm going to run my own race. So let me give you example what that looks like. There are so many different marketing strategies out there to promote an online course. And My strategy has always been webinars. And so I create digital courses and I promote them online with webinars. Now there's three part video series. As you know, our friend Jeff Walker is that the master at these three part video series. There's challenges that you can do. There's different things with live video and record a video that you can mix things up in a launch. Like you could do so many different things. And my are doing that with huge success. But I know that I am, uh, I, my strength is in those webinars, so instead of comparing myself to everyone I thought and I'd like to keep things very simple, I think, okay, I'm launching with Webinars as what I've always done. It's worked for me, I'm going to do it this way, coming out with this new product. And it's scary because everyone else is doing other things, but I just have to, if I know who I am and I know what I'm good at, I've got to be grounded in that. And that's my way of just playing a bigger game, believing in myself.

Speaker 1: [21:21](#) I'm so excited that you're doing that. And to hear you say that because that is your sweet spot. That's the thing that you're great, you're great at doing the videos too, but your approach has a unique amy flavor to it and I would hate to see that disappear. Thank you. So you talked on the podcast, I'm not mistaken about you're retiring, you're old products. Is that kind of scary?

Speaker 3: [21:41](#) Yes and yes. What I decided was I had these two programs I had. So basically in my business, my specialty is creating or helping my students create a digital course and then helping them market and sell the digital course online through webinars. And so this has always been my area of expertise and I've had two different programs. One was all about creating the course and one was all about launching the course and what was, what would happen is both of them were very, very successful, wildly successful million dollar courses. However, I would sell courses that convert my program and I would get asked, okay, but are

you going to help me promote it once I create it? And I'd have to say yes, that's in my other program and they're just felt like there was a disconnect. I wanted to be the end all be all solution for my students will create a course, we'll market it, we'll sell it.

Speaker 3: [22:32](#)

And so I decided it is time to put those two courses together into one course. And so that's what I've been working on for months and months now and I'm going to tell you two ways. I played a bigger game to do that so that it could really make sense, but before I get there, both courses that convert webinars that convert my programs were on evergreen, meaning they were selling every single day with automated webinars and that's like the holy grail of creating courses that's like the end game, get it into evergreen and you literally make money while you sleep, which I always thought was really like a sleazy thing to say that inner market Internet marketers use to say, but then when I got into evergreen I thought, oh my gosh, I really am making money while I sleep. So both of those were on evergreen, but when I created this new program and I'm launching it in January, I thought I've got to stop selling these courses.

Speaker 3: [23:24](#)

So I actually retired both of them. I do not sell them anymore and I have definitely seen a decline in revenue. I know it's temporary, but that was hard watching my bank account not seeing money come in every day from these courses. I had to take a deep breath like, okay, I'm playing a bigger game. I know I am doing this, but holy heck, I hated that feeling of not having these courses on evergreen. So that's been about a little over a month now and I'm still not used to it, but I know it's for the greater good. So with this new course playing a bigger game, one of the things I did that I've never done before and I've created seven digital courses in my business, so I've been doing this for a long time, but this was the first time that the majority of my brand new courses direct to camera, meaning you see me while I'm teaching.

Speaker 3: [24:13](#)

And that was again, that didn't come about until I worked on my mindset. I worked on my, um, my health and I worked on the idea that I need to need to show up in a different way for my students because it's my time now when I teach my students how to create a course, I say, if it's your first course, you do not need to be on camera the whole time teaching your content. I would never suggest that. But after you've done a few courses, you got to up your game and so this time I did and it feels really good. It's funny because when I worked with Tony Robbins, we would work on projects for ever and ever and they'd be so stressful and late nights and early mornings and you do it for months to kind of birth a new project or product that we'd work on and we would tease

when I die, bury me with this program because this is like the my life's work right now.

Speaker 3: [25:05](#)

So we used to tease about that at Tony Robbins, kind of a nerdy t's because we are in the creative department. But after I put together my new program, digital Commerce Academy, I told my team, bury me with this one because it's best work I've ever done. So that's that. I'm very excited to see this new course and I'm also excited. I'll just tell you from a selfish point of view, I always refer to people when they said, well, how do I make a course courses that convert? And they say, well, how do I promote a course that's in one place? I like that a lot. Yes, it feels really good and I, I just feel like this is, you know, I teach people ultimately how to create a digital course business. Now that's not where I start with my students. We start with, let's take an idea that you have and put it into a course.

Speaker 3: [25:52](#)

And I always say everyone has something they can teach in the course and more importantly, if you've gotten results for yourself or for somebody else, you can teach that into a course. I teach people how to put it into a blueprint or a roadmap or step by step process and I teach them how to teach what they know to their community. And so as long as you've gotten results for yourself or for somebody else, you can put that into some type of roadmap. And so what's really exciting about that is now that you have a course, now that my students have a course, they can start thinking about, well, what would it look like to have a digital course business? And what that means is basically what I have, and I only teach what I do, I only teach what I know and my business, 90 percent of the revenue comes from my own digital meaning I don't have to rely on other people to promote their stuff.

Speaker 3: [26:47](#)

I don't have to rely on one on one coaching, I don't do. I don't get paid to speak on stage very much. I don't choose to and I don't have anything else, but digital courses. Now I promote some other things, but that's about 10 percent of my revenue. So 90 percent of my revenue is from my digital courses. What that means is I get to say yes, did the things that light me up and I get to say no to the projects that I just don't want to work on. And everyone who's building an online business, you're always working on something that you're not totally in love with it. That's normal as you get started. But as revenue starts coming in from a digital course consistently because you can create this course and promote it over and over and over again. I tell my students, let's promote, uh, for the next 18 months.

Speaker 3: [27:31](#) Let's focus on one thing for the next 18 months. I did this in my own course, very first, very profitable course. My first launch I made \$30,000 with this program I created and I launched it for 18 months. The last time I launched it, we made \$950,000. We went from 30,000 to \$950,000. One course, the same course. You just make it better. You make your marketing better, you make your content better, but that's the thing. Most people are going from this to that, to that chasing the shiny thing, that giant. Anything. But my secret has always been let's find what works and let's just keep making it better.

Speaker 1: [28:09](#) Come on now. And what I love is you're doing what you're best at, what you know, as you said, only the things that you do is what you're teaching. And everybody's got something like that. And the thing that I see happen so often with my students is they come in and they want to do exactly what I'm doing. They want to like teach copywriting, they want to teach marketing, and I'm like, well yeah, but you've got this other thing that you do so well. Why would you not focus on that? Because you love it. Obviously it's a passion. It's. It's your life's work that you've done. You can of the people and the response almost universally as well. Nobody wants to know that, oh, well, yes, you're so right, and they're so wrong. They just don't know it yet. Right? Right, and I think, I don't want to over inflate this, but I don't think it's possible to. We're at a point in history that we've never been at a to him as a, as a human race, and people are gonna look back and say, that was the. That was the golden years when everybody has the opportunity to establish themselves as a teacher and they can have students and they're almost 8 billion people in the world. Trust me. There's enough students for you. Whatever your subject matter is. Yes. So true, and

Speaker 3: [29:11](#) I'm a huge fan of niching down as much as you can and so I'm going to tell you a quick story. I have a student I call her, one of my star students, her name is Anna and she is a door. She was a second grade teacher in New York, so for 23 years she taught elementary school and she decided to start selling her curriculum that she teaches her students. She was starting to sell it to other teachers online and she noticed, wait a second, there's a market here, people want these lesson plans that I create, and so she started to listen to my podcast and and learn a little bit more about Internet marketing. She knew nothing about marketing online, like absolutely nothing. So she started listening to the podcast and then she joined one of my courses about creating courses in launching with webinars and she started to launch with webinars to sell her curriculum.

Speaker 3: [30:10](#) So fast forward about a year and she has built a million dollar business selling curriculum, starting with a very specific niche. She would only sell to other teachers that were teaching second graders in a very specific math topic, a very specific math topic to those teaching second graders, like I call it. She was tripling down. Like she got very specific. That's how she started. Now she could say, well, there's not a big enough market for this. Well, a million dollars later. There definitely was, but that's the thing. You've got to have the courage to say, I know there's an audience out there. I know I have something of value to teach. I'm going to stick with it. And, and this is from a girl that knew nothing about marketing and figured it out. So I always say, if Anna could do it, I believe anybody could figure this out, is as long as you have that drive to want to do this. So now she quit her job. She's not a teacher anymore. She has a full time online business.

Speaker 1: [31:10](#) Wow. That's so exciting. Because so often I hear, especially from teachers in my classes, they'll say, well, I can't solve the teachers. They don't have any money. And I'm like, Oh yes they do. Yes, they do,

Speaker 3: [31:21](#) and her price points or less than mine for sure she might sell something for \$147, but the thing is she is marketing online and when you mark it online, your your world opens up because you're hitting everybody across the United States in her instance, in her situation, and so she just feels like she has so many opportunities, so just be careful with your mindset around I don't have a topic, I don't have enough people that would want to buy it or this is an important enough. If it changed your life, if it made an impact in your life, it could do so in somebody else's and it doesn't need to be so amazing in terms of the transformation, like if Anna sat there and said, these curriculums helped me teach faster, more efficiently, make a bigger impact in my students' lives, I think they could do this for other teachers as well. I mean that's basically what she thought, so just be open minded to the possibilities.

Speaker 1: [32:18](#) Well, the two groups, did I hear that complaint from? If there's not, these people don't have enough money. Our teachers and pastors or are Christians in particular, I am a Christian, so I can talk about this a little bit, think some authority, but people say to me, well, I can't sell this to the Christian market because they have no money, and I'm like, are you crazy? Yes, they do. You just don't have even often something that they want yet. I've got a friend who is a and he has a website where he teaches other. He teaches youth pastors, which is the poorest pastors of all because they don't get paid anything. Usually they're usually volunteer or below minimum wage pay when you

map out the hours and he sells them lesson plans for their weekly youth pastor meetings and he makes. The last time I talked to him about it, he's making over \$20,000 a month selling that.

Speaker 3: [33:00](#) See, those are the stories that I love. There are so many opportunities. If you get very specific and you wreck. If you uncover the need and you know you've got the solution, you just got to stick with it. That's the thing. I do notice re some of my students, and this is why when I teach, there's a level of the mindset like we started this conversation. I've got to talk about the mindset as much as a strategy. I could teach you step by step by step by step, how to create a course, how to market it, how to launch it, and that's my specialty. I hold my students' hands. I know there are more beginners. They don't know the webinar technology. They don't know how to build a platform for their course. All that stuff I cover, we got that, but the stuff that is the most difficult for me to work on with my students is that fear that what they're going to do is not going to make them money or there's not an audience for it or their idea isn't strong enough, so we got to work on the mindset just as much as the strategy and you're right, most of it is the mindset like you were saying earlier.

Speaker 1: [34:00](#) Yeah, it really is, and so let's. I want to do something I saw on your or heard on your podcast. I would love it if you could talk about this a little bit. It's the three types of profitable digital courses that you can create.

Speaker 3: [34:12](#) Yes. I. I love talking about this because it kind of gets your mind, your, you know, those creative juices going around what is possible for me. So there are three profitable courses that you can create, three types of courses that do really well when you market them online. The first one is the starter course and this is the course where you are putting together a step by step solution to allow someone just to get started, just to dip their toe in the water. So for me, back in the day I used to teach just facebook marketing and so I created a course that was based with marketing 101, how to get your facebook page up and running, what to post, how often do post just to get the lay of the land for new marketers. And so it was a \$97 course just enough to get them started.

Speaker 3: [35:02](#) Now, the beauty of a starter course is typically when you get students in that course, they start to tell you what they really want, the bigger game for them, what they're looking for, what they need now that they kind of get things going. There'll be very vocal about what they need next, and so a lot of the times my students will create a starter course and then they'll move into what I call a spotlight course where you take one specific topic that

you teach or you know a lot about and you go deep. So in my world, the example would be facebook ads, so I used to teach all facebook marketing, but facebook ads, that was a beast in and of itself. So I took that one topic and I drilled down deep with that and that became my spotlight course. You get to charge more for a spotlight course because you're getting very specific in the strategies, tend to be a little bit more advanced.

Speaker 3:

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And then the final type of course is a signature course and this one is the whole Shebang. This is starting from scratch from start to finish. How to get a total transformation. Of course you can charge a lot more for this one, but everything is included. So when I talked about how to create a course, how to market it, how to sell it online, that's the whole Shebang. And with the, with the signature course, the transformation tends to be a lot bigger. So a introductory course or a starter course might be how to lose the 10 pounds, but a signature course might be a 12 month course that you take people through a total transformation of their body. So there's just different things you can do and and you don't have to start with the starter course. So you can start with a signature course and this is how you decide if you know who your ideal customer Avatar is, who are you marketing to, who are you teaching?

Speaker 3:

[36:50](#)

And then number two, what is it that you're going to teach them? And more importantly, what are the results? So you look at the results that you want to get somebody. Is that a starter course or spotlight course or a signature course? And so there's different things that you can do and the greatest thing ever is that you get to decide on the price. I teach this in my course about how to price your course, but when I had that one course, it was called the profit lab where I did my first launch at 30,000. My last launch at 950,000. When I started out, the price point was really low. As I got confidence in my market and what I was teaching, I started to increase the price. When I started to see people getting really big results, I increased the price even more. So the price of my course actually increased as I continued to market it over time.

Speaker 3:

[37:41](#)

So don't be worried about what you should charge. You just, you just figure, you just go with your gut in the beginning and then you start getting feedback so you can play with the price of whatever type. Of course you create. You know what I love about your ability to teach is you take these super complex ideas and you make them so simple that it seems. It's like obvious. Like, Oh, I've never heard anybody talk about the three types of courses like you just did, but it's so simple and so powerful because people attract her and can understand

that you can immediately see. Well that will work. I love that you say that because the way my brain works, I, I sometimes feel like I'm a slow learner and I need to say like, okay, we break it down for me. Like what does it look like?

Speaker 3: [38:21](#) I, I need step by step. I need you to simplify this as much as possible so because you know, you, you teach what you need to know. So because I need to know information in that way, that's exactly how I teach it. And I also think that we need to simplify things and I always say keep it simple. Get fancy later. All the bells and whistles, they can come as you get more advanced in how you want to market, whatever product you create. But in the beginning, let's just keep it simple because that will ensure that you actually get it done and you get it launched. So if you ever work with me, just know we, we simplify things as much as possible, especially because you don't have a lot of time and you don't have a lot of money when you're just starting out. So simplifying is kind of my thing

Speaker 1: [39:07](#) and you're very, very good at it and it's not. It's not easy to be good at that, I don't think.

Speaker 3: [39:11](#) Well I appreciate you saying so it's funny that you bring that up because when I teach my students how to record their lessons inside their course, I tell them that if you recorded a 20 minute lesson and then you took that lesson and you've recorded it in let's say seven minutes, it is really difficult to teach in really short increments. Like to simplify something, to take out all the fluff to make it shorter so your students get through it faster. It's easier to be long winded. And so I do agree that it's kind of an art to learn how to simplify things and just get right to the point. So it's funny you bring that up because I talk about that a lot.

Speaker 1: [39:48](#) It's absolutely true. And I want to point out two things that are, I think really important as you listened to this show. The first one is the value of having a course. I have a course called the copywriting academy, which I've had for quite some time now. The latest iteration was don't judge amy's work totally by the course because I didn't follow all of her instructions, but I built this sort of based on your framework and it was much, much better version of the course. We have rebuilt it three times now. This is the third time and it was just sitting on the shelf and it was toward the end of December. And I said to the team, you know, maybe we should just put the course on sale for a week just as a kind of end of the year, final session of the year.

- Speaker 1: [40:24](#) Let's try that. We hadn't marketed, it says March. And I sent I think seven emails. It was not a launch by, you couldn't call it a launch by anybody's stretch of the imagination, but I thought well we might do 20, \$25,000. It'd be nice to have at the end of the year, \$175,000. Oh my goodness, for basically no work. We. We used all the assets we had pointed at launch and we just put it all on one page and said, here, go look at it if you want, you can buy it. So that's the value. This is. These things are an asset that you can always use to generate more money and more importantly, I think people will hear this and probably say, Oh, for sure ray. I love helping people. I love having people call me or send me an email or send me a message on facebook and say, I took your course and I changed my life, was able to quit my jobs. They would bring my wife home from her job that she hated. Those kinds of stories that just make me so happy. I feel like I've actually done something that matters.
- Speaker 3: [41:17](#) Oh, I see. I love that. Okay, so much. So much of what you said I have to touch on. One of the things about having an online course is that you can market it over and over and over again, and a lot of my students struggle with making money online because they just haven't found their thing. So they might do one on one coaching, but they're only one person so they can only make so much money doing that or they might have a service space business and then they have a bunch of clients that are driving them nuts and they'd really like to simplify and have a few key clients and then supplement their income. So when they create an online course, I tell them, this is never one and done. This is an asset in your business that will continue to build your revenue and your impact over time.
- Speaker 3: [42:01](#) And so, so many of my students say exactly what you just said, ray, where I had a, um, a woman that just had a baby and she has a course and she said right before I had the baby, I'd like some revenue to come in because I've got to take about two to three months off. I really want to focus on my new family and so she did an email campaign, not even a full launch, not the whole Webinar, Shebang like I teach. She did an email launch like you just said, and she brought in over \$100,000. That is life changing in my opinion. That is a lot of money, but also even more so than the money. You just prove to yourself that at any given time you can generate revenue and that is the competence of an entrepreneur. When I was going through my partnership thinking like, Oh Gosh, where is this going?
- Speaker 3: [42:47](#) What if I have to start all over? I didn't know what it was going to look like at the end and then I realized, wait a second, let's say I lost my business, which is worst case

scenario and I had to start all over. I know how to make money online. I can create a course and I can market it and I can market it again and again and again, and so knowing that you can always generate money in your business. Even by sending out a few emails. I feel like it totally changes everything and that's why I'm so passionate about building an asset in your business that will continue to produce for you even in simple ways, like seven emails. So I'm so glad you brought that up.

Speaker 1:

[43:25](#)

Well, I absolutely believe what you just said is it's made such a huge difference for us. We, like I said, I didn't expect to make that much money and when it happened I was like, this is like a gift from God. There's so many things we can do. We gave everybody in the team have big bonus. We were able to give money to certain charities, just things we didn't even dream of doing at the end of the year. And it was just a real gift. And the second thing I wanted to bring up is just selfishly, I'm excited about your new course because I'm going to go through it. We're planning to rebuild the academy one more time, uh, this coming year because we've got so many ideas about how to make it better. And like we're going to do some specific modules on things like writing copy for courses, writing copy for live events, and I just thought I want to do this the right way, and I was going back through your previous course courses that convert and then I found out you're doing a new course. I'm like, Oh yes, this sounds very exciting. This is [inaudible]. She's going to have her latest distinctions, wildest ideas, all the neat stuff she's learned. And since you've made the first course. So I'm fired up about it and you got you have a webinar coming up, don't you?

Speaker 3:

[44:21](#)

I do. And I'm really excited. So I haven't launched a brand new course in many years and so I haven't gotten to do a brand new webinar. And so I put together what I called this free masterclass where I'm going to take my students or my, my community through the, the backstage pass of how I create courses and launch them. And I have some secrets that I use in my own business to do this more efficiently and more easily and make it more profitable. So I'm going to walk you through how to get going with your course and what to look for to find the right topic to make sure you're creating the right course that will make you money and make sure that you manage it in a way that will be profitable consistently. So yeah, I'm going to take you behind the scenes, give you those secrets and also just make sure that I answer a bunch of questions live around course creation and launching because a lot of questions come up just to make sure that okay, is my business the right fit for a course with this topic? Work for me if I was doing this or that. I love to get in there live

and answer questions so we're going to do a lot of that as well.

Speaker 1: [45:29](#) Well, and as far as I know, you're the first person I ever heard do a webinar and call it a masterclass. Like everybody does that now, but nobody lives up to it except for you. As far as I'm concerned, you your webinars before I bought my first product from you. I studied your Webinar for that product like three times and I made money just because of what I learned on the Webinar and it's not true for most webinars. Most of them are just going to say it thinly disguised sales pitches very, very thinly disguised,

Speaker 3: [45:54](#) so I appreciate you saying that. I always have this motto and I teach my students this too, but before I go on any live Webinar, I say to myself, no matter if they buy or not, they walk away today feeling excited, inspired and driven to take action. No matter if they buy or not, they walk away feeling inspired, excited and driven to take action. So I start my webinar with that mantra and so I give, give, give, and here's the cool thing. I'll give you a little secret. If you ended up joining my course and I get to teach you how to do webinars, I'm going to teach you to do webinars in a way that you give so much value that when you're ready to sell on your Webinar, you've earned it. You feel good. You feel like, okay, I gave a four. I've asked for anything in return so that that's scary feeling of selling something or that awkwardness. It totally melts away because you ease right into if you love this and you're going to love my program and that's what I want because I know a lot of my students don't love the idea of selling and so webinars, the way I teach it and the way I do webinars make it easier. So if you just want to see a webinar where I truly lead with value, then you got to join us.

Speaker 1: [47:06](#) Well you do and I'm going to tell people listening right now, I am going to buy the course. I don't even know how much it's going to be. So you're favorite kind of customer. I should just give you my credit card and tell you whenever you close with a new discharge it. But uh, I'm going to do that. And if you, if you happen to join, I will have an affiliate link so I'll get a small commission if you joined through my link in, it's okay with you if you don't, it's not the big deal for me, but if you do I'm going to be going through it with you. We're going to do it together and I'm going to put together the best bonus I've ever put together for any buddies program ever. I promise you that it's going to be surprising and it's gonna be fun and I'm so excited about it. And how do we find the Webinar here? We get signed up for it. Amy Ray,

- Speaker 3: [47:43](#) I can't thank you enough for telling your community about the masterclass because I love when somebody has gone through my courses, they've gotten results. They believe in how I teach and then they tell other people about it. I feel like the word of mouth is the most important because you know it's backed by someone who truly has gotten results. So thanks so much. That means the world to me.
- Speaker 1: [48:03](#) Well, you're quite welcome and my team knows I've been through your stuff so often and I've had them go through it as well and I tell them when I bring a new idea to the table I say, well I want to do it this way, one to organize a dropbox this way, and they'll say, why don't you want to do that? That's crazy. And I'll say, this is the way amy does it.
- Speaker 3: [48:17](#) Okay, let's think I'm crazy.
- Speaker 1: [48:20](#) No, they just know when I say this is what amy does it. That's the way we're going to do it and that's the end of the discussion. So funny. I love it. So yeah, if you want to sign up and go through the course with me, then you can register for the Webinar by going to ray at [inaudible] dot com forward slash d, c a. it's [inaudible] dot com four slash dca and we'll have a link in the show notes for that as well. Dca stands for digital commerce academy. See what I did there. I like it. So. And like I said, if you don't sign up through my link, it's okay with me. I want you to do what's best for you, but I will make it worth your while. I promise it will go through the course together and that's going to be fun.
- Speaker 3: [48:52](#) So fine. I'm excited you're offering that because they just get the best of us.
- Speaker 1: [48:58](#) Yes, yes they do. Amy, thank you so much for taking the time to talk and for covering more subject matter than you probably thought we were going to talk about, but I really appreciate it. I, I love you and not in a weird way.
- Speaker 3: [49:09](#) Yeah, I love you more, Ray. You're, I'm such a fan of yours and I'm so glad that we're friends and here's why I love being on your podcast. I like that we don't just talk about the work. I liked that we talk about the other stuff because when you build a business, all the other stuff matters because it all blends together at that point. So thanks for making the conversation a lot more fun than the typical. Let's just talk about marketing.
- Speaker 1: [49:32](#) You're welcome. And back at you and say hi to hope before me. I will. I will. Thanks again, Ray. Click that link in the show notes or sign up for that Webinar. You will not be disappointed. I promise you. Next episode will be a

magnificent kickoff to 2019 is I give you all the resources, the books, the tasks, the tactics, the strategies, everything. I've got to load you up for a fantastic 2019. That's in our next episode. Until then, God bless, live long and prosper and be in good health piece to you and peace to your house.

Speaker 2:

[50:02](#)

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