

## CME 820 Bonus Lead Magnet Coaching Session 9.23.20

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WEBVTT

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00:00:03.750 --> 00:00:15.839

Christie Miller: Okay, welcome everyone to this special lead magnet workshop special bonus for courses made easy. You should be seeing my lead magnet workshop slide which I have slide.

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00:00:16.320 --> 00:00:27.510

Christie Miller: Which I've shared again. So somebody nod, and let me know that you actually see it. Sherry. Yeah, okay, I see that. All right, great. So again, welcome, welcome, welcome.

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00:00:27.810 --> 00:00:35.580

Christie Miller: In this video you will get an overview of the process to create and deliver a lead magnet to grow your email list.

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00:00:35.970 --> 00:00:46.260

Christie Miller: And we're going to begin with an overview of the two pieces of technology needed to offer and deliver freebie. So you can add subscribers to your email list so here's the process.

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00:00:46.710 --> 00:00:56.160

Christie Miller: A person will visit your opt in page to read about your free offer. And you're going to hear me say opt in page landing page registration page. They're all the same thing.

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00:00:56.820 --> 00:01:04.950

Christie Miller: If they want your free offer. They will fill in their name and email address and when they hit the enter button a thank you page will instantly appear

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00:01:05.580 --> 00:01:12.780

Christie Miller: At the same time, your email provider is being told to send the subscriber the welcome email with a link to access your freebie.

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00:01:13.410 --> 00:01:25.950

Christie Miller: This all happens behind the scenes by integrating two tools for our opt in pages we use the company named lead pages and for our email provider. We use drip.

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00:01:26.670 --> 00:01:33.720

Christie Miller: Now you may wonder, where does the free video series or PDF or whatever else you're offering. Where does that live

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00:01:34.140 --> 00:01:57.300

Christie Miller: It can be on a hidden page on your website in a Google Drive and Dropbox or a variety of other places. NOW THIS IS THE TOUGH PIECE. Let's look at what makes for a good freebie. The first thing is you must reverse engineer it start with your paid offer and build it backwards. It can be

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00:01:58.950 --> 00:02:12.630

Christie Miller: In it, just let me start our that build it backwards. In addition to building your email list you want your freebie to warm people up for the next step which is enrolling in your course. So make sure that they are absolutely connected

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00:02:13.140 --> 00:02:22.620

Christie Miller: For example, you wouldn't use a carnivores carnivores guide to meal prepping freebie. If you knew that your course was going to be all about plant based eating.

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00:02:22.950 --> 00:02:32.220

Christie Miller: So again, start with the end in mind and reverse engineer it. Now, if you don't have your paid offer designer. If you don't know what that is.

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00:02:32.550 --> 00:02:37.290

Christie Miller: Then you can create something generic but it's much better if it's directly tied

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00:02:37.920 --> 00:02:47.790

Christie Miller: And you want to stay focused on who it's for. And what's your promise a big mistake coaches made with their lead magnets is trying to attract too many people

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00:02:48.090 --> 00:02:55.680

Christie Miller: You want to do the exact opposite your lead magnet must speak directly to your ideal client, because those are the people you want on your email list.

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00:02:56.010 --> 00:03:06.150

Christie Miller: Personally, I would rather have a list of 100 ideal clients than a list of 1000 subscribers who are not my ideal client and may never buy anything from me.

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00:03:06.480 --> 00:03:19.140

Christie Miller: So focus on what your ideal client wants and create a freebie specifically for them, then make it valuable, the market is sophisticated and if you create a lead magnet that has no

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00:03:19.860 --> 00:03:28.080

Christie Miller: Your new subscriber will be disappointed in the olden days, you used to be able to just throw out to the to the market.

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00:03:28.380 --> 00:03:35.370

Christie Miller: A quick one page thing that didn't really do anything and people didn't care. But now it's a lot more sophisticated

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00:03:35.700 --> 00:03:44.190

Christie Miller: And remember, first impressions matter. So ask yourself, What can I create the people would pay for and then create it.

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00:03:44.820 --> 00:03:59.580

Christie Miller: My mentor James lead more believes that our lead magnet should be better than our competitors paid products, and I can't say that my lead magnets are quite there. Although mine are very good, but that is definitely a level that I strive to hit

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00:04:00.600 --> 00:04:14.220

Christie Miller: Next step, make it irresistible focus on five things when creating your lead magnet a winning lead magnet will actually have or be instantly accessible.

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00:04:15.030 --> 00:04:22.980

Christie Miller: There is a trend in marketing that requires people to join your Facebook group after they've given you their email address in order to receive this download

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00:04:23.490 --> 00:04:34.950

Christie Miller: I believe this is coming from click funnels because I've opted in. For two freebies recently. And as soon as the thank you page comes up, it tells me that the freebie is inside the Facebook group.

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00:04:35.280 --> 00:04:41.310

Christie Miller: That's BS. You don't want to make people to jump, you don't want to make people jump through another hoop.

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00:04:41.820 --> 00:04:53.850

Christie Miller: And unless you have said that in your landing page that the lead magnet is going to be delivered inside another group. So hey, give me your email address and your name and join my group and then I'll give it to you.

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00:04:54.270 --> 00:05:00.480

Christie Miller: No, no, no, no, no. That's how you're going to lose trust so deliver it to them with your welcome email.

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00:05:00.990 --> 00:05:13.410

Christie Miller: Also you want it to be easy to digest. People are busy so give them information that is easy to consume and understand. So, for example, don't give away 100 page ebook and expect them to get through it.

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00:05:14.280 --> 00:05:18.270

Christie Miller: You also want your lead magnet to solve a specific problem.

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00:05:18.720 --> 00:05:28.290

Christie Miller: If your lead magnet doesn't solve a real problem that your ideal client has or if it gives them something if it doesn't give them something that they really want. It's a waste of everyone's time

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00:05:29.070 --> 00:05:38.610

Christie Miller: And you want to provide a quick win. Don't force the person to get to page 82 or video number 10 to feel like they're making progress.

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00:05:38.880 --> 00:05:55.380

Christie Miller: Regardless of what you create set it up in a way that makes them feel like they're winning every step of the way. So for example, if you create a 10 part video series. That's really valuable. Make sure that you're giving them little wins within each video so they want to keep going.

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00:05:56.400 --> 00:06:02.760

Christie Miller: And finally, and most importantly your lead magnet should position you as the expert. Not only does it need great

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00:06:03.120 --> 00:06:14.550

Christie Miller: Great content, but you want it to be a reflection of the quality of your brand. This doesn't mean you need to spend hundreds of dollars on graphic designer, but it needs to be polished and presentable.

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00:06:14.970 --> 00:06:32.310



Christie Miller: I create 99% of my lead magnets myself lately I've been having Martin create the cover page and the footer. But other than that, I am I am typing it all up, making it look nice myself because that's part of my content creation process.

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00:06:33.180 --> 00:06:37.440

Christie Miller: For some people, you could just create it in a Google document and send it off to a VA.

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00:06:37.860 --> 00:06:47.070

Christie Miller: I actually, it helps me to create if I can see how it's looking. That's just the way that my brain works. And that's why I still do them entirely on my own.

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00:06:47.550 --> 00:06:59.970

Christie Miller: Now there are many forms of lead magnets, you can offer a guide, a report cheat sheet resource list PDF Free with shipping offer that's really popular with books.

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00:07:00.420 --> 00:07:14.040

Christie Miller: You can offer a quiz that they get their results only if they input their email address. You can also do my favorite a five day challenge a masterclass a video series or a combination of the things listed here.

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00:07:14.640 --> 00:07:24.210

Christie Miller: Now three of my best lead magnets for eat train when when I was in healthy living and weight loss were seven keys to creating the winning weight loss mindset.

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00:07:24.540 --> 00:07:33.030

Christie Miller: But this was a great example of a horrible name my clients didn't wake up in the middle of the night saying oh if I only had the winning weight loss mindset.

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00:07:33.480 --> 00:07:42.150

Christie Miller: Now I got lucky. This lead magnet was very successful, even though I was giving them what they needed but not what they wanted.

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00:07:42.600 --> 00:07:47.430

Christie Miller: They knew I was all about mindset. So when they saw it. They were open to

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00:07:48.150 --> 00:08:00.240

Christie Miller: Actually opting in, for it, but it would have done a lot better if the title. What if the title gave them what they wanted, which was seven reasons why you can't lose weight. In fact, we created a new cover for it and

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00:08:00.600 --> 00:08:06.840

Christie Miller: I just never got around to relaunch and it because it was doing so well didn't feel like the best investment of my time to go and change it.

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00:08:07.350 --> 00:08:14.220

Christie Miller: Because there would be other things to change besides just the cover. Let's see. Another good one was my 10 secrets for weight loss.

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00:08:14.670 --> 00:08:20.070

Christie Miller: And another one. My top performing ones was called the entrepreneurs life support system.

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00:08:20.640 --> 00:08:28.560

Christie Miller: Those three were all PDFs. I also used five day challenges regularly to grow my email. So you guys have seen me do that.

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00:08:28.920 --> 00:08:43.590

Christie Miller: And then also, I had this New year, new you mini course it was free. And it was a huge hit this one led to thousands of dollars of sales when we opened up enrollment for way to win. About a month later.

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00:08:44.250 --> 00:08:59.520

Christie Miller: Okay, so now let's talk a little bit about how you will promote your lead magnets. Let's say you understand the technology you understand what to create you've gotten it created. How do you promote them. Well, one thing you can do is you can use it as

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00:09:00.810 --> 00:09:14.280

Christie Miller: Your profile photo on your personal page. I went over how to do that in one of our Facebook trainings. It's also in the Facebook group magic download that you guys have as a bonus and in the file section.

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00:09:14.730 --> 00:09:23.160

Christie Miller: And you can promote it just by doing a post like this as a social media post or an Instagram or on stories or whatever.

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00:09:23.580 --> 00:09:31.950

Christie Miller: You can also use it as your cover photo on your business page. And what happens is when the person clicks the Learn More button that you see here.

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00:09:32.220 --> 00:09:41.910

Christie Miller: It will take them to your landing page to learn more about your offer, and hopefully opt in. Now another thing that you will see here, is it looks right. I don't know if my arrow will show

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00:09:42.750 --> 00:09:52.260

Christie Miller: Right here, it says there's a green button that says download. Now, if a person clicks on that. What it will bring up is a description of

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00:09:53.310 --> 00:09:59.580

Christie Miller: Of what the Facebook group magic is and a link to the URL or just a link to the URL in the comments.

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00:09:59.880 --> 00:10:11.520

Christie Miller: So it's not actually that button doesn't actually let them immediately download it, but I put that there, to train people to be clicking and then they they go to the opt in page and then they can get it.

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00:10:12.210 --> 00:10:22.650

Christie Miller: All right. You can also promote it as a blog upgrade in your box we used to do this a lot. This is an example of a graphic we inserted into

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00:10:23.010 --> 00:10:31.740

Christie Miller: Any of our blogs and eat train when that we're a good match for this freebie. And we had a whole series of what we call blog bars which was

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00:10:32.310 --> 00:10:39.750

Christie Miller: How we describe this graphic every time we release a blog we before we released it. We looked at all of our blog bars.

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00:10:40.140 --> 00:10:51.660

Christie Miller: For all of our freebies to decide which one of these fits really nicely with this blog so we never missed an opportunity to get people to opt in to our email list.

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00:10:52.110 --> 00:11:00.930

Christie Miller: And then also you can go live daily to discuss the steps for the tips. This is an excerpt from our 10 secrets for weight loss.

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00:11:01.260 --> 00:11:11.880

Christie Miller: And you can see that each one of these tips would have been a perfect topic to discuss in a Facebook Live with a call to action to download my free guide to get the other nine tips.

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00:11:12.660 --> 00:11:19.770

Christie Miller: All right. Coach, it's time to make it happen. You know, I'm going to tell you to get out there and create your lead magnet.

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00:11:20.220 --> 00:11:30.780

Christie Miller: But we just did an overview here. So we're going to go much deeper into creating lead magnets and building your list in our upcoming list builders boot camp.

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00:11:31.140 --> 00:11:48.750

Christie Miller: But for now, let's do some live q&a so I'm going to stop sharing my slides, and I'm going to turn my video back on and go ahead and raise your hand for any questions that you have. And we will cover them right here.

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00:11:50.430 --> 00:11:56.850

Christie Miller: And I'm just looking in the chat box to see if there are any questions.

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00:11:58.050 --> 00:12:06.600

Christie Miller: So I guess somebody wants to slides. Yeah, we can totally we can totally get the slides to you and obviously replays for sure. Yeah.

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00:12:07.260 --> 00:12:25.680

Christie Miller: All right, I'm looking through the chat box. And let's see. Jane is here, pretending to be Christie again. Yeah, she does that always Michelle Thomas made the mistake. I think that was not tying a freebie to what she was going to sell.

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00:12:27.660 --> 00:12:37.710

Christie Miller: Okay so Tosh is asking. So is it okay if we don't have our course created yet. Can we do a lead magnet first. Yes, absolutely, positively. I can't say that enough

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00:12:38.520 --> 00:12:47.910

Christie Miller: One of the things that I said, Is your lead magnet should be directly tied to your course. It's almost like the taste the appetizer. That leaves them wanting more.

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00:12:48.240 --> 00:12:57.150

Christie Miller: And so then the next logical step is to enroll in your course. But if you don't have a course yet then create a more of a generalized lead magnet.

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00:12:57.540 --> 00:13:05.610

Christie Miller: You still need to know what your philosophies and your principles and your methods are so that you create something that is still logically the next step.

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00:13:06.060 --> 00:13:21.450

Christie Miller: And again, that funny example don't create a lead magnet for the carnivores guide to meal planning, if you know you're going to be teaching plant based eating that's just silly, but you could create a plant based

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00:13:22.650 --> 00:13:30.780

Christie Miller: Plant based recipes guide as a freebie. And then maybe your course was going to have a bunch of

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00:13:31.230 --> 00:13:47.640

Christie Miller: Topics and and trainings and exercises on how to build muscle on a plant based diet or how to lose weight on a plant based diet, they're still connected so it makes sense. So please, please, please, please, please do not wait to

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00:13:48.090 --> 00:13:56.190

Christie Miller: Have your course created in order to create your lead magnet. The more people you have on your email list, the more potential buyers, you have for your course.

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00:13:57.660 --> 00:14:09.180

Christie Miller: Alright, so if you have questions, please raise your hand so I can answer them. If it works much better than if I'm just reading in the chat.

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00:14:09.630 --> 00:14:17.970

Christie Miller: A glade said, what are the tech steps we went over those at the very beginning and Emily is asking

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00:14:18.750 --> 00:14:27.870

Christie Miller: Would you mind going in more depth what your New year, new you party entailed. Yes, it was 31

82

00:14:28.680 --> 00:14:34.230

Christie Miller: Pretty much. One minute videos. And so for 31 days in January.

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00:14:34.590 --> 00:14:44.880

Christie Miller: I released a new pre recorded video and they went in order one would be something about eating healthy than the next one was training daily, then the next one was winning happiness.

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00:14:45.150 --> 00:14:49.080

Christie Miller: And they just kept circulating through that everyone had a calendar.

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00:14:49.530 --> 00:14:57.960

Christie Miller: Where they could check off the box that they had watched the video and that they had commented below the video because all of these were released inside the Facebook group.

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00:14:58.920 --> 00:15:12.510

Christie Miller: And it was phenomenal. I think on the first day we have over 300 comments. If I'm recalling correctly and people were just waiting for more because we were giving them little itty bitty bites.

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00:15:13.260 --> 00:15:28.110

Christie Miller: Cassandra, who's one of our courses. Made Easy alumni. If you go way back to Module one where I was talking about mini courses. She did a mini course called 30 days to a new you. I think

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00:15:28.560 --> 00:15:39.150

Christie Miller: Or something like that. And it was entirely not entirely. It was based on our New year, new mini course because we have also

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00:15:39.960 --> 00:15:48.990

Christie Miller: Sold that course for clients to use as their own. And so she made it her own, but it was really cool and ok so

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00:15:49.530 --> 00:15:53.610

Christie Miller: Write to us saying, can I ask a specific question about ideas I have, of course,

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00:15:54.090 --> 00:16:03.690

Christie Miller: And sorry you hear Winnie working. That's because my husband is home and sharmila is thinking about doing a lead magnet on how to create how to read labels, it's a common question I get from current clients.

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00:16:03.930 --> 00:16:15.930

Christie Miller: That's perfect. If your people are asking for it. That's a great lead magnet. Okay, we are going to the hands are raised and again I apologize. Winnie is barking. If I had the new

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00:16:16.980 --> 00:16:30.090

Christie Miller: There's an app that I think I put in the group. And now I forget what it's called. If I had that app installed on this computer. You wouldn't hear Winnie barking, even though she's barking, but I have not installed it yet. Okay. Vicki, you're up.

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00:16:31.200 --> 00:16:32.970

Vicky Bergem: First I need to find that app.

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00:16:33.930 --> 00:16:35.250

Christie Miller: Clearly. I do to.

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00:16:35.880 --> 00:16:36.780

Secondly,

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00:16:37.830 --> 00:16:48.540

Vicky Bergem: We actually we have a web page right now where we have one lead magnet, that's just that all year round. Would you recommend switching that out, or would you leave it.

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00:16:48.840 --> 00:17:02.370

Christie Miller: Yeah, they, they tend to get stale. So it's doing great and you're getting a lot of leads from it, leave it up, but just watch it. So we've had our Facebook group magic.

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00:17:02.760 --> 00:17:10.890

Christie Miller: I created that in January or February and now it's September, we are adding over 100 people a month.

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00:17:11.700 --> 00:17:20.040

Christie Miller: Just from the lead magnet organically. Plus, we're doing Facebook ads. Our goal is 1000 people a month and we're pretty close to that with our ads.

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00:17:20.520 --> 00:17:32.400

Christie Miller: And and that's just one that has worked really well for us. And, but the minute I see our Facebook ad costs going through the roof or I see that we're not getting organic opt ins.

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00:17:33.000 --> 00:17:40.920

Christie Miller: will pull the plug and we'll put something else up in fact I'm I'm itching to create something new because I you know me, I love creating content.

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00:17:41.580 --> 00:17:47.070

Vicky Bergem: Would you put more than one up at a time or would you, would you just rotate them around based on how they doing

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00:17:47.430 --> 00:18:00.360

Christie Miller: You could, and if they were like, if they were different tracks to maybe different offerings. So for example, I could if I had a website.

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00:18:01.110 --> 00:18:10.980

Christie Miller: I could have two different lead magnets up and I could actually have three and want to grow your Facebook group Facebook group magic and

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00:18:11.400 --> 00:18:18.300

Christie Miller: Want to learn how to create a five day challenge we have a freebie about a five day challenge that I don't

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00:18:18.600 --> 00:18:22.290

Christie Miller: I don't promote any more because it was one of my original ones. And I don't think it's very good.

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00:18:22.650 --> 00:18:33.450

Christie Miller: It needs to be redone. And then I have one. I think it's called course creators roadmap want to create a course and click on this one. So you could have, like, if you have different paths that people

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00:18:33.600 --> 00:18:43.320

Christie Miller: Don't do or different levels of what they're dealing with. You could certainly have three, the way I would do it would be graphically like square

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00:18:43.800 --> 00:18:51.720



Christie Miller: opt in square often square often nice and when they click on that button, it will then take them to the real landing page where you describe more

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00:18:52.890 --> 00:18:53.880

Christie Miller: Great. Yes, thank you.

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00:18:54.360 --> 00:18:58.530

Christie Miller: Yeah, you're welcome. And you know what, I'm going to, I'm going to pull up

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00:19:00.960 --> 00:19:08.610

Christie Miller: The clubhouse. Just to show you guys what I mean, these are obviously not. These are not freebies.

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00:19:09.000 --> 00:19:17.370

Christie Miller: But let's say this was my website i mean it's it's our membership site. But let's say this was just a regular website and it would obviously have

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00:19:17.700 --> 00:19:22.740

Christie Miller: an intro and a whole bunch of other stuff. But then it could be like this where it's

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00:19:23.130 --> 00:19:37.260

Christie Miller: You know, show up. I would show a graphic, not just the title of it. Give a little description. And then down here, it can be learned more and when they click that it would take them to the landing page to go and fill in their information.

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00:19:37.770 --> 00:19:48.210

Vicky Bergem: If you were doing that from Facebook and you had a website. Would you send them to the website to go to the lead magnet, or would you just send them directly.

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00:19:50.790 --> 00:19:54.180

Christie Miller: I would send them to the landing page for the free

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00:19:55.140 --> 00:19:55.800

Christie Miller: Okay, yeah.

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00:19:56.400 --> 00:19:57.300

Christie Miller: People are busy.

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00:19:58.230 --> 00:20:00.060

Christie Miller: And people are skeptical.

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00:20:00.180 --> 00:20:14.370

Christie Miller: So if I click something like let's say you had the world's best lead magnet and I clicked on it and took me to your website. And then I had to like, look around, or even if the website was exactly this, and I had to click another button. I'm like,

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00:20:14.670 --> 00:20:16.290

Christie Miller: And then I got to a landing page will be like what

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00:20:17.100 --> 00:20:27.780

Christie Miller: Did I burn any calories doing them. Like, why is she sending me all these places. So I would send them directly to the landing page. And I want to clarify what I was saying earlier also.

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00:20:29.970 --> 00:20:44.880

Christie Miller: There is a new trend where you you go you put your email address and your name in and then the thank you page and the email that you get says, great, congratulations. Join our Facebook group and we'll give you what we just promised you.

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00:20:46.080 --> 00:20:46.650

Christie Miller: Know,

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00:20:48.390 --> 00:20:56.250

Christie Miller: It's coming out of click funnels, I believe. I think it's one of their templates. I hate it. I think it's horrible. I think it's bait and switch

128

00:20:57.780 --> 00:21:01.890

Christie Miller: And it just, I just don't like it. So I suggest don't doing that.

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00:21:02.550 --> 00:21:03.930

Vicky Bergem: guy right there. Thanks.

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00:21:03.990 --> 00:21:05.490

Christie Miller: Yeah, you're welcome.

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00:21:05.970 --> 00:21:06.570

Christie Miller: All right.

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00:21:06.660 --> 00:21:12.930

Christie Miller: Next up is my buttons just disappeared. Next step is Seba

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00:21:14.430 --> 00:21:16.380

Christie Miller: Go ahead and unmute yourself SIVA, yeah.

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00:21:16.530 --> 00:21:28.140

siva parvati: Hi. Um, so my question is basically about your offerings. So I remember you saying and promote you make your product that you're going to give out

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00:21:28.500 --> 00:21:37.260

siva parvati: As your freebie you promote it on social media and you feature it you know you feature the image on your personal page. For example, and you try to talk about in your blog.

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00:21:38.310 --> 00:21:46.470

siva parvati: But sometimes the most amazing topics which, you know, you think it's amazing Aaron's gonna run for it and you find that you know your traction. Isn't that

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00:21:46.830 --> 00:22:02.460

siva parvati: Big as it could have been. So what are the possible things you would do in that case that you know that would indicate that you're you're clearly like I clearly see that the, the promotion wasn't as good as it could be. So what are the options in that

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00:22:02.490 --> 00:22:14.460

Christie Miller: Yeah, the first thing is to get really honest with yourself and ask yourself if you created something that you wanted to create or if you created something that based on

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00:22:14.850 --> 00:22:28.020

Christie Miller: Watching your ideal clients, listening to your ideal clients they knew they needed. So this is where my seven keys to create the winning weight loss mindset could have been a total flop.

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00:22:28.650 --> 00:22:36.480

Christie Miller: And it wasn't just because people knew me as the mindset coach for weight loss. So they were already warmed up.

141

00:22:37.380 --> 00:22:48.840

Christie Miller: But it so with a warm audience, it worked well with a cold audience, it probably didn't do well and I never really recognize that, because I was just seeing so many opt ins come in.

142

00:22:49.470 --> 00:22:55.470

Christie Miller: So really, number one, make sure that you have created something that that you know your ideal clients want

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00:22:56.040 --> 00:23:02.940

Christie Miller: And then if it's still not performing. Look at your messaging. Look at the copy on the landing page.

144

00:23:03.630 --> 00:23:19.770

Christie Miller: And see if it's really clear, see if it's complicated. And then I would ask some people like let's say you have a Facebook group and there's people that are generally active

and you can look in your email system and see that they haven't opted in. For that, I would just ask them.

145

00:23:21.930 --> 00:23:32.520

Christie Miller: Yeah, yeah. And again, it's it's testing. Testing, testing and just the same way that you wouldn't go create a course without validating it

146

00:23:33.120 --> 00:23:39.090

Christie Miller: You don't want to create a lead magnet in a vacuum. So even if you have no clients yet.

147

00:23:39.510 --> 00:23:52.170

Christie Miller: You can still validate the idea by looking by being in Facebook groups where your ideal clients hang out, even if you're not allowed to promote or speak in there just listening to them.

148

00:23:52.620 --> 00:23:59.880

Christie Miller: So I have a client right now who is in a very high level course for emotional eaters.



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00:24:00.810 --> 00:24:07.800

Christie Miller: And she's in this course, because she has struggled with emotional eating and she also wants to go on to become

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00:24:08.550 --> 00:24:20.640

Christie Miller: Instructor to help people curb emotional eating. So when I had my last private session with her, I was saying, do you realize you're like the hen or the fox in the henhouse. Is that the same

151

00:24:21.300 --> 00:24:33.150

Christie Miller: I mean you are you are swimming in a pool of your ideal clients. Now you can't sell to them that would. You're not even ready. Anyway, but I hope that you are taking notes.

152

00:24:33.570 --> 00:24:43.500

Christie Miller: Of every time somebody talks about their emotional eating struggle, they are giving it to you on a platter. Now, that's because she's in a course with

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00:24:43.950 --> 00:24:59.970

Christie Miller: Essentially her ideal clients and you can be in Facebook groups where they're hanging out just observing just absolutely observing and listening. I'm in probably five Facebook groups.

154

00:25:00.960 --> 00:25:16.890

Christie Miller: With other business coaches that teach health coaches and I was in them. When I was a health coach. So it goes back many years I don't go into it. Just because I don't even have time now to do that, but I could, if I'm still in some of my being kicked out of

155

00:25:18.060 --> 00:25:29.850

Christie Miller: Not, not for bad behavior just they somehow saw that I'm a business coach. Also, which is fair, but I could be getting great information there. So really think about other groups, you can go into. Does that make sense.

156

00:25:32.700 --> 00:25:35.010

siva parvati: Yes, thank you for that was really helpful.

157

00:25:35.220 --> 00:25:39.900

Christie Miller: You are welcome. All right. Up next is Rachel.

158

00:25:43.350 --> 00:25:43.740

Rachel Selig: Hi.

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00:25:44.070 --> 00:25:45.300

Christie Miller: Hi, how are you. Yeah.

160

00:25:45.510 --> 00:25:46.290

I'm great.

161

00:25:49.980 --> 00:25:51.240

Rachel Selig: I'm sorry, you're talking at the same time, which

162

00:25:51.840 --> 00:25:56.730

Christie Miller: I was saying. It's good to see you on camera. I was just see your little your little face on Facebook.

163

00:25:56.940 --> 00:25:57.840

Rachel Selig: I'm usually doing

164

00:25:58.320 --> 00:25:58.590

Good.

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00:26:00.600 --> 00:26:22.560

Rachel Selig: Um, so I'm stuck on when you say give the client a when you know the potential client, give them a win and make them feel like they've accomplished something. So I'm an ADHD coach and I have a lot of ideas of the beginning things that my students, my clients do

166

00:26:23.610 --> 00:26:27.180

Rachel Selig: But I'm not sure how to narrow it down.

167

00:26:27.540 --> 00:26:29.490

Christie Miller: Okay. So give me an example.

168

00:26:30.900 --> 00:26:39.210

Rachel Selig: So it could be like five ways that your attention gets sucked away and how to prevent that.

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00:26:39.690 --> 00:26:54.330

Christie Miller: Okay, so in your first tip of five and this whenever you're doing things like steps and formulas. You are inadvertently giving them a win. So if your first tip.

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00:26:55.470 --> 00:27:04.470

Christie Miller: I'm not going to make it up. I mean, I'm pretty sure I'm undiagnosed or non diagnosed, whatever the word is for ADHD, but give me your first step.

171

00:27:06.390 --> 00:27:07.770

Rachel Selig: I haven't written this yet, right.

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00:27:08.190 --> 00:27:11.160

Rachel Selig: Off the top of my head. It would be that to

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00:27:11.190 --> 00:27:16.590

Rachel Selig: Conquer that time suck that happens between when you put on your shoes and when you start the car.

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00:27:16.950 --> 00:27:18.960

Rachel Selig: So one time suck would be

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00:27:19.440 --> 00:27:20.850

Rachel Selig: Have your keys by the back door.

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00:27:21.240 --> 00:27:34.890

Christie Miller: Yeah. That right there is a win. Okay, so you're giving them a tip that they can put into place immediately and I know firsthand, even at well I don't know me, but my client was ADHD to

177

00:27:35.310 --> 00:27:44.040

Christie Miller: And one of my clients was constantly showing up late for work. She was one of the top performing sales people. And she was on the verge of getting fired

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00:27:45.180 --> 00:27:51.570

Christie Miller: And so what she did was, and we did this together. Plan your clothes. The next day,

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00:27:51.750 --> 00:27:52.050

Rachel Selig: Or

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00:27:52.170 --> 00:27:57.840

Christie Miller: The night before, try them on. Make sure they're pressed like she had this whole my Tamworth team that we put into place.

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00:27:58.320 --> 00:28:07.200

Christie Miller: Get your computer. Put it in your briefcase keys by the front door or keys in the refrigerator so you don't forget your lunch. If you have back to lunch.

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00:28:07.740 --> 00:28:14.640

Christie Miller: And then we got our thing to hang or keys on the outside because apparently if you put the fancy keys in the refrigerator sometimes electronics no longer

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00:28:15.660 --> 00:28:15.900

Rachel Selig: Yeah.

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00:28:16.200 --> 00:28:30.990

Christie Miller: But that life changing. So you could you could see if if I had a freebie. That was 10 ways to get out of the out the front door faster so you don't get fired at work that one thing is a win. That's what I meant.

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00:28:31.920 --> 00:28:32.370

So,

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00:28:34.200 --> 00:28:42.180

Rachel Selig: As I said that I realized maybe instead of just five things that suck your time just make it specific you know how to avoid that vortex of time.

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00:28:43.950 --> 00:28:59.580



Rachel Selig: But here's where I get stuck. That's just maybe this is exactly what a lead magnet supposed to do. That's just an entryway into all the stuff that's involved in my coaching, it just feel so minor. It feels so surface.

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00:28:59.910 --> 00:29:00.660

Christie Miller: Yeah, so

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00:29:00.750 --> 00:29:01.920

Rachel Selig: Am I being too simplistic.

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00:29:02.280 --> 00:29:08.640

Christie Miller: Yeah. So here's, here's what we have to remember. And I was actually one of my private clients. Today we have this exact discussion.

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00:29:09.180 --> 00:29:24.180

Christie Miller: Because we are coaches, because we are so passionate about what we do and we walk the walk and we talk the talk, we forget how little people know. Yeah. Like what is second nature to us.

192

00:29:26.010 --> 00:29:30.390

Christie Miller: People don't even know, or they've heard it 100 times, but they're not doing it.

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00:29:31.710 --> 00:29:40.950

Christie Miller: Okay, so it's simplistic is good. We don't want to overwhelm them in a freebie. But we want to give our ideal clients.

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00:29:41.250 --> 00:29:57.420

Christie Miller: Enough so you really have to know your ideal client. So for example, if my ideal client was a was had a PhD in mathematics. I'm not going to give them a freebie on how to do calculus. They have a PhD, they already know that.

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00:29:57.930 --> 00:30:05.670

Christie Miller: I'm going to give them a freebie on how to use your PhD in mathematics to solve code or something.

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00:30:06.810 --> 00:30:10.680

Christie Miller: So you really have to know like, who is your audience.

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00:30:11.100 --> 00:30:17.070

Christie Miller: And what's your promise and and for most audience simple is good.

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00:30:17.670 --> 00:30:18.060

Christie Miller: And

199

00:30:18.210 --> 00:30:37.470

Christie Miller: And that's also our ego talking. It's our inner critic saying, Hey, Rachel, you're not smart enough, this stuff is this stuff is too basic it's everywhere on the internet for free. Yes, of course, is almost everything we coach 99.9% of the things that we all coach is available for free somewhere.

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00:30:39.540 --> 00:30:45.330

Christie Miller: People still want it. They want it. They want you to help them with their ADHD because they resonate with you.

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00:30:45.810 --> 00:30:54.810

Christie Miller: They don't resonate with that coach over there. You and that coach can be standing side by side and they're picking you and some of the people will pick the other Coach Yeah. Simple as good totally okay.

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00:30:56.310 --> 00:30:59.190

Rachel Selig: As always, you hit the nail on the head. It's ego. Thanks.

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00:31:00.030 --> 00:31:02.460

Christie Miller: You're welcome. Yeah. You know, I've been there.

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00:31:03.480 --> 00:31:05.670

Christie Miller: I have that seven year old inner critic to

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00:31:06.030 --> 00:31:16.500

Christie Miller: Yeah. So, good, good. Thank you for being vulnerable and authentic because that just helped every other coach that's watching this live and who will watch it on the replay. So thank you very much.

206

00:31:17.610 --> 00:31:19.980

Christie Miller: Alright, next step is Christine

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00:31:21.870 --> 00:31:22.470

Christine Garrison: Can you hear me.

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00:31:22.860 --> 00:31:24.390

Christie Miller: I can. Hello there.

209

00:31:25.080 --> 00:31:34.470

Christine Garrison: Okay, I want to try to see if I wrapped my head around all of this. So a five day challenge is an example of a lead magnet.

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00:31:36.090 --> 00:31:54.450

Christine Garrison: Okay, so when they click on that, then that sends them to a landing page. Okay, so in order to have a little thing for them to click on you have already had to sign up with lead

211

00:31:54.870 --> 00:31:56.160

Christie Miller: Magnet for

212

00:31:56.190 --> 00:31:58.890

Christine Garrison: Complete pages Finney.

213

00:31:58.980 --> 00:32:03.540

Christine Garrison: Yeah, up to have like drip or something. I don't have any of that.

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00:32:03.660 --> 00:32:14.550

Christine Garrison: Yeah, okay. So, I get that. Could you do a five day challenge and make it a Facebook ad

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00:32:15.120 --> 00:32:15.570

Christine Garrison: So it's

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00:32:15.960 --> 00:32:22.560

Christine Garrison: Kind of going out to random people but they're like, oh, and they click on it and then they can join

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00:32:22.860 --> 00:32:31.770

Christie Miller: Yes. Yes. In fact, there are people here today. I imagine in this in this live training, who

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00:32:32.820 --> 00:32:41.640

Christie Miller: Didn't know me before and they came, they ended up in courses made easy because they clicked on a Facebook ad for the build your online course challenge.

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00:32:43.980 --> 00:32:45.570

Christie Miller: So you saw it firsthand.

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00:32:45.780 --> 00:32:53.280

Christie Miller: You saw it and you're like, Who is that crazy lady. I'm going to learn more. You did. My challenge like I like that crazy lady and now you're in courses made easy

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00:32:53.640 --> 00:32:54.660

Christine Garrison: Right, okay.

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00:32:55.020 --> 00:32:56.640

Christine Garrison: Okay, um,

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00:32:56.730 --> 00:32:58.350

Christine Garrison: It works. Oh, yeah.

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00:32:59.130 --> 00:33:13.680

Christine Garrison: Shoot. There was one question that just slipped away. Um. Oh, okay. So what would the time was, I don't have a course built yet. And it's probably going to be realistically months before I do that,

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00:33:15.270 --> 00:33:27.180

Christine Garrison: So I'm not once you do a five day challenge. I can't remember when we did the five day challenge. How long after you do the five day challenge. Do you offer the course.

226



00:33:27.720 --> 00:33:28.440

Weekly.

227

00:33:29.850 --> 00:33:41.940

Christie Miller: Yeah, so you'll learn. Yeah, you'll learn all about the not all about. I have, I have an eight week course on doing five day challenges, but you'll learn a lot about five day challenge is in Module four

228

00:33:42.540 --> 00:33:45.690

Christie Miller: Is made easy and you'll even get a schedule. Okay.

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00:33:46.320 --> 00:33:53.370

Christie Miller: Of what a five day challenge launch looks like generally the way I do it is I do five day challenge for the week.

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00:33:54.630 --> 00:34:01.890

Christie Miller: And then the cart is open or enrollment is open from the fifth day of the challenge through the following Friday.

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00:34:02.160 --> 00:34:12.480

Christie Miller: Okay, and then generally will start a week later, sometimes it's two weeks later, if I can get a vacation in there.

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00:34:13.530 --> 00:34:20.730

Christie Miller: We had coded so there was no vacation this time so we we went right into it. We're like, boom, boom, boom. Hey welcome parties on Monday.

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00:34:21.660 --> 00:34:37.890

Christie Miller: But you could you could push it even further, I did, I did a five day client. I think we caught a client creator challenge or something like that. A couple years ago and we did it in November, and we were selling into the course that began in January.

234

00:34:38.310 --> 00:34:38.700

Christine Garrison: Oh,

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00:34:38.940 --> 00:34:44.820

Christie Miller: Because I was not going to start a course in December. I'm like, No, I want to have fun and so do other people

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00:34:45.270 --> 00:34:45.900

Christie Miller: Okay, though.

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00:34:45.960 --> 00:34:50.790

Christine Garrison: You can you, it could be anywhere from a week, two weeks to a month.

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00:34:51.240 --> 00:34:54.090

Christine Garrison: Yeah, two months later, they don't like.

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00:34:54.300 --> 00:34:55.920

Christine Garrison: Because they already paid

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00:34:56.160 --> 00:35:03.660

Christie Miller: Right, exactly. And what's kind of cool when you do it that way. You can also offer a more extended payment plan.

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00:35:04.350 --> 00:35:07.200

Christie Miller: And you'll learn. You'll learn more about this in the next module two.

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00:35:07.440 --> 00:35:19.770

Christie Miller: Because if they're if their first payment is in November. They can have another one in December and other one in January and then one in February and they're done with their for payments before the courses over

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00:35:20.070 --> 00:35:20.400

Christine Garrison: Right.

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00:35:20.700 --> 00:35:24.570

Christie Miller: Now we've I think we've only had one person.

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00:35:25.650 --> 00:35:33.450

Christie Miller: Back out on their payments on a course like the course ended, and then they backed out and we've we for course made easy. We have a 13 pay

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00:35:34.380 --> 00:35:48.690

Christie Miller: And last year, every single person made there are 13 payments. Couple people even got in touch with us. Hey, can I paid off early. Okay, so I do believe people are honest and have integrity. But, you know, it could happen. There's the risk is the course.

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00:35:49.740 --> 00:35:50.640

Christie Miller: Owner or

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00:35:50.670 --> 00:35:52.020

Christie Miller: My coach.

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00:35:52.470 --> 00:36:03.360

Christie Miller: And another thing though, I, I wouldn't recommend diving into a five day challenge launch for the launch of your first course.

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00:36:03.450 --> 00:36:09.690

Christie Miller: Okay, because a five day challenge in and of itself is a beast.

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00:36:10.860 --> 00:36:14.220

Christie Miller: And there's a reason why I have an eight week course on how to create a challenge.

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00:36:14.580 --> 00:36:17.700

Christie Miller: Right. It's a lot of moving pieces.

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00:36:18.120 --> 00:36:20.100

Christine Garrison: So what would you recommend, then

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00:36:20.190 --> 00:36:23.580

Christine Garrison: To do as a Yeah, as a leader.

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00:36:24.030 --> 00:36:24.420

Christie Miller: In it.

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00:36:25.530 --> 00:36:35.340

Christie Miller: You could do a PDF. You could do a short video series. Okay you guys will see me, although I'm going to tell you not to watch and in the

257

00:36:35.790 --> 00:36:47.520

Christie Miller: In October five, we're going to start promoting it here soon. We're doing a four or five part video series. Clearly, I haven't written the script yet. So I don't know if it's four or five parts of called the content creators roadmap.

258

00:36:48.660 --> 00:36:57.420

Christie Miller: That's a freebie. And it was going to be like they're going to opt in for it all of the videos will release on October 12 they can binge watch them all week.

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00:36:57.720 --> 00:37:03.420

Christie Miller: And then the following Monday we will open up the cart to our take it and make it your own sale.

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00:37:03.960 --> 00:37:21.960

Christie Miller: So the, the freebie is really like. It's an event launch and they can they can absorb consume all those videos and they're going to get action steps and they're going to learn stuff to where even if they don't buy what I offer at the end. They've still got value.

261

00:37:22.320 --> 00:37:39.480

Christie Miller: Right, and that's the key like you got it in your freebies. You have to give value. So it could be a PDF. Our, our episode and earlier with Vicki our Facebook group magic that PDF that's bananas successful, it is so successful.

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00:37:39.690 --> 00:37:41.280

Christie Miller: And I thank you.

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00:37:41.520 --> 00:37:41.970

Christie Miller: I

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00:37:42.210 --> 00:37:43.650

Christine Garrison: Of course, yeah.

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00:37:43.950 --> 00:37:56.400



Christie Miller: I stumbled on that brilliance of, Oh my gosh, I just created this thing with 10 strategies. Hey, why don't I do 10 Facebook lives remember talking to my coach sellers can do that. She's like, Yeah, but are you really

266

00:37:57.150 --> 00:38:04.080

Christie Miller: I mean committee to five Facebook lives in a week and then another five. The following week, and it was spur of the moment. I'm like, I'm going to start to where I

267

00:38:04.980 --> 00:38:13.200

Christie Miller: Really was like, yes, I put Facebook stickers in my planner. That means I'm going to do it because I'm three year old well so you could create

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00:38:14.070 --> 00:38:24.090

Christie Miller: A freebie that has five steps. Seven Steps 10 tricks, whatever, and then be out there doing Facebook lives and in every single Facebook Live, you're like,

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00:38:24.360 --> 00:38:39.630

Christie Miller: Well that's tip number three. If you would like all 10 tips to lose 10 pounds in four seconds. None of us are doing that and go to blah blah blah.com and download the guide and I'll be back here tomorrow at 3pm for the next tip. Okay.

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00:38:39.960 --> 00:38:42.180

Christine Garrison: Because I've been doing Facebook lives.

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00:38:42.660 --> 00:38:51.090

Christine Garrison: And I, I feel like my Facebook lives are anywhere from like 10 minutes to 17 minutes. I feel like I'm giving like a lecture or webinar.

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00:38:51.660 --> 00:38:52.560

Christie Miller: Yeah, I'm

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00:38:52.620 --> 00:39:04.560

Christine Garrison: giving it all away. So eventually I could do a smaller Facebook Live maybe one little tiny topic, one tip, and then another one and then

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00:39:05.790 --> 00:39:18.000

Christine Garrison: I'm a little fuzzy with and then the goal is to okay if you like these three tips I've given you click on this button and you can get the rest

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00:39:18.090 --> 00:39:22.680

Christine Garrison: Yeah. And then I'm going to let you know about this course that I

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00:39:22.920 --> 00:39:23.700

Christie Miller: Tell them that

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00:39:23.910 --> 00:39:28.410

Christie Miller: You don't tell them hey cook, get my freebie. And then I'm going to try and sell you something.

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00:39:28.740 --> 00:39:29.730

Christine Garrison: Okay, okay.

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00:39:30.120 --> 00:39:31.020

Christie Miller: Well with that.

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00:39:31.560 --> 00:39:39.960

Christine Garrison: Once they do click it on and they want to get the rest of the Facebook's or PDFs, or whatever, then

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00:39:41.250 --> 00:39:47.310

Christine Garrison: Then you just like a week later, send them an email about, hey, I'm going to be doing a course.

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00:39:47.490 --> 00:39:50.130

Christie Miller: Yeah, I mean, depending on what the timing is

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00:39:50.190 --> 00:39:57.540

Christie Miller: So for many parts of the year, like people right now are are downloading our Facebook group magic.

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00:39:58.200 --> 00:40:08.790

Christie Miller: And they are going to be told in a week or so, hey, we got this free event coming up. But if I didn't have that they wouldn't get a sales email until

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00:40:09.120 --> 00:40:20.190

Christie Miller: January or February. Okay. We haven't we haven't completely planned out 2021 yet only because I'm honestly scared to try and put anything on the calendar, because everybody

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00:40:20.190 --> 00:40:22.830

Christine Garrison: Knows what yeah like what

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00:40:23.100 --> 00:40:29.940

Christie Miller: So I haven't had it planned, but my email list goes months and months and months without a sale and that's good.

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00:40:30.060 --> 00:40:30.570

Christine Garrison: Okay.

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00:40:30.660 --> 00:40:45.780

Christie Miller: And that's when you should be nurturing them with either blogs or Facebook lives where you send your email list. Hey, I'm going live tomorrow at this time on such and such topic or the day after you say, hey, in case you missed it. Here it is.

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00:40:46.050 --> 00:41:00.030

Christie Miller: Right. Or like what we're doing now, this is kind of our lazy girls way to nurture our list is weekly Jane is sending out the weekly Roundup where we're we're celebrating our client wins.

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00:41:00.480 --> 00:41:06.480

Christie Miller: And that's are really lazy way to make sure that we're in our clients are in our subscribers inbox right now.

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00:41:07.080 --> 00:41:23.880

Christie Miller: I'm still recuperating from the launch and I'm still RESTING UP FROM THE LAUNCH. So I haven't been doing regular Facebook lives. And I'm like, that's okay. We're doing Facebook ads to grow our list and and and we're nurturing them a little bit, but they will start up again. Okay, cool.

293

00:41:24.030 --> 00:41:24.750

Christine Garrison: Yeah, great.

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00:41:25.560 --> 00:41:27.900

Christie Miller: All right. You're welcome. Great job.

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00:41:28.230 --> 00:41:28.830

Christie Miller: All right.

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00:41:29.070 --> 00:41:30.480

Christie Miller: He not his next

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00:41:32.520 --> 00:41:33.180

Einat Shinar: Everyone

298

00:41:33.450 --> 00:41:35.310

Christie Miller: Hello. Hello. Thank

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00:41:35.610 --> 00:41:37.110

Einat Shinar: You for doing this. I really appreciate it.

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00:41:37.230 --> 00:41:38.760

Christie Miller: And you're welcome, it's been

301

00:41:39.090 --> 00:41:50.010

Einat Shinar: Received and connecting them to on all the posts. So I have been very frustrated with all my lead magnets. I have three already that I've done in in try to promote

302

00:41:51.090 --> 00:41:56.070

Einat Shinar: I thought they were good based on the needs of my clients and what I've seen the group.

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00:41:57.600 --> 00:42:06.240

Einat Shinar: But I don't know, I just think that I may not be promoting them the right way. So one of the links I have is in my Instagram bio

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00:42:07.260 --> 00:42:09.660



Einat Shinar: So when I post on Instagram. I post daily

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00:42:11.100 --> 00:42:25.200

Einat Shinar: And there's always every other day. There's a post that is related to my upcoming upcoming course which is about meal planning. So there's always either a recipe or tip there has to do with meal planning and then the freedom that I created his

306

00:42:27.360 --> 00:42:36.060

Einat Shinar: Recipe guide for snacks for kids. It only have three meetings so they're easy to it's not the name is not that long. But that's the destruction

307

00:42:36.300 --> 00:42:36.540

Yeah.

308

00:42:37.560 --> 00:42:45.720

Einat Shinar: I've gotten really great reviews from friends and clients and people in the group. But people just don't opt in and I always at the end of my posts.

309

00:42:46.170 --> 00:42:59.280

Einat Shinar: I call to action. I tell them if you want more, you know, three ingredients recipes for your kids back to school coven whatever click the link in my bio, I have very little options there if you opt ins, it's really frustrating.

310

00:43:00.510 --> 00:43:01.980

Einat Shinar: And my question is,

311

00:43:02.550 --> 00:43:08.070

Einat Shinar: Where else can I promote it because you said story. But the story doesn't allow you to click anything

312

00:43:08.280 --> 00:43:13.320

Christie Miller: Yeah, unless you have like over 10,000 and then you get that swipe up future dad nowhere near that.

313

00:43:13.350 --> 00:43:15.090

Einat Shinar: Either have 1000 that's not enough.

314

00:43:15.510 --> 00:43:19.410

Christie Miller: Yeah, and not only you don't only have 1000 but you haven't had a

315

00:43:19.470 --> 00:43:20.760

Einat Shinar: Great time phones.

316

00:43:20.790 --> 00:43:33.780

Christie Miller: Yes, exactly. Jane, this morning, maybe made a mistake of in our Facebook when our meeting with our Facebook Ads team. She said, Oh, there's only 30 on the waitlist and of course I busted her. I'm like,

317

00:43:34.620 --> 00:43:45.240

Christie Miller: Are there only 30 people on your toilet with you. And yeah, so no on these. These are all real people that have raised their hand that say healthy and you know

318

00:43:46.200 --> 00:43:52.770

Christie Miller: I have not had great luck with opt ins on Instagram. And I think part of it is because it's difficult.

319

00:43:53.190 --> 00:44:08.100

Christie Miller: I mean they're they're in there. They're just swiping they're reading and then they have to go click back to your page to get to your bio it to click that link. And do you have a following on Facebook.

320

00:44:08.790 --> 00:44:14.280

Einat Shinar: I do. I have about 3000 I posted it on my personal page no clicks.

321

00:44:16.650 --> 00:44:18.510

Christie Miller: Okay. People want

322

00:44:19.110 --> 00:44:31.920

Einat Shinar: You know guys for freedom only has three regions to make with your kids and I, there was a whole post about, you know, a fun activity to do with your kids after school. And now that they're finally back to school, nothing.

323

00:44:32.460 --> 00:44:34.200

Einat Shinar: I don't get it.

324

00:44:34.770 --> 00:44:47.220

Christie Miller: So it could be. They don't want it. It could be the messaging. Have you tried doing a Facebook Live making one of these recipes

325

00:44:48.870 --> 00:44:52.380

Einat Shinar: No, I did have a Facebook Live presenting the freebie but not

326

00:44:52.500 --> 00:45:05.130

Christie Miller: Ah, OK. So what I used to do. Yeah, when I had a train when i would i i did one I actually did this on tv live tv. It was like

327

00:45:05.550 --> 00:45:25.680

Christie Miller: Arizona family show or something like that. And I made my healthy freezer fudge and there I am with these big sleeves and a Kitchen Aid a hand mixer mixing together coconut oil and cocoa powder, and all I can think of is when I turn this thing on was this could be the most hilarious.

328

00:45:25.740 --> 00:45:34.680

Christie Miller: I Love Lucy episode right now. And unfortunately, it didn't happen. Everything was neat and it, but I was like, damn, I would have been even better if I made a mess.

329

00:45:35.370 --> 00:45:41.460

Christie Miller: And but I did that same. So obviously, we got a lot of options there because they let me give a site or something.

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00:45:41.790 --> 00:45:54.960

Christie Miller: But I've done Facebook lives like that where I've got all the ingredients out I'm mixing everything and then I'm showing them. And then, you know, I put it in the freezer. And I'm like, am I the magic of television. This is what we will look like what it's done.

331

00:45:55.440 --> 00:45:58.590

Christie Miller: And, you know, giving mark a bite or me taking a bite like

332

00:46:00.510 --> 00:46:04.560

Christie Miller: This and six other recipes are in my whatever guide.

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00:46:04.920 --> 00:46:11.220

Einat Shinar: I feel great, because I've done a few Facebook loves teaching how to cook stuff, but I didn't think about it for this 3D. So that's a great idea.

334

00:46:11.400 --> 00:46:12.840

Christie Miller: Yeah, yeah, that's

335

00:46:12.900 --> 00:46:19.620

Einat Shinar: Facebook. In general, I know that they hate when you put the links you know they don't promote the post when there's a

336

00:46:19.650 --> 00:46:29.910

Christie Miller: Yeah, you know, and this is where a vanity URL comes in very handy and yeah it's. It really does. So

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00:46:31.140 --> 00:46:46.170

Christie Miller: Best freezer fudge calm and see you would just say, all right, if you want this, and my other recipes, go to Best freezer fudge.com and that URL will redirect to your landing page wherever your landing page sets and

338

00:46:46.890 --> 00:46:56.910

Christie Miller: We're opening up the tech library tonight, the part all about freebies that will have this training will be uploaded tomorrow. James not going to do it in the middle of the night tonight.

339

00:46:57.780 --> 00:47:05.910

Christie Miller: But in there, you'll see I did a training this morning or earlier today just created a training really quickly on how to use a vanity URL and how to make it redirect.

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00:47:06.870 --> 00:47:11.250

Einat Shinar: Yeah, I've done that before. So I have a couple of those that that works really well for others.

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00:47:11.490 --> 00:47:15.270

Einat Shinar: To for my like for it leads to my Facebook group, for instance, I've done that.

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00:47:15.480 --> 00:47:16.410



Einat Shinar: Yeah, good question.

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00:47:16.470 --> 00:47:21.360

Einat Shinar: I saw that you used your cover page on the business page.

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00:47:22.440 --> 00:47:27.150

Einat Shinar: You showed us earlier. I just didn't understand how we get from there to the freebie.

345

00:47:27.570 --> 00:47:34.890

Christie Miller: Let me show you. Let me share my screen. And we'll go to my Facebook page.

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00:47:37.830 --> 00:47:41.310

Christie Miller: So I'm going to have to view it as a visitor.

347

00:47:42.450 --> 00:47:45.360

Christie Miller: Okay, so if they click this Learn More button.

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00:47:46.830 --> 00:47:48.570

Christie Miller: It. Oh.

349

00:47:51.090 --> 00:47:58.440

Christie Miller: Oh, here we go, little glitch there when they click the Learn More button, it takes them to this is my landing page for Facebook group magic.

350

00:47:59.790 --> 00:48:01.740

Christie Miller: Or if they

351

00:48:03.390 --> 00:48:04.140

Einat Shinar: Connected

352

00:48:04.200 --> 00:48:07.860

Einat Shinar: How do you connect the Learn More button to to the landing page.

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00:48:07.950 --> 00:48:09.660

Christie Miller: Let me come right back to that.

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00:48:09.720 --> 00:48:13.380

Christie Miller: And the most or if they click. See how I have this download

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00:48:13.380 --> 00:48:25.410

Christie Miller: Men if they click on that, it will actually open up the post and then you can see I've got a whole description of what the freebie is and then we click here.

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00:48:26.760 --> 00:48:34.470

Christie Miller: And that again is my link that for whatever reason is kind of having a hiccup. And then that takes them to the landing page.

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00:48:34.800 --> 00:48:38.250

Einat Shinar: Oh, nice. So it's just like the profile the profile.

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00:48:38.280 --> 00:48:38.910

Christie Miller: Picture on

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00:48:39.090 --> 00:48:42.420

Einat Shinar: My personal page you click on the cover. It also opens up this

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00:48:42.540 --> 00:48:42.750

Einat Shinar: Oh,

361

00:48:42.780 --> 00:49:00.360

Christie Miller: That's cool. I didn't know that. Yeah. So, how to how to connect them. Let me exit view as and there is this right here, edit, learn more. If I click on that and I go to edit the button.

362

00:49:03.450 --> 00:49:08.610

Christie Miller: Whoa. They just gave us a whole bunch of new options.

363

00:49:10.350 --> 00:49:18.330

Christie Miller: Holy bananas. Geez Louise, okay, so that we could learn more and

364

00:49:21.120 --> 00:49:21.750

Einat Shinar: That's awesome.

365

00:49:22.080 --> 00:49:27.540

Christie Miller: Yeah, there are some things that Facebook gives to us that are just so nice. Let me just make sure that I haven't

366

00:49:28.710 --> 00:49:34.830

Christie Miller: Okay. Still working because it's showing me right here. Facebook group magic that that's what it's going to redirect them to

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00:49:35.100 --> 00:49:36.750

Einat Shinar: So that's your business page. Correct.

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00:49:37.110 --> 00:49:38.430

Christie Miller: Yeah, that's my business page.

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00:49:38.460 --> 00:49:51.630

Christie Miller: Nice. Yeah. Yeah. And if I wanted to make this even better and really specific for my ideal client, I would have something on this image that said for health coaches.

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00:49:53.040 --> 00:50:02.040

Christie Miller: Hey health coaches want more engagement and your Facebook group that would be really nice to like have above my head or something and

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00:50:03.000 --> 00:50:15.150

Christie Miller: It, it's on the list. It's just low priority, but that would be that would be an even better graphic. It just requires me to go back to Martin and say, hey, can you do this, and he'll do it it's just

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00:50:15.540 --> 00:50:23.640

Christie Miller: It's just one of those things on the list. And it's doing so well. I have no incentive to take the time to update it. But, but I should

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00:50:25.680 --> 00:50:26.370

Christie Miller: Cool.

374

00:50:26.790 --> 00:50:27.810

Einat Shinar: Yeah. Thanks so much.

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00:50:28.020 --> 00:50:33.570

Christie Miller: You are welcome. Let me stop sharing and we've got Ashley and then Joe

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00:50:34.590 --> 00:50:37.170

Christie Miller: Ashley. Hello, hello, hello.

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00:50:38.520 --> 00:50:39.750

Christie Miller: Let's see, where's Ashley.

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00:50:40.110 --> 00:50:41.100

Ashlene Korcek: Hello, I'm here.

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00:50:41.520 --> 00:50:43.710

Christie Miller: There you are, how are you

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00:50:44.160 --> 00:50:47.010

Ashlene Korcek: I'm good. I'm it's witching hour here so

381

00:50:47.040 --> 00:50:47.610

Christie Miller: I just got

382

00:50:47.640 --> 00:51:06.300

Ashlene Korcek: A quick question. Um, when it comes to launching a new freebie and figuring out me everything comes down to testing. What are some of the primary areas that you're testing what's working and what's not. Like, I know there's a landing page.

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00:51:08.040 --> 00:51:14.190

Ashlene Korcek: Can you kind of remind me some of the things that we should be kind of having a lookout for as we're launching it to see if it's resonating

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00:51:15.090 --> 00:51:15.600

Christie Miller: Yeah, and

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00:51:15.630 --> 00:51:18.570

Ashlene Korcek: Where we need to change. We don't like throw the whole thing out and start over.

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00:51:19.050 --> 00:51:30.450

Christie Miller: Yeah, thank you for asking that. Because when we go through and we'll talk about this in Module four in terms of our sales page but it totally applies to a landing page do is one of the things that we want to look at is

387

00:51:31.110 --> 00:51:40.920

Christie Miller: What is the conversion rate on the landing page and with lead pages, it will tell you how many unique visitors have have gone to your landing page.

388

00:51:41.310 --> 00:51:45.300

Christie Miller: And then you can look at your thank you page and see how many people actually opted in.

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00:51:46.260 --> 00:51:50.940

Christie Miller: If your landing page does not have a 20% or higher opt in.

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00:51:51.360 --> 00:52:01.050

Christie Miller: Then there's something wrong and it could be the messaging, you may have a great landing page and the copy could be great, but you're sending it to the wrong people.

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00:52:01.440 --> 00:52:09.240

Christie Miller: Because maybe you've created something that your audience doesn't want. So the first place to look is at the percentage that it's converting

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00:52:09.870 --> 00:52:21.420

Christie Miller: And if you're already at 20% then it's then it's just Ooh, what can I tweak, let me test it a little bit more but that's always there is a dog wiki my foot. That is always the first step.

393

00:52:24.300 --> 00:52:25.620

Ashlene Korcek: So then I'm

394

00:52:26.700 --> 00:52:41.580

Ashlene Korcek: OK, so the opt in your opt in pages, great, it's above 20% what should your email open rate be to kind of indicate that they're liking what that you gave them and they're wanting more.

395

00:52:41.940 --> 00:52:50.940

Christie Miller: Yeah. What, what I've heard from the industry experts is if you can have an open rate that's 20% is that same number just coincidentally

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00:52:51.240 --> 00:53:02.760

Christie Miller: An open rate of 20% or higher. That's really good. Now, when you have a smaller email list, you will sometimes see open rates of like 50 60%

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00:53:03.330 --> 00:53:12.570

Christie Miller: I remember when I first had my email list for a train. When I had like 50 people on it open rates were through the roof. And as I got bigger and bigger and bigger that you

398

00:53:14.520 --> 00:53:28.320

Christie Miller: And a lot of it depends on what is their email provider and Yahoo, Hotmail, and they have a very high incidence of stuff going into junk junk folders and spam.

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00:53:30.090 --> 00:53:38.550

Christie Miller: And so if you if you were to look at all the people in your email list of have a yahoo email address, you may see that the open rates are a lot lower.

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00:53:39.090 --> 00:53:53.610

Christie Miller: And so it just depends. It's important to clean your list regularly and get take off people that are not opening, because that's just hurting you. Can we maybe not play ball right now. Winnie. Thank you.

401

00:53:54.090 --> 00:53:55.050

Ashlene Korcek: It's how does it

402

00:53:56.190 --> 00:54:06.000

Ashlene Korcek: How is there a man kind of heard different things. Is there kind of an email algorithm where if you have a low open rate that it affects your deliver ability

403

00:54:06.690 --> 00:54:17.580

Christie Miller: Rumor has it. So what I do is, and we just did this when we changed our email domain we went from a train when calm to Christie Miller calm.

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00:54:18.660 --> 00:54:21.630

Christie Miller: We were really concerned and this is a valid concern that

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00:54:22.110 --> 00:54:34.020

Christie Miller: Oh my gosh. These aren't going to get delivered and people aren't even going to know and now we've spent all this time and effort and money building our email list and we just waited too long we waited because of fear to switch it over.

406

00:54:34.890 --> 00:54:43.710

Christie Miller: But so what we did is we sent out emails you guys got him we sent out emails to our courses. Made Easy clients and our game changer client saying

407

00:54:44.010 --> 00:54:52.380

Christie Miller: Hey, we are going to send you an email in about 15 minutes it's coming from howdy at Christie Miller, will you please respond to that. So we know you got it.

408

00:54:53.040 --> 00:55:02.760

Christie Miller: And what that did is by everyone responding. It told your email address. Yes, I like this person, please let me see more of those.

409

00:55:03.210 --> 00:55:16.560

Christie Miller: And what it also told it told drip or whatever the algorithms are in the email world. I don't know if it's specific to drip it told drip wow this email address is a good our email address is a good one.

410

00:55:17.400 --> 00:55:26.400

Christie Miller: It's it's respectable people want stuff. So then if there really is an algorithm. I mean, we here there is that helped our open rate.

411

00:55:27.030 --> 00:55:40.590

Christie Miller: So then what we did was the next day we sent out an email to our whole list and we noticed that our open rate on that was not any different than our open rate from the prior weekly roundup that went from each train when calm.

412

00:55:41.250 --> 00:55:51.270

Christie Miller: Of but we were concerned. So what you can do and to really build up your email deliverability rate and respectability rate is

413

00:55:52.170 --> 00:56:06.150

Christie Miller: Send an email to people that have opened one of your last two emails and like just send it to that segment just something it doesn't have to be a special gift or something, just send an email to that group.

414

00:56:06.690 --> 00:56:16.290

Christie Miller: That you know regularly opens it and then you might get an 80% open rate and that may trigger the algorithm. This is all based on hearsay because

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00:56:16.950 --> 00:56:21.600

Christie Miller: I've never found an article that says specifically, this, this, this and this. Yeah.

416

00:56:21.630 --> 00:56:25.950

Ashlene Korcek: I've heard different people talk about it. But again, no real scientific like

417

00:56:26.970 --> 00:56:33.720

Ashlene Korcek: Okay, I see a scrub, scrub my list because my open rates going down that and I'm on MailChimp. And that's ending Harrison.

418

00:56:34.500 --> 00:56:35.580

Christie Miller: Yes. No.

419

00:56:36.780 --> 00:56:42.450

Christie Miller: Yes, those monkeys and survey monkey and MailChimp they're up there, tempting. But man, they

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00:56:42.450 --> 00:56:43.920

Christie Miller: Finger yeah



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00:56:44.010 --> 00:56:49.260

Ashlene Korcek: OK, cool. Anything else that then we should be kind of keeping an eye on testing wise as we

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00:56:50.160 --> 00:56:50.520

Christie Miller: Those are

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00:56:50.940 --> 00:56:57.870

Christie Miller: Those are the first two things. And the other thing is looking at your nurture series with your freebie.

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00:56:58.470 --> 00:57:11.160

Christie Miller: And do you have, you know, a three part nurture series I've gotten lazy in the past where I send them what they asked for. And then they just go on to my normal list and I've never even introduced myself.

425

00:57:11.670 --> 00:57:23.490

Christie Miller: And if you're doing. I know you do Pinterest ads. These are people coming to your list cold. They deserve a introduction from you. So your first email can be

426

00:57:24.630 --> 00:57:35.850

Christie Miller: Here's I'm so excited. Congratulations. Here's whatever they just asked for. And then the second email, the way I do it. It says, Oh my gosh, I'm so rude. I'm so sorry I got so excited to give you that thing.

427

00:57:36.510 --> 00:57:42.900

Christie Miller: That I forgot to introduce myself. And then I introduced myself and tell them three things that they probably never would have guessed.

428

00:57:43.740 --> 00:57:57.390

Ashlene Korcek: I've been adding videos to my nurture sequence, just so that they get to know me a little bit more and then my new lead magnet that I'm making will have a whole like five day nurture sequence and then kind of an invitation to a masterclass but

429

00:57:58.980 --> 00:58:06.600

Ashlene Korcek: I've been kind of keeping an eye on where do they fall off. And is it worked. I mean, probably your answer. Yes. Because everything's testing but

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00:58:06.960 --> 00:58:15.030

Ashlene Korcek: It's probably good to be try rearranging some of that and see if they're falling off because of that email, things are that one kind of lost their interest.

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00:58:15.210 --> 00:58:22.080

Christie Miller: Yeah, look at the the subject line. So if you're seeing like your first two emails and then nurture series.

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00:58:22.770 --> 00:58:31.860

Christie Miller: Are getting a 60% open rate and I'm making this up. I don't know for sure that I would love it if they were, and then all of a sudden the email three drops to 20

433

00:58:32.820 --> 00:58:44.880

Christie Miller: Hmm, what was that subject line. Let me go test. Let me stop using that subject line. Let me go test a different one and see if it it pops up the open rate. Okay.

434

00:58:44.940 --> 00:58:55.650

Ashlene Korcek: That's helpful because I you know you have a great idea for a lead magnet and then even if your coffee is such that people want it, then how do you find out if it's actually working to do what I wanted to do.

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00:58:55.710 --> 00:59:01.830

Christie Miller: Yeah. Well, and that's another thing. So in our it's either our second email or through email nurture series.

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00:59:02.190 --> 00:59:12.390

Christie Miller: I asked people after it's the second one, because after I introduced myself. I'm like, So tell me about you. What is most frustrating to you about Facebook is in our Facebook or magic thing.

437

00:59:12.810 --> 00:59:26.640

Christie Miller: And they respond, we get probably five emails a day of people responding to that. And honestly, at one point it was really high to where I was like oh my god I know we're gonna keep up and I'm like,

438

00:59:27.270 --> 00:59:39.570

Christie Miller: Slow your roll Miller. This is what you asked for, like, be thankful. These people are responding and so it's it's just kind of weaving in different ways to get them to talk to you.

439

00:59:40.410 --> 00:59:50.190

Ashlene Korcek: Okay, yeah, I have that I get probably 5% of people email me back on that first one. Some of them are long. Some of them are really long. It's like a novel reading it.

440

00:59:51.990 --> 00:59:52.290

Ashlene Korcek: Okay.

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00:59:53.040 --> 00:59:53.580

Christie Miller: I just want

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00:59:54.510 --> 00:59:59.550

Christie Miller: Everyone here. It's very easy when you see that really long email to be like

443

01:00:00.750 --> 01:00:04.200

Christie Miller: Really, um, that's what you just asked them to do.

444

01:00:05.190 --> 01:00:09.810

Ashlene Korcek: Yeah, it's like a nine word survey response all for without asking.

445

01:00:11.160 --> 01:00:18.780

Christie Miller: Yeah but but be thankful, they're giving you their language right there and print for you never to forget. Oh.

446

01:00:18.780 --> 01:00:22.350

Ashlene Korcek: Yeah, I've gone back and pull those up when I'm writing copy before but okay.

447

01:00:22.710 --> 01:00:23.910

Christie Miller: Yeah, great job.

448

01:00:24.210 --> 01:00:25.320

Ashlene Korcek: Awesome. Thanks so much.

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01:00:25.530 --> 01:00:28.740

Christie Miller: You're welcome. Alright. Jill is up.

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01:00:29.820 --> 01:00:34.950

Jill Katuin: Hello. Hello. I just got done I mostly I just got done walking. Okay.

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01:00:35.130 --> 01:00:38.280

Jill Katuin: So here's my question. It's kind of loaded

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01:00:39.720 --> 01:00:43.200

Jill Katuin: I have things mapped out. I have my love your selfie.

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01:00:44.400 --> 01:00:49.320

Jill Katuin: Mini workshop. I guess we could call it and then I want to roll it into that bigger core offering

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01:00:50.160 --> 01:01:06.720

Jill Katuin: Where I get lost is the lead magnet really needs to be reaching the parents, since I'm working with the young girls. So my content doesn't like the lead mad magnet. You say should match the content of my course.

455

01:01:07.560 --> 01:01:17.550

Jill Katuin: But I really have to appeal to the parents to be able to spend money. So sometimes I'm I'm overthinking what that buying can be. Does that make sense.

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01:01:17.850 --> 01:01:31.590

Christie Miller: totally makes sense. And I'll just say like you're in a hard position because your client is not the person that you're marketing to but your client I said we're going to call the kid the client.

457

01:01:31.890 --> 01:01:32.730

Jill Katuin: Yeah yeah

458

01:01:33.090 --> 01:01:45.390

Christie Miller: Client has to give you a buy into because if mom just buys this teen empowerment course and and the client, the team has no desire to do it or thinks it's dumb.

459

01:01:45.750 --> 01:01:58.770



Christie Miller: It's it's a loss. So somehow, and I don't have the answer for you, especially because I'm not a mom, but we can talk through it in theories, somehow, you have to create a lead magnet that

460

01:02:00.360 --> 01:02:13.740

Christie Miller: If you could somehow create a lead magnet that the moms want men, perhaps it has some exercises or something that they can do with the teen

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01:02:14.130 --> 01:02:15.750

Jill Katuin: Or yeah yeah

462

01:02:15.840 --> 01:02:24.570

Christie Miller: Or it has a separate part of a lead magnet. So maybe there's two parts of the lead magnet. This one's for the mom and his team.

463

01:02:25.860 --> 01:02:45.420

Jill Katuin: Right, like my thought my the easy thing is I have like 50 questions you can ask her teenager to get them talking but then I have like one real good question, and it's it's as simple as saying as ask your team. What should I know as a mom about you. That's like the gold question.

464

01:02:46.200 --> 01:02:46.710

Jill Katuin: So,

465

01:02:47.040 --> 01:02:48.900

Jill Katuin: If that's too simple.

466

01:02:49.140 --> 01:02:49.890

Christie Miller: I mean,

467

01:02:49.950 --> 01:02:51.000

Jill Katuin: Is that too simple.

468

01:02:51.660 --> 01:02:52.290

Jill Katuin: Lead magnet.

469

01:02:52.800 --> 01:02:55.440

Christie Miller: Now, I think that's beautiful.

470

01:02:56.460 --> 01:02:58.260

Christie Miller: For the team.

471

01:03:00.090 --> 01:03:19.110

Christie Miller: So you can you can have all these questions and you can have a discussion of, you know, you may have a relationship with your daughter where, for whatever reason, she's not going to open up to you about this. So I have another way for you to start creating that bridge of trust and encouragement.

472

01:03:20.310 --> 01:03:25.230

Christie Miller: On page six of this guide is a worksheet.

473

01:03:26.370 --> 01:03:37.470

Christie Miller: For your team that you can give them where they just write out and they're not going to give it to you. They tell them they can burn it, or they write out the things that they wish their mom knew about them.

474

01:03:38.940 --> 01:03:51.450

Christie Miller: And so the team can do that and there can be, you know, a page after that from you as the expert and you don't need to share this with your Milan.

475

01:03:52.470 --> 01:03:57.270

Christie Miller: In fact, you may want to burn this or shredded or eat it. I don't recommend eating. It's not going to taste.

476

01:03:59.010 --> 01:04:09.540

Christie Miller: But just ask yourself after you did this, if there's just one piece of you that you would really like your mom to know that you're willing to share. Oh.

477

01:04:13.860 --> 01:04:19.620

Jill Katuin: Well i know i will i i do i do that as a lead magnet, or do I took that into my course that's

478

01:04:21.150 --> 01:04:21.480

Jill Katuin: Open

479

01:04:21.930 --> 01:04:29.040

Christie Miller: Or any other parents here. Let me, let me go to full screen where I see everyone or their parents here. Okay, the parents. Do you think that would work.

480

01:04:30.390 --> 01:04:32.220

Christie Miller: Yeah, look, Joe.

481

01:04:33.330 --> 01:04:35.310

Christie Miller: Joe even Jay. We got James aka

482

01:04:36.510 --> 01:04:37.920

Create that as a lead manga

483

01:04:39.450 --> 01:04:42.750

Christie Miller: I think we just went from. I have no idea how to help you job because I'm not a

484

01:04:42.750 --> 01:04:43.560

Christie Miller: Parent to

485

01:04:43.590 --> 01:04:45.840

Christie Miller: Write stumbled on brilliance.

486

01:04:46.080 --> 01:04:46.590

Mm hmm.

487

01:04:48.600 --> 01:04:48.840

Christie Miller: Yeah.

488

01:04:48.900 --> 01:05:06.210

Jill Katuin: Well, it is. And it is one it's those things where I i know it's just the bridging it is so hard and I don't want to run the parents and the moms off because the content can be just for them to because but they they need to both by and you're right.

489

01:05:06.450 --> 01:05:18.810

Christie Miller: Yeah, and I think that may be the way to get it. And what I suggest you do Jill if the other ladies here are willing, connect with some of your fellow coaches who have kids.

490

01:05:20.130 --> 01:05:21.600

Christie Miller: And just ask

491

01:05:22.320 --> 01:05:24.270

Christie Miller: You know, they can give you great feedback just

492

01:05:25.050 --> 01:05:36.180

Christie Miller: You have my permission to post in the Facebook group and that you talked about this lead magnet during today's training and any or any of the other moms sorry dads she

493

01:05:36.450 --> 01:05:43.470

Christie Miller: Targets moms are any of the other moms open to jumping on zoom with you just to help you out.

494

01:05:43.560 --> 01:05:44.580

Christie Miller: Help you gather survivor.

495

01:05:44.850 --> 01:05:51.510

Jill Katuin: And I bet. Perfect. And I think that's a great lead into my love yourself a workshop and I can just do that as a low price.

496

01:05:52.260 --> 01:05:55.800

Jill Katuin: Because I have already done. Yeah. Yeah. Well,

497

01:05:56.070 --> 01:05:56.850

Jill Katuin: That that

498

01:05:59.250 --> 01:06:00.060

Christie Miller: Was that it

499



01:06:00.240 --> 01:06:00.990

Christie Miller: I thought it was really

500

01:06:01.560 --> 01:06:09.810

Jill Katuin: That was the live. Oh, no. That's it. But I want to tell you I'm on 105 days of walking in a row. Everybody can do hard thing.

501

01:06:10.860 --> 01:06:12.480

Jill Katuin: To me, yes.

502

01:06:12.570 --> 01:06:23.670

Christie Miller: Yes, and Kim, one of our longtime clients. She just posted in our Facebook group that she just had her 40th DAY OF mirror work.

503

01:06:25.740 --> 01:06:26.700

Jill Katuin: That's phenomenal.

504

01:06:27.450 --> 01:06:28.380

Jill Katuin: Yeah, that's hard.

505

01:06:28.590 --> 01:06:40.860

Christie Miller: Yeah, it is. So thank you for saying that. CONGRATULATIONS ON DAY 105 I'm very happy to report that my new Fitbit has been shipped and I will have it I they said it should be by FedEx

506

01:06:40.860 --> 01:06:42.300

Christie Miller: And I'll have it next Tuesday. I'm like,

507

01:06:42.390 --> 01:06:48.300

Christie Miller: It's the slowest FedEx I've ever heard of. But I need a Fitbit to give me gold stars.

508

01:06:48.870 --> 01:07:06.780

Christie Miller: It's just I need accountability with something on my, on my wrist. So yeah, congratulations on walking for 105 days. All right. There aren't any other hands up. Let me just look in the chat box and Jane, can you help me out here. If there are questions that were up at the top that I missed

509

01:07:06.870 --> 01:07:08.940

Christie Miller: Yes, there's one from Tosh.

510

01:07:09.240 --> 01:07:11.070

Christie Miller: Okay, um,

511

01:07:12.600 --> 01:07:22.170

Christie Miller: We pages, help us grow an email list and then we can speak directly to the client and nurture them, etc. How many emails do you recommend that we have ready to go before launching the lead page.

512

01:07:22.890 --> 01:07:25.170

Christie Miller: I would say three

513

01:07:26.220 --> 01:07:28.620

Christie Miller: Okay, and what subject should be in the emails.

514

01:07:29.520 --> 01:07:38.190

Christie Miller: And it's really just them getting to know you, your first one will deliver the email and we'll go more into this and lead magnet boot camp.

515

01:07:38.970 --> 01:07:45.750

Christie Miller: We didn't really we didn't intend on covering this and courses made easy. But so many people ask that we did this extra bonus

516

01:07:46.740 --> 01:07:55.830

Christie Miller: But really the first email is delivering your freebie that you promised the second email of this is the way I do it is an introduction.

517

01:07:56.130 --> 01:08:01.980

Christie Miller: And then the third email is what to expect. So I think my third email says something like

518

01:08:02.580 --> 01:08:11.460

Christie Miller: You know when you're on a first date and kind of excited and be kind of like the guy or the girl and you're just wondering what to expect.

519

01:08:12.240 --> 01:08:23.880

Christie Miller: That to happen to you. Here's what's going to happen. I'm going to pop into your inbox every week, blah, blah, blah. So it's deliver introduce promise is essentially how I do it.

520

01:08:24.360 --> 01:08:32.760

Christie Miller: And Jane, will you, here's a, what did Christie promise I got 70 minutes into a training without making a promise and

521

01:08:32.850 --> 01:08:33.090

Christie Miller: Not

522

01:08:33.750 --> 01:08:49.380

Christie Miller: Get Lucky, but maybe a new record and let's find the the link to that company that sends out a bunch of emails about nurture series and free emails I forget what the name is otherwise I would say it. I'm telling won't go there.

523

01:08:50.280 --> 01:08:58.740

Christie Miller: Just remind me company for free email series because they're really good. And I don't even know what this company sells

524

01:08:59.880 --> 01:09:08.040

Christie Miller: But they keep providing all these great emails like it says like click here and download this 10 email series. And so we'll go find that for you.

525

01:09:09.390 --> 01:09:11.100

Christie Miller: And then we can we can put a link there.

526

01:09:12.510 --> 01:09:13.500

Christie Miller: Anything else

527

01:09:14.580 --> 01:09:18.330

Christie Miller: Um, I think that was it. Um,

528

01:09:20.640 --> 01:09:21.030

Christie Miller: Says,

529

01:09:21.150 --> 01:09:24.210

Christie Miller: Drip scripts. That's the one.

530

01:09:24.630 --> 01:09:24.990

Huh.

531

01:09:26.280 --> 01:09:34.200

Christie Miller: Yep, that is the one Dr IP scripts SCR I PTS

532

01:09:34.740 --> 01:09:47.730

Christie Miller: Yeah. Good stuff. Like they even go so far as to do in their emails, they'll do like an interview with someone that's had a great interview a great email series, whether it's a course launch or a freebie.

533

01:09:48.060 --> 01:10:01.170

Christie Miller: And then they say, here's their 10 email series, feel free to use it like whoa that's generous. I just don't know what they sell. I know they sell something I never really read their sales emails.

534

01:10:03.150 --> 01:10:03.840

Christie Miller: Okay.

535

01:10:04.890 --> 01:10:05.520

Christie Miller: We good.

536

01:10:05.940 --> 01:10:12.630

Christie Miller: And then Amanda has a question. What do you suggest using to deliver a mini course without signing up for new software many

537

01:10:14.070 --> 01:10:23.130

Christie Miller: Yeah, you could you could do it in Dropbox. You could well that's maybe new software for you and you could deliver it via your Google Drive.

538



01:10:23.850 --> 01:10:33.900

Christie Miller: That may be new software, but that's a software that are a thing that that's very useful that we, I should lean on you guys. But Google Drive is something that

539

01:10:34.410 --> 01:10:50.940

Christie Miller: should definitely be in your toolkit. Yeah, okay. I shouldn't on you. I'm sorry. But, but, yeah, you could deliver it just be a, you can do it in a Facebook group if it's, if it's a mini course that's being offered at a certain time. Yeah, lots of ways to do it.

540

01:10:52.320 --> 01:10:52.860

Christie Miller: Cool.

541

01:10:54.630 --> 01:11:02.370

Christie Miller: That is it for today and get out there and make it happen coaches and I'll see you guys in the Facebook group. Take care. Bye bye.