RSM Mastermind Intensive - April 2025 - Day 2 morning

@0:01 - **Alina Vincent (Alina Vincent)**

Awesome. All right, let me start at the real recording. Welcome everybody to our day two of the Mastermind Intensive.

We had a lot of fun things happening yesterday. did quite a few hot seats. talked about high ticket offers.

talked about social media plans and posts and stuff. If you've missed it, definitely catch the recording for that. And today, a couple of things.

First of all, we are definitely going to do the rest of the hot seats. So I hope everybody got a question.

We are going to talk about something super important that you need to know for all of your emails. I'm going to talk about the kind of the newer restrictions on spam filters.

And I can show you what I do to kind of prevent that from happening. something that we don't want to know about, what we kind of probably should know about.

And then We are actually, let me do this right now. We'll do the little survey. There we go. We are going to...

Let me see if I can edit it from here, edit. So I'll remove the two questions we did yesterday, and they'll have you vote again out of the remaining things.

What would you like to focus on, so we pick one, two topics for today? Let's see. We are going to launch this.

All right. I'm waiting for everybody else to put their two cents in. Thank you. It's all of the above as a choice.

Okay, one more. Did anybody not vote yet? Okay, hold on. Where are you saying something? don't hear anything. I had my, okay.

So let's do end.

@2:26 - **Linda Cordes**

I said it's not.

@2:28 - **Alina Vincent (Alina Vincent)**

It's not like we're all about list building now. Okay, so that's going to be our ideas for today. Perfect.

All right. So before we dive into the new stuff, do we have any questions or follow ups from yesterday?

Anything new that came to you? I know a lot of you needed today. Just everything that we've covered. Any follow ups?

Lisa.

@3:00 - **Liisa Vuorinen**

Well, I have my eternal question about, can I hear you? Can you hear me?

@3:07 - **Alina Vincent (Alina Vincent)**

I feel like I'm not hearing anybody or anything.

@3:10 - **Liisa Vuorinen**

Can you hear?

@3:12 - **Alina Vincent (Alina Vincent)**

Can everybody hear Lisa? So you've been talking to me that right and I'm not hearing anything.

@3:19 - **Liisa Vuorinen**

Yes, I'm talking right now.

@3:22 - **Alina Vincent (Alina Vincent)**

What the heck is going on? I'm not hearing. Let me see this. Okay, now say something.

@3:35 - **Liisa Vuorinen**

Yes, can you hear me?

@3:36 - **Alina Vincent (Alina Vincent)**

No, nothing.

@3:37 - **Liisa Vuorinen**

Oh, no.

@3:38 - **Alina Vincent (Alina Vincent)**

Okay, so I fixed, um, I broke my sound. I don't like that. So the sound is good here and you're talking.

@3:54 - **Liisa Vuorinen**

Yeah, I'm talking.

@3:56 - **Alina Vincent (Alina Vincent)**

Let's see. Oh, okay, let me see. What about if you have 12 click click on 12 if you have posted yes yes okay I can hear okay that's what get what I get for reinstalling everything it picked it now can you hear me now I can hear everybody yes so tell me what have you been sharing up until now well well I perhaps it was the meaning you shouldn't hear me because I have my eternal question about my program name I just want to ask about you renaming your program yeah no

no no and I need three minutes for it somewhere today yeah we can do that anything else I missed wow yeah my speaker was totally like well I've installed everything so I guess I guess that comes with the territory all right

@5:00 - **Jamie Mayo, she/her**

Missed was Linda saying there was no all of the above and I totally concur. That's all of it.

@5:05 - **Alina Vincent (Alina Vincent)**

Oh, all of it above on a thing. Yeah, well if we have time like I don't mind like we can have those guys.

We can also pick one of our mentoring calls and just say you know what can we all just pick a topic and talk about that like we can it's our own thing we can do whatever we want.

So, Lisa, why don't we answer your question real quick to get your internal question out of the way? I can't hear you.

You're still muted.

@5:47 - **Liisa Vuorinen**

I'm sorry it's in the chat.

@5:49 - **Alina Vincent (Alina Vincent)**

Oh, oh, okay. Now it's in the chat. Okay, manifestation mastery revealing the hidden quantum field secrets. Okay, revealing the hidden quantum field secrets man.

that doesn't do it for me, what does everybody else know it just went so like esoteric that it doesn't do anything for me just the hidden secrets yeah me and hidden secrets no what's of the hidden see the hidden levels levels yeah levels that was it that makes me feel like doesn't matter how much work I've done there's additional levels to study this one I don't even know and levels is better than hidden secrets way more yes because everybody says I'll give you secrets that's like every lead magnet every webinar every blog every like oh I'm gonna reveal my station secrets but hidden levels that's like well that's not a level yes lovely yes thank you good I mean I like that you keep persisting but every once in a while it's just good to say okay I guess I'm not gonna tweak it anymore yes lovely thank you

But stick with the manifestation mastery, the hidden levels, it gives that mystique to it almost, like mysterious, sacred, strange, ancient, so you don't even have to say anything else.

We're all gonna picture them our heads, so I love that part. Alright, was that the question? Okay. Alright, let's see.

Well, last night, Lisa, you wanted to choose, not you, sorry, Anna. You wanted to see if we can get you in a hot seat sooner before you fall asleep.

Do you want to start with the hot seat? Alright, let's do that. While you are the freshest you're gonna be for the night.

That sounded weird. Well, you still can think.

@7:50 - **Anna Dannfelt**

Those are the freshest I'm gonna be tonight. Yes.

@7:55 - **Alina Vincent (Alina Vincent)**

So, do you know what your question is?

@7:57 - **Anna Dannfelt**

Yes. My question is, what would you... like to know is how to say, what to bring people in on this one on one coaching.

And I don't really know how to say it. Now back story, I signed up for this, I'm the men away, this website, this group I told you about that had like 170,000 people.

So within this group, it's like a whole program. So I can connect with women there, have a library of assessments from these women that I can choose from if I want to work specifically with a woman, I can contact them through this assessment because then they sort of asked for it.

So there's a lot of opportunity to directly connect with somebody and start a conversation. I'm all fine there. But then it's next step how to move it into the one on one, get them into that package.

@8:55 - **Alina Vincent (Alina Vincent)**

Okay, so explain them a little bit more. So when you said you signed up for the group, what's your role there?

@9:00 - **Anna Dannfelt**

I'm a caregiver.

@9:02 - **Alina Vincent (Alina Vincent)**

Okay, so you want a car kind of assistance coaches?

@9:05 - **Anna Dannfelt**

Yeah, one of the coaches, she brings in professionals that can work as coaches or nurses in the in the group.

@9:15 - **Alina Vincent (Alina Vincent)**

Okay, so your job is to not job, you're not getting paid for it, right? You just allowed to do it.

@9:22 - **Anna Dannfelt**

Yeah, and then access to the whole audience.

@9:26 - **Alina Vincent (Alina Vincent)**

So people take assessments and then request to have somebody interpreted for that, or what?

@9:32 - **Anna Dannfelt**

Yeah, they're assessments. They can do it if they want to. They can get a group and then there's the website.

So when they sign up to the website, they pay something and then they can take an assessment and it's put in a library and then the care givers or whatever they're called can look through this and say, okay, this suits me because I work with XYZ.

And you can contact this person with this woman and say, come start having a conversation. see if it's a good fit like a clarity call basically.

@10:03 - **Alina Vincent (Alina Vincent)**

Do you owe the other lady or can you just take them as your clients?

@10:07 - **Anna Dannfelt**

No, I take them as my clients. The moment I'm in, I can do anything I like. I cannot move people directly.

Take them away from the group. They want everything to happen in the group like challenges and stuff, but they sign up on my email so I can collect email addresses.

And when I have the addresses, they are my clients on my list, but there's no poaching. I can put my group in the group and say, oh, join my Facebook group.

@10:34 - **Alina Vincent (Alina Vincent)**

Can you put your offer there?

@10:36 - **Anna Dannfelt**

I can put my offer there.

@10:38 - **Alina Vincent (Alina Vincent)**

I can put your program there, for example.

@10:40 - **Anna Dannfelt**

I can, yeah, I can put my program there. Yes, I can put, I think this is like a middle step.

I look now at challenges. So the challenge is an event in their Facebook group, but they register on my landing page, but the challenges run in their group, not.

@11:00 - **Alina Vincent (Alina Vincent)**

my group. So I am really happy that you have access to so many of your clients. That's great. But you also kind of shooting yourself in the foot by not growing your own following, not growing your own group a little.

@11:14 - **Anna Dannfelt**

Oh, but I am because everything I do, whatever I do in the group, I can invite them into my world.

But I can't put like my group link into the group. Yes, you're basically helping her grow her group. Yeah, and I get help growing mine and my email list.

Most of all, if you're running a challenge, would you run it in both groups or just in harsh? No, I run the challenge in her group.

But they all have to sign up for the challenge via my landing.

@11:46 - **Alina Vincent (Alina Vincent)**

No, I get that I get that.

@11:48 - **Anna Dannfelt**

I that. collect the email.

@11:50 - **Alina Vincent (Alina Vincent)**

don't know the community.

@11:51 - **Anna Dannfelt**

No. And then I collect the email address for the moment. I need to collect the email addresses because I want to see if there's any

@12:00 - **Alina Vincent (Alina Vincent)**

kind of do not compete. let's say if you're around that challenge in her group, can you turn around next week and ride in your group?

@12:07 - **Anna Dannfelt**

Yes.

@12:08 - **Alina Vincent (Alina Vincent)**

Okay, so you're not limited and then you can pull the material away, right? Because you're not going to be like posting it in her group.

@12:15 - **Anna Dannfelt**

No, it's all mine.

@12:17 - **Alina Vincent (Alina Vincent)**

Okay. All right, well, try it one time. I'm a little bit cautious about it because I don't like the idea of you basically working for free to grow her group.

On the other hand, if it does help you grow your list, try it one time and see. And you don't have any kind of commitment that I will be here for the next six months or a year.

@12:35 - **Anna Dannfelt**

No, no, I could do whatever I could do whatever I please. And I like it because I have access to my because I worked so hard.

And I haven't gotten any traction, I'm not building my list.

@12:47 - **Alina Vincent (Alina Vincent)**

Let's try that.

@12:48 - **Anna Dannfelt**

This is a good space. But I want to know because I will go through the assessment list, the library and pick women from there and see who looks to be a good fit for me and to pick

@13:00 - **Alina Vincent (Alina Vincent)**

one client. Do it for a month or two and let's reevaluate. might be really, really good or might be actually hurting you for positioning yourself, because right now you're going to be positioning as I'm working under this other lady.

So you're kind of losing your own name a little bit. You're kind of becoming an employee how people could see you versus having your own sounds good.

So if you're getting whole bunch of leads and they're turning into clients, yeah, we're just going to keep it.

If you're not getting as much traction as you are hoping and your list is not growing, we might need to revalue it.

Okay. Okay. your question was, or let me ask you another question. So when people do go through the assessment, do they expect you to talk specifically about the topic or you can talk to them about anything?

@13:57 - **Anna Dannfelt**

I can't, I choose the person from the assessment. The assessments are huge.

@14:02 - **Alina Vincent (Alina Vincent)**

Really, really huge in depth.

@14:04 - **Anna Dannfelt**

I can look and see who is a good fit for me because I don't do, I'm not a gynecologist and I'm not a nurse.

those are looking for the more medicinal things. I don't deal with that, but more mindset and development.

@14:20 - **Alina Vincent (Alina Vincent)**

question is, what do people expect from those calls?

@14:22 - **Anna Dannfelt**

they expect them to Coaching calls, I'd say coaching calls.

@14:33 - **Alina Vincent (Alina Vincent)**

Yeah, because if I filled out an assessment and I expect something here, which is out to me and helps me, I won't be surprised if all of a sudden you started selling something to me.

@14:42 - **Anna Dannfelt**

Oh, no, I want to sell. I want to do one-on-one coaching.

@14:45 - **Alina Vincent (Alina Vincent)**

I'm looking for clients. Right. But that means you're going to sell your coaching to me.

@14:49 - **Anna Dannfelt**

Yeah.

@14:50 - **Alina Vincent (Alina Vincent)**

Right.

@14:51 - **Anna Dannfelt**

that's what they're expecting.

@14:53 - **Alina Vincent (Alina Vincent)**

Are they expecting that a coach will reach out to them and say, work with me? Yes. Okay. So that's clear set, right?

Okay. Double check all that because that doesn't sound good.

@15:05 - **Anna Dannfelt**

Oh, I already checked that. I already checked what I can do and not do and how much access I have to the people and the question is what do they expect from that call?

@15:16 - **Alina Vincent (Alina Vincent)**

Do they expect fewer coaching and feedback and giving them value? Or do they expect a conversation on this is how it can help you.

@15:24 - **Anna Dannfelt**

And here's my right say that it's like with any client, like a clarity call, right? It's like a clarity call because they do with assessment and hoping to find a coach that can help them.

And then it's all about what they are hoping to find a coach. Yes.

@15:45 - **Alina Vincent (Alina Vincent)**

That's the whole point. So they're filling an assessment to find a coach, not filling the assessment to get help instantly.

@15:52 - **Anna Dannfelt**

No, because this website is not to help them instantly. It is a place you see.

@15:59 - **Alina Vincent (Alina Vincent)**

Okay. thing is you want to ask them, where are they now?

@17:02 - **Anna Dannfelt**

Yeah.

@17:03 - **Alina Vincent (Alina Vincent)**

You might not need to go through it in such detail if they filled it out in assessment. So basically, that means you can say, okay, from what I'm reading, I can see that you're struggling with this, that you confused and overwhelmed here, you also shared that this thing is not working.

You also said you have these symptoms, right? So it's basically you taking the assessment so they don't have to repeat it and they know that you've prepared and looked at who they are, right?

You know, from scratch. The next thing is you basically ask them what's not working about it. Like, what's not working and what would they want to have instead?

So for example, well, okay, so you're confused and overwhelmed and you have these type of symptoms or these type of experience, these type of emotions.

What's the worst thing about it? Like, why do you want to change it? You know, you also want to ask them, what would they like to have instead?

Because you need it and again, if you find some of that in assessment, great, but those things are really important for them to say.

out loud to you because then you can say like okay you know how you said like you got fed up with this or you need clarity or you're confused or you don't know where you're moving forward or you can't control your emotions or whatever it is going on.

You want to basically take notes record if possible because then you can feed it into GPT too but at least take notes and you basically say where are you right now what's not working about it how long has it been going and where would you like to go instead and that's your gap so this is where you are this is where you want to go and then the idea is to say well I've helped people just like you or I know exactly what you're coming from and I have this specific package that will help you reach your goals there's a few other details on it but that's the idea so the whole idea of the enrollment conversations is to identify the gap and identify that on their own right now they're not able to get there.

So you can say like, okay, so how long has it been going on? And what have you already tried to solve it?

So they can say I work with another coach. I'm taking pills. I'm trying to sleep more. I'm doing yoga.

doing meditation. I talked to a counselor and nothing is working. So how, like, what is exactly stopping you? Well, I don't know where to get started.

I don't know. I couldn't find the right person. I don't know the step. Like, well, Whatever this that they say, that's what you say.

I can help you with that.

@19:34 - **Anna Dannfelt**

Okay.

@19:34 - **Alina Vincent (Alina Vincent)**

Makes sense. And then you basically say I help people specifically with this and you use their own words. That's the beauty of one on one enrollment.

You can say that's exactly what we're going to do. Because you can create that coaching package any way you want.

So you can say we're going to take you from here and we're going to bring you to what you want to have in your life, your business, in your whatever.

and would like to prep. Anybody who wants to sell one a month should be practicing it, because every time you have this conversation, you're learning something new.

So what I would like to practice is come up with the, look at what I have, 5k and 5 days, and that's correct.

Adjust it to your language, keep the same flow because the flow works.

@21:22 - **Anna Dannfelt**

There's a psychology in science and what order to ask questions and what kind of questions to ask, but you can of course customize it so it sounds like you.

@21:30 - **Alina Vincent (Alina Vincent)**

And then you, and it's very similar to what I do at the beginning of every HPP. Where's your business right now?

Where would you like it to be a year from now? What's stopping you right now from achieving it? Where, what's the worst thing about it?

And what would it mean for you to have it all? Like you can even just look at that handout that would do with the HPP.

It's basically that same enrollment script. I just do it for the whole of that. that group together. So, but if you take people through those stages, you can absolutely get there.

And you can just pick the next, what is it called, power hour, have like two of you practice, everybody else watch and then kind of debrief and say, this is when it worked, this is when it didn't work, this is where I felt really weird, this is where I jumped the gun, this is where I didn't pause enough, like you can just kind of learn even from each other, or you can just meet, like, pair up and do a little bit of a, that's really good to do it.

But record it all because listen to it, you're gonna hear it differently, because you might be saying like, oh my gosh, I'm taking forever and people saying like, you didn't even give me any time to think.

Now you start talking like, yeah, and So, but have a piece of paper somewhere that you can refer to so you don't forget the words you don't forget.

at the steps that you need to take a group. And don't jump in with talking about pricing and logistics.

So you really want to talk about like when we work together, I can help you get the clarity, I can help you reduce your overwhelm.

We're also going to look at how to regulate your emotions in a natural way. How does that sound? So you want to kind of keep re-enrolling them.

You want to say yes a lot. It's like you said you wanted to decide for yourself if you want to stay in your current relationship or current job or in current location or whatever.

So if we got you clarity on that, would that be valuable? They would be, yeah. Okay, and then if you were waking up every morning knowing exactly what's your purpose, how aligned you are and making decisions would be forward.

Would that be valuable? Yes. So just kind of look, if you can get a lot of yeses from them and say okay.

And then we can of course customize it for anything else that's happening. So you said you're whatever your sister

going to come to visit and you're really dreading it and you're afraid that you're going to blow up because so we'll take care of it when that comes, would that be valuable, right?

So that's where like having that conversation and asking those questions ahead of time really helps. then you say, okay, so the best way like the way I work with people is I have this three, six months coaching package where we completely customize your path and every week or every other week we're going to connect and look at what's what needs to be the next thing for us to get clarity on.

And then you're going to be you're always going to have the support and access to me for the next whatever three months.

How does that sound? All right, Miss Danson actually of course I've done these but mini, mini enrollment calls every time I have a new client that calls me right when I have met them one on one, but it's easier faster, quicker and in that it's easier.

if you're looking at selling 5,000 package versus 2,000.

@25:00 - **Anna Dannfelt**

come next week but so yeah okay great thank you so much I have another question that keeps popping my head that I always forget to ask and that's like I don't have a website right but then it's like yeah I send them to the link and they can sign up or whatever where do you put stuff where does stuff live if you don't have a website?

@25:20 - **Alina Vincent (Alina Vincent)**

you need to have a shopping cart okay it be PayPal it could be much so much of a cart closed but somewhere you need to have a place where people can pay you money so I have that in PayPal you can create products or PayPal could kick me out I don't know why so I forget what

write square and whatever like square I have stripe it works it's just the one I was thinking most places you can create a product of stripe yeah so you can put there like one and one three months coaching package about whatever three thousand dollars and

And then when people are about to pay, you can say, I can manually take your information over the phone and you just type it in that you open up your product and you say like, first name, last name, credit card, information, whatever, or you can say, I can send you that link.

But I'll stay with you on the phone to make sure everything is working through. You always, you don't want to send them a link and say, pay for it, unless it's a $99 program.

But any time I take it, as soon as they get off the phone with you or off the Zoom, they get to start going, like, Oh, my gosh, what did I just do?

Maybe I'm going to think about the name and ask. So you want to, if they said yes, and if they're like, Yes, like, I definitely want to work with you.

This is time. This is exactly what I need. You want to say, OK, let's get you in. So I can take your credit card right now.

@26:48 - **Anna Dannfelt**

OK, yeah, that's good to know because I probably would have said I would send you a link.

@26:52 - **Alina Vincent (Alina Vincent)**

So that's very, very. Again, you don't want to do that. Anybody ever lost clients because they said, send me a link.

I'll sign that. app and then nothing and then you can't follow up with them and it goes to completely.

That's what kind of happens because people start instantly going into panic and like, oh, do I need to do it?

Oh my gosh, that's a lot of money. Oh, whatever. So you want to, or something comes up.

@27:15 - **Anna Dannfelt**

Yes.

@27:16 - **Alina Vincent (Alina Vincent)**

Hey, but like, oh, engine in the car now I have to change and now that's going to cost me a thousand dollars and whatever.

Like, sorry, I can't do it. Yeah, so you want to take the money or even the initial payment, if you're doing payments, and like while they are in that emotional state of being ready and committing.

Makes sense.

@27:41 - **Anna Dannfelt**

Makes sense.

@27:42 - **Alina Vincent (Alina Vincent)**

Anybody else has anything to add? know quite a few of you have quite a bit of experience with high ticket sales and stuff, so Jahan, what would you add?

@27:50 - **Johanna McClain**

Yeah, well, I'll just just will volunteer because I have done hundreds literally enrollment.

@27:55 - **Anna Dannfelt**

Thank you.

@27:57 - **Johanna McClain**

If you want to practice with me, I will be the client. out and then I can coach you on cleaning it up.

happy to do that for anyone who wants that.

@28:08 - **Anna Dannfelt**

that's kind.

@28:09 - **Alina Vincent (Alina Vincent)**

you. Yay.

@28:11 - **Anna Dannfelt**

I wanted to add another thing. I have to give this, Alina.

@28:15 - **Alina Vincent (Alina Vincent)**

I went into chat GPT.

@28:17 - **Anna Dannfelt**

I did the thing with my perfect client with all the questions and lo and behold, it became so clear.

it was like, yes, of course, that's exactly the person, but I couldn't, you know, find it in my head.

It's so spread. And then I did with messaging and I had to upgrade to the paid because you can only do that so much.

So I'm pleased with that. And it was about my messaging. The clients also again, one question at a time.

And I gave it also the transcript from some of my talks. That's when I'm free, right? came out was like, you sound way better than I thought.

Yeah, and it was so me. So it was like, yes, that's exactly it. And I realized that that's not our messaging in writing, because I tried to sound more proper, I think, than I am.

And then it goes all wrong. So it was just this one aha after the other. And I just wanted to say thank you so much for this AI tips that totally changed my world today.

@29:31 - **Alina Vincent (Alina Vincent)**

So I am very grateful. Just make sure to save it. So if you have a really amazing description of your ideal dream client, have a Google Doc where you can always copy and paste and then any conversation with AI, you're like, Okay, need to write this email.

Here's my description. Here's my voice. Here's what I do. And then ask the question, you're going to get way better answers.

@29:52 - **Anna Dannfelt**

Amazing.

@29:53 - **Alina Vincent (Alina Vincent)**

Yeah. Awesome. Well, very happy for you. Thank you, Johanna, for your generous offer. She done this. or high paying clients for her professional team for a long time.

So, yeah, she's definitely, you probably know more than me about all of this stuff. So, Anna, what's your biggest takeaway?

@30:15 - **Anna Dannfelt**

Just the thing, to make them say yes, to make them turn everything, it's answering yes, posting questions that will make them say yes, because the yes, yes, yes, yes, of course, will lead to, yeah, I want to do this.

That was the biggest takeaway. Absolutely.

@30:34 - **Alina Vincent (Alina Vincent)**

Yeah, there was some kind of, I can't remember, like, who said, but there was a study of people, even at the event, even at the webinar, you want to keep asking yes questions, because of people like, not at least five times on the right over said yes, at least like five times on the road, there, like 40% more likely to say yes to the offer that's coming.

Even asking, like, are you following me? Are you with me? saying yes, even that works. as long as you have it like close to your offer.

@31:02 - **Anna Dannfelt**

It's really, really clever. It's so obvious, really, but it's not.

@31:10 - **Alina Vincent (Alina Vincent)**

Awesome, love that. What did anybody else get any value out of this topic? What did you find? What did you get out of this that applies to you?

@31:25 - **Linda Cordes**

Keep them in the moment when they say yes, give them to take that next step of payment right away.

@31:32 - **Alina Vincent (Alina Vincent)**

With you, it might be slightly harder because they need approvals, but that's why for you, anything like incorporated, so I'm assuming it's the same for that schooling system.

School system is basically when you're having those finalized conversation, ask, is everybody who needs to make this decision in this room right now?

Or who else do we need to have in this room if we were to have the final decision? Because the last thing you want to have somebody who is like,

super excited, but they don't have the deciding vote. So like, you know that probably, right? Yeah, so just kind of like insist that whoever they need to consult with also in the room when you have in fact that the buying conversation.

Yeah, awesome. Anybody else got some value out of this for yourself? Man.

@32:21 - **Mayan Tran**

Yeah, I like how you said you walked us through at the HPP event, actually, like the process. now I do remember, I was like, I remember that was a cool exercise, not knowing like, oh yeah, you're actually taking us through the enrollment process, and identifying the gaps for ourselves.

And, you know, so I thought that was really clever and how I can see how we can use it during our events or trying to sell into a group program or something like that.

@32:50 - **Alina Vincent (Alina Vincent)**

I think it's one of the most important things if you're doing an event to say, okay, what where you like, let's basically figure out where we started.

from where's our starting point? Where do we want to go? Here's all the stuff that you need to know in between.

We're going to give you a little bit of this during the event, but you still can see the gap, right?

And that's why you should join our mastermind or that's why you should join us. And yeah, look at those questions again, look at the enrollment questions in general.

And the cool thing is, if you're doing it right, people get a ton of value out of that process.

Because for a lot of people, that's for the first time they're actually expressing how they feel and expressing what they want.

We kind of have these ideas, but saying about loud is a big, like sometimes you take people through that process and they go, I've just learned so much about myself.

Nobody has asked me this or I've never said it out loud. And that alone provides a ton of value.

So you dreams out and there are fears out. And there's something super powerful and somebody who's been coming keeping it all inside and not expressing it to even just express it.

So like, that's why you don't have to coach much during your enrollment conversation, but that process is a very expensive, like, expense people as a process itself.

So when people are like, oh, this enrollment conversation was already super valuable, like this kind of like, that's why not because we're coaching them, but because we're helping them uncover what they want.

@34:27 - **Mayan Tran**

Do you recommend doing it before and with the end of the event?

@34:32 - **Alina Vincent (Alina Vincent)**

Event is like, like, when we're designing event, it's a completely different thing, but you want to remind them. So if you remember, and you can watch my event, like the HPP was that in mine

too, but we do this as exercise at the beginning, then with another one, we're doing that the business stages, the raising stars and empire builder and so forth, I'm exploring.

That's another one. Like, this is where I am, this is where I need to go. So it's again, identifying the gap.

And the right. Maybe before we close the enrollment on day three, I tell people, pull out your big vision exercise, pull out that map, look at where you want to go, look at how you can do it on your own, or would you like our support in making it happen?

So we do bring it back. We don't do the exercise again, but we just have people remember what they asked for and what they wanted.

So yes, kind of sort of, yeah, good conversations. All right, Anna, you feel complete? Good. Okay. Who would like to go next?

Let's do a few hot seats. Sonia, did you?

@35:36 - **Sonya@MasteringMoneyMiracles.com**

I think we should let Vika go if she wants to.

@35:39 - **Alina Vincent (Alina Vincent)**

Is Vika here? Oh, Vika, her time zone. Yes. Vika, are you up for doing a hot seat or?

@35:52 - **Vika De Tyan**

Hi. Do you hear me okay?

@35:57 - **Alina Vincent (Alina Vincent)**

Yes.

@35:59 - **Vika De Tyan**

I think this question. is about the high ticket offer and how to switch right now. I feel like the audience that I have right now is not, at least I didn't train them for the high ticket offer.

So I'm trying to see how I can move that jump. It's a pretty big jump for me. And yeah, how to, I guess I know how to right now is I'm getting people to as many free calls as I can.

But after that, what the conversation should be through the high ticket offer to offer the high ticket and also to the conversation list.

@36:53 - **Alina Vincent (Alina Vincent)**

identical to what we just talked about. Did you hear the conversation with Anna?

@36:59 - **Vika De Tyan**

Yeah. Yeah, except I'm not sure how to to position it since I'm not what I do is not necessarily I'm folding like I can't really say like yeah and you're not gonna have that problem at the end it's more like you will slowly shift your your your understanding will slowly shift but I'm not sure that you know at the end of months okay I see what you okay so we can definitely talk about that so a couple of things partially if you want to sell high ticket you want to position it properly so we had a little bit of that conversation yesterday when you asked me about how do you say that it's gonna be expensive without saying that it's gonna be expensive and even if you're just writing the email so I'm just gonna repeat that so it's all in one place so let's say you're writing an email

@38:00 - **Alina Vincent (Alina Vincent)**

and say over the years I've invested in private coaching, I've invested in mentors, and anytime I invest in a high ticket offers, my understanding growth, I experience big breakthroughs, I have transformation, I heal whatever is the truth, and I could have gotten the same results, but it would have taken me longer, might have taken me years, but by investing directly with the people that time I got more clarity, so just basically describe what investing high ticket meant for you, and then you can say and now I'm offering for you to have an opportunity to work privately with me.

If this is interesting, like fill out this form and come, let's have a conversation. So in this case, like the whole entire thing is positioned as a high ticket offer, so people understand that it's not going to be like a $20 program, right?

That's step number one, step number two. two, if you want to get even further as far as the qualifications and filters, is instead of just giving them a link to your calendar, you have them fill out a short form.

Would you like to it? What's your name? What's your last name? What kind of business do you have? You don't need to ask that, obviously.

Like, what's your three biggest struggles? What's your biggest goals? So just, again, kind of like that enrollment, where are you right now?

Where would you like to go? But then I asked two very critical questions. One of them is, oh, let me see, I'm trying to figure out what the, no, it's not application.

No. I'll find it. It's basically to the two critical questions. Number one is, are you ready and willing to invest in working with me?

And the three answers, I'll give you the exact things. the answer says like, no, I'm just checking you out.

I'm not ready to start right now. And or I'm ready to jump in a way. So let's you know their readiness level.

And then the third one is, are you willing? The first one is like, how ready you just start working right away?

And the second one is, how ready are you to invest in yourself and your life or your business? And the answer to that is, I don't I can't afford to invest in anything right now.

I don't business really have resources, but I could look around and see what it could make happen. the third one is, I'm ready to invest right now.

And basically, somebody says, I'm not looking for anything right away, and I don't have any money to invest, I would basically just send them to my like, Oh, we doing this free challenge, check that out.

Or here's a free resource, here's a free blog. Like if I had a podcast, like, well, we give a lot of free advice here, like I usually send them to my Facebook group and I say, we do a lot of interviews with you, like there's some resources, check it out.

So I don't have a shop on the phone. I wouldn't even get on the phone. If they're say, I'm ready to invest, or I can be resourceful and figure out how to invest, it gives you that higher category of people who are more ready to work with you.

Does that make sense? So by then, when you get them on the phone, they're way more wrapped, or they understand that we're going to talk about high ticket conversation.

And they already said, I'm willing to invest. So it changes the conversation. Does that help?

@41:51 - **Vika De Tyan**

I'm sending that for before jumping on a free session with them.

@41:55 - **Alina Vincent (Alina Vincent)**

Yes. So basically, whichever you can do to ways. If you have a scheduling system that allows you to ask people questions, I would do it there.

So basically they have to fill out a form before they can, they're allowed to see the spots on your calendar.

So like I use a QEDI, it has those options. I don't know which, what do you use for your scheduling?

Some of them do. Or you sometimes, because I don't want them to schedule it on my calendar because if they're like, nope, can't afford, nope, not willing to work, nope, I just want to waste you a time kind of a form.

I get the forms in my inbox and then I would respond and say, oh, I would left a chat with you.

I think where we would be a great fit. Here's the link, schedule a call, or I would respond and say, oh, thank you so much for applying.

I don't think that's the right fit that this time. However, we have all of these additional resources I would like you to check out because I want to have like that extra level of, and I don't do it for

Very often, I only do it when, like, if I'm doing the group coaching now, like, every once in a while.

So last time I did something like this was probably a couple of years ago, but I used to do this for one on one when I was first starting out, when I had the same issue where people would come and say, Oh, no, I don't have any money.

I just wanted to talk to you. It's like, well, no, thank you. And I'll find that link, like, on the break, remind me if I, if I forget about it, but I just need to remember what secret.

You are wrong. It was my website. First, there is some kind of check and some kind of form, right?

In the funnel. Then the first one is the email or invitation, whether it's a social media post or email that goes out.

It talks about you investing in high ticket offers. So it sends the stage. So you either say, oh, just last year alone, I've invested $30,000 in going to high-end retreats, working with private coaches and hiring mentors to teach.

me what I needed to teach. Then you talk about the results you got from that. Basically saying I got the results faster, got bigger breakthrough, I like to have personalization.

I like when whatever this that you like about high ticket, right, you have transformation at the higher level. So how much you invested or what you invested in, what huge difference it made for you.

And then say, and right now you have this unique opportunity to work with me privately. So you're setting the stage for it's going to be that type of high ticket offer.

So that's the first thing because people who are like, I'm not investing that much. That's crazy. of like, I'll never fly first class.

They're just going to be like closing the email and not even worrying. And then the second stage is if you're interested, please fill out this form.

And I would be happy to jump on the phone with you to discuss the details. So they still don't know how much it is.

They don't quite know what it is. So it's for people who want to work with you. And if you say like, during our work together,

You're going to uncover this, clear this, heal this, or have the start to heal this, however you want to say that.

Like, fill out this form. So they're filling out the form. And then you can look at the form and say, no, thanks.

I have something else coming out that might be there for you, or let's chat. So you have twice pre-qualified people that's showing up on your calls.

Does that make sense? So when you come and say it's $5,000, they're going have a heart attack. They're really going to be prepared for that.

Now, as far as the promises, again, the conversation we had yesterday about positioning you, how you can offer, we don't talk about the logistics.

We don't talk about that. I'm going to take you through this process. We talk in terms of where you're going to be.

Like, you're going to have peace. You're going to have a full alignment. You're going to be making decisions easier.

You're going to know exactly how to take the next steps. You're going to look at that. leave behind all of your relationship patterns.

You are going to be open for love or open for to abundance or money or like whatever it is that they say that they want.

So you want to turn talk in terms of the transformation and not how long it takes, right? And when people say, well, so it's harsh and it's also knowing how to address objections because people will say, okay, so if I pay you for six months, can you guarantee that I'm going to heal this, right?

And of course, that's not possible. So what you want to say is everybody's different. I don't know what results you're going to get, but here's a couple of stories.

So I worked with this client, they came to me with this and just two months later that they were at this place.

I don't know if that's going to happen to you, but that's what's possible, right? having a lot of, or you can say, I wasn't exactly same place.

I didn't know if I wanted to invest to work for three months a year or five months with my coach, healer, mentor, and I didn't know if, what would be possible for me.

And I was so surprised because just in the first two weeks, I've had a huge breakthrough that I would not have had other ways.

So you never give any promises or guarantees because it's impossible. But that's where you want to have stories, your own stories and stories of people you've helped.

Does that help?

@47:33 - **Vika De Tyan**

Yeah. in the meantime, or not in the meantime, while I'm doing that, I continue my normal marketing as it is.

@47:44 - **Alina Vincent (Alina Vincent)**

What do you mean?

@47:46 - **Vika De Tyan**

Like doing workshops, learning programs.

@47:50 - **Alina Vincent (Alina Vincent)**

So the way I look at the high ticket offers is so two ways. Number one, you can always offer to anyone.

You might have a conversation with somebody like I think I told you like one of my friends and her client was talking to her Uber driver and her Uber driver signed up for like a 6k program.

So you never know when that conversation would come up because if somebody's like, this is exactly what I need and you can help me.

Yay, I'm in. You can do specific deliberate promotions for high ticket You do a campaign specifically to acquire high ticket clients or any conversation you ever have.

Let's say you do a workshop and you say, okay, how many of you feel that there's more work for you to do around this thing?

And they're like, yes, me. Okay, why not with you if you're interested because you've been through my workshop because you've just had this experience with me.

I'm going to give you a special link to schedule a call with me if you want to see how we can continue working together.

Right? And then you can have this conversation and they might be right for your program, they might be right for you one-on-one coaching.

So any conversation you have, so you can have specific campaigns with those emails and those forms that lead to high ticket offers, or in any enrollment conversation you ever have, you say, okay, that's the best way for me to help you with this is my six-month coaching package.

they're like, no, that's too much. Well, I also have this program coming up, I also have this workshop, which one is the right thing for you, so they can choose their level of investment.

So again, like two ways of promoting your high ticket offers is one, always have it in your back pocket for any conversation, for any, even at my event, like at any event, I don't necessarily sell my VIP days, but I put it out there, gives it to work with me, to have a VIP day with me, it's $10,000.

You're well, oh, I'm going to do my each challenges program launch. So on My webinars, I'll say, now, how can I support you?

You can schedule a VIP day with me, it's $10,000, so we can outline your whole entire challenge. Or I have this five-week program that we're going to start next week, and it's only $1,000.

And every once in a while, somebody would reach out and say, OK, so how do I schedule this VIP day?

Because they want more. So it just kind of becomes part of, like, this is what I do. You can always do some specials, but it's always there.

But if you're promoting your workshop, promote your workshop from the workshop, say, who would like to continue if you wanted to know how to work with me one-on-one, schedule a call with me.

You're promoting your program at the end of the program. can say, wants to continue, you can work with me one-on-one, or we're starting this three-month group.

Does that help? So kind of once you create it, nothing stops you from enrolling a person every day.

@50:58 - **Vika De Tyan**

But when I'm offering this, this, I don't I already should have some kind of idea in mind on what wasn't coded and I'm right, but the structure wasn't coded in it, but I fully cast it as well.

@51:12 - **Alina Vincent (Alina Vincent)**

So there's two schools of thought. Some people will tell you if you sell a high ticket offered, it needs to have a specific focus.

So, for example, if I just say, hey, you can have a VIP day with me, it's not going to sell as much as if I say, hey, you can have a VIP day with me and we're going to outline your whole entire challenge-based launch.

So some people think if I'm very specific, people will be like, oh, that's what we can work on. I want to sign up.

However, most of the time when people actually end up signing up for one-on-one coaching, they say, well, I heard you say that, but can we also work on this?

And can we also work on that? So what I found, so one school of thought, keep it general so people can customize it, the other school of thought is, if you say specifically

We're going to release all of your entanglements with your family, for example, whatever the family drum, heaviness that's happening around your family.

That's what we're going to be working on. people go, that's exactly what I have. You described me perfectly. I want to fix that.

So you can try whichever way it works. What I find works the best for like a higher ticket offer is say, work with me for three months or have a VIP day with me.

and here are the things I can help you with. We can work on this list like three to five.

So like we can get to the root of your anger issue. We can untangle all of your relationship traumas and dramas.

We can look at how whatever the patterns you are stuck in when it comes to your romantic relationships. We can work on your sense of worthiness and turn your money about

on this on. So if you list a few things that people can say, oh, I need a little bit of this and a little bit of this, and they know they can customize it.

So I don't have the one specific right answer for you, you can kind of check and see what works the best for you.

So like for somebody like Mayan, you still hear right Mayan, their VAP offer is very specific. So everybody's going through the same process, right?

And then other people, like Sonya sounds like yours is very customizable based on what people need, right? So Mayan, do you want to think a little bit about how you position yours?

@53:46 - **Mayan Tran**

Yeah, I mean is, so when we have enrollment calls and talk about like what their challenges, our clients have usually, I mean they're just, they're struggling, they don't know why, they keep repeating patterns.

patterns in either they're attracting the wrong types of people or they're stuck in toxic relationships where they just can't put themselves out there.

so they know there's like some kind of block already. So, so then during the conversation, we help them like dig deeper into that pain.

And then the offer that we have is a one day intensive, where we work with them for eight hours, well, it's actually like a 12 hour process.

But so after that, one day, then we do a three month coaching process with them.

@54:35 - **Alina Vincent (Alina Vincent)**

So. And you don't promise you don't have any guarantees. You don't say like this is what you're going to have.

We're just going to work on you.

@54:42 - **Mayan Tran**

No, I mean, we just we take what they say is their challenge. So I can't pull myself out there because I have social anxiety, and I don't go outside or whatever.

So I know that, like, with the release process that we do, that will go away like that we've seen it with clients over and over.

So it's Like, imagine if you don't suffer from social anxiety anymore and you can actually go out and enjoy meeting people.

What would that be like? So, like, that's the promise that we give them is because I know that we can do that.

So. It's not going to promise. They're going to find a partner, but they're going to, you know, we promise that they will feel better.

They're going to go their baggage. They'll be able to move forward.

@55:28 - **Vika De Tyan**

So, in your case, maybe both the one day work and the three months of kind of separate high ticket offers?

@55:36 - **Mayan Tran**

No, it's all in one package.

@55:39 - **Vika De Tyan**

God.

@55:40 - **Alina Vincent (Alina Vincent)**

So, they release their baggage and then they can help them take the first step and Yeah, the new identity and then teach them the strategies to go out and attract a partner.

By the way, it's a really good format and structure for anything high ticket. people want results fast, especially when they invest a lot.

So kind of like with Linda, she would be like, first we'll do these three day workshops, and then we're going to continue working with you with so many calls a month.

With when I used to do one-on-one clients, we would do like a half a day VAP, outline whole bunch of stuff, get clarity a whole bunch of stuff, and then we would do weekly calls or whatever a couple of times a month's calls.

So having that initial work where people feel like, wow, things are already shifting, it's huge to the client satisfaction, because if they have to wait like 30 minutes now and then 30 minutes two weeks from now, they don't see the results as fast.

Feels like they're not progressing, and they're more likely to say it's not working for me. If you do like some kind of amount of transformational work upfront where they almost instantly feeling like they're in completely different place, and then the rest of it is almost like maintenance and moving them forward.

It's a way better package than just starting here's your first one on one call. Thank you, Ma'am.

@57:05 - **Mayan Tran**

Yeah, and that's like therapy is something that a lot of people either have done a lot of or is an alternative for them.

Like, oh, I think I'm going to choose therapy instead, because it's cheaper, my insurance covers it, all of that.

But the way that we like frame ourselves is that you can go to therapy, know, week after week, and you can go for months, years, years, and not know if you actually are making progress versus in one day, you were, you're going to notice your experience tangible results.

So that's that's the difference. Like, do you want to wait that long, or do you want to have quick results and know for yourself that it's something's actually changing.

@57:48 - **Alina Vincent (Alina Vincent)**

And that's actually true for actually majority of you. So for Anna and for Sue and for Jamie and for Lisa in the post, yeah, if you can do this in this show, like.

After our this first intensive session, VAP, whatever, you're already going to feel in the completely different ways. You're going to have that shift.

So, Vika, did you get the clarity on what you needed?

@58:13 - **Vika De Tyan**

That was very helpful. That format was very helpful.

@58:16 - **Alina Vincent (Alina Vincent)**

Yeah. Awesome. What's your biggest takeaway?

@58:22 - **Vika De Tyan**

Application form, qualify people before talking to them. And the concrete from where the package is. It's not just kind of twice a month of conversation, but giving them the tangible result first.

Yeah.

@58:42 - **Alina Vincent (Alina Vincent)**

Look, and don't get hung up on a tangible result. It could be a shift. It could be transformation. It could be a breakthrough.

So, in your language, it's not necessarily tangible result. It's more of you going to feel like a completely different person.

You're going to release X, Y, Z, right? You're going to get clarity. You're going to feel like a burden fell off your shoulders.

use that kind of language versus the tangible results.

@59:07 - **Vika De Tyan**

Yeah, and maybe also helpful to have that one day at the end of three months to.

@59:13 - **Alina Vincent (Alina Vincent)**

You could, but you don't need to because that's where if there's still more, you want them to re sign up with you versus feeling like I'm getting a tons of value at the end that I don't need anything else.

Yeah, so I would actually keep it as one on once and then say, would you like to re sign up?

You're going to give them out of intensive with me. We can do shift a lot of things really fast.

All right. Who got something out of this conversation for yourself? Yeah, Jamie. And then Anna.

@59:53 - **Jamie Mayo, she/her**

You know, I'm just so many things. And then the add on don't get hung up on 10. results. Okay, that was super helpful to me, but also the, you don't have to structure what you're doing, you can give three to five things that you know that they want to work on that they can work on.

So I, and that was, it's like, okay, because I was thinking, I have to, I have to know what it is I'm selling you, and it's like, I'm selling you a transformation based on what you're needing.

@1:00:33 - **Alina Vincent (Alina Vincent)**

That's the difference between selling a transformational high ticket package, coaching, healing versus a program. In the program, you need to know, yes, these are the steps I'll take you through.

Program is process based. Program is step by step information to get the results that you need, and everybody's gonna follow the same cookie cutter type of approach, right?

In that, in this, Everybody needs a different transformation. Everybody got different limiting beliefs. Everybody got different mindsets shifts they need to experience.

Everybody's going to experience it differently. that's the customization of that transformation. So you can say like that's why we use a lot of imagine if you could have this.

What if this was no longer something that was holding you back? How would you feel if you have clarity on this or if you had like alignment with this?

if you felt peace and whatever it is. So we're saying what I have so many tools in my toolbox that I can pull out to help you.

But we're going to together design that custom path for you, right? And you don't need to it's not content based.

You're not promising to teach them something. You're promising to guide them through the transformation. That's the difference program is I'll hand hold you and I'll show you the exact steps you have to take exactly the same steps to get the result that you can have in that one-on-one private

healing to transformational work, you're saying, this is what's possible for you, and I know how to get you there.

You don't need to know any of the steps. I know the steps.

@1:02:11 - **Jamie Mayo, she/her**

But if that's the kind of reality you want to create for yourself, let's start here.

@1:02:17 - **Alina Vincent (Alina Vincent)**

you're almost like keeping it mysterious. You're like, don't worry about this.

@1:02:21 - **Jamie Mayo, she/her**

Like, I know what you need to do to get there.

@1:02:24 - **Alina Vincent (Alina Vincent)**

Yes, if you like, it's really helpful for people to know what the first steps are, and that's where that intensive or like the first couple, two, three hours, maybe a full day, something at the beginning, you could say, okay, the first thing we're going to work on is this.

And then after that, depending how this conversation goes, we're going to identify the plan of action for the rest of the time.

We're going identify the top things you need to transform. So one of the things when you're selling high ticket, super important thing for your clients is identify quick wins.

So because if any can even ask them, like, what would be the first win you would like to achieve?

Like, what would tell you that we're on the right road? Like, what's the first step you would really like to conquer?

Right? So for example, like, was me people like, well, if I can figure out what my idea for my challenge will be that alone would be like, worth the price of admission, I'm like, okay, that means that's the very first thing we're going to work on.

Makes sense. And sometimes it's not what you think, sometimes you know exactly what they want. So, like, for a man, she knows exactly what people need to do.

That's why they do that intensive. So, like, the very first thing you can experience, and that alone is probably 80% of the work that you're going to do with this, because that's how big of a shift.

think of those quick wins, because when people look at, oh, it's going to take me six months to get to whatever results, very often they go, oh, that's going to take so long.

So the promise of a quick win or like, okay, if you sign up today, we'll schedule your first session as soon as two days from now.

And during that time, here's what you're going to have experience, let go off and solve. Makes sense? Good. Anna?

@1:04:14 - **Anna Dannfelt**

I like what it might take away is this intensive. I love that. To start with an intensive day, going through everything really pinpointing exactly what they need, because it's not always obvious.

But to pinpoint that, work around that, to get that on package, so to say. And then being able to continue with that, it makes it interesting.

It also gives the client a lot of courage and trust that they feel, okay, yes, this is happening. can do this.

I can, that to me was really brilliant.

@1:04:53 - **Alina Vincent (Alina Vincent)**

They also feel heard when you have a lot of time with them, but even in the right. We do that one hour initial roadmap call, right?

that is like, okay, I understand you a lot better. if I'm giving you advice, I'm coaching you. I know where we're going.

We already kind of made plans. understand your background. So a couple of things again was the high ticket offers.

Number one, always have them fill out long application. So you don't have to ask questions. So they get the chance.

Like how many of you said, even for this and intensive, that filling out the form of where you are, what you want, already give you clarity on the next steps.

So doing that work helps. So as soon as I say now, fill out this onboarding application or whatever, and you can ask them about anything.

And in your case, you might already have that huge assessment if they're coming from that website, right? it's something like that where you have a lot of background information on that.

And then you do this intensive AP. you might want to also see. You want to call it intensive or not, because depending on the topic, they might not want to have anything intense.

You could call it like a three-hour VIP session, you could call it something else, like onboarding type of experience or something that sounds up-leveled, but maybe not necessarily intensive for your people.

All right. Anybody else got something out of the conversation that you want to share? This is really good, and we keep continuing the conversation about the high-tech offer, so I think everybody is on the same page with that.

All right. So, ready to move? Let me see. Do we want to take a break now, or do we want to do one more hot seat, and then take a break?

One more? Who do we have? Ready to go. Who like to go next, or who has something similar to these kind of topics?

@1:06:57 - **Sonya@MasteringMoneyMiracles.com**

Here we go.

@1:06:58 - **Alina Vincent (Alina Vincent)**

It's on you. Okay. All right, you would just mute it yourself.

@1:07:10 - **Sonya@MasteringMoneyMiracles.com**

God, just unmuted myself.

@1:07:12 - **Alina Vincent (Alina Vincent)**

Okay.

@1:07:13 - **Sonya@MasteringMoneyMiracles.com**

Um, it's prior to the call I had a class with my clients and I asked them to focus on me and what I do, what I do for them and coaching.

And I put that into chat TPT and, um, let's see if I can get, um, here it is. Good off of what.

gave back to me. And what I want to focus on the hot seat is I would like to create a challenge that leads to coaching packages.

Right.

@1:07:45 - **Alina Vincent (Alina Vincent)**

Okay, so that's not how we ask a question because if you want to align a challenge to a coaching package, in that case, we do need to know the topic of your, what specifically going to be coaching them on.

@1:08:00 - **Sonya@MasteringMoneyMiracles.com**

Yes. Okay, so the Google Doc would tell you my coaching, right? So this is if we can open that up and it's it's whole coaching is what I do.

It's embodiment coaching. It's coaching to their highest perspective.

@1:08:15 - **Alina Vincent (Alina Vincent)**

Okay, so basically I'm going to put in the chat GPT. We're going to just work with that. Let's see because I don't want read the whole entire thing.

Sorry. Let's see. Fail to load. Okay, so I'm going to share my screen. Hold on before I share my screen.

How would you describe the coaching package you want to create? Like if you were to explain to me in one sentence what I can what you can help me with.

@1:08:55 - **Sonya@MasteringMoneyMiracles.com**

I can help you embody your highest life path. with greatest grace and ease possible.

SCREEN SHARING: Alina started screen sharing - WATCH

@1:09:05 - **Alina Vincent (Alina Vincent)**

It's very general. So let's see if we can. Tighten it up a little bit. Okay, so this is. Copy paste from your thing.

@1:09:22 - **Sonya@MasteringMoneyMiracles.com**

Yep.

@1:09:23 - **Alina Vincent (Alina Vincent)**

Okay, so let's come up with so I am creating a new coaching new one-on-one coaching package for my clients.

Here is what my existing clients say about my work, right?

@1:09:52 - **Sonya@MasteringMoneyMiracles.com**

Yep.

@1:09:55 - **Alina Vincent (Alina Vincent)**

I wanted this package. to be, say that again, embracing your highest life path. Embracing your highest life path, right?

@1:10:14 - **Sonya@MasteringMoneyMiracles.com**

I'm living here with the greatest grace, ease, that is available.

@1:10:20 - **Alina Vincent (Alina Vincent)**

That is the greatest grace, joy, and what else I can do. Okay. To be around. Please use the info below to help me come up with a short description of my coaching at which let's start there.

just because I feel like I want to edit, but let's just see what it is. So we put all of that stuff from Sonia's document here.

Okay, sacred soul path, coaching for aligned expansion. Ooh, I kind of like the aligned expansion. That's it, we're done.

My drop. A private high-frequency coaching experience for visionally leaders ready to embody their highest life path was clarity, degrees and ease.

The sacred container, Vika, if you're still listening, this is a really good word for you, the sacred and Anna for you as well.

The sacred container is designed to guide you back to your soul truth where ambition meets alignment, sensitivity becomes super power and expansion unfolds without force.

don't know if that's all true, but it's probably about the language there. Together we'll attune to your soul agreements, activate intuitive clarity and round your divine mission into reality.

Ground, your mission into reality. Okay, I don't like this phrase, but you'll be held, seen and mirrored in a space of deep energetic precision and radical acceptance as you remember who you came here to be.

Would you like a shorter version? is that that's basically what you're looking for?

@1:12:18 - **Sonya@MasteringMoneyMiracles.com**

That's all on point.

@1:12:20 - **Alina Vincent (Alina Vincent)**

Okay. So here's what I would do. So I'm going to grab this for you and put it in the chat.

Just a chat. Okay, where's my? Oh, it moved here. G chat. Here. So here's what would like to see.

I would say thank you. Can you please explain it in more on the verse. Seishano language. I want to take it down a peg.

So coaching experience for big heart at high achieving humans who are ready to live in full alignment with their soul path without pushing for moving or burning out.

get a little tune into what your soul is already here to do, I'll help you get clear of what's true for you, release what's now longer like.

Like I resonate with this language more than the other one, that one a little bit too slow getting for me, which means I look good on the page, but it doesn't always resonate when we say it out loud.

So there's like two levels where it's kind of like a reading mission statement of a business where you read the words but they don't hit you versus somebody says we are here to serve these type of people.

So I think that first original language and when you've been talking about like so it's just how would you let me bring back your work.

words. You said embracing your highest life path. I'm like, it kind of hits me on a more mental level and then I have to decipher it.

So I don't feel it emotionally, like I know exactly what that means. But the words are good. But for me to say like, I want this, I need it a little bit more grounded, if that makes sense.

@1:14:20 - **Sonya@MasteringMoneyMiracles.com**

Okay.

@1:14:21 - **Alina Vincent (Alina Vincent)**

Did anybody else see the distinction that there? Do you want to say anything about that? So it's more impressions on that.

@1:14:31 - **Jamie Mayo, she/her**

Yeah, for me, I like the grounded. Everything sacred to me, but I really come at it more from the human.

And so I like the human first. And this is super easy to take in. The second one. I love coaching for a line of expansion.

@1:14:49 - **Alina Vincent (Alina Vincent)**

think that's true. the title, we're not messing with.

@1:14:52 - **Jamie Mayo, she/her**

But it's a private coaching experience there alone, just saying it like that, you get the this is high end.

and whatever you want to say, this is special, this is something that you pay for, this is for you.

But I love big-hearted, high-achieving humans. That's just great.

@1:15:13 - **Alina Vincent (Alina Vincent)**

Yeah, it's a little bit like, like the difference between LinkedIn and Facebook. LinkedIn, we're posturing, we're using big words, we're giving ourselves all these titles.

On Facebook, little bit more humans and we're having a little bit more like real conversations. So there's a, depending on who you talk to, like the first one, I would listen to it and I would think like, hey, you have a good marketing language, but I wouldn't be like, oh, that's for me.

The second one, I'm like, oh, that makes me want to say, like, I want some of that. So there's that difference in kind of like how we absorb it.

The bigger words sometimes detract from the emotion behind the words.

@1:15:55 - **Jamie Mayo, she/her**

When I read that second one, I see people that I'm like, there are people who need this, that they're

people who will resonate with this. There are people who want this.

@1:16:07 - **Anna Dannfelt**

When I'm when I'm looking at it, the first one, it's really beautiful. It's like a poem. It's like, mmm, I have to think what that does this mean.

And then I'm like, it's just beautiful. It is truly beautiful. The second one, it's like, okay, I get it.

I can feel it. I understand it. So it's like, are you writing a poem or even inviting? That's sort of the difference in it for me.

@1:16:38 - **Alina Vincent (Alina Vincent)**

Hey, thanks. Sunny, what you thinking?

@1:16:42 - **Sonya@MasteringMoneyMiracles.com**

Yeah, I like the second one. I could totally do the second one is fine with me.

@1:16:46 - **Alina Vincent (Alina Vincent)**

But the first one, it has some really clever phrases that would work good, like maybe as one phrase on the email, maybe on a sales page, maybe like as an, an opposed, just know

that when we're hitting it more on an intellectual level, there's less emotional connection. But like I said, it looks gorgeous, if not what you would say.

What do you think of this marketing copy? That's a beautiful marketing copy. I know what all of those words mean in this combination?

ACTION ITEM: Create 5-day "Soul Vision Quest" challenge. Develop daily content + vision statement template. Set up FB group. Prep follow-up emails w/ strategy session invites. - WATCH

It's almost too abstract for us to feel it on a heart level. Yeah, okay. What do you want to use to help?

@1:17:25 - **Sonya@MasteringMoneyMiracles.com**

So now I want to create a challenge that will.

@1:17:29 - **Alina Vincent (Alina Vincent)**

Yes, let's check it out. Okay, so if we have the coaching package for aligned expansion, so we are helping people basically expand in the aligned way.

Yes, in experience transformation, get on the right path. I think it's a great sole path coaching for aligned expansion.

I think in order for people to buy aligned expansion, they need to buy into that they want to expand and where they want to expand it.

Because if you don't have a vision, you don't necessarily want to follow that vision. So similar to some conversations we had yesterday, I think it's very similar.

If you can help them find their sole vision, it could be a sole vision quest as a challenge, where you say, but what does your soul tell you?

What are you being called to do? What are those your secret desires? What has been like your life mission that you've forgotten?

Let's get connected with that. And then at the end, they have their whatever language you use, like let's say sole vision quest.

And then you say, okay, would you like me to help you step on that path, hold that for you and follow so you can have your aligned expansion on your secret path.

Does that make sense?

@1:18:55 - **Sonya@MasteringMoneyMiracles.com**

Yeah, and the word struggle is coming up. So I think that's what my clients love the most, is I help

I'm not struggle with life anymore. Like they learn not to struggle in their time with me.

@1:19:05 - **Alina Vincent (Alina Vincent)**

Okay.

@1:19:05 - **Sonya@MasteringMoneyMiracles.com**

Yeah, that's that happens in the coaching. So would that any of that struggle conversation come into that whole vision?

@1:19:15 - **Alina Vincent (Alina Vincent)**

The challenge?

@1:19:16 - **Sonya@MasteringMoneyMiracles.com**

No. Yeah.

@1:19:17 - **Alina Vincent (Alina Vincent)**

challenge you think of it, you know, how people create vision boards?

@1:19:21 - **Sonya@MasteringMoneyMiracles.com**

Yep.

@1:19:22 - **Alina Vincent (Alina Vincent)**

Right. think of it like, how can you expand it with your own modality and basically walk people through their vision board?

Like, how do they want to feel? Who do they want to become? What did they want to accomplish? What do they want to leave?

What they want to create or whichever way you want to create it? But it could be like, what have I forgotten about myself?

What have I been suppressing about myself? There's lots of different ways you can structure it for five days. people basically going the self discovery journey of if I were to change something about my life, what would it be, where I'm feeling.

that things are not perfectly aligned in all areas of your life, let me put my finger on it. And the vision basically at the end, you can create whatever you want to call it, like sacred soul path, your sacred vision, your soul vision.

And at the end, they basically say, this is what I was meant to do. I'm not doing this right now, but now I can see clearly that that's what would make my life more fulfilled, peaceful, more joyful, more easy.

But now I don't know how to get to it. Like, what's my first step? And that's where you come in and say, I have this six months coaching, where I have this two day retreat, or I have whatever your high ticket thing is.

And you say, I will help you find your path, find the steps, guide you every step of the way so you can start living into the soul vision.

Does that resonate?

@1:21:00 - **Sonya@MasteringMoneyMiracles.com**

Yeah, I clarity on their ideal life. That's what I put on day four, the clarity for their ideal life, and, and they don't know how they're not having their, you know, like, that's what I feel like the four days would get them to that point where they would be seeing how they don't have that.

@1:21:18 - **Alina Vincent (Alina Vincent)**

Well, you don't want them to feel bad in the challenge. The challenge should all be like, oh, I just learned something else about myself.

I just rediscovered something else about myself. Oh, this is what I really was basically helping people out loud, saying whether this that they want out of life.

That's the human language what this challenge would be about.

@1:21:38 - **Sonya@MasteringMoneyMiracles.com**

Right. And then on day four, right, or day five, it is, I guess, when I would put the offer, right, or when they're supposed to.

@1:21:47 - **Alina Vincent (Alina Vincent)**

We don't like offers during the challenge. So, you want to say, okay, now that you have the vision.

@1:21:56 - **Sonya@MasteringMoneyMiracles.com**

So if you're talking about like that.

@1:21:57 - **Alina Vincent (Alina Vincent)**

So, and you should teach them something else at the very end. here's how you put it all together like here's a you can even give them a template here's your statement so fill in the blank i'm gonna let go of blah blah blah and i want to create more of this and i'm gonna call in blah blah blah and i'm gonna become blah blah blah so from all of the the four previous days gonna work on those pieces so on day five it all comes together so now they have their like soul statements soul vision soul whatever that they get print out and have in front of them right so i'm gonna let go of my toxic relationship so i'm gonna bring in more peace and quiet i'm gonna pre uh yeah create whatever this right so so you yeah it makes their first day i got it there's four days i got four of the days already so the fifth day is the conversation right so five day is like let's put it again that's the first half of your day five because that's where the most critical day and then you have to say but that's not enough but there's a next step but this is only like the first part of it so that's where we do

to the shift into here's the next door. And what you need to say for yours for this specific one is you basically say, okay, now that you have your vision, I'm sure you feel empowered.

However, the vision will remain a vision unless you start taking action. So ask yourself, what kind of things are you going to bring in to support you on this vision?

Where are you gonna get support? What kind of resources do you need? What do you need to learn? What do you need to overcome?

What kind of mindset shifts you need to make? Some kind of a combination of those, like it's basically you're leaving them with the questions.

And that's it. Let me say goodbye in a nice way. You can check some of my, like, if you look through my challenges on day five, a lot of them end with those questions, though.

Now that you're in a way, you're not gonna get very far. Basically, dreamers will stay dreamers unless you take action.

So if you actually want to implement this, you need to get the support. So ask yourself, how you're gonna support yourself?

self, maybe spiritually, how you're going to support yourself, tactically, how you're going to support yourself with your environment, or you can also say, like, here's the five areas of your life, raise yourself on the scale from one to five, how closely it comes to your vision already.

So like, that's another way, like, there's so many different ways, but basically you need to expand and say what we've just done, it's only art.

So if you're doing it, like, here's your five, what's called will of life, like, now, raise yourself, look at your vision that you just created, look at your current life, and raise yourself from one to five in these areas.

And they're going to have areas that are going to be like five, I'm so like, totally following my path, and they're going to have areas where like, that needs a lot of improvement.

Again, it shows the gap. Or you say you have the vision, but what kind of support are you going to get to shift into this new persona, new identity, new reality.

in that case, you asking, like, where are you going to get the support? and get support was this, was this, was this.

And the prompts for that day, for day five, is twofold. The first part will be host your sole vision statement.

So that's gonna be part one, so they're all proud of what they've created. And part number two will be addressing those questions.

you can ask, for example, out of those five areas of life, which ones are you doing early good in, and which ones definitely need improvement, that's the gap, or you can say, okay, looking at the support you currently have, the support you need to make it happen, what kind of support do you still need to put it there?

So the second question is where the gap is, and where hopefully as you're reading those answers, like, well, my coaching program will help.

Is that my coaching program will help? Is that my coaching program? And then you can take some of those answers.

in the next email, it's basically saying, hey, so our challenge is over. And looking at your answers, I've noticed that a lot of you are looking for this kind of support.

So I decided to put together this package that will help you implement it, start your new action plan, guide you, help you hold this vision, all of those things, to lead you to your division, delivering your vision with ease, and grace, everything else.

Right? So how are you going to make those invitations? Are you doing a webinar or are you doing just emails or inviting them to have a conversation with you?

@1:26:36 - **Sonya@MasteringMoneyMiracles.com**

Oh, at that point, a conversation, it would be to come one-on-one with me.

@1:26:44 - **Alina Vincent (Alina Vincent)**

Okay, so then your emails become, so the whole entire time you're like, hey, we still have a grand prize, don't forget to complete your thing.

You're saying, and if you would like to see how it can support you in moving forward and holding that vision for you and figuring out the...

right steps to start implementing all of this into reality, schedule this call with me, and then you're having your one-on-one conversations.

By the way, that's whoever was asking this earlier, everybody was asking this, how do we get the one-on-one conversations?

Do a challenge and invite people to have one-on-one conversations with you. So that's like a perfect recipe for how do I get more conversations around my one-on-one client stuff.

That would be like more of a launch model. Yeah. So, Sonia, how do you feel?

@1:27:32 - **Sonya@MasteringMoneyMiracles.com**

I feel excited. I want the recording already.

@1:27:36 - **Alina Vincent (Alina Vincent)**

Well, we should have it to a different format. Hopefully it was a track script too. Yeah, feels exciting.

@1:27:45 - **Sonya@MasteringMoneyMiracles.com**

now I want to go back and plug it all in and flash it out. Yeah, it feels very exciting.

@1:27:50 - **Alina Vincent (Alina Vincent)**

And that's a big sense. You basically, the whole challenge is you helping them express what they want. And once people know what they want, they're going to be looking for tools to make it happen.

and you're going to read that too.

@1:28:01 - **Sonya@MasteringMoneyMiracles.com**

Yes, got it.

@1:28:03 - **Alina Vincent (Alina Vincent)**

Awesome.

@1:28:03 - **Sonya@MasteringMoneyMiracles.com**

Love it.

@1:28:04 - **Alina Vincent (Alina Vincent)**

Anna.

@1:28:06 - **Anna Dannfelt**

There in the end, when they're done, the fifth day, you invite them to a call. Do you do that personally to each person?

@1:28:17 - **Alina Vincent (Alina Vincent)**

Or do you do that in an email that goes to the whole email? I would do it in every possible way.

So I would send emails. So here's how I would do great questions. So first of all, everybody who was on a challenge, you would send emails.

we are on day five. I would send it out on day five afternoon, like an afternoon, like maybe 2, 3 PM, not super late.

I would say congratulations. challenge is almost over. However, now it's time for us to get ready for the grand prize.

Here's the recap of what the grand prize is. Here's how you can qualify. And if you now have your amazing soul vision and you would like

like to know how I can support you in moving forward or you would like to see you would like some help and support schedule this quick call with me here's the link book a call with me so in the next day you'll be like hey don't forget our grand prize is happening on Sunday don't forget to qualify and finish all this stuff and if you haven't grabbed your call with me yet here's the scheduling link in the next days like hey grand prize is happening today don't forget to qualify so we always email was the not pretense but was the idea of like I'm gonna tell you more about the grand prize because that's what's in it for them but we always saying like okay oh my gosh this is so amazing all of the spots that I've had said aside for these strategy sessions have already been taken so I'm I just added five more so if you haven't had a chance to grab your call with me schedule it here so I can help you figure out the right the next right align steps to implement your sole vision and

into a life schedule that I think here at the grand prize before you say here's who the winner is you say I'm so excited that I already had several conversations here's what people said about this time with me how much they like things opened up and we've even extended their vision more to because blah blah blah blah something something so if you haven't grabbed your call yet schedule book it here with me and now let's do the drawing for the grand prize so you basically non-stop for almost two and a half days inviting them and then if you still have a room you can say like okay I've been having so much fun with these so for a little bit of time I'm opening up a couple more spots if you haven't grabbed your call yet do it after about three four days if they wanted to do that I'll probably do it I will also do Facebook lives about this in your Facebook group and basically say whether you were part of this challenge or not I would like to invite you to have this experience with me and see how I can support you further.

on expanding your vision. And I would also send an email to the rest of your list of people who didn't sign up for the challenge and say we are wrapping up the challenge today or whatever.

We just about to wrap the challenge. I had so much fun all this week helping people discover this, uncover this, get in touch with blah, blah, create so old vision and I'm so impressed by the way you still can sign up for the challenge and get all of the videos and binge watch them until Sunday night.

So it's not too late to jump in. The life part, I usually say the life part of the challenge is over but you can still watch all the videos.

I would put some of the feedback that you're getting in the Facebook group because people usually say like oh my gosh this was such a such a big breakthrough.

I didn't realize this opened me up for so much. Look with a couple of things and then the bottom I would say and

And if you're being called to do this work with me, you can schedule a call. So some people might sign up for the challenge.

Some people might just grab a call with you. So basically, because you're doing this massive launch, not massive, big push towards the strategy sessions, invite everybody.

OK, so there's a lot of opportunity. There's a lot of emails to send out, but they're not that complicated.

@1:32:29 - **Sonya@MasteringMoneyMiracles.com**

OK, so I need a Facebook group to do this, and I don't have a Facebook group. So this would be opening of a Facebook group.

@1:32:35 - **Alina Vincent (Alina Vincent)**

Correct. Yeah, Facebook group.

@1:32:37 - **Sonya@MasteringMoneyMiracles.com**

And then prizes. name for that Facebook group and prizes. That would be the only other question.

@1:32:44 - **Alina Vincent (Alina Vincent)**

Oh, prizes are super easy. We can figure it out.

@1:32:47 - **Sonya@MasteringMoneyMiracles.com**

What are you thinking of running this? I don't know. Yeah, I'll sort that out.

@1:32:51 - **Alina Vincent (Alina Vincent)**

Yeah, so prizes isn't the easiest thing. Like, give them $25 Amazon graph certificate if you can come up with anything smart.

@1:32:59 - **Sonya@MasteringMoneyMiracles.com**

Maybe in name. Maybe I'm I'm to run this in May 18th or 19th instead of.

@1:33:03 - **Alina Vincent (Alina Vincent)**

So we'll have time later today. Maybe we'll look at that as well. And then what was the second thing?

@1:33:14 - **Sonya@MasteringMoneyMiracles.com**

The group name and the prize is.

@1:33:16 - **Alina Vincent (Alina Vincent)**

So go through either supercharge and Facebook group. Like supercharge and Facebook group is that there's a whole entire video on how to name your Facebook group.

So look at that. Then come up with some ideas. Stick it into Gen GBT and say, give me some ideas.

then post them in our group. And we'll tell you what works, what doesn't.

@1:33:38 - **Sonya@MasteringMoneyMiracles.com**

OK.

@1:33:39 - **Alina Vincent (Alina Vincent)**

you. was easier but requires a little bit more conversation.

@1:33:43 - **Sonya@MasteringMoneyMiracles.com**

OK.

@1:33:44 - **Alina Vincent (Alina Vincent)**

Awesome. Anna, that was your question, right? Did I answer your question? OK. Any other comments or questions or something you learned for yourself?

Any takeaways for you? Man.

@1:34:01 - **Mayan Tran**

Well just the way that you connected like the challenge and then leading them into the offer like that makes so much sense and it just make it sound so you make it look so easy to be able to do that.

I've done it a few thousand times but yeah I don't.

@1:34:21 - **Alina Vincent (Alina Vincent)**

But yeah that's kind of what we're looking for when we're doing a challenge and that's why if you can have like here today or on some other calls if you have a chance to brainstorm your challenge with me by the time we get into the regular program because I can't spend as much time as everybody like it's best if you get my stamp of approval for your challenge idea and we know exactly how ties into something so by the time the program starts you already have a perfect idea and then you get just implement all the steps unless you want to do it earlier than you can do it earlier.

@1:34:55 - **Mayan Tran**

And do you only recommend one challenge? Or do you like in general, like for your business or for what or just I have about a dozen.

@1:35:08 - **Alina Vincent (Alina Vincent)**

We just pull them out for different like so if I'm doing HPP event, I have one challenge. If we're doing leverage and I have a different challenge when we're doing a book launches, I had another challenge.

I'm going to have a different challenge for this upcoming launch. So yeah, yes, and I have multiple challenges leading to the same offer and I also have different challenges with different offers.

If it ties good, then you can use it or reuse it and we usually bring out around four or five challenges every year to run them live.

The rest of the time, I either give them out away as bonuses or we sell them like as events deals or as Black Friday, that kind of stuff.

Avika is a really good question. So would that be too many one-on-one calls? You have to decide that that was too many for you and if you want to talk to everybody or if you want to talk to

only qualified people. So Sonia, that's a decision you can make. So if you feel like you only want to work with qualified people, I would add the form in the middle.

So fill out the form and then with schedule it. If you just want to talk to everybody, because somebody might be right for your program, somebody might be right for something else, somebody might not be right right now, but at least they had that connection, they might buy something from you three months from now.

It's totally up to you how you want to do it. Because you're going to have the most excitement after the challenge, because people did not get a chance to talk to you as much.

So they are more likely to say, yes, I would love to. Especially if you not just say, it's a strategy call for me to sell you a program, but let's review your soul vision and see if there's ways to expand it.

And then I can talk to you about how I can support you moving forward. Then there's a little bit of like what's in it for me.

So Vika, that would be absolutely up to each of you. If you wanted to put more barriers, or if you just want to talk me.

to as many people as you can. Because another thing you get out of it is you get their testimonials about your challenge.

If nothing else, you can say, well, what's the best thing for you? did you learn about yourself? How did you you expend as a result of this challenge?

And then say, okay, so what do you see as your next steps? Well, I can help you with that.

So because I would be like, if you're only looking for one-on-one high-ticket clients, I would definitely put a form in there.

If you are just want to have conversations and see what's the right level, oh, we have this workshop coming up, I think that would be perfect.

We have, I have this host study program that I think would be a perfect thing for you. Then you can, that's all hard to talk to everybody.

And again, like, you got to be, do you want to be picky? Or do you want to give people benefit of a doubt and hope that maybe they'll still sign up?

it's kind of, yeah, one of those. I don't have the right. That's her for you here.

@1:38:01 - **Johanna McClain**

Wouldn't you? Alina, if you were going to offer one-on-one calls, would it be beneficial to attach an investment to it so that you screen people out?

@1:38:14 - **Alina Vincent (Alina Vincent)**

No? OK. As soon as people make an investment, they instantly say, nope, because they don't see the value, because you haven't talked about the value.

If you just say, hey, do you want to sign up for me, that's $10,000. And let me tell you on this, come on the phone, would you come?

@1:38:32 - **Johanna McClain**

No.

@1:38:33 - **Alina Vincent (Alina Vincent)**

No. It's like it's me saying, hey, do you want to have a conversation? I'm going to sell you something for $5,000.

It's like nobody would ever sign up. If you say, let's talk about the ways I can support you moving forward, it sounds a lot less threatening and a lot more well.

And you can even say, we have different opportunities starting at $50 all the way to $10,000. That's one of the ways that I've seen people do.

But you have to have those. those things. You have to say like we have this $50,000 workshop coming up.

We have this program for $500. You can also work with me privately for $10,000. So I've seen people say like, talk to us and we have opportunities ranging from here to here.

And then people go like, okay, if nothing else, I'll have a $57 way of working with you. Yeah, that's another, like, Vika, that's another thing for you.

Just in general, as far as multiple ways of working with me starting at $99 all the way to $10,000.

And then people kind of have an idea of the range. But you might get less qualified people if they're like, I just, I only have $99, but they won't be as surprised.

Awesome. Okay, any other takeaways? So we see the power of a challenge. Okay. we see the power of using Chad JPT in

your client's feedback to give you the perfect language. So talking, you almost like, you did the first three steps.

You just didn't do like that last step of like, now tell me my coaching package. Cause I just copied and pasted it and it gave us the exact right thing.

All right. So let's take a 10 minute break. And before we do this, who else do we have left with the hot seats?

Oh, Johanna, right? And that's it, right? We're doing so good. All right, all right, I'll see you in 10 minutes.

Awesome. You All right, let's begin coming back Yay! We are back. We are back. Awesome. Okay. Let's see. We...

Let's see if I start the recording here. Will it start the other one? We are almost back. Let me see if I can get the other recording to get it.

It's... It's been an adventure for sure. lied. Oh, I guess it's still recording. Okay. I guess we never stopped the recording on that one.

Hopefully. All right. We are going to get started.

@1:52:00 - **Johanna McClain**

have days to better balance. So that's, that's one that really keeps, that keeps showing up.

@1:52:08 - **Alina Vincent (Alina Vincent)**

let's always start with what do you want to sell at the end?

@1:52:13 - **Johanna McClain**

My monthly, your classes. Yeah, monthly classes.

@1:52:17 - **Alina Vincent (Alina Vincent)**

So basically like you want them to want to do yoga. Yes. That's the desire. So like when we're creating a challenge, you want to ask yourself in the program, I call it like desire statement.

Basically, what do you want them to want at the end? So in Sonya's challenge, at the end, they should have this huge desire to implement their vision and the reality, right?

So that's what you want to leave them with. In your case, you want them to do yoga on a regular basis.

@1:52:46 - **Johanna McClain**

Is that kind of the main desire? Yes.

@1:52:50 - **Alina Vincent (Alina Vincent)**

And they should think like, oh, that would be an easy yes to start your classes. Okay. So, how do you feel about why they used to better balance?

@1:53:01 - **Johanna McClain**

Me, I feel good about it because it's been popping up in my brain. So I'd like to get some feedback from everyone is that I think that's basically my question is.

@1:53:13 - **Alina Vincent (Alina Vincent)**

Is it a good enough challenge?

@1:53:14 - **Johanna McClain**

Yeah. Is it a good enough challenge?

@1:53:16 - **Alina Vincent (Alina Vincent)**

Yeah. What does everybody think? I don't know if we are your ideal clients necessarily.

@1:53:22 - **Anna Dannfelt**

So, still, um, I think it's good because I noticed that for a lot of people as they grow old, they're one of the first things that go with balance and balance gets worse.

Nobody knows why, but it does happen. And if you don't keep it up all the time, it deteriorates really quickly and it starts already in your 50s.

So that is such a good program. actually workshops around the world now teaching people to fall because balance has become so bad so that they won't get hurt so that they can fall without basically breaking everyone in the body.

So I I think it's brilliant. Simple, easy, really obvious and your target group is perfect.

@1:54:06 - **Alina Vincent (Alina Vincent)**

It's very obvious for you. Man says I was talking about the life balance. So you're right because if people don't know what you currently do, saying five days to better balance could be like life work balance or something else.

@1:54:21 - **Johanna McClain**

So we might want to get a little bit more specific.

@1:54:25 - **Jamie Mayo, she/her**

But I wonder if your target audience wouldn't just absolutely get that because I'm like, absolutely. People, you know, once you're my age and older there, even if your balance is good, everyone talks about how it's going to deteriorate and what you need to do now.

So for me, it really worked.

@1:54:44 - **Alina Vincent (Alina Vincent)**

Okay. It would really work if you have images with some kind of an eo that will that will obviously take care of that.

Okay, you might also, so here's my thing. We're talking about a little bit older ages, right, for balance too.

Because if you're talking about like joint pains, if you're talking about stiff neck, it could start like any 30s, right?

Balance we're talking about older population, right?

@1:55:22 - **Johanna McClain**

Yeah, and my ideal client is 50 and above.

@1:55:25 - **Alina Vincent (Alina Vincent)**

Yes, but I'm not sure if the balance itself becomes more pronounced when you're like in your 70s, 80s, and of those people would be up for a computer challenge.

So that was my only thing. If that specific problem affects people who are like older than 50, quite a bit older.

That was my thing. Anna, tell me.

@1:55:52 - **Anna Dannfelt**

Again, I have to say, whoops, that no, no, no, it starts much earlier. It starts sometimes. It starts together with the Perimenopause and then moves forward.

So in the 50s, I have friends that in the late 40s, early 50s, they fell and just broke something because they lost their balance.

And you do. If you're really good at falling, it doesn't matter. But if you're not good at falling, it really doesn't matter.

And so it starts being a much earlier age than we realize. just that it creeps up on you.

@1:56:32 - **Linda Cordes**

Well, I'm wondering if flexibility might not be that's upper mind, because we're more aware of how flexible we are versus aware of our balance.

@1:56:46 - **Alina Vincent (Alina Vincent)**

Well, I'm sure I have to use was balance. You know, but then it's like super pronounced where you have to walk was a walker kind of thing, almost.

@1:56:56 - **Linda Cordes**

Yeah, and I don't even know that people are aware of their balance. issues until someone tells them, but I do know they're going to be more aware of, they're not flexible, like they can't bend over to tie their shoes, they can't, I don't know, I think I just think flexibility might be more, maybe that's personally for me, but.

I agree with flexibility.

@1:57:26 - **Alina Vincent (Alina Vincent)**

That one is definitely like everybody can say like, again, starting in their 30s, like, oh, that's flexible as I used to be.

Tell me why you really want to do the balance topic, you say it keeps popping up, because there's part of that too, because if you're seeing it here and yet, if you're being called to, do it, right?

@1:57:44 - **Johanna McClain**

Well, that's one of the, when I interviewed 25 people, each and every one of them mentioned balance. They also mentioned flexibility, but they did mention balance.

I guess the reason I'm choosing balance is because flexibility. But I guess in my mind, I'm thinking to stay, to keep it not so connected to yoga, but maybe I should have it connected to yoga, because I'm thinking, you know, the challenge shouldn't be like five, you know, like, you know, five days to, you know, to improve your yoga practice and then ask them to do yoga, like we want to do that.

@1:58:29 - **Alina Vincent (Alina Vincent)**

Can you make some significant changes in your balance in five days?

@1:58:35 - **Johanna McClain**

Because that's another question. there actually, well, there are some practices that you can implement to improve your balance and be also more aware of it.

And like, one of the things that I notice with a lot of people is that, I mean, and maybe it's, it's, it's related.

but people move so fast mentally, like their head goes over here and their body doesn't go with them. What do they do?

They fall, they trip, they injure themselves in so many different ways. So part of it is just this like pulling back and being a being in your body.

That makes sense. So that's a piece of it for sure.

SCREEN SHARING: Alina started screen sharing - WATCH

@1:59:32 - **Alina Vincent (Alina Vincent)**

Okay, so I'm doing deep research for you. So let's see. So I said please research topics around balance, and I said when walking and studying, what age women start getting affected?

What are some super popular questions programs and workshops around this topic? So just kind of interested in age related balance declined primarily for older women or do you want information starting in midlife?

So We'll say 50 plus Okay This one. Would you like to research that topic focus more on medical causes or community-based support?

I Am creating programs and workshops around yoga Flexibility Long Shavity Well, let's see living and Need some research around the Mueller topics and Conversations, okay, and then do you want global information that shouldn't focus on specific country or region?

Let's just do it USA Yeah, okay Okay, well we'll see what happens I just wanted to show you and see if you wanted to answer questions and hopefully it works this time around.

So basically what I would do, I would search and see how popular it is already. So have you looked at Daily Om?

@2:01:18 - **Johanna McClain**

I know they probably have whole bunch of topics around the ballots.

@2:01:23 - **Alina Vincent (Alina Vincent)**

Have you seen looked at that at all?

@2:01:26 - **Johanna McClain**

I've looked at it for other things and actually purchased quite few programs from them.

@2:01:30 - **Alina Vincent (Alina Vincent)**

So I'll check that out. Great. So let's just look at it right now to get. just saying like it sounds good.

SCREEN SHARING: Alina started screen sharing - WATCH

I have a few reservations. So it's I'm like 50-50. So if I go here and do balance. So what I'm looking for is not even the topics but how many people have taken it.

because that tells you the popularity.

@2:02:01 - **Johanna McClain**

Okay.

@2:02:02 - **Alina Vincent (Alina Vincent)**

right here, ceiling, strength, and mobility, body, hangover.

@2:02:07 - **Johanna McClain**

I don't see anything like specifically was the word balance.

@2:02:12 - **Alina Vincent (Alina Vincent)**

Courses workshop. Oh, you can only do one of the types. let's do courses. Courses. Courses. There we go. I don't see anything was like the word balance as the title on the top.

@2:02:25 - **Johanna McClain**

Do you see that? Yeah.

@2:02:27 - **Alina Vincent (Alina Vincent)**

Fit is a big one. strength, makeover, vagus nerve, stretches, swimsuit, be like, I don't see balance.

@2:02:41 - **Johanna McClain**

Okay.

@2:02:42 - **Alina Vincent (Alina Vincent)**

Do you see that? Like, so again, this is, I didn't know what I would see, but he'll get money karma.

I'm balanced. So I don't see balance much. This is the first time we've seen increased balance, flexibility, and strength, something around the bone health, but now we're talking about seven balance.

1,000 people versus 189,000 people. And of course, it could depend on who is the instructor, and how to promote it, so forth.

@2:03:09 - **Johanna McClain**

I'm not seeing, like, when I search for balance, I don't see programs specifically with the word balance. OK.

@2:03:16 - **Alina Vincent (Alina Vincent)**

another one I would do, what is it called? A super cheap course is like $7. I'm Udemy. Oh, yeah, yeah, So same exact thing.

SCREEN SHARING: Alina started screen sharing - WATCH

So I'm going to go to Udemy, and I'm going to search, because even without looking anything. So you go away, balance, just to see, so balance training exercises, 67 people.

@2:03:52 - **Johanna McClain**

It's not that much for them.

@2:03:53 - **Alina Vincent (Alina Vincent)**

Now let's exercise course. confidently for seniors, Again, I'm kind of reviewing. how many reviews they have, balance, or one balance that's different, work-life balance that's different.

Let me see if it gave me balance, sheet work balance, anchor balance score, mass balance. So no, so that's, I would say it's not the most popular topic.

I'd be something that people are complaining about and talking about, but I don't see it being super popular in terms of like, I need to sign up for it.

@2:04:29 - **Johanna McClain**

Okay.

@2:04:30 - **Alina Vincent (Alina Vincent)**

Yes.

@2:04:31 - **Johanna McClain**

Absolutely.

@2:04:32 - **Alina Vincent (Alina Vincent)**

Okay. So now, what were you going to teach in there? Because you can still teach balance, but have something completely different.

But as a title, you can say like fit and fierce over 50 and teach them balance.

@2:04:50 - **Johanna McClain**

Yeah. Well, I mean, there's, you know, I mean, we can look at better strength and flexibility those are, um,

you know, so we can do five.

@2:05:01 - **Alina Vincent (Alina Vincent)**

I still like if you do five day of chair yoga or five day of like yoga and then I know it's different.

It's cute. It feels like I'm not making an exercise course, but I'm learning like cool little techniques. Like it's something a little more fun.

SCREEN SHARING: Alina started screen sharing - WATCH

Okay, by the way here, okay, um, it's actually working today. So it says great, I'll start exploring. So now it's actually doing it and saying what it's doing.

So I'm collecting information balance issues for older women. I'm focusing on recent references. I'm starting to balance issues. I found different resources, effects of balance and blah, I'm very insights.

I'm curious about the connection between yoga, flexibility, and quality of life. Here's this article appears to be review, which might indicate to parse here, but an abstract summary could be could highlight the points.

@2:05:57 - **Johanna McClain**

it's basically telling you what kind of research it's doing.

@2:06:00 - **Alina Vincent (Alina Vincent)**

That's what I was going to try to demonstrate for you, just gathering the statistics, blah, blah, it's doing a lot of research, and at the end, then we can ask questions like, so would this be better?

Would that be better? How do you popular, you think this workshop will be? How do we create this challenge type of talk?

@2:06:21 - **Johanna McClain**

So, yes, I'm signing after you.

@2:06:23 - **Alina Vincent (Alina Vincent)**

I've been waiting for you for like three years to create. Okay, I know. Okay.

@2:06:28 - **Johanna McClain**

All right. I'm doing bad yoga.

@2:06:30 - **Alina Vincent (Alina Vincent)**

Bad yoga or cherry yoga?

@2:06:32 - **Johanna McClain**

Yeah, cherry yoga just feels so old to me.

@2:06:35 - **Alina Vincent (Alina Vincent)**

I know everybody's doing it, but we're sitting on our butts of the day.

@2:06:39 - **Johanna McClain**

I can like, already we're sitting on our butts.

@2:06:45 - **Alina Vincent (Alina Vincent)**

do you feel about the bad yoga?

@2:06:47 - **Johanna McClain**

I think bad yoga would be fun. So I'll get some cute pajamas.

@2:06:52 - **Alina Vincent (Alina Vincent)**

And what I normally wear, which is not much. So what I like about it positions you as somebody different.

@2:07:00 - **Johanna McClain**

Okay. All right, and if like let's do the downward dog kind of thing, okay, all right Those you work your personality it shows like here's something different So when you're saying like my classes are different from everybody else they already got a little bit more of like yeah This is not what I've seen usually.

@2:07:15 - **Alina Vincent (Alina Vincent)**

This is not your daughter's yoga Okay, I got it.

@2:07:19 - **Johanna McClain**

Okay.

@2:07:20 - **Alina Vincent (Alina Vincent)**

so who would rather sign up for not good the bad yoga versus the balance yoga or just balance So one is bed to is about one or two put it on a chat Don't give me give us a finger And I still was about No, that Linda's like nope none of it for me.

@2:07:43 - **Johanna McClain**

So Linda, what's your thought I?

@2:07:48 - **Linda Cordes**

Think the chair yoga just sounds way more attractive to me because I'm in a chair most of the day In bed, I'm like I got to get up or I want to

sleep, okay?

@2:08:01 - **Johanna McClain**

How I stay here longer?

@2:08:03 - **Linda Cordes**

And then what if your bed is saggy? It's probably not going to be good for your posture to be doing yoga poses on a saggy.

@2:08:10 - **Johanna McClain**

People don't have a saggy mattress. They don't have a saggy mattress.

@2:08:18 - **Sonya@MasteringMoneyMiracles.com**

So I'm a certified yoga teacher and therapist and I would still sign up for bed yoga. And I do yoga in bed a little bit every day often.

Anyway, so yeah, and I've had clients even asking for can they do yoga in bed, especially those that are most impaired.

@2:08:40 - **Johanna McClain**

Okay.

@2:08:44 - **Linda Cordes**

Again, I would think what do you want them to do at the end of the challenge? I'm thinking that people that want to do bed yoga or see the value of that either are like Sanya, they're already yoga.

practitioners or you know they they do it or their people that think oh this would be easy to do or they're bedridden.

@2:09:11 - **Alina Vincent (Alina Vincent)**

I would do it because it's different.

@2:09:14 - **Linda Cordes**

You know Pilates was developed for people who were bedridden.

@2:09:19 - **Liisa Vuorinen**

It was it was done in bed all the time and then other people started.

@2:09:24 - **Alina Vincent (Alina Vincent)**

But it's it's done on the floor. That's actually the same idea there.

@2:09:29 - **Linda Cordes**

I think you could also market to do your yolk.

@2:09:33 - **Johanna McClain**

Do your exercise before you even get out of bed.

@2:09:37 - **Alina Vincent (Alina Vincent)**

That's a good idea. Let's do bed yoga for the first time around. I think that's fun. Okay. think and then next time you can try something different.

@2:09:49 - **Johanna McClain**

Okay sounds good. right bed yoga it is. All right. Great. Okay. All right.

@2:09:55 - **Alina Vincent (Alina Vincent)**

By the way I'm looking at some other kind of a I just search bed yoga. And there's videos for Ben Yoga, and you can see that some of them are in bed, and some of them are on the mat.

And you can probably just see I'm doing it on the mat, so you can see it easily, you can do it on the mat, or you can do it in your bed.

So that's why you will have a little bit of a, so you don't have to record yourself in bed if you don't want to.

@2:10:22 - **Johanna McClain**

Okay, got it. Okay, great. Thank you.

@2:10:25 - **Alina Vincent (Alina Vincent)**

Okay. Okay, just kind of see how people have done it in terms of demonstrating it.

ACTION ITEM: Develop "Bed Yoga" challenge. Research content. Plan benefit-focused workshop series (restorative, morning flow). - WATCH

@2:10:29 - **Johanna McClain**

Okay.

@2:10:30 - **Alina Vincent (Alina Vincent)**

Different options and different things.

@2:10:32 - **Johanna McClain**

Okay, great.

@2:10:33 - **Alina Vincent (Alina Vincent)**

Okay. So, okay, we decided on that.

@2:10:36 - **Johanna McClain**

What's the next question? Okay. Then I'm looking at a series of workshop ideas.

@2:10:47 - **Alina Vincent (Alina Vincent)**

So what are you looking for? Are you looking for topic ideas?

@2:10:50 - **Johanna McClain**

You're looking for. Yeah, I think the question is, were I to offer, say, a series, so maybe a quarterly.

serious or a group of workshops. because they're yoga is like, I mean, there's so much, right? There's the philosophy, but as far as the physical part of it, you know, standing poses, seated poses, forward folds, backward bends, inversions.

There's all these different, all these different awesomeness and postures that I could do a workshop on. Instead of trying to do, like in a retreat, I would cover everything.

But in a workshop, choose one particular area to focus on.

@2:11:35 - **Alina Vincent (Alina Vincent)**

What's the benefit of a workshop versus just coming to your classes?

@2:11:42 - **Johanna McClain**

Because in my classes, well, there's three different types of classes, so there's a restorative. And so there's just restorative poses.

And I'm really not focusing on the structure, the benefits, how to align properly. So with a workshop, there would be

Alignment there would be conversations about muscle and you know an injury and avoiding injury and all of those things So there would be some therapy as well as instruction and how do you know just gonna be like, okay?

this do this?

@2:12:16 - **Alina Vincent (Alina Vincent)**

No, no, and in in the classes, it's like that, you know, okay Perfect, so there's basically very clear difference.

You need to be yeah Yeah, I almost want to see instead of like stand like they has to be a benefit in us coming to the workshop So saying standing poses who wants to come to the workshop and standing poses are like That does not do anything for me.

Like okay, you don't see the benefit I don't see that like you know what it means for me It's just like well, I can just Google and see what are the standing yoga poses.

Okay great Like it does not provide a benefit. Okay. Okay, instead you say How to use yoga to recover from an injury?

Now I'm like, oh, I'm going to go, I might learn something, you can say you're going to walk away with specific techniques, you can use regardless of your injury or whatever, or you can even specifically say, was this condition or that condition.

So if you attach it to a specific like specific yoga things to lower your blood pressure. So attach it to a result.

@2:13:25 - **Johanna McClain**

Okay. Okay. Okay.

@2:13:26 - **Alina Vincent (Alina Vincent)**

method or techniques.

@2:13:29 - **Johanna McClain**

Okay. Got it. Okay.

@2:13:30 - **Alina Vincent (Alina Vincent)**

You're in love with it. So you're just going to go in it or just like I'm going to learn three new poses.

@2:13:35 - **Johanna McClain**

Right.

@2:13:35 - **Alina Vincent (Alina Vincent)**

Most of the people know, most people will only sign up for something if there's clear result.

@2:13:39 - **Johanna McClain**

Okay.

@2:13:41 - **Alina Vincent (Alina Vincent)**

So you can say like how to use yoga to reduce stress. Right. How to use yoga to recover your balance after an injury.

How to use yoga to lower your blood pressure. How to use yoga. what are those three things you said that you're doing in your thing restoration.

and the rejuvenation and in your classes.

@2:14:03 - **Johanna McClain**

What I teach now is a restorative class and then just an easy morning mellow flow.

@2:14:09 - **Alina Vincent (Alina Vincent)**

You can have a workshop that explains the benefit of it. And then it's going to be like, hey, you want to continue this practice, we do these.

So the first three workshops should be on the three things you already have your classes on.

@2:14:23 - **Johanna McClain**

great.

@2:14:24 - **Alina Vincent (Alina Vincent)**

Doing one workshop does not help anybody get any benefits. OK, so you need to say, OK, this was a restorative yoga introduction.

@2:14:34 - **Johanna McClain**

OK, so you've tried this.

@2:14:36 - **Alina Vincent (Alina Vincent)**

You can see how easy it is. Now you understand the benefits, ask me questions, let's practice it, how often do you need to do it.

So what happens if you have some mobility issues? Great. Now, if you would like to continue, we do these classes three times a week or whatever, or once a week.

So you can sign up here. The next one will be like, OK, easy morning, stretching, whatever, rejuvenation, wake up, or until you talk about

the benefits you talk about how it works. You talk about why everything. it's like, and would you like to sign up?

I think if you want to do it, it needs to be benefit-driven, not post-driven.

@2:15:11 - **Johanna McClain**

Okay. Got it.

@2:15:12 - **Alina Vincent (Alina Vincent)**

Okay. I know that sounds great.

@2:15:15 - **Johanna McClain**

Thank you.

@2:15:16 - **Alina Vincent (Alina Vincent)**

Awesome. it. What's your biggest takeaway?

@2:15:22 - **Johanna McClain**

Yeah, I think the benefit-driven, because I am so like, yeah, I have a tendency to, I know the benefits of learning how to use the different poses to strengthen your body, to just feel better and be stronger and more connected to yourself, instead of disconnected from yourself.

mean, people really kind of separate their body from their spirit and their soul and everything else, are like so disconnected.

So I have a tendency- to move towards the actual poses as opposed the benefits. I think that was, that's really helpful.

@2:16:10 - **Alina Vincent (Alina Vincent)**

And yeah, because yoga does reduce stress and improves your sleep and, and, you know, you can then say like bedtime routine for yoga, but better sleep, so yeah, always has to be for better sleep, for reducing stress, for flexibility, for whatever.

So you get the initial breadcrumbs of like, here's what you need, here's why you need it, here's how easy it is.

So you can still do it on your own, but if you would like some accountability and guidance, you don't have to think, come to my classes.

@2:16:45 - **Johanna McClain**

Okay, got it. Yes, thank you. Perfect.

SCREEN SHARING: Alina started screen sharing - WATCH

@2:16:48 - **Alina Vincent (Alina Vincent)**

So I'm going to show this to you because this is our first search that actually worked. So it gave, I can copy and paste it for you.

this is still because we changed the topic, but this is all about the balance. So it's late. If this huge report challenges programs trends, here's the introduction to growing concerns, there's statistics around 65, about 15% of people report trouble with balance and that figure climbs to nearly 50% by age 55.

So you can just even take this and put it on your social media and say, did you know?

@2:17:21 - **Johanna McClain**

Okay, right?

@2:17:22 - **Alina Vincent (Alina Vincent)**

Like when you're promoting stuff. Any topic. So this was around the balance. I think you can do that deep research around bad yoga to the exact same thing.

So it has tons and tons of things. Why balance medical longevity? Here's the common questions and concern that people ask around the balance is my balance getting worse or suggest me and you'd have like these numbers and stats.

Why do I sometimes feel dizzy or lightheaded? How can I improve my balance and avoid falls? the top searches and stuff.

Here's the notable programs and workshops, a matter of balance moving for better.

@2:19:00 - **Johanna McClain**

some core strength and mobility master anyway so I can send this to you but the idea is that's what deep research is supposed to do yesterday it was on the fritz but today that like I would use it because they cancel this research and then you can ask it so many questions what do you think about this can you give me description can you write me a email that has a lot of facts and sources can you give me an analysis of that how would they address somebody's objections like that but all of that things now it's done research it basically became an expert in balance for women over 50 okay now yeah oh sorry I was remembering and I can't remember it was a year or two years ago which may be why I'm so you know focused on this there was actually I was like in the Wall Street Journal or New York Times or something like a major publication that that how how being able to stand

on one leg for X amount of time reflects, actually reflects and gives an indication of how long you will live.

Yeah, you it. Yeah, I will find it. But it is like, there's what we can ask LGBT.

@2:20:16 - **Alina Vincent (Alina Vincent)**

Can you find an article that links being able to stand on one leg to your own to how long you are going to live?

So if you have stuff like that, then you can promote a balanced challenge because you like to stand right now on the one foot.

@2:20:45 - **Johanna McClain**

Okay, 10 seconds.

@2:20:47 - **Alina Vincent (Alina Vincent)**

If you can't, you gotta stand up for the challenge or you're going to die in five years.

@2:20:51 - **Johanna McClain**

Not like enough, of course.

@2:20:54 - **Alina Vincent (Alina Vincent)**

Yeah, Mayo Clinic. There's a research study published in the brain. traditional of sports medicine. Wow. Okay. See, like, if you have stuff like that now, you kind of convinced me.

Okay, individuals age 51 75 who were unable to spend on one length of 10 seconds had eight or higher risk of all cause mortality over the six sub sequence seven years, comparing to those who didn't.

If you have stuff like that, you're gonna get everybody in your job.

@2:21:27 - **Johanna McClain**

Okay, good. Yeah, because that was where that came from. I'm I saw that study. was like, Oh my God.

So, and I know that yoga can help with that, because not just to be able to stand on one leg, but you've got to have a string.

got to know how to align your body so that you can, because if you're leaning back or leaning forward or not engaging your core, like so many different things that you can that you can teach your body to do to help improve your balance.

@2:21:57 - **Alina Vincent (Alina Vincent)**

So I still would go as bad yoga. Have fun. Okay, and then the next challenge could be that like because you're not going to stop with one challenge.

That's just a video demonstrating it. But now, like, so that's a different positioning.

@2:22:11 - **Johanna McClain**

Yes, now you made it relevant to us. Okay, got it.

@2:22:17 - **Alina Vincent (Alina Vincent)**

alone gives you people in the challenge. But I still think the bad yoga or cherry yoga is going to get you the widest, the broadest number of people on your list.

@2:22:27 - **Johanna McClain**

Okay, God, Anna.

@2:22:31 - **Alina Vincent (Alina Vincent)**

Oh, you want to meet yourself again? Yes.

@2:22:36 - **Anna Dannfelt**

I work for your Joanna just because this is very close to my heart. I work a lot around balance with my ladies.

And the thing is, it's not just an age thing. When I fell ill with my autism, I have a really good balance.

I stand on horseback in Gallup, right? So fine. I lost my balance. I lost that. And it went so quickly that I would, if I would turn my head, I would sort of.

I was like a really old person and it came back with when I started to do all the training and I train every I train like six, seven hours a week with And I can ask a question.

Yeah.

@2:23:13 - **Alina Vincent (Alina Vincent)**

Can you promote Johannes challenge in your 180,000?

@2:23:17 - **Anna Dannfelt**

Oh, yeah. Oh, yeah. would I would I would put I would bring you in because I think this is so important.

And I've seen that it's not if you get sick or you're sitting still a lot. It's not only an age thing.

It's about if you do not use it. you don't use it, you lose it. and you don't.

ACTION ITEM: Explore collab w/ Johanna for balance content. - WATCH

@2:23:37 - **Alina Vincent (Alina Vincent)**

If you have a really passionate advocate, Johanna, you can sell anything to anyone. Okay. That's a passion and her own story and her access to a huge group of your ideal clients.

You might want to see what kind of arrangements we can make with Anna and maybe go with the balance one.

Okay. Okay. loud. passionate advocate was a platform.

@2:24:02 - **Anna Dannfelt**

I love your soapbox.

@2:24:12 - **Johanna McClain**

I love your soapbox too.

@2:24:15 - **Alina Vincent (Alina Vincent)**

So when you posted that Alina in the chat, I had to stand up and try it.

@2:24:22 - **Linda Cordes**

So I could see you doing some Facebook lives where you say, come on, stand up right now with me.

And you're doing it. Show them what they need to do and get people to do it. I could see something like that going viral easily.

@2:24:37 - **Alina Vincent (Alina Vincent)**

Hold on. I'd say like I'm telling my challenge. yeah, like that changed my mind about, because now you gave me proof.

You gave me like something to think about. And yes, I'm gonna do it on the break and see if I can do it.

@2:24:49 - **Linda Cordes**

And I probably won't be able to do it. And then be like, Oh gosh, I need this balance thing.

So, Johanna, your choice, absolutely your choice.

@2:25:00 - **Alina Vincent (Alina Vincent)**

plan to do both of them, which order, whichever order you want to do it in.

@2:25:04 - **Johanna McClain**

Yeah, okay.

@2:25:05 - **Alina Vincent (Alina Vincent)**

Great. you, Anna, for your passion. Yes, thank you. your stories, like telling this story, I would highly recommend if Johanna decides to go with the Balance Challenge this time around or next time around interview Anna about her experience.

@2:25:26 - **Johanna McClain**

Okay.

@2:25:26 - **Alina Vincent (Alina Vincent)**

And you have emotional connection to an issue, like Johanna, right now you probably don't have issues with Balance, right?

And Anna went through like scary time when she was like, okay, I felt like I was 80 years old and I lost my balance and I used to be able to gallop on the forces back.

That puts things in perspective, right? So those kind of stories is what gets you to get people on your list and your challenge.

@2:25:51 - **Johanna McClain**

Okay, got it.

@2:25:53 - **Alina Vincent (Alina Vincent)**

Nice. All right, takeaways from everybody else from Johanna's hot seat. Jamie.

@2:26:01 - **Jamie Mayo, she/her**

So what struck me is going back to yesterday's five levels of awareness that you are with bringing this in, you can now be thinking about how to promote to people who don't have the awareness and now you're educating your audience, you're cultivating them or whatever.

@2:26:20 - **Alina Vincent (Alina Vincent)**

So it gives you a lot of people. It's a perfect example of how you just moved whole bunch of us unaware into solution aware and problem aware.

Yes, that was like a perfect example. We're like me, I don't know.

@2:26:35 - **Johanna McClain**

That was like , we all need to do it. And that's how easy it can shift was a really good proof.

Okay, great.

@2:26:44 - **Alina Vincent (Alina Vincent)**

Love it. Such a perfect demo. Anybody else get something?

@2:26:48 - **Sonya@MasteringMoneyMiracles.com**

So yeah, I'm the five days to better balance having the image gave the to the question about are we talking life balance or are talking physical balance.

So image.

@2:27:01 - **Alina Vincent (Alina Vincent)**

Yeah, the visuals. And sometimes we can add, so I was thinking about it, but didn't think about it too deeply, which you can say, you can call it like five days, what am I trying to say?

Okay, in this case, it doesn't quite work. But sometimes you can say, let's say five day challenge for visit professionals or five day challenge for moms.

And then it dictates, it shifts the topics slightly, clarifies the topic a little more. So I couldn't come up with anything on the spot, which I'll hunt in times of like five day, you can call it five day body challenge, for example, right?

And then not that it's cool and like all that clear, but the idea is that by adding one word to like one day, sorry, five day body challenge tells us it's not about work life balance.

@2:27:51 - **Johanna McClain**

So like sometimes a couple of words and how you describe the whole experience, changes, clarifies them.

@2:28:00 - **Alina Vincent (Alina Vincent)**

focus as well.

@2:28:01 - **Johanna McClain**

Okay. And the image.

@2:28:02 - **Alina Vincent (Alina Vincent)**

Yeah, so yeah.

@2:28:03 - **Sonya@MasteringMoneyMiracles.com**

The value of the deep research that Chad took and see. Yeah.

@2:28:08 - **Alina Vincent (Alina Vincent)**

Now that you see it working. And you can research anything. can like, I've done like research the best. I said podcast transcripts because a lot of podcasts have their transcripts completely listed.

Now that I ever read through any of them, but I know they're listed on a lot of websites. And I said, find me like three top experts on XYZ topic.

And then what is unique about their approach and how that approach compares and what like so you can like do any research on any topic.

And yeah, it's it's really it's deep. It takes like a 10, 15 minutes if it doesn't hang up. And then you can keep asking questions like based on everything you know, what would be like, give me a proof for this.

Give me proof for that. Give me like a scientific based email was facts that help people realize the importance of XYZ.

easy. You sound a little bit more credible when you have statistics or studies in your site, especially when you're talking about intangible.

Awesome. All right, so we have about 30 minutes. Let's chat about the list building. So I know that's the question that keeps coming up.

So first of all, I want to direct you to a couple of resources that we have. And I think the best one of the best resources we have for list building is during the leverage event.

can look at this last year's event. You can look at prior ones. We always have a segment on list building where we talk about like the best possible ways to build your list.

Like what's like so, I have like a whole entire slide of like you can do JD's, you can do something, you can do giveaways, you can do this.

And here's the pros and cons. So if you want to have a little bit more like detailed dive into this, and it happens.

Either on the day two or three of leverage and you have all of the recordings of course and Last leverage I believe we've labeled them was what each segment was so it's either morning update to or Like later morning of day three.

That's when it's usually is Sometimes I switch because I'm like oh, I'm gonna teach JV here and Liz building here and so forth But it's definitely been part of the last two leverage events So if you want to again do a little bit deeper dive and of course we have the lead magnet workshop as well where we talk specifically about List building with magnets.

So that's another resource. You might want to look at so Several of you majority of you vote into a list building.

So let me know what questions you have about this building How do you build up so at least that's on you

@2:31:00 - **Liisa Vuorinen**

I still have the question which which is best because I had mailer light and it's very bad because you you can't have lead magnet or mailer light and it's stupid it needs to be as a clink or and also you can have very good and good pictures so so what are the it's okay if it's there is a link like an infusion soft I have loaded as a link if I'm like if I'm saying here's the access to lead method well I need to have it on Google Drive oh so you can it doesn't store it by itself no it doesn't store you have to have an outsider an outside a link outside so it's not super big problem

because either way when people click to download it they have to download it from somewhere and they don't really care where they downloading it so that's not like a huge big problem to be honest but if you

@2:32:00 - **Alina Vincent (Alina Vincent)**

who have other issues with it, then it might be worth checking it Yeah, I don't like it. That's a different one.

That specific feature is not enough to switch, but if you don't like other things, then yes. So I can tell you what's best, right?

Because every single platform has its issues, every single platform has its benefit. You also have to look at how much you're paying, how much do you use the support, what kind of features are included.

So it's really hard to compare. It's kind of like asking, what's the best dinner? You can ask 20 different people that are going to tell you that the best dinner, my favorite dinner is this, right?

And it's going to be different for everybody.

@2:32:47 - **Liisa Vuorinen**

I have to keep searching.

ACTION ITEM: Use ChatGPT for CRM recs. Post CRM Q in Rising Stars FB group. - WATCH

@2:32:50 - **Alina Vincent (Alina Vincent)**

That's what you're saying. there's ways to look at it. Honestly. I would use chatgbt for it.

@2:33:03 - **Liisa Vuorinen**

Okay, I don't.

@2:33:04 - **Alina Vincent (Alina Vincent)**

I would say I'm look, I'm on the market to shop because I've done it with fridges like a year ago.

So I'm looking for a fridge, ask me what questions I need, what features I'm looking for and give me the best recommendations at different price points.

And tell me the pros and cons of each. Like, and because it can search everything, it knows what's on sale.

It knows what the benefits because they're all listed somewhere. So like, you, I would actually, I haven't tried it.

And I don't want to go through it right now because I wanted to ask lots of questions, but you can do it on a lunch break and you can say, okay, I'm on the search for a CRM, a system that allows me to send out emails, create landing pages, create campaigns, send out other responders.

You can say, I want to affiliate staff in it or not. You can say, I want it to be easy to use.

want it to have good customer support. want it to be like whatever price range. Ask me whatever question. questions, whatever other questions you need to ask me, and make a recommendation based on my answers.

@2:34:06 - **Liisa Vuorinen**

All right. I do it. Just see what happens because it probably knows more the pros and cons and comparisons than I would.

Okay. That's one way of doing it. Anybody here has any ideas. That's the thing, right?

@2:34:21 - **Alina Vincent (Alina Vincent)**

So I, one way is do like part of our research kind of thing. Another option would be like, hey, guys, what system are you on?

@2:34:30 - **Liisa Vuorinen**

What do you love about it? I can ask check TV.

@2:34:32 - **Alina Vincent (Alina Vincent)**

That's all. I mean, you can ask people here. You can even post in the in our raising star. So everybody gets to see it because everybody has a CRM and say, hey, guys, what CRM are you on?

What do you like about it? And what do not like about it?

@2:34:45 - **Liisa Vuorinen**

can post it in the Facebook group.

@2:34:47 - **Alina Vincent (Alina Vincent)**

Yeah. Absolutely. can even host it in the business owners will think big because then you're going to have a lot more people looking at it and you can get more opinions like any business related.

group, you can see and ask. And it also depends on what price point you're looking at. Yeah, so yeah, but there's no right answer.

If there was a right answer, would be so much easier. When it comes to technology, they all have pros and they all have cons.

So awesome. All right, so that's that question. So what was your question or?

@2:35:25 - **Sonya@MasteringMoneyMiracles.com**

Take ability, right? know, but getting them to stay on your list. What's the any strategies to keep stability with the list building?

@2:35:35 - **Alina Vincent (Alina Vincent)**

Yeah, let's come up with a list of, again, go to chat GPT and ask what do you recommend for keeping people on your list?

So the first thing is email on a regular basis. Because anytime you have a gap between one they join your list or if you're like emailing for two, three weeks promoting a program and then you forgot about them for two or three weeks.

Because you're like, oh, now I'm delivering the program. That gap is where a lot of unsubscribes happen. Because people then get emailed from you.

they're like, what is this? I didn't sign up for it because they forget. And they're like, who are you?

It's just weird when you have somebody who doesn't email you and all of a sudden email. It just kind of wakes up their mind to go and check whether they sign up for it.

is it? if they haven't seen it for a while and they don't feel like there's value, they'll just unsubscribe.

It's almost a trigger for unsubscribe. All if you disappear and unappear again. Another thing is obviously provide value. So there has to be something valuable or funny or entertaining or fact.

So I'm looking forward to reading your emails. So it's not just all sales and it's not all about you.

Some people write a story every single day. Like, I can't myself to that. That's just not I wish. I was more like that, but I can't do something like that.

And sometimes it's related to their value. So sometimes it's not, but it's definitely entertaining. Like, I'm on some people's emails just because of the stories they write.

Other. So, but there has to be value. So either in thought-provoking questions, either in stories, either in, like, here's the tip of strategy, or did you think about this?

something that is providing value. So like an example of like super value-rich type of email sequence is, I think, every, did everybody sign up for the HPP?

by the way, did you grab your dollar ticket? Do it, do it, do it. Because one of the things you're going to get is kicks off a 15-day accelerator.

So if you look at those type of emails and you're getting them, if you haven't signed up, you will see them and we're probably going to turn them off because it's getting like halfway through it.

So it's, if you sign up right now, you're going to get like the first six emails right away. But those are like super value-rich emails.

where they're like, hey, here's the thoughts, here's the questions you need to answer for yourself before you price your program.

Hey, here's like, here's some ideas for how to name your program. So that's like super overboard value reach emails.

I wouldn't email them to my regular list on an everyday basis, but I'm already like, we own day like six or seven, I already getting people say like, Oh my gosh, this is so prepared with this event, this is so valuable, I can't wait for the event.

So we do it to get people into the mode of like, this is going to be valuable, I'm not going to miss it, I'm going to remove everything.

But if you look at for like an example of value reach email, that sequence is basically, I used to be 21 day, but we cut it down to 15.

@2:38:44 - **Johanna McClain**

But like, that's the example. Johanna, can you post the link to sign up? Well, they need to be pushed out in a moment.

@2:38:51 - **Alina Vincent (Alina Vincent)**

It's in every single starting use to but yeah, let me grab the link for sure. Yeah, if you haven't grabbed it, you take it and again,

It's like there's value in being there because you're seeing what else we're doing before they event. So let me see.

R is same. No, that's done. HPP, okay. Link, copy, here you go. Yeah. So those would be the emails of like just value and you can always do a value.

And then say, and come to my challenge, we're going to explore it more kind of thing. But so either stories or entertainment or value, because then people go and like, okay, even if she sells every once in a while, I'm like, please getting some value out of those emails or, oh, that made me think, oh, that's, that was clever.

Oh, that's, that was interesting. So that is, of course, the biggest reason why people stay on your email list, because there's value in receiving emails every day.

Another sticky thing. would be, so it all starts with obviously your subject line, right? So people won't read your email no matter how clever, awesome, entertaining it is if they don't open.

So pay quite a bit of to the subject lines and one of the things was the subject lines is you don't want to be very literal because if you say sign up for my workshop, nobody will open the email because they already know what's going to be inside the email.

You're just going to have an invitation to the workshop. But if you say, have you ever asked yourself this dot dot dot now we have mystery now, like what have I ever asked me?

So I'm a lot more likely to open the email. And if we don't open the emails for a while, then it starts going into the promotional starts going into because your email thinks it's smart and says like if you haven't opened them for a while, you're not interested in them.

And then they like get the spam, get it to promotional. folder and so forth. Another thing is asking people from the very beginning to whitelist you or drag you into the primary folder in a Gmail, whatever it's called, main inbox from the promotional when they first get it.

Whitelisted market was a store, so the email knows that that's something of importance, because again, if the email's getting not getting open several weeks in a row, then it starts just going into spam.

So that's, and then if people, another thing, and this is both for deliverability and for signing, for getting people engaged is asking people to respond.

So again, anytime have an interaction, so for example, I recently did a workshop, a webinar masterclass. So I said, like, okay, yeah, you just signed up for the masterclass grade, have to reply and give me what's

the most burning question around this topic, so I'll make sure to adjust what I'm teaching to address as many questions as I can.

So I didn't say I'm going to respond to it. I didn't say I'm going to write, but anytime anybody replies to you, and then you can reply back and say, wow, that was a great question.

And we're actually going to be covering this. Now we have a conversation. So email system now says this is the email that was received or applied to again.

So it puts it higher for deliverability. So it's not going to go to spam or promotions because now we had a real human interaction.

And now people have a personal connection with you. You're not just stuck on some email that keeps sending it to you.

I can't tell you how many people, like somebody would ask me question and I would respond, and it's like, again, here's the link, or here's a question and I'm like, you answered yourself?

Oh my God, thank you so much for the quick response. All of that increases your connection with your people.

Another thing that people find useful is asking survey kind of questions. So Every once in a while send an email, like, for example, you just did a giveaway, you just had X number of people added to your list, or you just did a summit, you have a challenge, you have like new people on the list.

Once the promotion is ended, once you've made your offers, you can say, okay, I would love to serve you best, so would you click on one of these links, which one describes you best.

for example, you can say, man, I'm just looking at you because it's easy to put in a category. It's like, I am currently single, and I'm actively single and happy about it.

I am single and looking for love. I have a few relationships, but they're not that serious, or something like that, and you basically just put a link, like hyperlink each of them, and then your system, you can tag what link people clicked on.

So basically, if they click on the first one, you can add and tag their single and not looking. If they click on the second one, it will say tag them in the system, they're single and looking for love right now.

Or they're currently in relationships, but they still haven't found the one, whatever it is. And when they click on it, it should just take them to the page that says thank you.

Thank you for sharing that kind of, it doesn't have to be anything special. Or you can take them to a specific blog for that group.

If you have blog, YouTube, specifically for that audience. Like, I mean, you need to have them. don't create them specially for that.

But if you have a resource, you can say, Hey, thank you for your presence. And by the way, you might be interested in reading this article.

And then when you are dressing them, you can actually create three versions of the email. So instead of saying, Hey, would you like to sign up for my challenge?

You say, Hey, you've recently told me that you are single and looking for love. So I'm bringing this special invitation just to you.

So now you have something else that you know about that. Does that make sense? So you can customize it.

That requires more work, but often you can just change one sentence in the email and send it to three different groups, and they feel little bit more connected if you know them.

So those are just kind of like off the top of my head things that would help you with stickability.

Linda, you have something to add to that or a question?

@2:45:25 - **Linda Cordes**

So what you just described sounds like it would solve a problem I've been wondering about for a while. I have this one huge list, and it has a mixture of teachers, administrators, coaches, and God knows who else.

I've been looking for a way to separate them easily. And it sounds like maybe send them something that would.

@2:45:50 - **Alina Vincent (Alina Vincent)**

Yeah, basically I an email and basically say what best describes you. Let me see if I can find an email like that.

If I can't find it, remind me I'll find it later, yeah, nothing good, let's see. And then are those different segments or different lists?

All of the above. So depending on how your system treats it, like in my system I would add a tag and then when I'm mailing I can say only people with this tag get this email.

So I will pull only people with this tag from the entire list. In some systems you can create separate lists.

keep in mind that any kind of survey like that is only as good as people's data because somebody might be like, I'll click here and I'll click here and I'll click here just because they're curious what where it takes you.

And then it's all Also, like a Riemann six months a year down the road, their roles might have changed or something got adjusted.

now you have new people who you haven't sorted yet. So just kind of take it with a grain of salt, but at least initially it can really help you.

So like if you have a launch coming up or something special and you do it right before you make the annotation, that would help.

@2:47:23 - **Linda Cordes**

Then I guess you're also relying on, are they opening it up and clicking? They don't, then you still have them in that.

@2:47:32 - **Alina Vincent (Alina Vincent)**

Well, they'll still be in that big list. That would just be like in a general list, right? So you can have like one group like everybody plus this, but you can have like, oh, you administrator.

So if I'm sending a thing about XYZ, that's definitely not going to be applicable because with the tags you can include or exclude.

So you can say send it to everybody, but people with this tag only send it to people with this tag.

So just super like easy logical kind of thing. So like in my system, any of these tags, all of these tags.

exclude these tags that kind of thing. So you can have a combination of different combinations of what who are you sending this to.

I'll find it for you. I can't see it right now. And then I wanted to a good with that Twitter.

@2:48:12 - **Linda Cordes**

Yeah, yeah, thank you.

@2:48:14 - **Alina Vincent (Alina Vincent)**

Okay, I'm just going to ask Chad GPT since we mentioned that. And I'm going to come and say, what are your your your strategies for keeping people on their mailing list.

SCREEN SHARING: Alina started screen sharing - WATCH

And for you, then seeing some subscribers. Oh, I just thought of three more things. So I'll hit it on a second.

So another thing is, if you're doing promotions, especially heavy promotions, we've talked about this in option to unsubscribe just from that campaign, not from the whole entire list, because of people like, oh my gosh, how long are you going to promote it?

So put something like, if you're not interested in this workshop, click here, I won't send you any more emails about this topic or about this offer, but you'll still get other emails from me.

So like, adding an extra level of unsubscribe. So just get myself like, I don't want to hear more about this, whatever, menopause workshop, but I don't mind staying on your list, because maybe something else is interesting.

I don't care about the balance, but later on, maybe I want to hear something else about yoga. So that's another way of preventing it.

Also, we have a disclaimer on the bottom of our email, so it doesn't just say unsubscribe. It actually says, you're receiving this email because you requested to get information from Arina Benson.

If you no longer want to receive these emails and exciting new offers and invitations and strategies and tips. and the resources.

like, look at all this good stuff that I'm sending you. You can unsubscribe here. So there's a subscribe button.

However, you might lose access to some of your current trainings because our membership platform is attached to their active email.

So I'm not threatening them with everything. But if the email is no longer active, it disconnects stuff from the membership site.

So I'm just kind of like, just so you know. So you can look at the bottom of pretty much almost any emails, not the RSM emails, but the other emails that we're sending out.

And you'll see them there. So yeah.

@2:50:39 - **Anna Dannfelt**

This unsubscribe from a promotional thing. How is it done in practicality? So when we run the campaign, we basically say, send this email, then send this email, then that send this email and send this email.

And we load the people we want to that campaign.

@2:51:00 - **Alina Vincent (Alina Vincent)**

So like, like it could be a whole entire list or like in my list, I go like it's everybody on the list except for that raising stars because you don't need to see this or everybody on my list except for people who are currently in the program that I'm teaching.

So we excluding or everybody on my list except for people who just joined us two weeks ago because I don't want to bombard them with a big promotion.

So whatever it is, right? So now they're going through that list. So when we have a button on the bottom to unsubscribe, it basically gives them a tag to remove them from that campaign.

So almost everything is down through tags. So basically I would have a campaign that says if they sign up for this webinar, don't invite them to webinar again.

If they clicked, I no longer want to receive emails about this webinar, remove them from this email. So it's basically, let me draw here.

Maybe it's the take bits of pieces that totally I stumble over. Right. So it's different than every platform.

@2:52:02 - **Anna Dannfelt**

So it's impossible for me to kind of X. Yeah.

@2:52:05 - **Alina Vincent (Alina Vincent)**

What do you use?

@2:52:06 - **Anna Dannfelt**

I use MailChimp. I'm shopping around a bit.

SCREEN SHARING: Alina started screen sharing - WATCH

@2:52:10 - **Alina Vincent (Alina Vincent)**

MailChimp is harder with that, but it still has tags. Yeah, I have tags. But like in my system, so we say, okay, start here.

Send them this. Let's just do an easy one. So promo HPP. That's the first promo. Then I have the second promo.

Then I have a third promo, right? So promo, promo, promo. And then at the end, I'll put a tag that basically says, if you get the tag signed up, sign up or HPP or not interested, this tag, as soon as it's applied to

Somebody removes them from the campaign. So if they're in email one, and they click them, said, I'm not interested, this tag completely kicks them out of the campaign.

@2:53:11 - **Anna Dannfelt**

So they will not activate, basically, activate them and removes them.

@2:53:16 - **Alina Vincent (Alina Vincent)**

If they come right here and they're like, OK, I'll buy it, take it. It's like, great, they're going to be put, they're going to be yanked out of this campaign and put into the Welcome to HPP campaign.

Makes sense.

@2:53:29 - **Anna Dannfelt**

So everything happens automatically. That makes sense, but it's like, I get it with tags. when they sign up, they get the tag, they sign up for that.

that's so I have them tagged that way. But then, like, how do you do a link to tag to get them out?

Because it would have to be that click here.

@2:53:49 - **Alina Vincent (Alina Vincent)**

So it's a link. So in the most systems, it says, what do I need to do? You want somebody clicks on the link.

Number one, you have to say. This is where the link takes, so here's the URL, and most systems will say apply a tag.

So if they click on that link, two things will happen. They will be going to the URL, for example, like buy the ticket here or say thank you for updating your preferences.

@2:54:17 - **Anna Dannfelt**

And the second thing that will happen at the same time, the tag will be applied. Yeah.

@2:54:24 - **Alina Vincent (Alina Vincent)**

God, look, so for example, if Johanna just went and got her $1 ticket for HPP, it will instantly say, oh, now Johanna gets a tag coming to HPP.

She will also get a tag RSM member coming to HPP so we can separate you. She will also get a welcome email saying, yay, so excited that you're coming to HPP.

Here's the information you need to know. So multiple things can happen at the time when people take action. You just define them.

@2:54:55 - **Anna Dannfelt**

I get that. It's just how I get the tagging. I get the whole tagging bit. It's like, How does the machine know that or got it?

@2:55:04 - **Alina Vincent (Alina Vincent)**

Because I don't want play the language.

@2:55:06 - **Anna Dannfelt**

But how does the machine know to take them away? don't understand how it will take them away. Just the ones.

@2:55:14 - **Alina Vincent (Alina Vincent)**

Because it's a database. Like all of them systems is a database. It's basically saying if this condition is true, perform this action in the machine language.

So it says stop this campaign.

@2:55:32 - **Anna Dannfelt**

It knows you don't need to know how it does.

@2:55:35 - **Alina Vincent (Alina Vincent)**

You just need to put a logical condition. If they have this tag, stop this campaign. That's it. So Anne, Johanna now has a connection to somebody who does MailChimp.

So if you need some help, maybe she'll introduce you. And she can explain it to you or walk you through.

or set it up for you. Just basically say just what I need.

@2:56:03 - **Anna Dannfelt**

I think I'm going to move home to Joanna.

@2:56:06 - **Alina Vincent (Alina Vincent)**

I'm going to in her pocket and go to Yeah, for everything. We just introduced Johanna to somebody for those, a Mailchimp VA.

So but almost every campaign has that type of exclude, include, stop and pay, send the email, do this action.

Because we're not sitting there and like for every person's like, Oh, now let me send the pretty email to Johanna, right?

@2:56:34 - **Anna Dannfelt**

It's all animated. Yeah, yeah.

@2:56:36 - **Alina Vincent (Alina Vincent)**

But basically, it's a command. Basically, as if this happens, do this. If that happens, do that.

@2:56:42 - **Anna Dannfelt**

Okay, sort of.

@2:56:44 - **Alina Vincent (Alina Vincent)**

You don't need to know how the machine does it. He just needs to know what the command.

@2:56:48 - **Anna Dannfelt**

What when when when time comes to do it, I will figure it out. Probably take a day or two, but it will figure it out sooner or later.

I'm going to hopefully it will be right and then I have learned something. It's I've learned by doing is my jam and learning by mistakes is even more my jam.

@2:57:05 - **Alina Vincent (Alina Vincent)**

Sometimes it's fun when somebody explains it to you and then you do one mistake on top of it and ask them what you did wrong.

SCREEN SHARING: Alina started screen sharing - WATCH

It's just makes it easier. So I'm going to show you what Chad GBT said in terms of stickability. This so it says click set clear expectations up front.

Let subscribers know what they get and how often when they sign up. I like I don't tell people I'm going to email you every day.

would cause unsubscribes. So like it was a grain of salt. But when you send it you might say like oh every Monday I'm sending out a newsletter and then you're going to get other updates from me throughout the week.

You could say that one of the welcome emails consistent high value content with totally talking about that personalization. Yeah that actually helps me say like instead of just like hey friend or just having no info in the beginning to say like hey Sonia have you thought about XYZ?

Nail the subject line, we talked about this, up to my send frequency. again, stay consistent so you're not too often and not two people don't forget about you.

Make up so surprising, easy, but as a button. So like you can say, only send me your newsletters. Only send me, nobody would ever say only send me promotions.

Engagement based triggers. yeah, if people are not subscribing, you might want to send an email, say, haven't heard from you in the while, you haven't opened my emails for a while, would you like to stay?

Show personality and humanity. So that's the story and humor and who you are. Test everything, there's nothing worse than getting typos and that kind of stuff.

And that has nothing to do with, I think with the stickiness, but yeah, engagement. Like even like saying like, hey, would you respond with your question?

How did you like it? Tell me about your experience. So I think we covered most of the stuff that Chad JPT came up with.

was, as well, in a better format. So I'm going to show you this just so you have it. Let's see.

Whatever. Let's do this one. So I did this. I'll just show you the email. So this was emailing me promoting Christian.

SCREEN SHARING: Alina started screen sharing - WATCH

So it's the normal email, right? So there's personalization, there's blah, blah, blah, all of that stuff. And then on the bottom, I have these two things.

First, not interested in Christian's programs. Simply click here and they won't send you any more emails about this. So if I click on this, it will tag me not interested in Christian and will remove me from campaign to get promotions about Christian.

And then right here on the bottom, I have to, like, see if it can increase it much, much more.

It will say, you're receiving this email because you're requested to receive updates from Alina and send if you do not wish to receive further emails from Alina or business success edge including special offers tools and strategies for growing your business you may click the link below to update your email status note if you unsubscribe which is that that's the link is you may lose access to your purchase and bonus trainings I'm not saying you will I'm not threatening them but I'm just like well come on consider that before you click unsubscribe so that's the actual example of okay how do we feel about this building questions okay what are you take the ways from here what have you learned for yourself other than Anna has to deal with and fight those tags any other takeaways for me it was very valuable to know there's an easy way to separate the kinds of people so you can send them it's a user driven but the police

You're to have some sort of, yeah, awesome.

@3:01:05 - **Sonya@MasteringMoneyMiracles.com**

That 15 day email sequence that you're putting out the HPP like to to create a value series beyond the newsletter and just to keep keep them more inspirational story entertained, right?

to give, to juice those up even more value.

@3:01:24 - **Alina Vincent (Alina Vincent)**

Well, like, so that one is very dense and very value based was no asks because they already bought the ticket to the event and I'm keeping them more.

But you could like have one email that's super value based going out a week where you're entertaining people. You can also do it as a wrap up, like before you do your promotion, educate people on something and then say, and I have this challenge coming up, don't you want?

Like, here's the importance of this. Ask yourself these questions and it's kind of like that doing that pre buzz on the social media.

So you can do that in your email where it's like value value value and then you go, so we have a lot of conversation.

I'm getting this challenge and I want to invite you so it's same idea, but a little bit more value-based.

Some people also do it when people first sign up for their email list. So let's say they downloaded the lead magnet, you're going to have two or three emails going with like, and schedule a strategy session or whatever, whatever next step you want to do.

After that, because you just kind of super valuable, and then you can be doing the next promotion or the next offer.

So that's another place where you can put something like that. Yeah, awesome. Let's see, do we have any other takeaways questions, follow-ups, JB?

@3:02:47 - **Jamie Mayo, she/her**

The subject line, to make sure that you really put thought into them.

@3:02:53 - **Alina Vincent (Alina Vincent)**

the more mysterious they are, the more they're going to be. You know what, I think the highest, or open rate was on the email that said 7, just had the number 7.

And inside of it, like, you only have 7 hours left before these bonuses go away or before he, like, we're starting the workshop, but like, I think I had the highest open rate.

So when there's like some mystery, when in general, subject lines with numbers have higher higher opening rates, that's something you actually could do deep research on, and say, give me like the best suggestions and staff on what, how to create.

Here's, like, I'm so attached to chat GPT, to be honest, and I'm finding new ways of using it. So I would actually create a custom project.

I would say do a deep research on what qualifies as like, do the studies, do the research, do the case studies, whatever, all of the articles, search through all of the,

advise on YouTube and through podcast and then come up with a comprehensive study of what makes for the best highest converting most opening subject lines and then save it in a project and then anytime you're working on a subject line say okay here's the subject line I'm thinking please improve it based on everything you know right so now you have your own subject line generator for your own topics and that's going to say well to make the subject line more converting do this or do this or do this right so it's like you have the best advice from the best minds and you can get it to work for you is that cool it's a stuff like that like that's what my plan is like do some deep research on topics that I do often and then just use it as a my own little assistant that like knows everything there is to know about subject lines and I can like post an email and say like here's the email I just read

wrote, come up with the best 10 converting subject minds. And then I can pick one and use it. Make sense?

Awesome. OK, yeah, we're all going to get addicted. Like, I didn't get addicted. I don't want to say addicted, but that's just save so much time and can provide with you.

Instead of trial and error, you can actually go straight for maybe not 100% and 80% versus 20% doing it on your own.

So yeah, short cuts, short cuts. All right, let's take a break. So welcome back. Let's do 110. So we have a whole hour.

So we'll come back in an hour. And we're going to have a man's hot seat. We're also going to talk about more email deliverability in terms of spamming keywords and how to identify them and how to, you might want to start rewriting what you are sending out.

And then we are going to, we might have another topic. tag into so we can talk about challenges we can talk about the webinar so you are all of the above might actually happen depending how fast we go all right enjoy your break i will see you in an hour and i'm going to close this room for you now all right see ya