

E44 – My favourite tech system for online business and course creation.

Michelle Smit: Welcome to the empowered Edupreneur podcast. My name is Michelle Smit, and I am an ex-teacher turned online business coach for edupreneurs, the owner of Digiteach and a six-figure entrepreneur. I am in love with empowering educators, just like you to create freedom filled online businesses and lives they love.

If you are looking to uplevel your skills, your finances, your mindset, and change the trajectory of your life as an educator. In business, then you are in the right place. Think of this podcast as your weekly dose of business and mindset development to help unlock the infinite potential within you to play bigger with your life and go after your dreams.

We are going to have so much fun together. So thank you so much for pushing play today. Now let's dive in.

Hello. Hello everybody. I am bringing you a really special episode today. I'm super stoked because today I am doing my first sort of guest podcast vibe. So I'm going to do a mix between solo episodes and interview episodes with guests. And today we have a very special guest, and it is going to be an interview with Eddette, who is the owner of the Course Creators Kit.

Which is in my opinion, the best online business and course hosting platform. It's the one we use for our business as well. So I will let a debt introduce ourselves to you and share a whole bunch of stuff with you. Basically the purpose of this podcast today is to discuss. The techie side of launching a course and running an online business and actually making money, right?

Because we know that tech is a huge fear. It's a, people are terrified of it and it's a block. It's a huge block. People struggle, especially educators who that that's my, those are the people I help. They really struggle with the tech side of things. They're terrified about it, and they don't actually launch their offers and they don't actually push past that.

So tech is not actually my zone of genius. Yes. But it most certainly is a deaths. She is like the unicorn of online business tech and funnels. In my opinion, this is her jam. So she's got lots of good stuff to share with you today. So it did. Thank you for being here. I'm super stoked to have you as our first interview.

Eddette Steynberg: Thanks so much for having me.

Michelle Smit: That's a pleasure. Yeah. So let me just start off with sharing how me and Eddette actually came to know each other. It's pretty cool. Basically what happened is I was running Digiteach. She was doing her own thing. We didn't know each other existed. I came to a point in my business where I wanted to change systems.

And it was such a daunting process to think about changing systems because I built my entire business on this one system. And my virtual assistant. Was also a death's virtual assistant. And so somehow for like, I don't know how long we had been, we had the same virtual assistant, Melissa, who's the bomb.

And we didn't really know each other existed at this point. And then one day I said to Melissa, look, we're looking at changing systems. We're looking at like Katra and Kajabi and we're doing all these pros and cons and stuff. And she. She was like, I've got just the thing for you, and you need to meet this person.

And I was like, okay, sure. Yeah. Like, have you been sitting on this like gold mine or like, have you been hiding this for so long? And so eventually she put me in contact with the deck. We had a call. And long story short, she and her team who are amazing helped us move our business onto CCK and it was the best decision we have made in our business.

Like it was such a good decision. I've been so happy since doing this. Although it was a big job, they helped so much. And since then we have you know, we formed such a cool business collaboration. We've actually become friends, like I haven't, we haven't met in person but can't wait to go to England and hang out, and yeah, at the moment, CCK, because tech is not my zone of genius. It's not the thing that I really want to be helping people with. We actually have this amazing mutually beneficial relationship where CCK supports my DBA students and my coaching clients in their website development, in their funnels, in their everything that they need in order to launch and sell their courses online.

It's been so helpful, like our DBA students are so fricking lucky to have a DET CCK in that team because they're just magical. And they're an all-female team. Like team, which is such a vibe. I love that. Yes. So proud of that. Yes. Especially in the tech world. Right. Like how bad ass to have a female lead team doing this kind of work.

So yeah, that's how we met. And since then we've just had, so it's been such an aligned. Relationship. Just Yes. You know, one of those things that just happen and just works. Yeah, definitely.

Yeah, it's been awesome. Okay. I just think it's like the universe connecting us, right?

It was, it's like, it absolutely was.

Because I sort of set the intention, like I, I really wanted to move systems, but I was so overwhelmed at the thought of it and I was like, I know this needs to happen, but I just don't know how to make it and make it happen. And then suddenly we meet you and it just, it just happened, and it was just, ever since then, it's been.

Eddette Steynberg: And I don't know if you know this, but at the time I set the intention to the universe that I was still in the back of my mind thinking I was going to go back to creating online courses again. At some point we were obviously creating, you know, the Course Creators Kit, but I was like, oh yeah, at the back of my mind, I was like.

You know, I was, I wanted to work with course creators again. How am I going to get access to course creators? I'm going to have to launch courses again. But I really didn't want to. And so then at that very time I make you and I was like, it's like the heavens opened. I was like, thank goodness. I don't have to do that.

You don't have to launch anyone else that can focus on their zone of genius so that I can focus on my zone of genius. That was amazing. So it was just perfect.

Michelle Smit: That is so cool to hear. I didn't actually know that. It definitely was just a perfect moment in time, which changed. I think a lot of like a lot of things in our business and with your, your business and stuff.

So yeah, just such an amazing collaboration that we have. But yeah, I think let's start here, Odette. Why don't you tell us It's, you know, a little bit about your journey of how, where you were at and how you came to being the owner of an online business and funnel sort of system like CCK.

Eddette Steynberg: Such a, such a random end point.

I was actually thinking of this before we spoke. Thanks, Michelle, firstly, for having me. I was just thinking of this before we spoke and I was like, how can I

shorten this story? Cause it is actually such a, such a long journey that took me down so many pathways to This thing, but actually looking back at it now and summarizing it for myself, there was always this thread through everything I did of technology and, and the internet and computers even, even if I take it back all the way to the age of seven you know, I was thinking how, you know, how long ago have I been com obsessed with computers?

And at the age of seven I discovered my very first computer game at a, a boy in down street, had a computer and I. Played games at his house. And since then I've been obsessed with computers, but I never pursued it. Until I came to the UK, as you can tell, I'm South African. I came to the UK and ended up in an office job.

Like most people would do after university. And I thought, you know, I was going to travel the world and have this life of freedom and really. Wanted this life of freedom and freedom is actually one of my biggest values. As I get older, I realized there's more and more, but at the time didn't know myself that well and needed money.

And so ended up in this office job that I was really, really unhappy in very soon, very quickly. And really wanted to make a shift and was looking for ways out. And I discovered by accident by doing a course, someone that was a photographer and he asked me to assist him. And by doing that. Loved, fell in love with photography.

My dad was a photographer for the police force. So I actually knew a little bit about photography. And there's been, so that's caused me to quit my job. And I became, I thought a professional photographer at the time. But what happened in that journey, in that process is I. Didn't know anything about business.

I didn't know I had to build a website and I had to teach myself how to take photos and how to work with customers and clients. So that kickstarted this whole five-year journey of very hard lessons of you cannot just quit your job if you don't have savings and you cannot just start a business if you don't know how to run a business or if you don't have a website.

So that whole journey happened for me. And it was very painful at the time. It wasn't the easiest journey because I had very hard lessons to learn and obviously didn't make enough money, which meant I had to go back part time to a, to a job that I didn't, never wanted to do. I promised myself never to do, but that freedom calling pushed me to really start building websites.

And I think that's where it really started for me as a photographer, teaching myself everything in my twenties. That's you know, building a website, learning to code, you know, at the time, there was no such thing as a drag and drop builder. There was no easy way to sell services online. Facebook just, you know, became popular.

I was one of the first people on it. I thought of my friend groups, and it was just this weird, like, how do you sell yourself on the, how do you sell yourself on the internet thing? Everyone just used websites. And I, you know, then learned that was a very difficult journey. It took me about six months to build my website.

I had to learn how to code and all of these things. And I just realized it wasn't for everyone. But I also didn't want to yet at that point do it for others. And yeah, after about five years of being a photographer, realized that journey kind of came to a natural end as well, because I realized I couldn't get customers and that was my biggest frustration.

I couldn't get more people online which then caused me to take a step back and go. What am I missing? And I realized it was marketing. It was this whole online marketing thing that I just didn't know how to tackle. Yeah, and that's really started me on online courses. That's how I discovered my very first online course.

So it was this whole kind of, if you look back at the journey, it was always this thing kind of leading me on this, all, all these little things I've picked up along the way, kind of finally. Two big stones. Exactly. That's exactly what it is. And I think you'll probably have the same in your, you know, looking back at your life.

When I discovered online courses and quit my photography and started studying online marketing and Facebook marketing and paid ads and all these things, I was like, you know what? After my fifth or sixth online course, I was like, I can do this. I can do an online course, this looks fun which again, started this whole new journey of discovery and learning where I created multiple online courses myself and worked with people online and had to teach myself how to sell online again and build websites online.

And then learned, you know, what worked with online courses, what didn't work with online courses. What did I struggle with? It was usually tape. Even though I was quite techie I saw that others were struggling as well. And yeah, that led me to my final online course before I discovered the course greatest kid, and that was teaching others to create online courses.

And in that process, I learned that. You know, my students didn't succeed because they never created their own websites. That was the biggest thing holding them back is I would teach them all the tools, give them all the strategies, and then they wouldn't go, and they wouldn't build a website and they wouldn't launch.

They didn't know how to create funnels. It was too big of a learning curve. Even if I gave them all, you know, as much as I could of information, that was the biggest thing, holding them back. And that was really my biggest aha moment. It's like, ah, that if I wanted my students to succeed, I needed to help them with the thing, holding them back.

And that's the thing that I actually enjoyed doing most. And it was taking pieces and websites. And I had a bit of experience by that time, but then I've had multiple courses. I've built multiple of my own websites. The hard way by coding yeah, I just thought, you know, I could make this easier for them.

So that's kind of the long sort of background in that and how I ended up doing building courses and then ended up learning about online marketing and funnels and all of these things. And that set me on the journey for the Course Creator Kit.

Michelle Smit: Sure. It's so funny cause I was also a photographer, so that interesting, I don't think we've discussed this, but I used to be a photographer too.

I was, it was when I was like 21, 22, I was young, but that was like my first job. I was a photographer, and I did all sorts of events and stuff. So that's an interesting thing that we've just learned about each other. But if I look back as well on the journey, the steppingstones, I mean, it's so funny how in your life, you're just like, it's unfolding and you don't really know what, why things are happening and yes, but then you look back and you're like, oh, this is why that happened.

And that's why I had to go through that terrible process of coding on websites so I could be able to do what I'm doing now. It's like literally the lessons you're learning to be able to be doing what you're doing now. It's all there for a reason.

Eddette Steynberg: Exactly. And if you're just honest with yourself and also don't discard, I would say, don't discard anything as just a thing or just a bad experience really looks at what did I enjoy about that experience?

What was the best thing about it? And, you know, in my case, it was usually tech.

Michelle Smit: and you just, you learned what you loved. You learned in that process, what you loved, and then. And the funny thing is tech is what most people don't love.

Eddette Steynberg: Exactly. How weird. You were like

Michelle Smit: a unicorn. You were like, I know, I know how to deal with this.

I can help you, which is amazing because most people need this help. There's a huge demand for this. Yes,

Eddette Steynberg: exactly. And it was actually also kind of this kiss me story with the Course Creators Kit, but because we, as most people would know. I don't know if most people still know that, but usually most people had WordPress websites.

I don't know if you've ever had a WordPress website back in the day. Yeah. And I mean, that was a painful experience in it, in itself, but that is where we started with our student websites. As the course creators get one, I would say the first version of the course Creators Kit, we built websites, course creator websites for students on WordPress.

We had an amazing few plugins and tools, but we basically would build the entire website for our students, and we'd hand it over to the students. And they still struggled because of the nature of WordPress. Everything worked independent of each other plugins. So if the one thing wasn't updated and didn't work, it would crash your entire website.

And then I had this terrible experience with my WordPress website where I was running a launch and literally two or three days into my launch spending thousands on Facebook ads. I got hacked and my entire site was taken down and I was running ads and the ads was running and there was no website, and it took me thousand dollars and I had to pay a security company to.

Basically get the bad code that was placed on my website off my sites. And apparently, it's a thing that is just done. If they see you run ads, they find your website. If it's easy to access, which it usually is with WordPress, you get hacked. And that was my last aha moment when I was like, okay, enough.

Now we need to find a rough

Michelle Smit: lesson. That's a big one where you're like, cool, this actually, something needs to change. Like I need a better solution. Have you, okay. So when it comes to systems, I assume you've in this journey, you've used lots of different systems, like probably most of them, all of them,

Eddette Steynberg: you know, me and software.

Michelle Smit: is the best with software.

She has tried. If it's online and it's for business and marketing, she's probably tried the software, like, like respect to you for just diving in and trying all the stuff. So yeah, what, when you think of past systems. Would you say was like things that were lacking or just problems? Because one of my personal experiences is that that kind of patching things together with lots of different systems.

Like that's the biggest struggle. If you're running an online business is to be like, cool, I'm going to use that for emails. I'm going to use that for course hosting, hosting my courses. I'm going to use that for funnels. And you like patch together your business. With like, sticky tape. Like Frankenstein.

And its old school, yeah, it's old school and things just don't communicate with each other, and the system doesn't run smoothly, there's no like, automation, it's just like a nightmare. Nothing. That was my experience. Like I did not want that in my life. And that's

Eddette Steynberg: exactly what we experienced with you know, my student at the time is they had to pay for multiple things and then they had to make those things speak to each other, like you were saying, an online call you know, email marketing tool.

Then you had your website hosting platform, which might be WordPress or might be something completely different. And then it had to speak to the same tool that you know, your friend. Is using, but it doesn't work the same way and things do break. There was updates running and separate places. And if you don't link it correctly and know how to fix it you know, you just have all these other hassles to deal with on top of working with your students.

And I think that was another thing that was holding people back from actually just launching their courses and selling their courses. And that's what I saw with

my students at the time, as they would focus so much on becoming a tech expert, which they didn't want to do to begin with, that they never sold their courses.

They never even, sometimes didn't even build their courses, didn't complete the course because they felt overwhelmed.

Michelle Smit: Yeah, because you know, the process of launching and marketing is a lot in itself, you know, exactly. There's a lot you need to do in that to actually launch and sell something online and the tech needs to be as supportive as possible.

Like, and, and so I'm sure with CCK, you've taken all that struggle that you've experienced, and you've looked at how can I solve these problems.

Eddette Steynberg: Yes, and the solution is really what we find, found with the Course Creator's Kit is having an all-in-one tool, one tool that has everything inside it you know, you send your emails to your students from that.

So you, that's also your database where you can see, you know, take payments from your students and all, everything happens in one place. So there's no latching things together. Nothing will update independently of each other. And I'm a big, you know, at, you know, before doing this, I used to be a big promo you know, voice for no use the best tool in the market for the, for the job, you know, use a specific email and marketing tool, use a specific website tool.

And. Unfortunately, because these tools don't speak well with each other and even now still don't and they're not made to do that. They don't want to do that necessarily. That's not their main, you know, job as such. You will find that you're constantly having hassles. And I now have completely, obviously, thanks to the Course Creators Kit and creating this platform and seeing how many people have success in actually putting their courses out there and actually moving forward.

Cause they don't have to worry about the tool, updating the tool, connecting this thing. They just have to learn one platform and that's huge. Just learning one piece of tech. Yes, there is a learning curve. There's always a learning curve, but it's one thing instead of three or four different things. That's massive.

And you don't actually understand how big that is because before you take on a piece of tech or tools or software. And I know because I. Do many of these, you know, signing up for trials on platforms and that. And it's always about, I would

say three to six month learning curve with software. And you need to understand that before you take any new software on.

And if you have three or four different tools, you'll have to, you know, count that. Count that time and make sure it's worth it. And then never know if it will work as, you want it to work. So, and of Course Creators Kit, the beauty of that is you eliminate all of that.

Michelle Smit: Solving so many headaches. Like for me, it was just like a breath of fresh air, like just to have everything all in one.

And also the functionality, like the features just had everything we needed. It had literally it has. Everything you need to even scale up your business and go further and really, you know, advanced strategies and doing all sorts of things. It has that, it has the thing, it has everything you need for a beginner and even an advanced business owner.

I haven't really had to look at any other software's. Besides like I use zoom for calls and like an Asana project to like manage my projects, but like, that's just other stuff, you know, my entire business runs on CCK, like everything. Yeah, exactly. So cool to have that.

Eddette Steynberg: Yes. And you don't have to pay for anything else as well.

That's another thing. It's a fine, the financial aspects of paying for multiple tools. You know, they do add up. But yes, I just find that it's from our perspective, just seeing the results and seeing how students you know, go from not knowing the platform to understanding, knowing using the platform and then launching the courses and how quick, how much quicker that is than it was previously for us.

It's fantastic. It's really rewarding as well. It's really rewarding. And honestly, my biggest, that is my biggest, I would say. And it's, it's actually so funny because when I started this journey with a course creator kit as well, I had to create this ideal customer for myself. Right. And I was like, like most people would do.

And I was like, you know who I really want to help. I really want to help. And this was my mother. I had my mother in mind because she's been a teacher for 25 years and she had all this knowledge and skills and she just had zero technical abilities and don't know how to use the internet and don't even know what it is really.

Can't even send an email. And for her to. For all her knowledge and skills to be lost for me always felt like such a waste because she's such a passionate teacher. So I always had someone like my mother in mind when creating the Course Creators Kit that I wanted to help someone like my mother with all this experience and skills, but that don't speak tech that don't know how to do that, that we can give them the easiest, simplest solution so that they can focus on what they know.

And the tech can kind of do the work behind the scenes for them. And hence, again, working with you has been such, for me, such a, you know, kismet experience because I feel like your audience is, is really my mother, really, in a sense you know.

Michelle Smit: That is cool. I didn't even know that. That is amazing.

Eddette Steynberg: So again, I feel really rewarded working with you know, your students in

Michelle Smit: that sense.

Yes. Yeah. It's just been perfect because tech has been such a barrier to entry for so many people and educators especially, like it's just another thing that they, that blocks them from actually making it happen. Making money, they have all this knowledge, they have all these skills, they have this desire to serve people, they've got that heart that's in service, which really is important if you're running an online business.

And they just, a lot of them, not all of them, a lot of them are quite badass, but I would say most of them are struggling with the tech side and I think it terrifies people. And so you're solving such a huge problem for our students and every single student who has worked with you has raved about the experience.

Like you have gone above and beyond with all of them. And that is the thing that differentiates c, c K with other systems is that you're not churning, your vision isn't to churn out thousands and thousands of customers or users rather of the system. You don't want thousands and thousands of users.

You are a bespoke system. Boutique, yes. A boutique system. Yes. Yes. And that means that your level of service. Is just much, much higher, and you treat people like human beings, and it's very personal, which is for me, in my values of my business is. One of the most important things I need everyone to feel

seen, heard, understood with people, anyone who comes into my world, that's an important thing for me.

And so this, this CCK system and your entire team does that for people, you really, you really.

Eddette Steynberg: care. And for us, honestly, it's the same thing. You know, when I created CCK, again, I also wanted to know every single person on the platform. Now I wanted to understand their journey. I wanted to understand their struggles and I do because.

It's not only was I a course creator myself you know, I, I, I was working with him very closely and kind of seeing where they were struggling. And for me, it's been such an amazing, you know, since we started CCK, it's now been almost two years working with. With our users and our students so closely one on one often for me has been the best experience because we can help them so much better.

We can see where they get stuck. We can create solutions based on regular questions. I know exactly where everyone's at in their journey and what we can do next to help them move forward. And, you know, constantly finding solutions for our users, instead of just focusing on a hundred or thousand or. A million people you know, getting more and more and more.

We're focusing on getting results for those that we are currently working with. And that for me is my, has been my biggest focus I think for, for the platform is the users we have. I want them to achieve results. I want them to have success. You know, that, that will, for me, make a massive difference for us is, is the, the thing we focus on is not just getting more people, it's getting the people results.

Michelle Smit: that that because that's quality, quality over quantity all the way.

And you'll probably never find another system that can like. Most of the other systems, you're just a number, you just fall through the cracks. And this isn't the feeling you have with CCK. You're not there is true, like we, there's true care and like that. Your results driven, and that means that you're really, you're really looking at how you can improve the system, how you can improve everything for our students.

Eddette Steynberg: and understand your program.

I mean, go so far as we've done your program. You've

Michelle Smit: literally done DBA, so you understand the strategy, you know exactly how to merge the tech with the strategy and it's just. It's just making life so much easier to combine those two things, the, the marketing, the selling everything with the tech is just making people's lives a lot easier.

So it's a really amazing thing that we've come together to be able to offer this to people. Yes, love it. So I was just thinking maybe just share a couple of key things that key. Features, things that you need tech wise in order to sell anything online, of course, whatever it is.

Eddette Steynberg: Yes. Especially if you're just starting out, you've never looked at anything online.

You don't even know where to begin. There are a few things for you to consider and to know of. So the obvious first thing that everyone thinks of that I also did back in the day was a website, right? You want to have a website because you want to be found online. Now. You, with courses, if you want to sell online courses, you, you need a special type of website because you, yes, you need your website, but you also need a website that will allow students to log in and that you have the ability to make your lessons private.

Because with a traditional website, people can access all of your website pages, but a course website allows you to lock down, make pages private, and also create different access levels, depending on which. For someone bought this system, your play, your website should be smart enough to automatically know who this person is that's logging in, what they've bought from you and where they need to go and what they can access already.

And that's quite big, you know, even that's. What we've just discussed is, you know, it's not, you know, traditional websites will not be able to do that. And if you want it to do it with a traditional website, we'll, you know, take a lot of work to do with something like WordPress, for example. So you'll need a platform that can obviously host your courses and then can lock down your courses and provide access levels for people.

And then obviously you need to sell your courses. And we do that through funnels. Not everyone might know what that is. Very important. Yes. The most important aspect is a funnel. And you need a system that can easily build funnels for you or add funnels to your website. It's, it's basically on your existing, it should be on your existing website, and you should easily be able to create a funnel.

And, you know, launch it so that people can sign up to your courses and find you. Or you can collect names and email addresses and build your email list through a funnel. So yours, your website should have that function or features as well. So those are just three things that should already be on the website.

On top of that, you'll need the ability to take payments and so you'll need to be able to create a checkout page on your websites and again, with a traditional website, it's not a thing that would usually come with a website. So you will need a system that has the option for you to create a checkout page where people can enter their payment details.

You can take their card details in a secure way, and you can offer them a variety of payment plans or tiers to your products and your courses. So that's another thing that your, your website need, or of course website would need you would also need, have the ability to create different tiers of your courses, right?

So if you want some people to pay in full, others to pay over 12 months, then you, again, you will need a website with the ability to create products with payment plans. And again, not a traditional website wouldn't be able to do that. Thank you. Your course platform or your course website will need to have the ability to create payment plan offerings or products where you can take full payments as well, digital products.

Then you will also as a course creator, obviously. Need a payment merchant. We, we, you know, that would be something like Stripe or PayPal. That is something that you have to register for usually directly with a payment per merchant. That's not something that we include in the course Creator's Kit, but the Course Creator's Kit includes everything I've just talked about so far.

So it will be your website will be your funnels. We have funnels. We allow you to create funnels. We allow you to create checkout pages, digital products, different payment plans. And then also with your online course website, you'll have to have the ability to collect a database of your users. C r m we call it usually customer relationship management tool.

And that's where you store de the details of your pay paid users or student's subscribers, and you know, and just plain contacts and manage them as well. You know, need to be able to manage them. Some people might want refunds. Some people might want to be unsubscribed. So you just need an easy way to access those details and to have, you know, to, to collect those details.

And again, CCK has that as well. So on top of that, you would need to create, you know, communicate with, with these contacts that you've collected, either you want to maybe send them confirmation emails, or if it's a new student, you might want to send them a few emails to get them to take your course or come back to your course.

And you might think if you've taken courses online before, you've seen these emails. Or, you know, you want to maybe share things online, freebies and collect names and email addresses and then send those freebies to these people. And again, your tool would ideally have the ability to send those emails either in a sequence, which is connected, you know, the emails are sent a day apart, for example, or one-off emails.

And again, CCK can do that for you. And it's connected to your, to your contact database as well. So you can see who's received your emails and if they've opened an email as well, which is powerful when you start marketing and, you know, building your email lists and working with your students. So I would say those are the main things you need as a course creator just to begin with.

I mean, obviously you would need things again as well. Like maybe you want to book calls with your students as well. And traditionally you would have a tool like Calendly or a call booking tool like Acuity. But that's, you know, a student would like maybe to book a call with you and your calendar. This is not the most urgent thing, but this is something you can add on later as an extra.

And that should be something where they can easily access your calendar, see what's available, book it in with you know, and then you'd be able to kind of manage that as well. And again, CCK has that. In as well. So those are some of the, the obvious things that I can think of that you really need, obviously a domain as well.

Website domain, u r l, that was the first thing.

Michelle Smit: yes. That's like yeah. A given for sure. That yes.

Eddette Steynberg: Your URL and that you would buy with get at places. We, we use name cheap and love name cheap. There's many, many hosting platforms out there that's, that's, that you could register that with, and that's usually affordable.

10 or \$15. Purchase yeah, so I think those are the main kind of key things you need, essentials you.

Michelle Smit: need to sell. Most people, most people would not realize those are the essentials. So hopefully this was helpful for you to understand there are some key essential things that you need to, in order to sell and host a course.

Online or reading anything, I mean, selling any, you kind of need all of those things besides maybe a course hosting dashboard to say you're doing group, group coaching. Stuff, but actually you want to put those replays up normally, and then you can put your replays up on that hosting dashboard. So really that is the essentials and online business has very like low barrier to entry, anyone could almost start an online business as long as you have like a phone, you know, how to create content and you, the one thing that, that you do need is some sort of system to run your business through.

And an all-in-one system like CCK is for us. One of the best solutions and it's, it's very affordable and it has all the things that you need just to make your life easier. Like, don't make your life harder than it needs to be. Don't make, don't choose the, the hard route. Don't make the same mistakes that so many people make like, oh, let me just patch together my business.

No, don't do that. Take it seriously and just consider the system you're using as rental costs. Of your business that every month, that's just what it is. And that's essential. And I

Eddette Steynberg: would also say, even for those who already have systems. You know, and we've had a few users like that come to us and go, you know, I already have converted kits, or I already have this mailing platform, you know, CCK can integrate with those platforms.

Definitely. But I always say to them, there's, you're going to have one painful experience of transitioning, but it's going to save you a lot of pain going forward and managing extra tools. I always say to someone, consider just making the switch, doing the switch you know, obviously trial it out to make sure that it's a good fit for you, but.

If you, you know, if that's the point of contest for you, I would say make the switch and do it once and you rip that band aid and, you know, there's just going to be joy after that. And I personally went through that experience as well, multiple times. And I've seen that with our users as well. It, most of them end up cancelling the other tools and just merging it all and just working with one seamless tool.

And the feedback is, you know, it's amazing to see everything speaking to each other on one place, you know, it just works so much better.

Michelle Smit: Yes. Cool, Eddette, this is amazing.

Eddette Steynberg: Yes. Come and give Course Creators Kit a 14-day trial. Michelle will be sharing a link with you in the show notes. And yeah, definitely try us out for 14 days, speak with us, book a free call. We include that as part of our 14-day trials.

You can ask us anything you know, really come and make sure that this is the right fit for you, but we'd love to have you. And we'd love to help you create and launch your online course.

Michelle Smit: Amazing. I cannot tell you; you'll never find a system that I have, that I've experienced where you get to have a trial and you get a one on one.

Like, that's quite magical, guys. I'm not even lying to you. That is like a really amazing thing. That's, that, that's, that sort of CCK just stands out from that, like the support and the customer service. They just crush it on that level. Yeah, so this was amazing, Eddette. I so appreciate you coming on and taking the time to do this call with me.

My first ever podcast.

Yeah, you'll ever be the first. It's been awesome. I am so stoked to have this business. Partnership as well as just having found each other was just such a win. My DBA students are so grateful to you, as am I.

Eddette Steynberg: And we are so grateful to be working with your students. They are all amazing. And like I said, they're all our ideal customers.

So much.

Michelle Smit: We're very lucky. Yeah. Thank you for being here and guys just reach out to Course Creators Kit on their website. They've got like a little area that you can do that. They're so friendly and are wanting to help, help people make this happen.

And they'll make your life a lot easier. Definitely. Thank you, Adept, and I will chat to you soon.

Eddette Steynberg: Thanks, Michelle. Bye.

Michelle Smit: Bye.

Thank you so much for tuning into today's episode. If you love what you heard today, then be sure to share it with me by leaving a five-star review so I can continue delivering these goodies.

If you aren't already following me on social media, then come tune in to some daily inspiration on Instagram by following @_digiteach_ or visiting my website at digiteach.biz.

I appreciate you so much, and I can't wait to connect with you in the next episode. In the meantime, go create a business and life you love.