

## E53 - How NOT to sell online.

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. 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 and welcome back to my podcast. It's good to be chatting to you again today. I hope your day and your week is going fabulously. So for this podcast episode for you today, I think it's such an important one, especially in the online business launching and marketing space. And it's all about how to not sell online.

So basically the very sleazy, manipulative, bro marketingy ways of selling that gives sales such a bad rep. This is why most people dislike sales. And this is why most people think selling is slimy and it's a gross, sleazy thing to do. Which actually really sucks, because it isn't the case. And there are two reasons why I'm talking about this today.

The first one is I actually had an awful sales experience recently, which slightly traumatized me. I must say it's probably one of the worst. And the second reason is because my client, my coaching client had an awful sales experience recently, which slightly traumatized them.

And the result of this is a very negative connotation towards selling online therefore a lot of resistance around selling online. Almost dreading it or shying away from it in the fear of making someone feel bad or feel as bad as you felt in that moment. And this is a huge problem because, we cannot hide away from sales. Because sales is the foundation of our business.

Without sales, we have no clients. Without clients, we have no income. Without income, we have a very expensive hobby, not a business. You just don't have a business without sales. And I'm really firm on that. That is what I believe. So this is an important topic to address. I think we need to talk about it head on because there is a healthy, energetically clean, authentic way to sell. And there is a very manipulative, toxic, forceful, and damaging way to sell.

And we need to talk about both. And in this episode, I'm talking about ways not to sell. So I'm really shining a light on all the, toxic, crappy, forceful, ugly, sales tactics that exist. And ways of selling that exist that I just don't really agree with. And then in the next episode, I'm going to actually talk to you about aligned, authentic ways of selling, selling that has a bit of a cleaner energy to it that I personally feel is the right way of selling.

And I feel, the more that you can see these different styles of selling, the more awareness you have. The quicker you can spot it. Which is very valuable for you when you're going, when you're being sold to, but also when you are selling yourself. So actually seeing what the nuances and really figuring out what feels good to you.

Because that's going to be important. You need to better your relationship to sales because you want to reduce the resistance you have and the fear you have around sales. Because that's going to just bring a lot more ease around selling and you're going to make more money as a result of that.

It's all just going to be a byproduct of that, just from having this awareness around sales, different ways of selling and knowing how to sell in a way that feels good to you. Which I absolutely believe is possible because I've been doing it for years now. I'm living proof of that. If I hated selling, I wouldn't have a business.

I wouldn't be in business for this many years. And so, I think this is a good conversation to have. So, today I will share the sleazy sales tactics to sort of stay away from that I feel are pretty, crappy. And I'll really relate it back to the sales experience I had and show you what I mean by that.

I will also share the golden rule of aligned sales in your business and how if it doesn't align with your values and integrity, then it isn't something you should do. And I will also share how cultivating discernment when it comes to sales

online is really important. So firstly, I really want you to understand that there are a million ways to sell online, okay?

And so you can decide the way that feels best and most aligned and integrity to you. Just because someone on the interwebs tells you should do something doesn't mean you need to 100 percent do it and there is like no other way of doing it or no other option, even though a lot of marketing makes it seem like that.

But there are other ways. There are always other ways of doing something. There's never just one way to do something. Nothing is as black and white. I'm sure you wished it was as simple and as black and white as that sometimes. But I'm telling you, business and life lives in the nuance. It lives in the grey areas.

There is just so much in between. There's so many ways. And that nuance depends on you. It depends on your style, your energy, your values, and what feels good to you. The ways in which you sell depend on you and your vibe and who you are as a person and what is important to you and all of these things.

There is really no exact one size fits all approach. So can we just agree that there are a million ways to sell online? So many ways. And also agree that it's our job as business owners to experiment and try things out and to try different things to see what is the best way for me. Especially when you're new to business and you're in that first year to two years.

You are really in an experimentation phase a testing phase You need to try on try-out lots of different things and you need to just see what works What really doesn't work and what most importantly feels aligned with you. That is important.

Now I'm going to talk about the sleazy sales tactics that I think one should avoid, but I just want to have a little precursor or whatever the word is for the fact that it's okay if you have done these things before. Don't feel shame don't feel guilt. Don't make yourself feel bad I think as business owners, we need to explore and experiment and try things out and always see how things feel for us to be able to see, okay, is this a yes? Is this a, no?

Sometimes we just have to do it to see, right? And how do we know unless we try? And so don't feel bad if you have done some of these things before. I think

we are all going to have done some of these things before. Even me, I make mistakes. I've done things. I look at things that I did in the past in my business and I'm like, I don't actually like that. And I'm not doing that anymore.

But I needed to go through that process. I needed to learn, right? And the only way to learn is by doing the damn thing. So if you've done some of these things. Don't worry, what I think is important is just having awareness and just cultivating that awareness and feeling into these things and putting words to it, which I'll be putting words to it now to make it more clear that these things exist. And then based on that, just making different decisions, like choosing a better way moving forward.

And also with these sales tactics there are also a lot of nuances to them. So there are ways in which you can do all of these things, but in a better way. Now I'm not going to go into that. I'm going to share the shitty way with you. But know that with all of these things, there are ways that you can do it in a cleaner, more authentic, more aligned way that serves the person on the other side as well as you.

All right So let's dive into this. So the first one is squeezing someone onto a call when they actually don't want to be on the call. So the energy is very much rooted in a force and it's kind of like you're squeezing them onto the call there are such things as clarity calls and discovery calls, but I think it's common knowledge that a clarity call and a discovery call is a sales call.

But I think what's important is the call is there for you to see what the problems and pains are of the potential client. And hear what they want to do what their goals are what they want to achieve and then be able to say. Okay, I can help you get there or actually this isn't the thing that I can do, this isn't really the right fit for you.

I'm fine with clarity calls, discovery calls and calls of that nature where you are talking to the person face to face. You're discussing your goals your pains. Your things that you want to achieve, and that person is able to say hey I can help you do this, and this is how I can help you do this. Or potentially like no, this isn't my area of expertise, and this is maybe not the right fit. That's pretty much a sales call. But forcing someone onto the call and sort of pushing it is not a vibe.

If someone doesn't want to hop on a call with you, just let it be, don't keep sending messages. Don't keep trying to do this and that. And it becomes annoying. Okay. So that's number one. The next one is when you are having a call with someone, a lot of these sales things are with actual calls.

If you're having a call with someone, psychologically manipulating them on the call is probably one of my worst things. Now, I hadn't experienced this until recently. So, I was squeezed onto a call. I don't even know how I got onto this call. My gut was saying no the whole time. But then I was put under pressure, it was on the spot, and I just said yes.

And I was like, ugh, I knew I didn't want to have the call, but I had the call. And on the call, the person asked me some quite intense questions, really getting to some really vulnerable answers. And I was able to be a little bit vulnerable and give a little bit of some answers. And even though I wasn't fully comfortable, I went there, and I answered.

And then this person proceeds to use my answers to then manipulate me into buying the offer. So taking what I'd shared in a very vulnerable place and using that in his language to then sell his thing in a way that was very manipulative. So for example, I shared a limiting belief or something like that and then when I declined his offer on the call. He brought up that limiting belief and was like is this not you sabotaging yourself again?

And I get that to a certain point but in this situation, he was selling me. I think it was a six-thousand-dollar product on this call. And he was pushing me to make the decision on the call. And then he was, when I declined the offer, because I never do that, this is another thing that I'll share now, is I don't make big decisions in two seconds.

I wait and I feel into my gut and my intuition and then I make decisions. I declined and I said, I need more time and he pushed and then the psychological manipulation came in and then I immediately shut down. So I saw that, I had awareness around it, I saw what was happening, I saw what he was doing, and it did not work.

It did not serve him, it really just repelled me even further, and it made me feel like absolute trash. Which is nothing I would ever want to make anyone ever feel like that, okay? That's not appropriate. Like don't try psychologically manipulate people.

Some people haven't developed the muscle of discernment yet in the space and are vulnerable to this kind of stuff. And that leads to them buying things that are not an aligned fit and it can be quite damaging. And I think this happens a lot. They haven't developed the muscle of discernment yet.

They're new, they're bright eyed and bushy tailed and they can get easily psychologically manipulated. It is quite subtle what people can do. And it's not so overt and clear.

The next thing is hard selling people on a call to make a decision. And especially to make a payment. Now this goes for all types of payments, I feel. But you often see this strategy with high ticket sales. And I have been shown this in sales training before. Is in the first call you are pushing for the sale on the call. This never sat well with me ever. I never, ever, ever did this.

And it was one of those things that they always say you should do on a sales call is they should pay on the call. They should decide on the call. But I just thought this was crazy for me. I didn't like that at all. And so I never did it despite it being the thing to do. And maybe my conversions were lower as a result, but I just couldn't bring myself to doing it.

It felt inherently wrong to me. And you'll see it often. I think it's okay to guide someone with information and a lot of information that they need on that call to make it buying decisions. So that's what that call is. Therefore they need to ask questions. You give them information. The reason they haven't made a decision yet is probably because they haven't got all the information yet.

I get that. And so your job is to really give them all the information they need to make that buying decision. But I don't think you need to hard sell them to make that decision in that moment. And I definitely don't think you should be asking them to whip out their credit card and make the payment in that moment. I have had a sales call where it was a high-ticket call.

It was I think seven thousand dollars And I did make the payment on the call, but it was over two calls, and it was a 90-minute strategy call where I got a lot of value out of it. And then the second call was just me getting a lot of information out of what the program entailed. And I really, really wanted to work with these people.

These were people that were on my vision board that I really knew I wanted to work with. So I already knew that I wanted to work with them. I just needed to understand the full offer. And so when I got that offer, I made the payment on the call, and it didn't feel sleazy, and it didn't feel bad.

And that coaching program did change the trajectory of my business. So that was fine. But I just recently on the call that I was on, he was hard selling me on this, I think \$6,000 product. And he literally said, if you are an action taker. And a decisive person, then you'd sign up like right now with me.

And I was like, I am an action taker, that's why I have a business and I am decisive, but in my own time. And I was immediately put off by that because I thought that was manipulative and that made me feel bad and that is not an appropriate thing to do. So I was just like no. And he kept pushing.

So don't do that. Give people all the information they need. If they want to buy, you can offer them the option. Would you like to grab your spot now? If they say no, be like, okay, cool. I will follow up with you in the next couple of days and make sure you get all this information on email.

And that's what I like to do as well. If you're having a conversation. With a lot of information in it. Send them a follow up email with all that information, and just let them know that, give them the link that they can join, and let them know. You'll be following up with them. And if they have any questions, that's kind of what I do.

But if they say no, don't keep pushing at it. I think that's what happened with me is, I said no. And then he was like, what is the reason you aren't buying now? And I was like, well it's a sizable investment and I need a bit of time to feel into myself, if this is the right decision for me. Because I've got different options at play here.

That's when he pulled in this psychological manipulation tactic where he was like, are you sure it's not your, whatever limiting belief I had sabotaging you again. And I was like, no it's because I just need more than one second to make a buying decision. And I need more than one second to spend \$6,000 on someone I've just met.

I mean, is that too much to ask? People are so crazy. Anyways, on that topic, now in webinars, it's very common to have an on-webinar bonus, meaning that

during the webinar, if they were to join whatever it is, they would get some sort of bonus. Now, I think that's fine. I've done that before.

I don't see a huge issue with that. It's a nice incentive for people to hop in faster. They have a decision. They're not forced to do it. The people who sign up on the webinar maybe get a bonus or maybe get an early bird price. That's cool. I don't actually do that so often anymore because webinar, it's still such a short amount of time.

And I feel like I would like to give people more time. I just feel like that feels more aligned with me. I'm not saying this is what you need to do. But what I have done is instead of it being an on-webinar bonus, I've made it a 24-hour bonus. So at least people have 24 hours, and they can go and it's not this thing that they have to do in 10 minutes and that's worked for me.

Maybe that means my on-webinar sales are lower than normal But I'm okay with that because it's in alignment with what feels right to me. And this is what I want for you when you're doing stuff like this. The other thing is in your sales process, making someone feel bad inadequate or a failure is a no no.

If you push constantly on pain points, and you constantly remind them of where they're at and they're suffering, That's not a vibe. It's not great. It's fine to briefly mention. What's the pain? Where are you at? What's the struggle? Obviously, that's why people buy stuff. They've got some sort of pain or struggle, but to keep hounding them on that pain and struggle and to keep going at it and also making them feel bad and inadequate.

So with my call that I recently had with this dude he made me feel like an inadequate business owner because I had plateaued for a couple of years in the income generated. So, we were hitting the six figures every year, but there was a plateau, I wanted to double it basically. Which maybe I was being a little optimistic. But hey, that's me.

It just levels out. It's just been the same sort of results for a few years, which I think the results are great. I just wanted to grow it a little bit more. And so he made me feel this inadequacy that I was doing this thing wrong. And all of this stuff, he just made me feel bad.

You should never make someone feel bad because people remember that people remember how you make them feel. Always keep that in mind. And



because of that feeling, I have got it etched into my mind. I will never work with this person. I have completely disengaged, and I've repelled by it. And is that a way to attract clients?

No, that is a repelling thing to do to make someone feel bad. So if you can just try approach your marketing and you're selling from the place of okay I want to I want to leave this exchange with that person feeling empowered and feeling good about themselves and feeling optimistic and feeling inspired not, oh, I'm damaged or I'm not good enough. Or what I'm doing is inadequate and all of this crap. So that I think is important.

People remember how you made them feel. Pay attention to how you make people feel. The next one is hardcore objection crushing. Now, I absolutely agree with addressing objections head on because people are going to have objections to buying your stuff all the time. It's the human mind to find objections.

If you want to buy something, your mind goes, ah, but what about this? But what about that? It just is what it is. And often those objections are nonsense. They just stop you from doing the thing that maybe you should be doing, right. I believe that certain buying decisions are very much in service of you.

I believe coaching investments, courses, investments, a lot of things are very much in service of you. But then your mind just goes and makes up all these stories about why it isn't. And there's no validity to them. Let's face those objections head on, let's dissolve them.

And let me make you make a buying decision that's in service of you. But on sales calls, if someone says no, to your thing don't then hound them and try crush the objection over and over and over again where it feels literally uncomfortable and that's what happened in my experience. I'm saying no I need more time. So I didn't say no completely but I wanted a bit more time. And he was like, well, why not?

And I was like, because I want to speak to my partner. I need to assess what we're doing in the business for the next quarter. I've got certain plans in place. And then he was trying to address that objection about time. And now is the time and now's the only time. And then, yeah, it just kept going.

Honestly, I can't even remember. I blocked it out of my mind. But basically, he just kept doing the hardcore objection crushing. One of the things was him trying to psychologically manipulate me through it. And it was uncomfortable. It was forced. It was a neediness behind the energy.

I felt the neediness, he did not want to let me go. And I was like, this is so uncomfortable for everyone involved. Is he feeling okay with this? This looks like a complete script that he's read out from a salesperson, which happens all the time. I'm sorry, I'm a human being, and I've been in business for enough years to tell that this is not a natural thing happening here.

This is so weird. And so, if someone says no, you can ask them why, and you can understand a few things. You can say, is there any more information that you would need? Is there anything that I can help you with to make this decision? Are there things that I've left out?

Let me know what your concerns are. You can speak about objections. You can discuss them. You can dissolve them. But if someone needs more time, give them the time. And trust. Trust that they will come if they need to come. And then the next thing is selling something to someone even though you know it isn't a good fit.

Just because you want the sale doesn't mean you should make the sale. If you can clearly see that this person is not the right fit for this program or for your offer, then it is in your best interests and their best interests to not sell them the thing and say this isn't really the right fit for now.

I maybe have another offer that might suit you. It's just how it is. I've done this before. With especially my platinum clients, because it is a sizable investment, it's \$5,000 or so, €4500. It needs to be a good fit. It needs to be aligned. If it's not aligned, it's going to be game over for me and for that person.

It's going to be a mess. So I really do a rigorous checking up on seeing, are we on the same wavelength? Have we got, are we on the same page? How's our energy together? Do we align? All of these things. And I've literally turned down people for this thing because this isn't going to work.

And that is what needs to happen. Of course I'd love the money, but I would love having a client relationship that is better. And in a healthy, clean client

relationship. And I want the client to get results that makes me happy. So don't sell to someone when you know in your gut that it's not a good fit.

Let them make that decision themselves. Obviously in a launch you're selling to hundreds and hundreds of people at the same time. Give people the information they need to make a buying decision. If they make a buying decision and they regret it, that's not on you. That is their decision that they've made.

But if you're on a sales call, don't hard sell someone when you know it's not a fit. The next thing is lying. So lying would be like false urgency, false scarcity. Back in the day, false urgency was a thing. You would have these evergreen webinars that would. Have this false urgency saying the doors are closing, but they never close that doesn't really go well Now anymore because people are smarter people don't believe any of this stuff anyway.

So, false urgency would be saying the doors are closing, but they don't close at all. So just lying about it and false scarcity is like saying, okay, there's five spots, but then you sell 20, 30, 40 spots or whatever.

Now it's okay to sell out your five spots and then announce that you're opening more spots. I've done that before. It's totally fine. I've had my clients do that. It's okay to open to close the doors and then do a little reopening of them if you want to. It's also okay to close the doors and accept a few late people to the program.

As long as it's within the timeframe, that makes sense, right? You can't keep accepting them into the program unless it's an evergreen structured program. But if it's a live launch with an open and close enrollment where it's a live cohort, yes, maybe one week after launch, you'll have some people who are a little bit late to the party and you can welcome them in.

But then after that, honour your word, that's what I'm saying. So I think the golden rule here is just be honest. And honour what you say. Your audience isn't stupid. If you just honour what you say, then you're fine. Now all of these sales tactics are rooted in a heavy masculine energy of force, push, neediness, hustle, grind, hitting your targets, and just not caring about the person on the other side.

And there are a lot more strategies and stuff, but these are the ones that really give me the ick. And in my opinion, none of these are actually the most sustainable, enjoyable and nourishing or effective ways of selling. I just don't think it's that effective. I mean, if I look at how I responded to that sales experience. He did not get my money and he will never get my money. So how is that effective?

Now if I am rooted in this energy of force and neediness, it repels more than it attracts. Obviously, there are ways of doing this, all of these things in a better way. But this way, the way that I shared with you, it is more repellent than an attraction. And so you will be grinding hard to make money and that will feel shit basically.

Now as I said, I'm going to dive into how to sell with in an aligned and authentic way for the next episode. But basically, it's more in a more rooted in a feminine energy and I'm not saying female male, like in the gender form, I'm just saying in the feminine energy, which both male and female possess feminine, masculine energy. And in sales, there's masculine sales and there's feminine sales.

And the one that I feel is more sustainable and enjoyable for everyone involved. Is more the rooted in feminine energy. So it's rooted in attracting instead of forcing in magnetism, in trust, in spaciousness, and even in surrender. And this is how I sell. Now I sell much more from a feminine energies space, and this is how I've sustained selling for so long and now I have a good relationship to it because I feel like it's just much cleaner energetically.

And so I'll dive into that in the next episode. But the golden rule, I would say, of aligned sales in your business is sell how you would like to be sold to. If you can just keep that in mind, sell how you would like to be sold to. Make people feel how you would like to feel. Make people feel seen how you would like to feel seen. Make people feel heard how you would like to feel heard.

Think of the feeling the sales process elicits and stay tapped into the feeling of it and bring your honesty and integrity to the process each time. So I think it's important to always pay attention to the needs of the other person on the other side.

And honestly, really evaluate. If you are able to solve the problem and get them to where they want to be. I think that's important, especially in sales

calls. And I always have this mantra now, at least in the beginning, I didn't have the trust as much. That's why I was so rooted in masculine sounding in the beginning of my business.

But now I really have this belief in this mantra that if they are meant for me, they will work with me. If these people are meant to work with me, they will work with me. It's divinely going to happen, right? That's what I believe. And I think with every sales conversation that you have with someone, whether it's via DM or on a sales call, your job is to choose the outcome for the highest good for you and the client, not just for you.

And that means that sometimes you're going to have to say this isn't the right fit and this isn't the program for you. And this does happen, especially if this person is wanting different things and you know that program is not giving them the things that they want. Don't just sell them because you want to make the sale.

Really ask yourself, is this the right? Is this for the highest good of this person? If not, maybe you shouldn't be selling that thing to them. And that's why it's important to find quality leads. When I say quality leads, I mean people who are within your niche, who are interested in the thing you're offering.

So there's alignment there. Don't sell someone potatoes when they want tomatoes. I think it's really important in our business is that, especially if we want to have an aligned business. Is we really need to maintain our values. If we break our core values in our business, we will begin to really dislike business and it won't be sustainable.

So it's important to know your values. Firstly, you need to know your values and your core values. And then you want to run your business in alignment with those core values. So if being a good human being and make, making people feel seen, heard, and understood is a very important value of yours. Then make it part of your business practice and your sales process to always make people feel seen, heard, and understood.

This is something I do. If honesty is a core value, then be honest, right? Lead with honesty. If being kind and caring is something that you believe to be important and making a human being feel like a human being, then do that. Make sure whatever you're doing in your business leads to that outcome.

I know my core values. I know what's important to me. And I make sure that I bring that into my sales process because that is what is in integrity to me. And if your business doesn't maintain that. It's just game over in my opinion. I just don't see the point if you're going to have to abandon your values just to make a sale.

It just doesn't seem right. And it's not necessary. It's absolutely not necessary. It actually will damage your business and damage your results if you do this. The other thing that I wanted to mention is cultivating discernment when it comes to sales strategy online.

So basically you need to have judgment when it comes to different things online and you have to always cross check with your intuition because your intuition and your guts always going to tell you a big yes or a big no, most of the time, or sometimes it'll be in between, which is something maybe you need to test and experiment with to see.

But often it's like, no, this doesn't feel right. Yes, this feels right. And you need to practice that practice checking in with yourself always. And have discernment with the stuff that you see online. If you can exercise the muscle of discernment and listening to your intuition. You're going to find your aligned path.

If you're going to blindly follow things and ignore your gut, feel you're going to find yourself in a path that isn't right for you. And you're going to potentially build a business based on sales systems that just don't feel right and good to you. And that's going to be a problem.

It's not going to be sustainable. And yes, it's going to take trial and error. Yes, you're going to need to try lots of different things, lots of styles, ways of selling. You're going to have to learn. Experimentation is the name of this game. It's the name of the game in business, especially if you are within that first year or two.

Yes, you're going to make mistakes and you're potentially going to do stuff that isn't fully within your values. And, and you're maybe going to put. Do things that aren't really a hundred percent aligned. And that's okay. But awareness is key, and learning is key. Going through that process and feeling did that feel right, did that feel good to me?

And then maybe being like, you know what? I didn't like that. And I don't want to do that again. And I choose not to do that again. And then you're like, I'm going to find a better way. I'm going to find a different way. Then you're back at it. And then you're actively looking for the better way.

And that's just it. We are all learning. We are all. And as we grow as business owners, the more we learn about who we are as people and our style, and we start to really settle into our own style and know that your style of selling will also change. So what works for you now may change in five years' time, because you are going to be a different person in five years' time, if I think back to five years ago.

When I was selling, I was rooted in hardcore masculine energy. I was in scarcity when I was selling the whole time. And obviously my financial situation, I literally was pretty broke in the beginning of my business. For the first year and a half, it was a struggle.

And it wasn't easy to be rooted in that more feminine trust surrender energy. Because I needed to make the sale sometimes. And I was a little bit more forceful, and I pushed a bit harder, and it wasn't, I look back on it. And I'm like, ugh, gross, but I've learned now.

The only way we can learn is just by doing and I'm different now and I've cultivated more trust and I realize what feels good to me and what feels bad to me and I just practice. I always choose the option that feels best and also, I always choose the option that maintains my values and makes the person feel okay on the other side and good and empowered and I don't want them to leave the conversation from me and be feeling crap.

And if sometimes I do that, that is not my intention. I really, really want someone to really believe I'm a good person and that I'm in it for the right reasons. I'm not there to just steal your money. I think that's important.

Now this was a great episode, but I'm going to bring it to an end now because I've been talking my head off and it's definitely longer than normal.

But I'm doing something cool at the moment as a year anniversary, because it's been a year that we have been doing the podcast. I'm going to do a giveaway, a fun little giveaway over the next couple of weeks. I think about three weeks

or so, but basically, it's something where you can win a 60-minute business call with me worth 350 euros. So that's what you can win.

This is how you can enter the giveaway. Firstly, I would like you to screenshot and share your favourite podcast episode or one of your favourite podcast episodes of this last year in your stories or on your Instagram. So share it, then I want you to write a little bit of what you loved about the episode or loved about this podcast, or maybe an aha moment you've had through listening to my podcast, write that on your stories.

And then I would love it if you could tag me at Digiteach and tag one friend who is, who is either in business or an educator or someone who you think this podcast would be valuable for. And that's it. Those are just the three things you need to do. So share your favourite podcast episode from the year on your Instagram.

Share on that your, an aha moment or something you loved about the podcast or what you love about the podcast. And then tag me at Digiteach and tag one friend, okay? Those who do that will enter a draw, and one lucky winner is going to get a 60-minute business call with me worth 350 euros, where I am going to dive into whatever you desire or need help with.

Whatever stage of business you're in whether you're just starting out, whether you are interested in launching courses and you haven't even started yet, whatever it may be. I know that after these 60 minutes, you'll have a lot more clarity and direction on your next steps and how to move forward and really accelerate yourself to where you want to be.

I'm so excited to read all the things that you share. It's going to be awesome. All right. Have a wonderful, wonderful week and I will chat to you again next week.

Thank you so much for listening to today's episode in celebration of the first birthday of The Empowered Edupreneur Podcast. I am doing a fun giveaway.

If you do these three things, you will enter a draw to win a one on one 60-minute business coaching session with me worth 350 euros, all you've got to do to enter is: number one screenshot and share one of your favourite episodes in your Instagram stories. Number two, tell me why you love the podcast or even share an aha moment that you've had with it. And number



three, tag me @\_digiteach\_ and one other friend who would enjoy or be interested in the podcast.

And that is it. I will announce the lucky winner in a few short weeks.

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.