

E64 - 4 ways to boost your business income this January.

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. Happy, happy new year. Can you believe it? 2024 has begun.

We are in the first week of this year, it is a complete blank canvas and there's something about the energy of a new year, which I'm sure you're feeling. There is a motivation, there is an energy, there is a drive, there's new beginnings, a fresh start. And a lot of people are setting New Year's resolutions and doing all of those things.

And that's fine if that's for you. But I really want you to hold yourself accountable to what you want to create this year. I think that's important. Don't just feel the energy of January and then fall off the wagon in Feb. Whatever you choose to create for yourself this year is a long game.

It's not something that can probably be done in a month or in a few days, whether it's to get that dream body or to grow your business. It's a long game. So it's all about consistency, taking those tiny steps, compounding those little steps, and then eventually it will start working for you, alright? But I'm loving the fresh energy, I myself am feeling a bit fresher, I've had a break in a couple of hours I'm going to go pick up my best friend who's spontaneously come to visit me in the Netherlands, and we're going to have a fun two weeks together.

Doing lots of activities and going to all sorts of places. So I'm feeling really excited for that. But this podcast episode, I think everyone's going to be talking about setting New Year's goals and things like that, but I felt called to share an episode on ways in which you can boost your business income this January.

I think this is a really cool episode just to bring you maybe some ideas and some inspiration that you may be wanting or needing that could help you make another two grand, four grand, five grand, whatever it is in your business this year, or at least this January, rather. Okay, so I've got four ideas for you and let's see if the sparks anything for you.

Number one is packaging up a special group offering that is only available to purchase for January. So this could be positioned almost like a mini mind, which is a small intimate group program, right? It could be a six-week group program with Voxer included. And obviously you want to position it to achieving some sort of result and be specific in your messaging and things like that, but the offer could essentially be a short group program.

And you can sell it by email or on your social media platforms and both actually if you are a language business owner or a teaching business owner, you can position this as a teaching package, for example. With a specific goal at the end of it. But yeah, you can send some emails.

So what I would recommend is just building up some hype for it. Maybe a week or two of teasing and building hype and anticipation for this offer. And then you can schedule some emails, open the doors with a bonus. For maybe the first X amount of people, you can have a closing doors period as well. So it's almost like a light launch.

You can light launch this offer to your current audience, to your current email list, and really think about the things that they want and position your offer around giving them that yeah, so that is number one. And if you for example, charged \$1,000 for this offer and you had three or four sales.

That's another three to four grand, right? And if it's in payment plans, then you're just building up your recurring payments, which is also awesome. So that's a nice little boost. It might not work for your business and your niche, but it might very well work. And it might be something people would love.

Okay. Number two, you could create a Voxer slash whatsapp type of membership, right? So recurring subscription offer, and this could be all around coaching or ongoing support that you could give to your past students or clients. And you can position this sort of membership in a way that gives them what they want.

So really think about what your current client slash students are seeking what they need help in, in like an ongoing basis. So you need to know your students and your clients, and then you want to map out an ongoing membership that is not the kind of membership that creates where you need to create lots of content and, all of that. But a support type of mentorship or membership where they can have ongoing speaking practice, or they can have ongoing coaching for something.

So for example, if you have a language teaching business, there's a good chance that your students require speaking practice. You could create a speaking membership or a speaking club or a speaking hub. And if they subscribe at a certain amount per month, they would then get maybe two speaking calls a month, or they could practice on WhatsApp with you, the speaking as well.

So it could be something like that where you sending voice notes to each other and you're correcting pronunciation and things like that. And so you can map out that offer and what that includes. You maybe want to do one group call a month, but it's an ongoing offer that provides support for your students that have already worked with you or past clients.

So, yeah, if you are a coach as well, you could set up a Voxer coaching package that provides coaching support via voice notes or a WhatsApp group, whatever is your preferred method. But this is quite a simple offer to create. And I think a lot of people find a lot of value in that ongoing support.

You could have this offer sending out at the end of your student time with you, say your time with your student to your client comes to an end, this could be your next offer that they could join if they wanted ongoing support for example. But what you could do in January is do a little special price. That they could lock in which you could do like a January special for that.

All right, number three. So this is for also current students. You could send out an email with a unique offer for them. So this could be a teaching or coaching package that is really specific to a particular end result that they want.

So, specificity is important here, and you could also have a special price for January or some sort of special thing that makes the offer special for January, and the more specific you get, the better. So, for example, say your audience and your student base are Dutch expats and they, many of them are needing to pass their A2 exam.

So that they can pass the Dutch naturalization process so that they can get citizenship. Okay. So I can speak from experience because I've had to go through this. So basically you could map out a special offer that is very specific to them passing that exam in less time with more confidence. And perhaps you could even specify the grade that you're going to help them reach.

And so this could be, for example, the A2 Accelerator, a six-week program to help you confidently nail all five A2 inburgering exams with a score of seven so that you can get your citizenship in the Netherlands. That could be the general offer and then you could basically have a group call every week.

And the people you work with you're really working with them to get them to pass that exam. So it's going to be a lot of actual exam practice and it's going to be very specific to that end result. So do you see how specific that offer is to your students, and this is really important to help your office sell because you really want to give your students, what they want.

And if you're not a hundred percent certain of what that is, then you've got to ask them and you've got to position that offer to really give them what they want and get specific. So go and hone down into a specific area or a specific result. And you can also run a little email launch to your current students.

You can craft about six emails, two emails teasing the offer, building up hype mentioning this thing is coming and then four emails opening the doors to it and selling it for maybe a three-day period with a special bonus price or just a general bonus that is unique and special to the offer.

So just having some real time urgency would also help. So either the bonuses go away, or the price will go up or the offer disappears or something like that. But that is something that could really work and if you're looking for a way to

make money in your business instead of going and searching a cold audience or people who haven't worked with you and trying to sell to sort of people who haven't worked with you before.

It's just a lot easier to put an offer in front of people who have worked with you because they're 10 times more likely to actually purchase and continue working with you. And so, that is why it's just often good if you want to have an easier quicker boost in revenue in your business look at your current students and your current clients and craft offers for them.

That's going to be the path of least resistance, it's going to make most sense if you're trying to do it in a quick way. Obviously with launches, like big launches and big promotions, you want to go, and you want to list build and you want to get in front of a new audience and stuff. And that's a whole different thing, but for a boost in January this is definitely the way to go about it.

Then the fourth thing is if any of your current students or clients are coming to the end of their package or program with you in January this month. You can create a few emails to send out to them to then offer them to continue with either the current package that they're on.

And you can offer a sign-up bonus as a repeat customer or repeat student. So this could be a free coaching call, a free teaching call, a strategy call, an audit call, an accountability call. It could be access to another course that you have. It could be something that is very valuable that you would like to give as a bonus for them to re-sign up.

Essentially to work with you and continue working with you, whatever you think your students would find desirable and helpful. But this is something you kind of want to have in place with people who are working with you, if you can, is have an option for them to continue essentially. And yeah, that's really important.

So many of them might not, and that's fine, but many of them would actually want to continue. And if you haven't got the offer there, then they won't really know, but at least you can make the offer. So it could be that Voxer membership that you give to them, or it could be some type of other membership that you give them.

Or it's an upgrade into your one-on-one package and they get a special price with that one-on-one package, or it could be a special price for Voxer or something like that. So these are four ways that you can create some money for yourself in January. These are really quite simple offer types that aren't dependent on you creating a ton of content, like creating an entire course or curriculum.

This is more group coaching, group teaching, or some sort of membership, Voxer, WhatsApp subscription offer. Or recurring student offer, essentially. And so, these are the paths of least resistance, I would say. And you could pretty much make another three, four, \$5,000 just by offering these kinds of things in January.

And so I hope this inspired you got your brain thinking ways in which that you can have little money burst in January, or you could use this in Feb or March or whenever. But I think, yeah, people are ready to learn and work and grow and expand and people are wanting you to give them offers at the end of the day.

So don't hold back just provide the offer and let people know how they can work with you It's quite simple if you don't provide the offer then people just don't know how they can continue working with you. And so I also have to keep this in mind, is sometimes you've just got to provide it and say this is it. This is how we can continue working together This is what the price is, this is what you're going to get and focus on your current students, your current audience, your current people.

If you want to get a revenue boost without going and having to market and build trust and all of this stuff. Focus on the people who already do trust you and serve them. So I hope this was helpful. I am wishing you such an epic first month of the year. I think we are going to create such magic. I'm really recalibrating at the moment and doing all sorts of different things this year in my business.

There's going to be new stuff coming. I'm going to experiment with stuff. I'm going to be doing an awesome collaboration with a business partner. So there's a lot of cool things that are on the way. Prices are going to change. The way that I sell DBA and the way that DBA maybe even looks is going to potentially change.

Things are changing and we're in one of those years where we are recalibrating, and we are rejigging it all right? So I'm quite happy about that. I'm ready for that. So keep your eyes peeled for all of those details. Otherwise if you need help in escaping the teaching treadmill, say you are trading your time for money and you're actually wanting to create a course or some sort of group program, but you're not really sure how it starts.

You're not really sure what steps to take. You're a little bit challenged by the whole thing. Then you've got to grab my free Scalable Digital Course Roadmap, which is essentially going to help you turn your one-on-one classes into a scalable digital course so that you can escape the teaching treadmill ultimately. Or escape the trade your time for money treadmill or whatever it looks like.

And even if you aren't teaching one-on-one classes as much and you still want to create a course, but you're trading your time for money. This is going to be a helpful roadmap just to show you how you can move away from that one-on-one to more of a group slash course model, which is just much more scalable model. Which allows you to impact more people and make more money ultimately.

So this is going to be really helpful. You can grab it by clicking the link below this podcast episode. And I think it's a great first step to take in making this dream a reality for you. Because your 2024 year could look so different, so different. I promise you so much can change in a year if you want to create courses, you want to sell courses, you want to make more money, you want to get back your time, you want to move away from trading your time for money and into a more sustainable model.

Digital courses and group programs is the model. It's the freedom model, and it's what I help people do, and I'm very confident that I can help you do it. And I'm very, very passionate about it because it has really given me just so much freedom in my life that I'm so grateful for, like my friends coming to visit me for two weeks unexpectedly.

And I'm just able to go on holiday with her quite unexpectedly. And that is not something that I've ever been able to do until I've had my business. And so this is what I want to help you do as well. I want you to create a business you love. A life you love. And just impact more people, make the world a better place, but also just make money, make money and live a life you want.

And I really believe it's possible for you. So if that's what you want, grab my free Roadmap. And if you have any questions, you feel free to message me on Instagram or email me. Otherwise, have a wonderful rest of your week and I will chat to you soon.

Bye.

Thanks so much for listening to today's episode.

If you are a teaching business owner, freelance teacher, or online teacher, and you are interested in creating a digital course or group program to scale your income and impact without teaching more hours, then I have just the thing for you. Grab my free Scalable Digital Course Roadmap, and it will walk you through the six steps to turning your one-on-one classes into a scalable offer that frees you from the teacher burnout trap.

Creating scalable courses and programs have allowed me to 10x my hourly rates, hit six figures in my business, and impact hundreds and hundreds of people around the world without having to be actively teaching all day. If this is what you desire. Grab my guide in the show notes and let me help you.

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.