

E88 - DBA Client Spotlight - From classroom teacher to 10k months in business.

Michelle: 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. Hello everybody. It's so good to be chatting to you today. I have another very special guest who I have brought onto the show to chat to you. This is a pretty cool one. She's actually someone I went to school with, so we go way back, basically. I think you were in my sister's grade, weren't you?

Yes. Yes. Yes. Yes. Yes. Yes. So we go way back. And it's just really cool to see how she has grown. She just told me now she joined my very first online course that I made years ago in the online ESL teaching space, and then she went and joined Digiteachers Biz Academy. Her name is Lindsay, it's so good to have you here, Lindsay.

Lindsay: Oh, it's so good to be here. I'm so excited.

Michelle: Yes, I'm excited for you to tell us about your awesome story because I feel it is a very unique one and very inspiring. And it's just really cool to see how you have transformed in such a big way.

Yeah, it's really cool. So I want to start with let's go like way back. Okay. Let's go way back. Where were you at when you joined DBA years ago?

Lindsay: Okay, perfect. I was a teacher for 10 years and with many teachers in the COVID time I started to get a change of heart being in the classroom.

I had time to think about it and I just wanted a different way. I love teaching, but I was sick and tired of the teacher burnout. I was sick and tired of being undervalued, underpaid, all the things that a lot of teachers really struggle with. And that's when I started to explore what are my options here.

And I, that's where I found you, Mish. With your first digital product to teach English online. And I started exploring that because I was like, how do I get out of the physical classroom? Because I think also what happened is COVID opened up this new space of, I actually can be online.

I don't have to be in a physical classroom anymore. And that's really what sparked my interest. So that's where I began. So I was a burnt out, tired, undervalued, frustrated teacher in the classroom. And I was looking for more. I was looking for a different way.

Michelle: Gosh, amazing. I can so resonate with everything. I also had this thing of I wanted more, but I didn't know what that looked like. Did you know about online business and course creation, or did you know that stuff existed at that point? When you came across DBA, was it quite new to you?

Lindsay: Yes, definitely. I had no idea. And the beautiful thing about it, and this is why I think it resonated so much with me is because with digital course creation, you're still teaching and to this day, I look back on my journey and I'm still teaching and I love teaching, but teachers deserve more than what we get in the classroom or, online teaching.

And I think that was the most beautiful thing. And what resonated with me the most is that creating a digital course means you are still teaching. You're

just teaching in a different way and you getting the value back and the income that you actually deserve as a teacher.

And that's what really got me. And I joined your first digital course to leave the physical classroom and see how I can start online. Also what really started to pique my interest is earning in dollars. And it was this thing of if I'm online, I can actually access the whole entire world instead, because I'm in South Africa and the South African teachers who are listening to this, how frustrating the paycheck is. So I just knew that I could access dollars this way. So that's what really, really piqued my interest. And then I remember you sent an email, and this is the power of email.

You sent an email saying something big is coming and it was something around digital course creation. And I didn't quite know, but. Just something, I can't remember exactly what you said, but I was like, yes, that's what I want. I want to still teach, but I want to have my own business and my own thing around it. And that's what got me.

Michelle: Gosh, exactly how I felt. I didn't know about course creation and online business at all until my first mentor at the time was like, this is what you can do. And I always thought, okay, well digital courses, you are still teaching, and this is the amazing thing.

That's why I think teachers are so good as online business owners, especially in the course creation space, because we have the gift of being able to teach, which is a skill in itself. And not everyone has that skill. But that makes us really good at course creation. That's why I wanted to help teachers pivot into that. Because we already have so many skills that we can just translate into course creation.

And obviously the marketing and the selling is a whole new skill we need to learn. But it's so cool because yeah, I felt the same. I wanted more, but I didn't know what that looked like. And then when I found course creation, I was like that's a vibe. And when I found online business, I was like, oh my god, this is it.

This is the thing, this is the thing for me. I have no idea how to do it, but I am so interested.

Lindsay: Absolutely. That's exactly it. And that's what got me is that it was just that, also looking at my digital course that I have now. A lot of the women who go through it are like, wow, Linz, you broke that concept down so well, thank you so much.

And I was like, yeah, I used to be a teacher in the classroom. So it's something that teachers are so naturally able to do is just teach. And that's why digital courses are so good for teachers.

Michelle: Yeah. Absolutely. And tell me where you are now. And let's just see how many years has it been since you joined DBA?

Three years. Okay. Three years, I think. Yes. Awesome. So that's three years of life, which is nothing in the grand scheme of how long your life is, but how much can change? Let's just hear about it. So tell us where you are now.

Lindsay: Okay. Wow. So all the multi passionates that are listening to this, we were just talking about it.

It's a gift. I have had a journey and something that I've been really thinking about as well in the last couple of weeks is that my journey if you zoom out, it looks like almost like a stock exchange. Kind of, green trend going up when you zoom out. But when you come in and you look at it like month to month, it's this red thing going up, down, and so all the time it does. Yeah. And that's what my growth has looked like. It has been messy, but it has always been an onward trend going up.

Michelle: I love that.

Lindsay: Yeah. And a big thing that happened to me and it's my number one. Bit of advice that I, that, because now I get a lot of teachers coming to me and saying, how did you do it?

And the first thing that I say to them is don't do anything until you actually sort out your mindset. Yeah. And as you know, it was something you actually don't realize how much mindset work you have to do when you're walking out of the teaching space. Because in the classroom, I had a tattered mindset.

And what happened, what that looked like is that I left the teaching space. I tried to launch a digital product that was incredible. It was incredible, but I didn't believe in myself. And the imposter syndrome is so big that I actually. I actually quit. I quit. That was what I did. And looking back, it was just because I had not worked on my mindset.

Yeah. So I went on this journey to do mindset work. I don't know why it was like an intuitively led decision, but I got fascinated in mindset the minute I started working on my mind and it was really just like shifting my belief system, rewiring those patterns in your brain. That's when things started to happen for me.

So what happened is that. I left the teaching space and then I tried to launch an amazing digital course, and I just didn't believe in myself. So I left it. I walked away, I ran away from it. And I know I've spoken to you about this before, Mish, is that within that space, I found my love for copywriting.

Yes. Because when you create a digital course, you're writing all your emails, you're writing your landing page, all the things, all the words that you need to write for creating a digital product. And I love that. And then I started to look into that and then now it's three years later and I do copywriting and other things.

Do I, should I talk a bit about what I'm doing now as well?

Michelle: Yeah, yeah, yeah, for sure. Before you dive into that, I would like to ask do you think you would be here where you are now? Had you not taken that first leap in 2021 when you joined DBA, do you think you would be here?

Lindsay: Not at all. DBA is the reason why I'm right where I am now, because three years later, with two and a half years later, I circled back and said, I need a digital product. I need a digital course for my business and everything I learned to DBA. I went back to DBA and built my digital course two and a half years later in a space that I love, and that is going to be the rest of my life and the rest of my business.

Michelle: Wow. And also with the mindset piece that you have now worked on with the skills that you've acquired with all of those pieces of the puzzle, I just think it's really cool.

I always talk about trajectories of life and how one decision you make can change the trajectory of your life. And I always speak about when I first met Mike, I swiped right on Tinder and that one second act changed the trajectory of my life because I ended up moving to the Netherlands, falling in love with a Dutch man starting an online business because I couldn't support myself in the Netherlands and marrying this man.

And that was just from swiping right on Tinder. And that was like a little example. And for you, how a decision you made that was scary and tested you. You had no clarity at that point. It was just a decision you made intuitively and how it just set you on this track for things that you would never, if we had gone back two and a half years ago, we would never have said this is where you would be now.

And that's the beauty of it. These decisions, they open doors for you that you never knew were possible for yourself.

Lindsay: Absolutely. Absolutely. And it's crazy looking back what has happened. And I think that's also what happens is that it is going to be messy. Just embrace the messiness because again. As I said, you take that step back and I look at my three year journey and it is this green upward trend going up, up, up income wise, growth wise, mindset wise, all the wises but in the day to day, it feels like, oh my gosh, what am I doing? Is this right? Who am I?

Michelle: It's so much a mindset game. It's so much an internal game. When I think about seeing you in DBA, I always thought you were so good at the mindset piece, but it was just the beginning of it, and there was still so much work that needed to be done.

And I also can resonate in the sense that when I started really working on the internal game. Yeah. Of myself and priming myself and rewiring my beliefs and changing my identity. Really it was identity work ultimately. Yeah. That once I started to do that, everything started to unlock as well in my business and more money was made and confidence and all of that.

And that's why I speak about it so often. You can have the strategy, but without the mindset, you can't execute, and when you do execute, you just aren't executing with the kind of conviction you need for people to be like, wow. I want to work with this person. So it's huge.

Lindsay: Yeah, absolutely. And as well as I get a lot of teachers coming to me and going, Lindsay, how did you do it? That's crazy. How'd you, do it? I was like, go work on your mindset. Then come back to me.

Michelle: Yeah. You've got a year of mindset work and I'll see you then.

Lindsay: But the beautiful thing is you can do it alongside. It's so long as you're always working on your mindset. It doesn't take a lot of your time. I'm lucky enough that I'm obsessed and fascinated with it because one of my biggest majors was psychology when I was studying.

So I'm totally obsessed with it. I do it as a hobby.

Michelle: Yeah, I'm also completely fascinated by it, it doesn't take a lot of your time. You have to make some shifts in your life, and you have to be committed to personal development and your growth, but I feel like it's the most rewarding journey ever.

Lindsay: It's amazing. It's so fun. It's so fun. And it's my favourite part. It's actually working on my mindset.

Michelle: Yeah. And as a business owner, as you know, it's a never-ending journey. Like it doesn't stop. It's a daily daily thing because we were just talking about new level, new devil. Whenever you reach a new level in your business, say it's a new income per month, you've got this big client, you have this massive launch, you get all this money.

You're actually going to be tested at those moments. Your mind is going to be tested in those moments. And when you have income dips you're going to be tested intensely in those moments. And that's when you can sabotage, you can do all sorts of things and that's when you actually have to have your mind primed ready.

Lindsay: Yeah, absolute. And I'm going through a new devil right now is actually getting my mind behind closing high ticket clients. Money that I've never seen before and having the identity that I deserve that. Yes. And coming from teaching when, you're getting a paycheck that really is not the best.

To now closing big, big clients. Where they just saying yes to \$5,000 yeah, cool. Okay. And getting my head wrapped around that there's a lot coming up for me around my own money, self-worth and that's something that's also very interesting.

Michelle: Oh my gosh. That I can relate to so much because when I had my first like high ticket clients and the calls that I had, and it was like a \$7,000 package and stuff. I had to get myself behind that and be able to stand strong in my power of this is like what I'm worth and this is what the work is worth and hold that energy.

And be able to close and actually have people be like, yes, it's a whole different level of belief that you have to cultivate, but it's amazing and it's amazing to believe in yourself, and back yourself. It just changes the game; I think for everything.

I would love to hear about what you're doing now, who do you help? How do you help them? All of that jazz.

Lindsay: Okay, perfect. So during DBA, as I said, I fell in love with the copywriting side of the business. Writing the email specifically. Writing the landing pages, everything, all the assets, the marketing assets that you have to create when you have a digital course.

And I got into copywriting because of that. So I started to write for businesses for their own digital courses and their own businesses. And then what happened is last year, AI suddenly arrived and there was a crazy amount of fear mongering. Because now I was a copywriter for businesses and there was this whole, oh my gosh, AI is going to take your job.

It's so not the case. It's actually made copywriting even more in demand now because people are craving humaneness more than ever. So it's actually made the humans more in demand, which is great. And I always knew that was going to happen, but the fear mongering just ticked something in my brain where I said, okay, how can I level up even more?

Be a copywriter, but as well as be a marketing strategist and offer almost like a full stack service. So that's where I came across quiz funnels. And a quiz funnel is basically it's a quiz lead magnets. It's a type of quiz funnel is the entire funnel, but a quiz lead magnet is a type of lead magnet that gets people onto your email list, but in a way where you segment them.

Okay. So that's a bit of a high-level marketing strategy. So yeah, just let me know if I need to break that down. But basically, it's a type of lead magnet to get people onto email lists in a very, very powerful way. So what I do is I build out the specific type of sales funnel for businesses.

So I come up with the strategy. I build out the actual funnel. I outsource the design, I copyright, and then I write the emails on the back end as well.

Michelle: Joh! That is amazing. I know a quiz funnel I haven't had one in my own business probably because it's such a beast, it's a beast, it's a beast of a funnel to build yourself.

There's a lot of intricacies. It's a bit more of an advanced funnel. So those of you who are listening, and you haven't got a clue what we're saying, it's probably not the right first step. Yes. But those of you who are in business for a while, you understand, lead magnets funnels, what they do, you've built them before. A quiz funnel is actually a really bad ass next move. And what do you think is so powerful about having a quiz funnel in your business?

Lindsay: So what is so powerful about it is that you can segment your audience into different buckets. And then what you do, so instead of having a lead magnet that, someone opts into gives their name and their email address, and then they're on your email list. You can segment that so that you put them in a specific bucket, according to the result they get from taking the quiz.

And then you speak directly to that. So it could be a personality quiz. So you basically, someone takes your quiz the answer about eight questions, they get a result according to their personality, gives them an identity. And that immediately gives them like a boost of like confidence and excitement and almost like a dopamine.

So it warms them up for your email list. But then your email marketing strategy on the back end is really directed towards that person's personality and how they buy their buying behaviour as well. Yeah. So it's super powerful. A lot of digital course creators love quizzes because of that.

And in the coaching space as well. It is a high-level strategy. So if you coming into business and your new. It's something that you keep there for later. And that's the exciting thing as well is that my clients are usually women in business who have been in business for some time. So they established and because they established, they can afford my services as well.

So if you look at my journey, the power of it is that I have understood marketing now because of taking DBA and loving copywriting so much because of DBA and then getting into the marketing space and

understanding that strategy. And now I focus on women in business who have established businesses.

Michelle: Amazing. Amazing. So you've just compiled all the skills, and this is why I always talk about upskilling and how upskilling is literally the best thing you can do for yourself. If you want to increase your income and if you're an educator specifically, because I think most people listening now are educators in some capacity.

If you want to increase your income, increase your skills, upskill. In DBA, you would have learned funnels, you would have learned lead magnets, like it was the first taster of that experience. Launching, which is one of the most epic skills to learn. And then you went on to double downing on that in copywriting.

And then you went to double down on quiz funnels and building out things like those are so many skills that you have just packed on top of each other that work together for you to now create this offer this amazing service to people. This done for you kind of service where you can build out their stuff for them at a high-ticket price. You've probably increased your revenue like. I don't know, 10X probably from when you were as a teacher, which is crazy.

Lindsay: I have, I have. Let me think. I've just, yeah, I was making as a teacher in South Africa, I think I was making about 1000, not even maybe \$1,300 as a teacher, full time teacher. Now I think this month I've closed \$12,000 just this month. What is that? Yeah. 6 X. Yeah.

Michelle: Yeah. Pretty much. We're not math people, but I'm sure that's close to 10X, like that is just under 10X, maybe like 9X. Yeah. Yeah. Woo.

Damn. And that's from building skills.

Lindsay: And this is from going building skills and going deep as well. And someone who's multi passionate, I've been doing this all the time, but

as I want to do everything, I'm still going deep. And I have a client that I built a quiz for last year and she's just got hold of me again.

Now she needs launch support. So she's launching a whole digital product, and she needs my support marketing wise for launch debriefs and all of that, because she's got a huge following and this is a first digital product and it's going to do well. So she's got me on a retainer now to help her with launch support as she goes along.

So can you see how it all goes back to DBA. And when I started in DBA, I was like, what's a lead magnet? What's a launch?

Michelle: Yeah. That's crazy. You didn't have any marketing and sales experience or whatever, but now two and a half to three years later, look at what you're doing.

Look at what you are doing. Look at what you are earning. Look at how you are helping people. Look at the time you have. You've got more time. You're not stuck, in a classroom all day. You've created freedom for yourself. And that is in a space of two and a half years. What the hell. The rest of your life you've got to live, and this is what you've been able to do in two and a half years and that's why I'm like, it doesn't even matter if you don't fully know what you want to do yet. But if you have that calling and that whisper for more. Yes. Pay attention to that. Yeah.

Pay attention to that whisper because it's guiding you to the life you were meant to live. And I feel like you were always meant to go on this journey. It's almost like your path, your soul path. You came to this earth. Yeah. And this is your, this is the journey you were meant to go on, but you wouldn't have gone on it if you didn't say yes in the beginning. If you didn't take that scary leap. Of course, investing in DBA at that time would have been terrifying for you.

It was a big investment financially and that's scary, but just working on yourself, you've like a million X that investment.

Lindsay: Absolutely. It was at the time, it was a scary investment. But I knew it was what I needed. And I think I'm lucky because I am very good with my intuition and I listened to it and a lot of my big decisions, best decisions in my life have been intuitively led.

So and the intuitive decisions that I make are not these big loud screams and shouting in my face. It's a little tap on the shoulder that just doesn't go away. Often when I make those decisions, and it's annoying, but it's quiet, but it's annoying. And it just sits, sits, sits. And those I know are the decisions I have to really look at.

And every time I decide to listen to my intuition, something major comes. And I think the biggest thing is, as I said, and you can look at yours and be like, oh, this is so messy. And I have zero clarity, but you actually do. If you zoom out and look at my journey of the two and a half years and see what's happened.

Michelle: It feels messy when you're in it.

Lindsay: Yes, exactly. It still feels messy. Like right now my next step is so scary and messy and I'm going to, oh, changing this thing again, but it's all moving. It's staying deep and that's also so important to have a niche and moving forward.

Michelle: Yeah. That is so true. Where can people find you and look at your services, potentially work with you. Where can they find you?

Lindsay: So I am on Instagram as Femme Frontier. So my business is Femme Frontier. My website is www.femmefrontier.com. It's currently going through a revamp, but it should be live soon.

And then, yeah, I hang out on Instagram mostly and I love my Instagram. I should be doing more quiz stuff on my Instagram, but it's really just my journey as a business owner. What it looks like and all the exciting and hard things I just post them there.

Michelle: Lovely. Yeah. That's amazing. And we've got a link which I'm going to drop in the show notes, which is a chance for someone to take a quiz that you've built. Business owner, right?

Lindsay: Yes. Yeah. So my quiz, my own quiz is what quiz will grow your online biz. So you take my quiz, answer a few questions, and then you find out the type of quiz you need to grow your online business.

Michelle: Amazing. And so you can find that underneath in the description or in the show notes, somewhere around there. But list building is the lifeblood of an online business. It really is. If you don't have an email list, then you're not in a good position.

My greatest assets in my business is my email list by far, by far, by far. So the value of this is huge. I can see how epic it would be for a business owner to have a quiz funnel in and how much that could change their business. So definitely go follow Lindsay on Instagram and go check out her own quiz.

It might be really, really valuable to you. And I just want to thank you so much for taking the time and being here and sharing your story. I think it would have inspired a lot of people today just to see what you've done. I'm inspired by you. I think you've done such an amazing thing.

You should be really proud of yourself as well.

Lindsay: Thank you so much, Mish. Yeah. I think it's just, don't try and see your future in three years' time. Like things change, but you are growing. I think that's the best permission slip to have as well.

Michelle: Yeah and say yes to those internal nudges inside and don't expect to know what's to come.

You don't need to see the whole road ahead of you, you just need to take the next step and just keep taking the next step and that road will appear, things will unravel, doors will open, stuff will come, but only if you say yes

and you take the steps, like at least one step and then another step and another step.

If you don't take those steps, then you stay kind of stuck and stagnant and unchanged. And that's not really, yeah. I feel like if you're not growing and expanding and changing, then it's just a very, I don't know, for me personally, I felt like in my job, I was stagnant. I wasn't expanding and growing, and I felt like I was dying inside a little bit, it was not good for my soul.

Lindsay: Yeah, those micro steps are so important. The minute you start thinking too deep into the future, it's going to get overwhelming. The amount of times I've taken leaps, and I have not known what the outcome is going to be, where you almost feel like you're jumping off a cliff, you don't know if you're going to land on your feet, or you're going to get chucked down to your death, face plant, you have no idea. But it's those moments that are the most monumental because it makes you brave. And also, it's just trusting in the unknown that something amazing is going to happen. And that's where I've had my biggest growth buds, is in just being mid-air, not knowing what's going to catch me.

And it's beautiful. Yeah.

Michelle: Joh! That, I can so resonate with that as well, absolutely. Takes a lot of courage, but it's worth it. It's worth it. You only live once. You might as well do something you love, test yourself, challenge yourself, grow and you are a testament to that story. So thank you so much for being here.

Lindsay: Thank you, Mish. It's been so good to be here.

Michelle: Yeah. And we'll chat to you soon. Okay. Bye. Bye.

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.