

## E90 - How to create a profit-making machine in your business.

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 up level 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.

Hey everybody. It's good to have your back. Last week in my episode, if you listened, I was talking about how to build a free list building machine. It's a very strategy heavy and juicy episode, but very good for someone who already has a course that sells they've sold it before. It converts and now they just have more of a lead problem and they don't want to spend all their money on ads, and they want to grow their email list.

And they don't want to spend all their time on organic marketing. So that episode is for you. If you haven't listened to it, go listen to it. If that interests you. Now, today's episode follows a similar suit, except I'm talking about another type of machine you can build in your business. And you want to do this one at a time.

You don't want to try do all of them at the same time. You layer them in like you lay them into your business. One at a time, really. So I would definitely say the tripwire, once you've got a course that is converting, I would say your next step is to layer in that tripwire funnel. If you want to scale up with ads and all of that stuff, that's about that last week's episode.

Now, today's episode is all about creating a profit-making machine. So not a list building machine, a profit-making machine. So this kind of works alongside

the tripwire funnel, essentially. And the thing that I spoke about last week. So I want you to imagine having a Tripwire funnel and you're building leads 24 seven all the time, which is really good for your business because you have new people coming into your business all the time.

New people who are seeing your offers for the first time, new people are seeing your services for the first time, whatever you wanting to sell. New people are coming into your business. That is really important to constantly have new people coming into your business. Now, once you have that piece of the puzzle built, right?

And you've got these new people coming into your email list, learning about who you are, building trust with you. Then, obviously, the next thing is to present offers to them, to sell something to them that is going to solve their problems and, give them value and help them get to where they want to be.

That's how you build an online business, right? You create an audience and then you sell something that is really good and really helpful and valuable. That solves a very specific problem to that audience. That's like the whole premise, right? Without selling something to those people, you don't have a business.

You don't have sales. When you don't have sales, you have an expensive hobby. So this machine that I'm talking to you about today that you would layer in next is called an evergreen webinar funnel. And I'm not sure if you've heard that term before, but it is basically a funnel, which is a set of pages that you've built out on your website, and the goal of this funnel is to sell your course signature program, core offer, membership, whatever you want to sell.

Even a premium offer, a high-ticket offer, whatever it is that you are selling, that is your profit-making offer in your business. Meaning the offer that brings in the majority of your income, 70, 80 percent of your income, you want to be selling that thing in this evergreen webinar funnel. So what does that entail? What does that look like? So basically in order to create a great evergreen webinar funnel, you first want to do a live webinar. And you might have to do a couple of live webinars because you need to test out a couple of things probably.

So it's much easier to test in a live webinar than an Evergreen webinar, because you've got a live audience. You've got more engagement, you've got people in front of you. You can learn a lot more when you do a live webinar,

right? So definitely recommended to first run it live. So that means you can either get a webinar software or get zoom webinar and you host a type of masterclass, workshop, webinar, whatever type of thing.

And you have a really valuable, eye opening, amazing training that you present. And it should be around like 60 minutes and then do a bit of Q& A at the end. And then part of that at the end is just inviting people to continue working with you in your program. And that looks a bit different, whether you're selling like a high-ticket thing, this is a low-ticket thing.

If you've got a high-ticket thing, you want to create an application form. So you don't sell directly on the webinar, but you create an application form at the end of it where people can apply and then you have a call with them and then you can get them in through calls, but if it's under 2000, then 2,000, then you can just invite people into your offer and make your offer basically tell people what it is, how it serves them, how it helps and then a percentage of people will take you up on that off of the people who want to actually continue working with you, who are very serious about solving that particular problem.

And that's really it. And then after that webinar, you will have a series of emails that send out that sell your offer for a period of time. Normally with webinars, it's around 72 hours where you are selling your offer on the back of it. And you have some sort of special offer.

So in that 72-hour period, they are getting something special. So it's like either a discount or it's added bonuses or it's an added live component, added support, whatever maybe it's different. And then you will then look and analyse your results after that live webinar, and you'll see what are the benchmarks.

And obviously there are certain benchmarks you want to hit with shop rates the sales conversion, you want to hit the numbers. And then once you do hit the numbers, you can then turn that live webinar into an evergreen webinar. So what does that look like? Now you can do this on a webinar software.

Some webinar software I can recommend is EasyWebinar, Demio, webinar kit. I've seen a lot of advertising from webinar kits. I think they're the most affordable at the moment. Zoom webinar is nice because not for Evergreen, but for live, you can just pay for one month and then just do a live webinar on zoom.

That's often what we do. But it's helpful in the beginning, use a software that does the live and the evergreen version. We've used EverWebinar and WebinarJam. And WebinarJam is the one we use for the live and then EverWebinar is the one we use for the evergreen. But I think you can have a look at those different ones and look for the one that has the best pricing.

It's easiest on a webinar software. Webinar software isn't cheap. It is an investment. It is just one of those things, but if you can build out your evergreen webinar funnel on it. You should be very quickly making back that amount of money because the whole goal of it is for profit, right? And if you've done it well, you're going to have people buying your course 24/7.

And yeah, then you get to just live your best life and have people buy your stuff, which is the dream, right? So once you choose your software you then take the recording of your live webinar and you put it on the evergreen software, and you set it up that people can opt in and watch that webinar immediately.

And as soon as they watch it, they then get tagged, whether they actually watched it versus if they didn't watch it. And then certain emails will send to them based on those kinds of actions. And then you'll have some sales emails sending to them as well. And it's like a 72-hour funnel that sort of just exists and sells your stuff.

Back in the day, people would have these evergreen Webinars that they would pretend to be live, and they would act live and for a long-time people thought these people were live like the viewers thought they were live, but they weren't. It was a recording of a webinar, so that does not work.

That just isn't an ethical thing to do anymore. It's just something that's very sleazy and people are very sceptical. So now it's a very clear prerecorded on demand training that they're watching. It is not live. So there's no like fake this, fake that, whatever, whatever you are. It still needs to be authentic, real.

And then in those 72 hours, that person will get a special offer and that special offer will expire after 72 hours. And as long as you're honest within all of that, then it's cool. It's when you start lying about a lot of things, then it gets a bit dodgy. And we don't want that. And then what happens is if you, then once you've got your evergreen webinar set up. If you look at it holistically from a

zoomed-out perspective, this is what it looks like. You've got this one funnel that is constantly bringing new people into your email list and into your world. And they are also buying low ticket products from you.

And that's paying for your ad spend. So you paying for your ad spend, growing your audience and building low ticket customers. And then once those people are on your email list and you're creating value, you're creating trust, you're creating relationships with them, you're connecting with them via however you want to do it.

A neat newsletter once a week, then eventually you want to sell something to them and then you invite them to your masterclass or your live training or your webinar or whatever it is you want to call it workshop, whatever it is. And you invite them to your evergreen. The one that is built out.

You've already built out the entire machine. You now just need to invite people to come watch it. And then you send a series of emails, inviting your email list to watch it. And people will then go through that funnel, go through that experience. And if it's built correctly, if it's done.

Hitting the benchmarks that it needs to hit. It's going to convert a percentage of people. Now the conversion of a prerecorded evergreen webinar is lower than a live one. So just that's normal when you do a live one, your conversions go up. Just because there's like live energy and stuff. When you got, when you have a prerecorded one.

The conversions will drop. That's why you want to try and get your live one as high as possible in terms of the numbers. So that when you turn it evergreen, it still works. And people will then buy a percentage of people will then take you up on that special 72-hour offer. Now the beauty of this really is, these machines work 24/7.

You've got your list building machine, building your audience and your email list. And then you've got your profit-making machine, which is selling your offer and making frequent offers. Because I think that is something that we need to do as business owners. And that's really important is how can we make more offers more frequently?

And obviously a lot of you just don't have the time to manually sell so frequently. There's a lot of other stuff we need to do as business owners. It

takes energy and capacity to sell stuff. But sales is the most important factor in a business. Sales is really the main thing a business needs.

So it's not something you can skimp. If you're not selling, you're not making money, right? So how this machine that you're building is going to sell for you, bring new people into your offers that you can then serve. And that's the best part about it. Now, it isn't a beginner thing to do. If you haven't got a course and you've never sold anything before and you've never launched, then this is not the thing for you.

It's too advanced and it's too easy to screw up. It's much easier to live launch something with like a webinar first and learn that skill. So that's what DBA is all about. If you ever need to launch something, learn how to live launch something and sell something and just the fundamentals of that, that's what the Digiteachers Biz Academy is.

And once you've got that skill, once you've got that offer. The next thing is cool. How can we layer in these different machines to work holistically together to create almost like this ecosystem that is built around more stability rather than, just chance and winging it and things like that.

So you build out these very strategic things in the backend of your business that work for you. And that is something that I have done. It's a challenge, but it's a really satisfying thing to do in your business. And it's something that I'm deepening my knowledge exponentially, especially this year around is building out these machines that work.

So in 2020 when COVID hits. I was still in my old niche teaching people how to become ESL teachers. And I had a course, it was like 379 and I turned it, Evergreen. I did a live webinar. I did a couple of live webinars and I hit the numbers and then I turned it Evergreen and I created this Evergreen webinar funnel.

And I then set it live and I went to Italy and me and Mike travelled to Italy for two weeks to Lake Como and we spent two weeks in Lake Como. And we also went to Switzerland went to the Alps. It was insane. And while we were on holiday, we were getting sales notifications of people buying this course.

And that Evergreen webinar funnel was bringing in five, six, seven, \$8,000 just in course sales. We came back from Italy, and it was like, cool. We just made all

this money. And that was the moment of just extreme elation and extreme joy of. Wow, online business and what you can do with online business can be so incredibly liberating.

Is it easy? No. Otherwise everyone would do it. Why wouldn't everyone have that? Because that is the dream, right? Is it worth it? Yes, it's worth it. Especially if you're serious about business and you're serious about building a business that gives you freedom, then it's absolutely worth deepening your knowledge of how to sell evergreen.

How to make offers more frequently without it relying on you manually doing it. So it's like machines in the background that make offers that sell stuff that you can then go and enjoy your life with. And the tripwire is one of them. And this machine, this Evergreen webinar is one of them.

I hope this was interesting to you. If this is all new, I hope this was like a bit of a, oh my gosh behind the scenes strategy kind of episodes. Because I really am lifting the veil on what is happening most of the time on the backend of many, many online businesses. And moving forward, where we're going the course creation online business world is getting more saturated.

More people are creating courses. There's more competition. It's becoming harder to sell. There are things that will change as the market evolves naturally. And so what's really important is building the skillset to manage that and to flow with that. And one of the things that you really want to do is make more offers more frequently.

Automate sales processes, automate them so that it's happening while you aren't having to manually do it. And that's the beauty of online business. That's why we started online business to create that freedom. You can do it. It's a skill set. It's an advanced thing. It's not something you can wing.

I've invested thousands and thousands and thousands into learning how to do it myself. And it's worth it, right? It's worth it. And it's something that I would recommend anyone do if you are serious about staying in online business and making money and building freedom. And if you're more down the line in your business and you're just relying on one live launch every three months, that's not going to cut it anymore.



You having a live launch. Is still essential. You want to have two to three live launches at least a year, it depends. But you want to be making offers more frequently and these machines will do that for you. If this is something you want to do, I am accepting two coaching clients to help do either one of those machines, tripwire machine or a your profit making machine, the webinar and evergreen webinar. Or simply if you want to learn how to launch with a webinar as well.

That's something that I would love to serve you and help you do. So I'm accepting two coaching clients to do that. So if you are interested, you can just message me on Instagram or email me Coach, or just say, I'm interested in coaching and we can hop on a call, have a conversation. It's going to be not a pressurized conversation where you need to make an investment on the call.

I will never do that to you. But I'm going to present you an offer and you're going to decide if it's aligned with you. And if we are even a good fit to work together, because that's essential. Vibe wise, we have to be a good fit for this to work. And the other thing is I am hosting a live Masterclass at the end of this month. And this is for someone who wants to learn more how to launch and how to sell online courses.

But if you're listening to this and you are wanting support in just actually launching your course and getting it to sell or your group program and the foundation of that, then this is the Masterclass for you.

You can click the link below and register. It's going to be free. I think it's on the 22nd of July. And that's going to be really awesome. On the back of that, I will have a special offer into Digiteachers Biz Academy for anyone who wants to join us. And create magic basically.

All right, I hope you enjoyed this episode. I enjoyed chatting to you and I will chat to you again next week. Bye.

Thank you so much for listening to today's episode. I have some exciting news for those of you who are wanting to learn more about how you can launch a course or group program online and fill it with dreamy students.

I'm hosting my free Quadruple Your Teaching Income Through Launching Courses masterclass soon. I'm going to share my four-step launch success system that will help you launch any offer online and fill it immediately. It is a



life changing system that has helped me make hundreds of thousands of dollars online, as well as change the lives of many of my students.

This masterclass is free, it's going to be live. There's just one session and there are limited spots in the virtual room. Click the link below to join us.

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.