

FYS: 176 Course Creators Who Change The World

Hi, it's Tap Hornor thanks for tuning into the For Your Success Podcast, an inspirational program about creating the lifestyle and legacy impact you want to have. Your host today is a Christian author, speaker, business coach, and program development expert who will help you design grow, and delight in doing business as worship, because that is true success. And now here's my lovely wife, Katie Horner.

Katie: Hi, my friends today's podcast episode is a little bit unique as this is a series of interviews that we've done case studies if you will, with some of the students in our course programs our course formula is open this week for registration. And so we wanted to take this opportunity to bring you these special interviews with folks who have been through our course formula program and the other programs that we have around created your online courses, your coaching programs, your high ticket offers, and let them share some of their experiences with you. So today's podcast is the audio from those video interviews I hope you'll forgive some of the audio issues that there may be and that you'll be able to gain the inspiration that was meant for you in sharing these today.

Today is going to be a very special class I'm excited to be able to introduce you to some of the students that we've been privileged to work with through the years.

I'm going to introduce you to several of them today, the business that they have the courses that they create, and the impact that they're making in the kingdom. And as you've heard all through this last week, it's the impact that we're after it's that handprint legacy on the lives of these people that we get to touch that we get to serve through our businesses. And so we're going to jump right into it we've got several different niches to share with you today they are several different and unique businesses and courses out there. And the very first one is someone who is out in the middle of the United States, in the panhandle of Oklahoma and her unique ability is being able to share the wisdom and the experience of homesteading, homemaking, and homeschooling with the world.

And so I want you to listen now to what Denita Fogelman of Prairie desk trail has to say

Dawnita: I help pioneer families overcome the dusty storms of life with God's divine help through homemaking, homesteading, and homeschooling. I'm a fifth-generation, Oklahoma panhandle pioneer the process of creating the course was a journey and an adventure, all of its own. It created more ideas I thought, oh, I'm just going to create this course and I'm going to put it out there, but that's not what it ended up being it was like the course created more need it's like, they don't just want the course and I was afraid I wouldn't be able to sell the course. So we've got this course and I'm like, yeah, I've got this course. And then people are like, oh wow, this is great I want more and so that leads into the coaching and then the coaching is showing us the need for

the events to have a live event and have an in the real-life event. And if we hadn't done the course and finished the course, we've got the course up and going and launched it. And I tell you, I could not have done all that by myself it's like, I know the steps, but I needed someone for the accountability and someone helping me. Okay, have you done this step yet? Have you done this step yet? And just helping me walk through that adventure has grown our business way beyond what I ever thought it would.

Katie: It's so amazing to see how one little thing can lead to the next little thing and isn't that just how God works, right when we start off saying, yes, I'll do this Lord. Yes I'll take my message and let it impact others and seeing how that creates the ripple effects that not only is she doing the course, but now she's doing coaching one-on-one with families a greater impact at a deeper level. And the Lord is now opening up the doors for them to do a live event and impact people on an even greater scale and beyond just the families, the businesses, the sponsors, the people who will get involved in providing that opportunity for those people. And it just amazes me how big God's vision is for this message and this gift that he has given you so just praise the Lord for what he is doing through that business and the Denita's family.

And of course, if you would like to see the full case study that we did with her be sure to check out our concierge page for the masterclass and see that full video down below in the case study area before we go on to our next guest I just wanted to share with you one of the special bonuses that we have prepared for you. You've gotten a lot of strategic education this week in regards to creating your amazing course and providing a great experience for your people and you've also gotten some mindset. You're getting some Bible-based mindset and you know, one of the best things you can do for your business and the growth of your business, the growth of yourself, and for the people you serve is to continue to renew your mind to be transformed scripture says by the renewing of your mind. One of the most transformational programs that we have put together and, I've heard this from several of our clients is called the Mindset Reset Bootcamp the Mindset Reset Boot Camp is a 30-day email DIY program so you don't have to do anything it just comes to you every day with a short little email and a short video for 3 minutes or less.

Maybe 4 minutes for a couple of them, but most of them are 3 minutes or less with a scriptural application of how to renew your mind because we know that if you do anything 30 days in a row, it creates a habit and a habit becomes a custom that can change your life. And so when you're constantly renewing your mind with God's truth about you, about your business, about the way that he's calling you to serve your people. You're going to be a better person you're going to provide a better service, which is going to provide a better experience, which is going to provide better reviews. Which is going to provide more exposure, which is just going to continue to grow your business and, so one of the things that we are adding to the course formula offer this week is that special Mindset Reset Bootcamp Program. So the minute that you sign up, you'll be automatically enrolled in the bonus Mindset Reset Bootcamp

Program so that over the next 30 days through the Christmas holidays, you're going to have access to those thirty (30) lessons of the Mindset Reset Bootcamp to help you renew your mind and, to focus on the truth to take those thoughts captive to the obedience of the knowledge of Christ so that you can be the sweet savor of the knowledge of him in every place that he allows you to walk into and shine his glory. And so that program is a \$300 program that is a big bonus to you today for when you register for the course formula so if you've already registered, don't worry you're already signed up.

If you're registering from here until Friday night, just know that that is an extra special bonus that you're going to receive when you register at the course formula.com.

The next person that I have to share with you today is another very special woman who has courses in the area of personal finance I know all of us tend to think that budgeting is a dirty word, and yet she has found a way to impact families with the gospel, with the freedom that we have in Christ through being a manager, a good steward, having a spending plan if you want to call it that, that honors the Lord Jesus Christ. And I'm so excited about the work that she's doing with families and now we're going to get to hear from danielleTate@danieltate.org.

Danielle: Hi there my name is Danielle Tate I am an author speaker and coach I help Christian families who are struggling financially to honor God with their finances and reduce money stress. I show them how to create a Bible-based finance plan that produces debt dependency pays off existing debts and allows them to still do the things that they love. I do this through my Bible-based personal finance program, Lydia as well, which includes stewardship, training, and coaching along with mentorship. And everything that I have done in the last several years has been because I have worked with Katie and she has helped me to hone in on what God has called me to do and take the desires that I have the skills that I have with the things that God has given me and focus that attention on those things on to what God has put into my heart with finance and to be able to help people.

And before I worked with Katie I had ideas I knew that I was good at teaching I knew that was a gift that God had given me, but I didn't know how to put what he had given me into a resource, into a package if you will, that would help people and bless them and further the kingdom. And so with Katie's help, I've been able to take all these thoughts, all these ideas and, hone them down. She's been so instrumental in helping me when I've had an idea or I've just been milling something around and I've been able to work with her. And she has guided me into creating things like programs that I can use courses I can use to help people and getting my vision on paper.

So I know exactly what I need to do the steps I needed to take to build my business the steps I've needed to take, to build my e-course, to build my membership. And these have been instrumental without Katie's help I'm not sure that I would have been able to take all the things that God has given me and put them out there in a way that

can help others and it's been such a blessing to be part of Katie's mastermind group. And I'm thrilled and honored that I get to work alongside her she's been a coach and she's a great mentor over the last several years. And I so appreciate that.

Katie: Just praise the Lord for everything that he is doing through the lives of our students and our clients. And it's so special to me to hear all these testimonies of what God is doing because you are willing to put your message out there. After all, you are willing to make a bigger impact in the world, through your courses. And Jesus used to do it on a hillside and today we get to do it on the internet, but we're still reaching multitudes for him. That gift that he's given you is the way that you get to have the trust to be able to speak his grace and his love into their lives and it just warms my heart to hear our students share what God is doing in their lives and their businesses.

Myrna: Hi, Myrna Buckles I am a direct sales team leader, coach, and mentor. And it's just been phenomenal to learn from Katie and, one of the huge blessings about working with Katie as a coach and a mentor is that she leads you to a higher level. And the work that I'm doing, my mentorship, my teaching have grown I remember the day that we were talking about my high ticket offer and I'm pretty sure you could hear my brain do a flip flop when she suggested what I should do. It was just so different than what I had ever thought of and it's phenomenal to get to do because I had been trying to think, you know, how can I give someone a transformation? I just didn't have the confidence there. But when she suggested that I connect my business with my ministry I knew I could get transformations because I do every time.

And so my business is growing my courses are growing it's been crazy awesome and to have that I'm trying to think of how to describe it it's someone who believes in you is what makes a huge difference when you're working with them that has been the biggest thing for me to have someone who believes in me. And without that, I wouldn't be where I'm at I certainly wouldn't be going to Nicaragua with a group of ladies for their transformational experience that will change their business. And I would have never considered that I really have grown so much and so has my ability to serve others and you want her as your mentor, your leader you will not be disappointed she always over-delivers.

Katie: And last but not least today we have with us, another very special woman whose business and ministry is specifically for mompreneurs who are working in multilevel marketing or indirect sales businesses. These are legit businesses and they need legit help to grow and to get your family on board. And so today we have with us Laura Sharp Weights, who's going to share about her course and the impact God is allowing her to have through that online program.

Laura: Hi, my name is Lauren Sharp Weights and I am the founder of Heart Unburdened.com so before handprint legacy live I was looking for a new coach I had outgrown my coach and was looking for someone to help me take my business and grow it beyond my wildest dreams. That was my wishlist, realistically I honestly didn't think I'd find anybody who could do that and then I met Katie through hand-

print legacy live and she blew my mind away a couple of days. I mean she just blew it up from how to package your offer from how to do the pyramid of products and to think past just the one product that I was thinking about just the way she put everything together, actually spoke to me. And it wasn't in a way that was like, some coaches are like, you need to do this checklist, but it was okay if you do this then you get these people into your funnel. If you do this, you can then move these people to the next level as they are growing with you and that was just like a mind-blowing moment.

And I sat going, oh my gosh. I need to work with her because these are things I've never even thought about. Who had a freebie? Who had a funnel? I mean, all I could think about was, you know, pouring something from a larger container, into a smaller container and using, you know a funnel. And so she just went through and explained all the different details and it made so much sense she had a pyramid, she had one that was a handprint and as someone who is extremely visual, I love the visuals. And so I loved how we went through that so in working with Katie I have had so many amazing goals that have just been blown through the roof. I have increased revenue I have increased people in my programs I have launched a course that I was overthinking and underprepared for.

And through her blueprint, I was able to look at all the components from a wide-angle and say, okay, yes, those are important no, they're not. And then shrink it because if you ever see that document, it's like 32 pages. So you don't have to do all of it at once and that's what she said to me you just do what you need to do that works for your folks. And so I did, I pulled the pieces out that I needed that was awesome so as we were meeting and I was planning what I thought was going to be a course. We talked about it and I had a significantly lower price point on it. And the more we talked about it Katie said, no, that's not a price you can use you need to consider all that you're putting into it, all that you're providing, and how you're going to help people. And that is worth way more and I sat there going oh my gosh as she said that, and it wasn't that I didn't think I was worthy of charging that or that I thought my product was worthy of it. It was the fact that I was charging people who were struggling in their business and she said, but if they need it, they're going to come to you.

And when you need something, money comes from miraculous places so we talked about that we went through all the value, we valued it out and we came up with a new pricing structure, and then she threw me for an even bigger loop. She said, if they do the program, this new course, you have it for like 7 or 8 weeks will, they get all of the results that you want them to have in 8 weeks? And I said, no, because part of it was going to depend on their family and, some other components. And so I said, no, they would do better if they were in it for a year and she said, well, why don't you do it as a membership? And the word academy popped into my mind. And so people can be in this academy which just launched and they can get all of the resources they need

they can have access to Q &A calls if they have issues with implementing it and they can then come back and work on it. And so what's neat is that we work through various deliverables it's going to be at a pace that makes sense for each of the mompreneurs that are in the program and we are taking it to the next level, by adding things, to help their kiddos so that those moms can get some more time back to work their business. And if you're not working with Katie, if you've not at least taken some of her masterclasses, if you've not taken advantage of the free documents that she posts and shares, then shame on you because the amount of information she provides as a freebie goes above and beyond what the average coach will provide you.

So definitely attend anything she has if it's free, download it because I promise you, you may not need it now, but when it sets in with you will need it you will want it, and it will just blow your mind as you watch each of the steps unfold. So from working with Katie, I have increased my income or I should say revenue coming in. I have increased my audience, my visibility I have increased my offerings and I'm now proud to say I have launched a course I have launched a program that's an academy, a 12-month program. I have been interviewed on several podcasts I have been interviewed on an internet TV show that is global, and I am working on a chapter of a book that will come out after the first of the year.

These are all things that I had hoped for somewhere in my future, but in my wildest dreams, never imagined that they would come in such a short period since we started this program. So please definitely if you're on the fence, find a way to connect with me and I can share more, but you want to work with Katie.

Katie: I'm just so grateful to each of these ladies who have been with us today to share their story with you, the story of what God is doing through them, through the courses, through the message that he has given them because of their obedience, because of their love for others. And that is the way that the kingdom grows and, I'm just so grateful for each of them being willing to share their stories with you here today, and be able, to honor Christ with what he's doing through their businesses and the people that they get to serve and empower to make an impact in their worlds.

And that is how these ripples just keep going out and, so I just want to remind you once again, that the course formula program is open for registration through Friday night on December 10th. And so we want you to be able to head on over to the course formula.com and get registered for that it's our 8-week program that's going to teach you to how to create your successful online course, to be able to impact lives and change the world for the better as well.

With that you're going to get the six weekly trainings, where you're going to meet with me live and be able to have training in the different areas that we've taught this week around your offer training, around your copy, training around the curriculum, the actual way that you're setting up what you're teaching and around the overall experience. It's everything from the beginning initial marketing through the end of the evaluation, the graduation celebration and the debriefing, or the, how did I do and

what do I do again? I'm going to walk you through that and those six live sessions you're also going to have that one-on-one onboarding session with me to be able to define your offer to be able to, to dial in nail down. What is this special offer? And the offer includes the transformation and it includes the pricing and it includes the deliverables and what they're going to get but focusing on the transformation and how the gift that God has given you will change their life through your course. And so we're going to walk you through that without a one-on-one call in December and then at the end of December, the 28th of December class starts, and we're going to walk through those 6 live classes with you and then the final graduation class so that you can have your course up and running and changing lives by the end of February.

Alright, all of that information is over at the course formula.com you can get registered today it is a \$1,997 investment, or you can choose the payment plan and make three payments. All of that information is over there we would love to welcome you into the program if you have questions comment below email us at teamhandprintlegacy.com I'll be happy to answer those questions for you this is the way we serve the world by helping you get your message out and if you need help with the copy, that's what we're here for, if you need help with that curriculum that's what we're here for. If you need help making an amazing experience to get those loyal fans like you've seen some of our fans here today that's what we're here for.

This is how we show up and serve the world and it would be our honor to serve you there so the course formula.com registers by Friday night December 10th at midnight and we would love to welcome you into that program and the extra special bonuses don't forget you've got the Offer Imagination Workshop that comes as a special bonus then you've got the bonus ticket to our course mastery live event in March and you also have that special bonus to the renewing your mind boot camp that will be delivered to you by email over the next 30 days.

So this life-changing offer is for you and for the people that God is preparing for you to serve in your course and we can't wait to have you join us over at the course formula.com we'll see you on the inside.

So I'm Katie Horner of the handprint, legacy.com obsessed with helping faith-based entrepreneurs, design grow and delight in the business that affords you the lifestyle and legacy impact you want to have. It's been my honor today to host you on the For Your Success Podcast.com and I do hope you'll scroll down wherever you're hearing this and leave me a comment or review.

You can get all of today's links and show notes over at For Your Success Podcast.com and until next time, remember my friend, your message matters.