***FYS 169 A Launch like Chocolate Marie Schlemm***

You want to grow your business God's way and you also want some good deals as you do that. There's nothing better than the Black Friday week to be able to allow us an opportunity to bless you as we share with you some of our programs and courses that have been archived. Now, these are not out of dated courses they're just courses that we've chosen to set aside so we could focus on the main ones that we do which are course creations. So we've dug into the archives pulled some back out for you and through November 27th you can get these 8 courses for 96% off over at hand-print legacy.com/ Black Friday. Now these courses or the course creation blueprint, which is our 27 page Master Course Creation Blueprint telling you everything there is to know about an online course. There is the Grow Your Business God's Way Masterclass where you can learn to be a successful business owner after God's own heart.

There is the Get Out of The Boat Training this was a virtual business retreat that will dive deep into what it means to get out of the boat walk with God and be successful in today's marketplace. We have the Business Branding Masterclass this is to learn how to brand your business consistently, visually and, smartly across all platforms for best impressions. It's very important in your business that everything looked consistent and not uniform, not the same, but definitely that you have cohesion across your brand and this one will help you with that. We also have the Content Planning Masterclass an easy way to plan your website and social media content in advance. A great way to get started for the new year is to get that planning done in advance that masterclass will help you do that. The Media Kit Creation Masterclass helps you create a media kit that will get attention from brands and sponsors even if you have a small list and emails that convert as our special training, helping you know how to nurture your email subscribers and increase conversions.

And then finally the Do It Yourself Newsletter Evaluation so you can get into your newsletter yourself and figure out how to evaluate and optimize the newsletter process to grow that loyalty as you're nurturing your subscribers. It’s a great, great package here and again these are available to you through November 27th at 96% off a special package for Black Friday Special we hope that you'll take advantage of it at handprintlegacy.com/ Black Friday.

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 Hornor.

***Katie***: Hi, welcome back to the For Your Success Podcast I'm really excited about the show today You guys just don't understand what chocolate does for my life and we have our special guest today is all about chocolate and I can't wait for you to meet her and hear about what she's doing for humans in the world of chocolate and because of chocolate and with chocolate. And it's just amazing so our guest today is actually a veterinary doctor, someone who I said, what kind of vet? The one that works with animals, she says, yes, an animal veterinary doctor whose love of chocolate has overtaken that passion. And now she is traveling the world she's in Germany today doing this interview with us. And sharing her love of chocolate and so Marie Schlemm, I am so excited to have you with us on the show welcome.

***Marie***: So am I thank you so much, Katie, for having me here it's this really exciting

***Katie***: So tell me how does a veterinary doctor turn into this chocolate connoisseur or expert over here?

***Marie***: That is a very long question or answer actually, but to put it relatively short, do you remember the movie Chocolat in the year 2000? I don't know if you guys have seen it over there, but a lot of people in the states have seen it as well. A movie Chocolat with Juliette Binoche and Johnny Depp.

***Katie***: Okay.

***Marie***: That just is so fascinating and everybody, she just turns a whole village upside down and inside out. Everything with chocolate and through chocolate and, street chocolate and everybody goes through a special transformation and that movie did it for me especially at the end she serves chocolate dinner with chocolate sauce to her friends. And I was like, what? I want that, that was in the year 2000. I was in the UK nobody there had ever heard of a chicken mole-like you guys have it. So it was like a whole new thing and I wanted to have that. And that was my starter and then I lost a child in 2004 and then the chocolate was my therapy it was my therapy, literally. So that was my then kickoff because I needed to do something eventually I was sort of hiding away and then eventually I was ready to come out of my shell and chocolate did it and I started making these Truffly things.

Not well-tempered but the taste was so amazing that a friend of mine… she no honestly it was, I just made them different, you know, and because I don't like overly sweet stuff I like real fresh authentic stuff. And that's how I made them straight from the start without really knowing how special that was and then a friend of mine, he was organizing a fundraiser for a school she asked me like something for a fundraiser as a last-minute entry. And then I made two chocolate boxes out of chocolate as well one square one, and one sort of rectangular one.

And the bigger one I think that was 21 truffles in a chocolate box out of chocolate that was auctioned off what $210 it was like, whoa, that was my start. There we go.

***Katie***: That’s awesome so truffles in a box of chocolate, literally, and, here we are and so now all these years later, this has turned into a business and courses and you're traveling the world as you launch this program on chocolate. So tell us about the program that you have going on, right now?

***Marie***: Well, now I'm doing a smaller version of the big program and I'm concentrating on chocolates just how to make amazing awesome, fresh filled chocolates, Truffles Pralines with not much special equipment, actually no special equipment. Some scales would be good I realized, but otherwise it's with stuff that you have in your kitchen. So you can make absolutely professionally-looking chocolates with what you have in your kitchen. I always say I'm here in the van and if I can do it here, anybody can do it at home in their kitchen. And so it's a 6-week program and we go through tempering in a lot of depth and everything for chocolate making that is necessary to make awesome Christmas presents.

***Katie***: I love it, I love it. And what, what's your favorite thing about teaching that kind of a class?

Marie: It's not just about the techniques I find chocolate as something well so many special things so many people just see it as sweet it's not for me because I don't like overly sweet stuff anyway it's something healthy. It's mood-enhancing when you do something with your hands and that is already happiness bringing because you just make or create something with your hands as a direct connection there. I mean chocolate involves so many senses and then I also bring consciousness about the chocolate because most chocolate that you buy is horrific in terms of how it's being produced because there are still nowadays about 2.5 to 6 million children working in the chocolate trade. It's awful and with the chocolate that’s how I talk about it and how I teach it and how I open it to people.

 It's, it's more eye-opening and making a difference as well. Working with chocolate for example taught me a heck of a lot like I also used to be very impatient I still find meditation difficult with chocolate I can do it because working with chocolate brings me so much back to myself and just being in the present, being in that moment because with chocolate you just have to surrender. As long as you abate chocolate laws, you can do anything with chocolate, but if you want to rush it chocolate just says no way. No, you're doing it my way that's what I just find fascinating and, awesome about it.

***Katie***: I can smell the chocolate right now like I can, I can smell it all the way from your camper van, which I think is amazing that you know, teach it and, live it from, from that saying, if I can do it from here anyone can do it. That's immediate authority right there when we talk about authority with our marketing, right.

Marie: Absolutely

***Katie***: This is how easy it is right if I can do it from here, you can do it from your fully equipped kitchen.

***Marie***: Things don't have to be complicated you can always simplify them and I love simplifying things absolutely.

***Katie***: Simple is superior is what we say in our programs so that's awesome so what's been one of the challenges? Like we think oh she's selling a course on how to make chocolate surely there's no resistance. And yet I know that there are always challenges when we try to launch things or put things out there what are some of the things that you've come up against that have been something you've had to overcome?

***Marie***: Well, I'm still very much at the beginning I'm finding my people still and finding because I come from a non-marketing background, for example, I never wanted to be a teacher. And what am I doing now? Right, I'm teaching. But somebody said, vets do marketing as well, but in Europe, you're not allowed to do much marketing at all. And I've always worked for other people I never had my practice so I'm just not marketing I don't talk marketing speech. And that was a huge learning curve to learn, to talk to my people and still being, and also find my marketing authenticity. That's been a huge challenge andusing technology absolutely, but that's the personal challenge. But I'm getting much better at that one to teach it doesn't take long often initially people just think it's too complicated how can I do it at home? But it doesn't take long for them to realize it is very simple. I can do it and then to see that, you know the ganache doesn't even get a chance to get coated because it's being gobbled up straight away it's just fantastic

But yeah it's a sort of more my challenges that you want to know it is tricky sometimes to set things up here because I just have to move things about and it works.

***Katie***: I love that you haven't let it stop you and that you've continued to press forward and, show folk how possible it is and how much enjoyment that can come from. And I think that's the case whether you're teaching a piece of knowledge or a skill, you know a lot of people think online courses are just for knowledge, it's just to learn information right. But what you're doing is not only the information, but it's the skill part of it. And it is possible to transmit that skill through a digital program.

***Marie***: Absolutely. And I think even more because of what one student just recently said Wow! It's like you're in my kitchen she was in Colorado and I was in Germany although she doesn't have the kitchen full of cameras everywhere. I can assess okay, no that's too liquidy you need to do this. And no this is not tempered you need to do this it’s fascinating how well that works and just to bring that closer to people, yeah that’s great.

***Katie***: I love it and you've, you've launched a couple of times now. You've had a couple of classes go through this chocolate conscious course. Tell us a little bit about what you would do differently the next time you launch? What have you learned that will make this better?

***Marie***: The shopping list and the equipment list all launch wise, launch wise, I need to be more prepared. Like the last few times I wasn't prepared well enough I'm doing live webinar launches because I also want people to see okay, do I get along with this person as a teacher? When I see her live. I think I come across better life than through video so anyway, I'm doing live launches and last time I had everything really, really well-prepared up until including the webinar except I hadn't practiced the webinar well enough, but all the emails after the webinar were quite abysmal. I tried to in Germany, we have that saying you shake it out of your sleeve like you're trying to do this and just make it up as you go along. But it doesn't work that well so that's definitely going to be more prepared and the warmup period beforehand, that was not well enough prepared.

So those are the main things that I'll focus on this time and practice my webinar a bit better.

***Katie***: I think it is important to have that live interaction and, the video aspect because we know at least teachers and educators know that it says much the experience as it is the information or the skill passing on. Our brains can't learn if we don't feel safe and so learning to know you and trust you through those videos, whether it's in the warm-up or the actual classes improves that sense of safety and security that allows my brain to be like, okay, this is a safe place. I can learn this right because if we're anxious or if we're scared, or if we're doubtful that learning doesn't happen or doesn't happen to the capacity that it could. And so I think that's important.

***Marie***: Or if it just doesn’t click sometimes there might be clashing personalities and then forget the teaching it doesn't work. Unless you teach maybe some self-development than a clashing personality might be really good, which chocolate could contribute to as well, but in a way, that teacher-student relationship needs to be okay as well. Doesn’t it?

***Katie***: Right is there anything else you'd like to leave our guests with today? Any last little tidbits of wisdom about launching a course and maybe even specifically around launching a food course?

***Marie***: Food is absolutely possible, but what I realized, one of the first things that happened actually before I even started properly launching I had in my head you know once I'm settled I want to give something back and find a charity. And then that charity found me, but straight away and that is just awesome to have something in the background, even if it's straight from the beginning were always a percentage. And now it's a cocoa farmer who has been doing a lot for ethical chocolate and getting rid of child slavery starting in his community, he's in Ghana and to have something powerful like that in the background, and we are starting to do so many things together as well. It's just awesome so anything straight from the word go and find something bigger because whatever you do there is something bigger behind it. This is not just about chocolate. this is about what chocolate can do to change and to make the world a better place.

It's not just about the sweetness it's, it's about something much bigger than that with launching a course just go for it just do it no matter how crappy it is how improvised it is and I'm learning that now as well. I'm in this community where I get a coach to debrief as well after a launch, it doesn't matter my aim now is to have two to three debriefs well, ideally, three to four debriefs a year because with every debrief I learned so much more with speaking to a coach directly to a coach. I learned so much more than just going through the steps of the course it’s just amazing and just going for it doesn't matter how scrappy I look back at my first videos. It was like, oh my God? Okay, fine. It's fine.

 And we get better as we do it launching is part of it that's not it. Go for it

***Katie***: Yes. Fabulous advice and find something that can go beyond what you teach and make an impact in the world. And certainly, there is a lot of good to be said for what is happening in Ghana in the cocoa fields because of the work that Maria is doing with her chocolate courses. And so I want to encourage you all to check that out over at thetaoofchocolate.com and we will have all of her information for you in the show notes.

Thank you so much, Marie, for, being with us today and I encourage you to connect with her and find out about the next launch of her chocolate program. I also want to encourage you, if you want to be one of those who get a debrief on the courses that you are creating and putting out into the world, check out the show notes for information on our Master Teacher Accelerator Program where we're helping you launch your program or high ticket offer in the next 90 days.

We'll see you next time your message matters so I'm Katie Horner of 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.

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