

FYS 183 How To Launch A Course Before Creating It **Carolyn Lincoln**

You have a course, but now you're struggling to get folks into your course you're struggling to put yourself out there you're struggling to find the right people who need you and your message. You know they're there you know God wouldn't have put this in your heart if he didn't already have people prepared for you to help them, but how do you find them? Join our new year new list challenge. I'm Katie Horner and I have helped over 8,000 people in our courses and programs through the years, grow their courses and reach their people with a message that God has given them. You are no different my friend your message matters, and you don't have to be ashamed or scared or worried about putting it out there.

God has entrusted you with a special gift, a special ability, a special message that someone in the world needs, and I can help you find those get them on your list so that you can nurture them into the next right step of going through your program so they can get the transformation they need to be all they were created to be and do in the kingdom. Join us for the challenge in January, it's going to be all month you can jump in at whatever stage you're in and still gain momentum. As we learn to grow our lists and reach the people that God is preparing for us to serve in our programs and courses find all the details and register now@www.newyearnewlist.com I'll see you on the inside.

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: If you have pets, you know how challenging it can be sometimes to get them to listen a little bit like children maybe our special guest today is an expert in dog training she's actually a veterinarian and an award winning agility competitor who has taken her dog training online for the last several years. And so I'm really excited to learn from her not just about her business which is a niche we haven't interviewed on the show yet, but also to find out her take on seed launches. And if that's a new term for you, hang on we're going to get into it today with Carolyn Lincoln I am so excited to have you on the show.

Carolyn: Thank you, Katie I really appreciate you having me here I love your podcast so thank you for inviting me on.

Katie: Yeah, my pleasure.

Carolyn: I hope we can be helpful.

Katie: Yeah. So, you know, you've been online for a couple of years, you know, I can't do in-person anymore I have to go online. You were online before all that happened what made you decide to take your business online?

Carolyn: Well, I had been practicing veterinary medicine for about 25 years and behavior was always my interest. So I found it increasingly frustrating that I only had 15 to 30 minutes with each client to do all the things right. You know, the physical and the treatments and so forth. And I didn't have enough time to address behavior and that was a huge need for people. And I would just be really upset and sad to watch someone walk out with a dog. I knew was probably headed for relinquishment based on what I've seen so I decided to do in person.

Once I was in person I realized how much of a need there was and if I could put it on video and put it online, I could really help a lot more people and their dogs.

Katie: I love that. And that's the way most of our businesses start right with a need? There's something I can do, there's something I can fix, there's an impact I can make.

Carolyn: Yeah

Katie: So tell us about how that transition went is it really different to teach online? Are you still doing one on one or are you doing more than one with your classes?

Carolyn: I do some one-to-one I love having the videos because they can tell people they can go watch them when I'm in their home. A lot of times they're distracted you know they're distracted by their dog. They're distracted because you are a strange person in their house even though we tried to get comfortable with one another and it takes a lot more time. For me, it takes a lot more time because then it's really a medical appointment and when I can make it into more of training, then it's less work for me.

It's easier for the client they can watch the video as many times as they want then I still do teach a group class and sometimes I'll teach more than one and that I love it's fun. So I'm not saying it takes the place completely of in-person it can I'm really surprised at how well my members I have membership and how well they've done. I mean I'm blown away that they get the results that they do it's so much easier it's less money it's more efficient everything is good.

Katie: Fabulous.

Carolyn: Does that sort of answer your question?

Katie: Yeah no, that's great. And I think that's what all of us are looking for like how do I get better results for my people with less of my time? Right? I mean, if we could all say that at the end of the day that's an amazing success.

Carolyn: Yeah and my big challenge has been getting people to believe that because they just already have it set in their mind it's like dog trainings in person and the story they have to think outside the box. And then also the marketing piece has been challenging, you know, getting it online in a form that is going to, you know, attract enough people that I make a big difference.

Katie: And what are some of the things that you've tried that have worked better than others in the marketing department?

Carolyn: Well, you had mentioned seed launches and those have worked really well. I've done three of those and I have six courses altogether, and then I have a membership and then I also did a live launch, which was really cool. I did three days in a row where I was live and went over, you know, the seven options that you have to change behavior or to impact behavior. So that was probably my favorite one it was a lot of fun to be live and interact with people. And then it got me a good result so yeah.

Katie: And for those of you that are watching are listening to this, I hope that you're picking up on this when we interviewed Alison Vivado a few episodes back she does not like live she's low key she wants to do everything, you know, laid back in advance lots of prep no live work or huge exertion right. But people like Carolyn and I enjoys the Lives better and so there is no right or wrong in launching. I want you guys to pick up on that it's figuring out what works for you and for your people.

And for those of you who don't know what a seed launch is, that's a term that we're getting from Jeff Walker's product launch formula. If you don't have the book, go grab the book. It's amazing, but the seed launch is essentially your'e selling them into your program or inviting them into your program at the beginning before you've even created the product or the course.

So that you can continually be serving them as you create it with them and be sure that you're meeting all of their needs. And so just want to explain that terminology there for anyone who's not familiar with that, but Carolyn, tell us how those, how those seed launches have worked for you? What's that experience been like?

Carolyn: I've loved the experience because I mean, we're working together and there isn't as much pressure to have things perfect. And as you said, I like to do things live it's the same thing with my personal life, like if somebody drops by and it's like, oh, let's make dinner. I'm so much happier to do that than to plan a

dinner party because then I get all inside my head and worked up about what I have to do and how I have to prepare things.

And it was the same thing for the course so one of the ones that I've done a couple of times actually I did two seed launches for it, and it was Stop The Barking I have my own three step system that really works and teaches the dogs when to bark and when to stop. So you can still have a watchdog, but you don't have a dog that's excessively barking, like helping people. At first, when I did the first seed launch there was some feedback that you know I didn't give enough details about how I do some of the training which I thought because you know, when you get to a certain level you don't realize what people don't know that they understood how to do some of those things.

And as it turned out, it's like, no, I guess I have to go into more detail with that so that's when I did a second seed launch and that worked really well. So now I'm taking that course and what I've learned and putting it into a prerecorded course which I'm fine doing.

Katie: I love that because you know, it's something we teach in successful online courses in our master teacher accelerator program too, is that you need to be constantly evaluating whether it's a seed launch or not. You still need to be getting people's feedback on how is this working? And that can be so insightful because as an expert, we can get too in our heads sometimes, or the things that come easy for us we forget that other people it doesn't come easy for. I mean that's why we're teaching this, right it doesn't come easy for them.

It's not natural and so with those surveys or those feedbacks, or that talking to your student even. You know, you're able to get that feedback that says no I need to go back and explain that again, in order for them to be successful.

Carolyn: You probably teach that if you send out surveys in between each one what did I miss? And what do you want on this next topic kind of thing? That was extremely helpful.

Katie: What would you say is something that you've learned that you plan to do differently in your next launch?

Carolyn: Oh, I think by now because I've been doing it a while I'm trusting myself more. I've been following a lot of formulas so to speak and they aren't always quite right for me. I don't want to sound sexist, but you know, there's a lot of men that are in this space and they relate differently. And again, sorry you take offense to this, but they relate a little bit differently than I think women do, or just me, you know, just putting more of myself into it. So what am I going to do differently?

I know one of my superpowers is talking to people if I get them on the phone or I get them on a zoom call or get them on any kind of call, you know, group call or even a podcast they get a sense of who I am and they're more likely to join. And so I think I'm going to do some calls you know, just open Q & A's to see what people like, but I mean, I'll always also go back to seed launches whenever I need to, for a new course.

Katie: Yeah, and I think that's becoming more important in this day and age where we're feeling more isolated as a general population. We need the human connection and I think we're seeing sort of a resurgence of back to 10 years ago it was like, oh, you got to do everything online. It has to be automated it has to be a no touch thing, and I think we're kind of seeing it come full circle back around to where touch is important.

The connection is important and to establish the trust that we need in today's age that is overloaded with technology we need to have that human connection and conversation. A lot of times whether it's getting them in the door or whether it's helping them be successful with the thing that we're doing.

Carolyn: I totally agree yeah especially with COVID and everything.

Katie: So if you could give a piece of advice to yourself when you were first starting with your online business now knowing everything that you've learned, what would you say to someone who is the Carolyn of five years ago? With just getting started?

Carolyn: The two things I would say is work on getting a following I did a lot of things ahead of that to get a following. And I think that was unnecessary and it took a lot of my time just be you that's the second piece of advice. Be yourself get your voice out there don't worry about, oh, I'm trying to attract this person or I'm trying to do this right. And do that right

Think about who you're serving and what they need. And if you just speak to that and offer it there's no way you could offer everything, you know, about whatever subject you want to share in most cases. So just share and see who comes and get an idea of who you're attracting and then worry about building the business. So to speak.

I think getting that following you learn more about yourself it just makes you more comfortable. Do you agree with that, Katie?

Katie: I do, I do. And we teach that, you know, our hashtag embrace unique is part of that is just being you showing up the way you show up for the world. Again, to mention Jeff Walker his quote, that it's your sacred duty to show up and serve the world in this way. Right? And so we, we get to do this for people and being ourselves and how can I help you? And we all start business for the money I

think. And that's legit and that's honorable. But at some point there's a shift that happens and we realize it's about how can we best help the people we were created to help?

And that is part of what will attract the people to you and grow the following. And that along with, you know, what, what you've said about getting to know them and getting to know what their questions are and how can I help them take the next step is way better than just spewing out everything I know because I'm the expert and hoping it lands somewhere.

Carolyn: Yeah, I totally agree and I heard something yesterday that was really interesting. They said, cause we were talking about niching down and they said you are your niche you make up a niche. Yeah and also, I just want to say that, although I said, there's a difference between maybe the way men might mark it and the way women might market, I love Jeff Walker and I think he has both covered and the book launch has been amazing for me. So...

Katie: Well, and I think more it's not so much a men and women thing as it is a learning style thing and potentially a personality thing, or even, you know, we go into love languages, even in our course on how to create online courses because if you are not in a space where you feel safe and welcomed, you can't learn the brain doesn't function that way. And, and so I think even more than it just being right brain left brain or a man woman thing it has to do with the personalities and the learning styles and the love languages it's emotional, but it's also physiological and there's definitely a physical thing involved with it too.

And just being able to learn different ways from different people and that's why you can make an online business in today's world because everyone needs to learn and not everyone can learn from the same people. And that's just an amazing place to be.

Carolyn: You phrase that much better I agree basically it's be you, you know, people will like you for you.

Katie: I love it. Thank you Carolyn, for being with us today. I'm so grateful to have spent this time with you and for the things that we've learned. For those of you listening and watching again, I want to point you over to Carolyn Lincoln site Play To Behave.com and she has a free gift for you. If you've got a dog that needs to learn to listen, go over and grab her free gift for you@playtobehave.com/listen.

We'll also have that, like for you in the show notes, but we'd love for you to pick that up and be able to enjoy your time with your pet a little bit more. So thank you, Carolyn, for all that you do.

Carolyn: And thank you so much Katie this has been a joy and I love you.

Katie: Aww

Carolyn: It's so crazy thanks for having me

Katie: It's been a pleasure alright, you guys, we'll see you next week wherever you are, scroll down, let us know what you thought of this episode and remember 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 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.