

FYS Episode 181 Low Key Course Launches:

Alison Vidotto

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 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 people and get them on your list so that you can nurture them into the next 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.

Welcome to the For Your Success Podcast my friends I'm Katie Horner back for another session about launching in this series that we're doing today we've got a special friend here, that's going to talk about low key launches some of you are not so hyped up when it comes to doing big challenges or webinars and launches and things like that may stretch out over several days. And so I wanted to bring Alison Vidotto because number one I just think she's amazing and number two, she's already got a 7 figure business going and knows how to do this. And she teaches other people how to create systems in their businesses that help them survive without the stress that helps them do these things in a more systematic, less stressful way. And so Alison, welcome to the show today I'm so glad to have you here.

Alison: Oh, it's so good to be here it's great to see you as always.

Katie: So tell us about your low-key approach to launches we all have launched stories there must be one there that just sort of pushed you to where I'm not doing the big ones anymore.

Alison: That's fine. I mean, my personality through anybody who knows me, I'm not rah-rah you know, I love our get-togethers and conferences, but you'll never see me up the front of the chair that's not my style. So, I mean, we've learned from Jeff Walker and that is the most amazing system. And the wonderful thing about it is you can follow the process and stay true to yourself. And that's one of the things that I really love and, you know, staying true to myself I don't tend to stress over things like that. I've raised six children and moved a million times and I've had kids in intensive care that's stress-worthy. Launching that's not stressing worthy for me and I just don't go in for all the hoopla in any part of my life that's just not my style.

So my purpose and my goal are to help entrepreneurs and to reduce the staggering number of business failures that's why I set up this arm to my business and so I like to just provide workshops and things that I know are going to help them. And then I will just subtly invite them to join my membership rather than do the whistles and bells. And I know like I'm on the receiving end of some launches and I'm sort of they must be exhausted I don't get exhausted not over launching.

Katie: Yeah, I love that. And I love that when you have a process that works like you said you can insert your personality and your level of desired fanfare around it. And I love that you found a way that works for you.

Alison: Yeah. I think a lot of times we look at things and think, oh, that looks so hard that looks so difficult I don't know if I could do it like that well, the truth is you don't have to. You know you do it and I think that comes down to knowing your sale and also knowing your audience well. I think if I started the rah-rah around the clock, launching in lives and a pivotal what's happened to her?

Katie: Where's the Alison I knew?

Alison: Then they will unsubscribe we don't recognize her that's not what we signed up for.

Katie: So tell us what does work for your people? Obviously, you're working with entrepreneurs, you're working with people who are trying to scale.

Alison: Yes. And so a wonderful mentor of mine said, you know, you are in your niche and you are what people opt into. And, so I'm very organized like I said, I'm a mother of six we moved twenty (20) times so I have everything systemized and

organized and that's how I've lived my life it's how I run my business. And I strongly believe in the unit systems you need if something's worth doing twice, it's worth having a system in place and that's, what's kept my business. We've been in business 30 years next year, my husband and I.

Katie: Congratulations.

Alison: Thank you I'll take that because it's not easy we've weathered GFC and the recession we had explosive growth we developed a new office and renovated it all. And 3 weeks later the river banks burst all across the road and the city was flooded and we were like a meter and a half underwater. And, then our industry in 2014 completely collapse and we thought we'd under then so coming back from that and building it back up to 7 figures and heading into 30 years, you know, I'm proud of that. And I strongly believe that it is that systemized approach that does make the difference because when you've got really good systems and you've got good plans, it's so much easier to tweak them.

You know, if you know the foundation I know what I have is good I know that it's really helpful for entrepreneurs, and if something happens like COVID, it's very easy to pivot because you know what's the saying the differs from the vision and be flexible with the plan. So I knew what I needed to do I just needed to find a different way to do it and because I had all those pillars when COVID did hit my first thought was how many entrepreneurs are going to lose their whole business here? I'm very, very passionate about that and, then I thought they're going to have to get online and that's why I developed the membership to help them to get online to survive, you know? So I think yay for strategies and systems.

Katie: Yeah. I'm writing notes here, and those of you listening and watching I hope you're doing the same because so many key takeaways, just businesses that have systems survive, be firm with your vision and flexible with your plan. Anything worth doing twice needs to be a system like so much gold that you're giving us here today thank you so much what would you say is one of the key systems for being able to launch successfully again and again in your business?

Alison: I think you need to start talking to your audience it's something that we hear all the time knowing your avatar. I've now been in the online space for about 10 years so I think it was like 2010 to 2011 and that's when I first started studying marketing. and I learned about avatars. I started interviewing and it was a course I was doing at the time and they said, know, interview your ideal client avatar or best-fit client. I still do that I still interview them regularly and I've got a couple of my ideal clients and we'll meet for breakfast or we'll meet for lunch. And we'll talk and I know what's going on with them what's a big problem the other thing I do is I regularly survey, so my latest webinar workshop that I've put together it's all about reducing the overwhelm of social media and it's in

direct response to the last survey I sent out with so many responses. When I say what's your biggest challenge with social media? I'm so overwhelmed. I don't know where to start and that came up again and again and again.

So I then created this workshop like I said, it wasn't rah-rah or anything like that it was the daily lives it was just a three-question survey and that gave the information on what they're struggling with. So that's how I've been able to continually create content that resonates and create materials that help because if I'm not helping I don't want to waste my time or theirs.

Katie: Yeah. You're continually iterating as the culture shifts as your people grow and change. How can I help you now? What are your struggles now? And I think that's key because a lot of times we think, oh, I did that at the beginning. And we stop asking those questions or we think, you know, oh, I know it. I am my person so therefore I know exactly what they're thinking and even you said, I am my right fit client, and yet I still talk to them and I still survey and I still am wanting to learn more.

What do you need next?

Alison: Yes. And honestly, I am constantly surprised so I think am I, my right fit client? But I'm years ahead of where they are today they're dealing with the things I dealt with 7 to 8 years ago. And I think we forget that so if you keep talking to them you're going to get what you need.

Katie: You're going to keep remembering what it was like and being able to go back and use the language. And we just talked with....

Alison: Yes. The beginner's mind.

Katie: Yeah, yeah. And keeping up with the languaging too because when in our interview recently with Rachel Miller I believe it was her that we were talking about the shift in language. Like I have to constantly be sure that the language I'm using is to describe their problem is the language they're using to describe their problem, or they can't find me. Right.

Alison: So true

Katie: I love it. So what would you say is something that you've learned I mean, apart from the non stressing and the non-hoopla, what's another big thing that you've learned either doesn't serve you in launches or something that you've learned you must do every time because it does so well for you?

Alison: I think list-building, without a doubt I think I'm constantly list-building always.

Katie: And what does that look like in your world?

Alison: So I'm great at data collecting I'm a data geek so I have more than a thousand way more than a thousand in a spreadsheet than where I've asked business owners, the questions what's their biggest challenge? That's put into one of six (6) categories because I know every problem in business falls into one of six (6) categories. And then what I did was I made a lead magnet I made free downloads for each of those categories and, then I put money behind them in ads. And one, in particular, has just left the others at the gate and that's a social media checklist.

So I am always running that and, that's one of the ways I'd also have open coaching calls like a group coaching call that I run regularly that people are very welcome to join and, often they'll join in the community from that. So I'm just constantly reaching out and, my goal is to keep reaching entrepreneurs and letting them know that they're not alone. So I think that's vital if you're not building your community then you got to saturate them pretty quickly.

Katie: And there are so many businesses we talk about the businesses going under, but there's also quite a bit of statistics that support the idea that there are lots of businesses starting right now, too. And all of those people coming into the market need someone to mentor them, talk about how there are enough people in the world for everyone, right? Who can I reach? Who else needs to be mentored in the thing that I know how to do, how to help them with.

Alison: Yes. It's so true and we're a global community now.

Katie: Right the internet has no borders.

Alison: It has no borders we recently ran a webinar for the other arm of our business and like 80% of them were from the middle east on this webinar. Yeah, we're a global community now.

Katie: Do you have any last comments or any last piece of advice you'd like to leave us with today?

Alison: Don't go it alone you have to really, really reach out because there's so much support out there. But so many business owners that I talked to feel isolated. So don't go it alone.

Katie: I love it. Thank you so much for being with us, Alison. You guys who are watching and listening of course we want to know your feedback on today's episode what your biggest takeaway was from our guest. And if you'd like to connect with Alison Viddotto we're going to put her Facebook link in our show notes that's her preferred method of communication. And so you're welcome to get in touch with her there to see about how to get that free social media checklist or any of the other things that she was mentioning today.

And we'd love to have you connect and until next time remember your message matters have a great week. So I'm Katie Horner of [handprint legacy.com](http://handprintlegacy.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.

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