

## **FYS Episode 193: Course Launches & Money Mindset by Charissa Quade**

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: You hear about money mindset all the time in today's world, in today's culture and, our guest today is going to talk to us from a biblical perspective of money mindset. I'm so excited to have with us today a biblical money mindset coach who is helping people, helping believers make more sales by aligning your thoughts, aligning your money mindset with the word of God. So Carissa Quade welcome to the for your success podcast I'm so excited to have you here today.

Carissa: Thank you, Katie. It's such an honor and pleasure to be here.

Katie: Alright. Now we have we've had some tech issues today and there's a storm raging. So who knows what you're going to hear on the show today, but we're going to go with it and just trust God to handle the tech. Carissa talk to us about why you got into this we don't normally think of believers being all about the money right, so how does a Christian woman get into becoming a money mindset coach? Tell us your story.

Carissa: Well, you know, it started right next to the chocolate chips at the grocery store and I was wiping away tears because my only thought Katie was why can't I figure out how to make all this money stuff work? I was a new bride and business owner and I'm putting my husband through school and paying off the debt. Yet I wanted to see him graduate debt-free and, like many of you, I thought if I could just pay off the debt, if I could figure out how to manage the regular income that my business was bringing in that would solve all my problems.

Well, a couple of years later I stumbled along and, I realized I'm like, we could be debt-free by the end of the day. So I had my husband come in, it was his student loans and, as I watched that balance drop to zero that day on March 17th, 2010, I didn't realize that that would be a defining moment in my life. You

See after years of struggling I realized that the bigger problem was not the debt, not the irregular income it was the money mindsets that were holding me captive with strangling fear, preventing me from making more sales in my business which did affect every other area of my life.

And then that moment in March, when we became debt-free, I started turning to the Bible and, I was like, okay I wanna manage my money and get rid of the stress, like how I manage the rest of my life with the Bible. And so as I applied biblical principles to my money mindsets and my finances, I was able to save up \$79,775 in cash to pay for the rest of my husband's school.

Katie: That's awesome. That's an awesome story and, you know, when we think about \$79,000, like what could you do with \$79,000? Right. But it's not about the money it's about the principles that we put into play that change what we do. And so now you're teaching courses, you're teaching other business owners how to apply those same principles to their lives. Tell us about your last launch how did, how did that go?

Carissa: So I have a program it's called becoming a legacy builder program and, I take Christian female entrepreneurs who are struggling with money mindsets, and I walk them through how to get to the root of these mindsets that are holding them back. Maybe it's the fear of asking for the sale, or the fear of people will be judging you if you become successful. And I align it with scripture, we get to the root, we align scripture with it. And then, you know, that has helped them. Start making more sales, tripling their rates and, you know, enrolling clients at higher levels than they ever had before.

Katie: What does a launch of your course look like? Are you one of the people who do like a live class, do you do all email? What's the sort of strategy that you love to use when you're launching your program?

Carissa: You know, I've done a lot of different launches over the years different strategies, but as far as this last one, what I did differently was I was in the DMS (direct messages) having conversations and developing relationships and just really taking time to say, you know, what's going on with you? You know, and can I help you? And if I could, then I offered, you know, of course, my program.

Katie: I think we're seeing a resurgence of that whole relationship marketing idea Michelle Pippen in one of our previous episodes was talking about the idea of invitational marketing, right? I thought of you would this help? And just being there with a heart of service to be able to love on those people. And I

know one of my mentors, Jeff Walker says all the time that this is your sacred duty to show up in the world and serve the world this way, regardless of whether they buy your course at the end of the launch or not.

And so it's just that idea of, I was created to serve you this way how can I help? And you know, I get so many people reaching out in my DM's (direct messages) saying, you know, Hey Katie" and, I'm like, oh, I wonder what they're selling. You know, my response is usually, hi, how can I help you? right. And so that's awesome. So what do you think was the best success from the DMS? Did you give them a gift?

Carissa: I do have an email list? I do have a Facebook group, so I'm trying to get them in there trying to build relationships. And some of the clients that I'm working with within this program, this, this round, you know, they have followed me for months and wanted to work with me and it just wasn't the right time. And so there are so many people that get discouraged right? Ah, if don't say yes, I'll forget them. Keep building that relationship, check in on them if they say they want to work with you and, whatever crazy stuff is going on right now. That's not the right time for the follow-up, because what I've seen is when I've followed up, you know, and it wasn't every week. I'm not gonna say that, but you know, it was consistently, they so appreciated that, but I will also say, even though I built relationships for months there were some clients that I had within 24 hours of me talking to them as they came into my group, they joined.

So it's just about listening to them and, if they're hurting for a solution and you have that solution, you can offer that and they will take it. You don't have to have this huge long nurturing relationship.

Katie: Right, right. And that's why I think that the whole idea of discernment, you know, listening to the holy spirit as you're in your business guys, you know, whether you're watching this on the video, or you're hearing this on the audio, we're all about bringing God into your business.

He's the owner have that conversation with him and, how, how do you want me to help this person?

Carissa: Mm-hmm.

Katie: And so it's being conscious of that and discerning is this person open or do they need some TLC?

Carissa: Mm-hmm

Katie: Are they ready for this or do we need to help them along where they are right now? I think that's super, super important. What's one of the things that you do in your group as you're getting ready for your launches, how do you utilize that aspect?

Carissa: You know I am consistently going live in my group, whether I'm launching or not, and I'm giving them value. And then I'm also engaging consistently with the people in my group, you know, just checking in on them and finding out, you know, for those, I kind of have them categorized. If they are interested in working with me, I will follow up more often, but for everybody else, I still do follow up with them. I genuinely care about them and, so one thing that you probably will enjoy is every once in a while, I'll just go and message people and say, "Hey, how can I pray for you?" And then they respond in Facebook Messenger and give me, you know, all kinds of stuff. And then I respond with a voice message with just a prayer for them.

And I think that's helped build a lot of trust and, a lot of relationships with clients and potential clients.

Katie: Yeah, I can see how that would make a big impact too because I think people today are open, but also very hungry for fellowship, hungry for that community aspect. So we're almost out of time and, I know that you've got a guide for us to share about the money mindset, but before we give them that link, what would you say to someone who's getting ready to jump into the next launch of their course or program? What's your best piece of advice to leave us with?

Carissa: I would say your strategies are good, whatever strategy of marketing your launch is fantastic, but there are also money mindsets that are probably holding you back. So if you're not seeing the results that you're looking for, or as you're preparing for the launch, the next one asks the Lord, you know, what kind of mindsets do I have around money about making money? About being too successful? About asking for the sale? And get to the root of them. Because if you don't have that piece, no matter what strategy you have, you're not gonna get as many results as you'd like.

Katie: Yeah, I love it that's awesome. Thank you so much and, those of you listening or watching this we do want you to go over to Carissa's site. She's got a guide to help you ask the right questions to help you align your thinking and your beliefs with the word of God. And it's so, so important as you manage this business for God's glory and for the growth for the kingdom that you do that.

So head on over to [changeyourfinances.com](http://changeyourfinances.com) your success and grab that. We'll also have that link in the show notes for you. So be sure to check that out at, [foryoursuccesspodcast.com](http://foryoursuccesspodcast.com) Carissa again, it's been a pleasure thank you so much for being here today.

Carissa: You're welcome. And thank you to all of you, and I just wanna encourage you that. You can get through it and God wants to bless you abundantly in your business.

Katie: Absolutely, absolutely guys, until next time remember your message matters. So I'm Katie horn of [handprintlegacy.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.

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