

## *How a Live Component Makes Your Course Experience Better*

Do you have a course that has performed below your expectations? It is so frustrating to pour your heart and soul into something that you know, can serve the world and only make a couple of sales, but it's not a failure my friend, you don't need to throw all that work away and start again. The first two times I sold my signature program, I didn't make more than five sales either time, but I found the formula. And I want to share with you how you can master the online course process. If you're a teacher or an expert with a course or an online training or a coaching program, you're invited to the course mastery live event coming up in just a few days where I'm going to be presenting our proprietary formula for successful online programs.

This is three days of live training, work time, interactive networking. And of course, those PDF downloads to refer back to later. I'll be giving you the strategies you need to up-level your program, your marketing, and the experience you deliver to your students so that your program sells and your students end up being raving fans and volunteer promoters of your programs.

You'll walk away with all you need to build a business from your course. So you can earn more, do more and impact more people in the kingdom with your unique gifts. Get all the details and register today at [coursemasterylive.com](http://coursemasterylive.com).

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: Welcome back to the For Your Success Podcast. I'm excited to have several guests with me today. We are going to be talking about how to add a live event component to your course or your program to make it an even better experience for your people. So wherever you're listening to this, we want to invite you to scroll down, leave us a comment or a review, so we know your thoughts and questions, even for future episodes. These are some of my friends and clients, people that have been in some of our programs, who've agreed to come on today and talk with us about adding a live component to the course so that your experience for your students can be even better.

And so what I'd like to do is just go around let each of them introduce themselves, and then we will dive into some questions here. So PJ, let's start with you.

PJ: Hi, my name is PJ Pitonyak and I'm a life coach with my business [wonderandgracelifecoaching.com](http://wonderandgracelifecoaching.com). And that has a couple of components. One, I help people manage their health and their weight. And also I am an ESL teacher, so English As A Second Language.

Katie: Great. Myrna?

Myrna: Hi, I'm Myrna Buckles. I am a direct sales team leader, coach, and my company is Legacy and Action. And you can reach me at my email [mjbuckles@icloud.com](mailto:mjbuckles@icloud.com).

Katie: Awesome. Thanks. Jennifer?

Jennifer: Hi, I'm Jennifer Elia from Secret to Visibility Online. I help you cut through the noise online to get visible easily, through value, rich and engaging content and strategy that educates the audience in what you offer, how to get it and why they need it in their life. You can connect with me on my website, [scalemybusinessonlinkedlin.com](http://scalemybusinessonlinkedlin.com)

Katie: Lovely. Thank you so much. So we're excited to have each of you here today. And of course, for those of you listening or watching, we'll have how to connect with them in our show notes for today's episode. But what we want to dive into is how do you add a live component to the courses or programs that you have, and what kind of an impact does that have on the program itself and the success for your people? And so I'm just going to open the floor and ask who would like to begin and share some experience there.

Myrna: I'll go. One of the things that I've been thinking about related to adding that component is those have been some of the most transformational times for me because we dig deeper. We work through material that we wouldn't normally maybe work through.

And a great example was when we went through the book, the big leap, and that really was transformational for me. So I think that live component adds a crucial piece to your students.

Katie: Yeah. And I think that it gives you a chance perhaps to go through some things that you can't fit into regular meetings or regular classes. You know every single class I've ever taught, there's always something that comes up, that's a little bit outside of the curriculum that's been pre-planned. And I think that the live, whether it's an extra live session or even a live retreat like we do

with some of our masterminds, it gives you a chance to dive deeper into some of those things that crop up as you're going through it.

Myrna: Right. Those are the times when I feel like I advanced the fast.

Katie: That's interesting. Would you feel the same way, PJ? Do you think you advanced faster because of those live times?

PJ: I think that you advance faster because there's a connection with the people that you're learning from and with, and I know that as I said, I have a couple of different hats that I wear, but with my life coaching, I'm dealing with people, usually moms who have lost their children and it's fine to talk to them, but they need to be heard. So I need to listen to them and I can do that online in a course where we talk like this in a Zoom or any platform or where we break into small groups when you have a course, but to be able to meet somebody in person, even if it's one time. Even if it's a short time being able to see the person's face.

And I remember when I did meet someone live from our group, I had no idea that she was as tiny as she is because in a picture she looked so big. So one thing that I also know is that when you are live, you can have props. So I know I introduced myself and of course I forgot this, to say that I am [wonderandgracelifecoaching.com](http://wonderandgracelifecoaching.com). Now, of course, this looks backwards to you because I'm not mirrored on this, but when you're live, you can go, oh, I need to explain something and I can use something and I can get up and move around and not be connected to the headset and all that. But I think also with my teaching, I know teaching is not the same thing as having a course.

But it's similar in, you know, I'm teaching children and some adults, but most of my people, I don't know, I don't teach them in person. They're not local. They're overseas. And I have about five different countries now. I dream of the time when I would be able to meet them in person. So for me, more than anything, it is the idea of that personal connection of getting to know who is teaching you and really, you know, not just hearing them laugh, but seeing them laugh and cry, or just being able to give somebody that hug instead of, you know, just everything being virtual. So that's why it's so important and, that's why you advance. That's why being a queen is great because I know the people that I have only ever met, one of them in person, but I feel closer to these people than I do most people that I may have met years ago, as friends, because here, we're getting to see each other all the time online, but if we had that live conference well, and I can't wait for that time.

Katie: Yeah. And I think as an educator and Jennifer being a homeschool mom and PJ being an educator of people who are learning English, we have the educator understanding of the fact that people need to be able to talk back in

order to learn. And I think with so many courses these days being just DIY, you're taking in and taking in and taking in, when in reality, a vast majority of the humans on the planet need to be able to verbally process and spit it back out to someone to know that they've learned it.

And, you know, we say in our Spanish Lemonhass curriculum, we've said for the last 10 years, the way you know that a child learns is when they can teach it to someone else, not when they can memorize it and pass a test, but when they can actually explain it to someone else. And I think that as adults, we tend to forget that. We think, oh, I heard it, I learned it. No, you didn't learn it until you can explain it to someone else. And that takes an interactive component. What would you add to that, Jennifer?

Jennifer: I think that there definitely is a personal connection that comes from spending that time and working together. And I think that's been the biggest push in my business is when we had those live events, with Queens or, you know, with a couple of other groups I've done, but with Queens, especially, it's been transformational to actually come together and that's when those get cemented and it's even there. And I've said this, that, you teach us the same thing several times and you would think that because I've gone through this training five to six times.

And like, I don't need to hear it again, but every time I do it, I get something else out of it because I am at a different place this business is in a different place. I have a better understanding of how it works and so just having that time to actually sit and dwell on it and work on it as opposed to be like, this is how you do it, and move on, is very important.

It's something that I brought into my business with the doing trainings, because I think that there's something about even when it's virtual, actual being live where you can ask questions and it's interactive and actually doing what you're learning about.

Katie: And for those that are listening and maybe thinking, okay, I see that, I see the importance of the live. I see what you're saying about the feedback and the doing and the verbal processing and the relationships aspect even.

But how do I add that in? What are some of the things that you all have experienced in courses that you've been a participant of, where a live component was added in? Like what types of live things? Let's sort of brainstorm some ideas here on how to incorporate live into a course or program.

PJ: I could share this part and this isn't per se a course, but it is business-related and it's what we then bring back from a convention, a big convention. I mean, thousands of people one of the things I do, I serve people as a health coach with Optivia and we go to our yearly convention and sometimes going there proud that we're healthy ourselves with our weight sometimes not, but we come back remotivate it.

And remotivated to get ourselves healthy, remotivated to have our business work more, remotivated to share what we have learned at that huge convention. I'm talking like I said, thousands of people, the same thing with VIP kid, which is the platform I use most of the time to teach my children English. They have a convention or they did. And I'm hoping that that's going to come back at some point, but the idea is that that might be big it might be in an area where I can't go this year, but I can still maybe watch online or whatever it is.

I can bring that back to my own group and locally meet. And it doesn't have to be a big huge meeting, it doesn't have to be expensive, it doesn't have to be fancy. It could be at a church. It could be at possibly if a school would rent space or JCs kind of a building or something like that, or a hotel or a camp or something. There's a million places we just have to think outside of the box, especially in this era of where we can meet, how long can we meet?

What are the accommodations? Is it beneficial to stay overnight and, you know, have some activity at night and then have breakfast in the morning? Also, what is the center of your business? If it is a Christian business, when are you going to incorporate those parts of your faith or, how that needs to be incorporated into what you're teaching that weekend? So I think that one thing too, to remember is, yes, you need to have the space, but you also need to have space that's somewhat private at times anyway, so that people can possibly break away, not with interruptions.

Especially in my situation, dealing with moms who have lost their children, they need that privacy and that comfort. So, there's all these kinds of things, you know, planning a big event, but even in a small event, you have to incorporate all of those things too.

I think you almost want to put each other, you know, the big and the small and say, well, my small, do I need that? No. Or, yeah, I still do, just on a smaller scale.

Katie: Awesome. Myrna?

Mya: I had a very unique experience in that I did a VIP Day with Katie and I think that's another component you can add in that is so powerful because we

work with you all the time. We see you, you look like you're in a great office, a big office. And in reality, it's different.

Katie: It's actually this little tiny thing that eventually will be a walk-in closet.

Myrna: But to see how you work, how your kids are incorporated in your business, how you flow through the day, made a huge difference for me. And I think also I had a huge impactful experience when in just an odd moment, I had her old flip-flops on. It seemed like such a silly thing, but it was so powerful to me because I felt like I'm stepping in her shoes. This is what it's like and, that was huge. And so you can't have those powerful moments without those kinds of components.

Katie: Yeah, that's true. And I think that the larger your reach with your courses in your programs, the more important it is for you to connect with your people as a human. And those live times even live outside of the norm, because what can you do in an hour a week? Like we get in, we talk about our business stuff or you do the training and you hit the points and you answer the questions and you're gone.

You don't see that real-life happening behind the scenes that you can, when you get together, even if it's just a day like Myrna said a VIP Day. But when you can do those kinds of things in real life, or even a longer virtual event, you get to see more of the person behind what they're teaching. And that can be just as impactful. What were you going to add, Jennifer?

Jennifer: I think that two ways that we have gotten together in three Queens and other programs I've done with you in the I get together with my people are doing like a live Q&A. So it's not necessarily a training, or it's not scripted or planned, but just come together and have open discussions about something you learn. Do you know what's going on right now type of question, answer and get people talking about what is happening in the background, because whatever they're learning they're [inaudible 16:05] background stuff that affects it. And so some sort of open forum where you can actually have a discussion, I think is so beneficial and it doesn't have to be very regimented because it wouldn't be beneficial and you'll get to talk about things that do differently. But I don't think that you have to say, well, we can only talk about this subject, because people that are more than that one subject, [inaudible 16:31] building community and serving the whole person.

And if you have something going on the side, or something that's big, or even something that's good that's big, you can't really focus on it until you process how that [inaudible 16:46] until, you know that people understand or at least passionate about what you're doing is good. So I think that's a big thing that's

easy to do. It's just opening a Zoom Room for an hour or two and having a discussion. The other thing is that I have some places where they do one-on-one sessions with the people who are in it. So everybody's at their own pace, but we sit down one-on-one once a week and work on something that's related to the course.

Katie: Yep. It helps to motivate and move them through I think, in a way that we can continue to serve them, continue to know what's going on. And that's where I say, like, if you've only ever done DIY, you really need to try live component. And if you have done the live, like there's lots of different ways to add the different live aspects in, that can enhance the program, whether it is a Q&A or a live come let's work on our homework at the same time, all on Zoom. So we've got that accountability kind of thing, or whether it's an actual weekend away. And one of the things that I love doing when we get to host our live in-person retreats, for our people in our programs. I love to plan some sort of an unexpected activity and it's usually a surprise, so nobody can like fake their way out of it.

But it's like, okay, so this is what we're doing today and then to do something that would be like totally out of the norm and yeah, I just, I love surprises anyway. Not all of my people do, which you have to figure that out with your planning. We're not doing anything dangerous, we're not doing anything that would go against those that might have physical limitations or things like that.

It's something everyone can participate in, but might not choose to do if it was up to them. And when you get to do something like that in a group that takes you out of your comfort zone, there's a different level of bonding that happens, when you see people in that space and how they respond, what their reactions are, what kind of conversations that brings up. And you get to see a different side of the people that you've studied with what we're studying together or what we're working on together in the program brings us together.

But we are so many different people with so many different facets to how God created us, that the bonds that can happen through those shared experiences can just make that process, even more beneficial for everyone, because you're bringing that experience back into the next lesson or the next get together. And it can just really heighten the learning for everyone. PJ, what were you gonna add?

PJ: I was just going to say kind of piggybacking on what you're talking about, the fact that everybody is different and has different likes and desires and ways of learning. But you know, when you go to Zoom sometimes to have a course and you're watching so many people have their cameras turned off and you don't really get to see them or know them. And so when you're live in person and

most people say well, you don't have something that can cover up. We're all seeing it and they might be often space or they might be taking notes or they might be distracted and they might be chatting in the corner or whatever, not necessarily being the best student, but that's the way that they are.

And that's the way they're learning. And even for them, those relationships that they're making, or what they're gaining or what, they're not learning, whatever, it's all them. And it is important because then you can take that back as a coach or as the teacher or the leader of your program and go, oh yeah, I remember this person really isn't as focused or maybe they are, remember that dancing part, we got to do it at the live event.

Well, you can incorporate that even from our little seats or something. I think that people get tired of being at the computer all the time, but you have to then get out and do something live when you can, but also use some of those live ideas and events right here, which is lots of times where we play games, and put music on and put on a mask or glasses or do something fun even. But it all has to come together and you need a little bit for everyone and the way that they learn.

Katie: There's all kinds of things we have to do in life. And if we have to do them, we may as well make them fun.

Myrna: Exactly. I think that's one of the things that's important to know is when you add that live component, whether it's a retreat or something over Zoom or in person, it's the thought and the energy that goes into planning it because I would have never really thought about the value of some of that, but all the little things you do, Katie, that I've seen they just enhance everything. And you can tell, you haven't just thrown it together. You've thought about it and what it means and what you can do with it. And I think that's huge and it adds a fun component for you to put it together and for us to get it.

Katie: Thank you, ladies, for being here with us today, appreciate all of your insights and excited for folks to dig into the show notes and connect with Myrna and Jennifer and PJ, our special guests.

Thank you for sharing your experience. And, we want to encourage everyone to connect with you all. And get to know you and your courses and programs as well. And if you've got a question about this episode, if you've got something that you might've added to the discussion, we would love to hear. If you want to send us a note or leave a comment or a review, we love hearing from our audience, and we'd love to have that from you.

And we hope to see you. If not at our event, coming up [coursemasterylive.com](http://coursemasterylive.com), then we hope to see you on another episode. Thank you, guys have a wonderful day.

So I'm Katie Hornor 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.

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 [foryoursuccesspodcast.com](http://foryoursuccesspodcast.com). And until next time, remember my friend, your message matters.