

FYS195 How To Build Your Audience And Confidence by Colin Yearwood.

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 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 3 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 over at course.mastery.live.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 very excited to have you with us here today whether you're watching on our YouTube channel or listening to the podcast. I've got a good friend here Collin Yearwood of colinyearwood.com he is a coach and a course creator. And he is using a very, somewhat unique way to promote the courses and the things that he does. And I'm excited to dive into that and bring that to you guys today. So Colin, welcome to the show thanks for being here.

Colin: Katie thank you for having me it's very cool to be here.

Katie: On the For Your Success Podcasts we've talked about lots of different ways of promoting, we've talked about launches. We've talked about email campaigns, but you're doing something a little bit different. Tell us what you're doing to promote your courses and coaching programs, right now?

Colin: So, what I focus on is speaking more, doing talks and speeches in other people's community, in their Facebook groups on their business pages on Instagram pages, or doing interviews as a way to go beyond my current audience and reach more people with a message that I'm excited to share.

Katie: And so how does one go about speaking on other people's stages? If this is a brand new idea? I mean most of us are teachers so we're used to speaking, but we control the environment right.

Colin: Yeah.

Katie: So tell us more?

Colin: So it starts with you, right? The first thing I would say, and just from experience you start with working on that inner conversation that creates the fear and the doubt that people would want to hear you speak to their audience. People would want to give you that opportunity so for me when I started, there was a lot of fear and doubt about it and insecurities about it. But as soon as you realize what you're doing is valuable and brings value the next step is starting to find people you've had relationships with people you've connected with, and Katie you're a great example of that. We've connected at a conference a couple of years ago, and we have a relationship. So that's an easy way to reach out to people, and just say hey this is what I would like to do what I've done recently is I've made it public on my Facebook profile, and my goal is to have 100 speeches in 2022.

And I've been very warmly surprised by how people are willing to help you reach that goal and invite you for opportunities to share your message. So the first thing is just to just work on your inner game that conversation that doesn't support you branching out or going out of your comfort zone. And then secondly, I've started looking for the low-hanging fruit of number one posting on social media and then asking people you know.

Katie: That's actually how this interview came out because I saw that post and I was like, oh, Colin you'd be great on the podcast. Let's talk right.

Colin: Yeah.

Katie: And so then looking for the people, you know, that's a very good point right? Who do I know who already has a stage? And by stage, we mean a podcast, a physical in-person event maybe a mastermind group, a TV show, like anybody who's got somewhere that you could be out in front of people with your voice, is that correct?

Colin: Yeah absolutely. Anywhere that you can share your message for me. I've made the bar pretty low if the person has an audience of 2 or more I want to speak to those two people because I believe that what I'm sharing is meant for them. If they decide to show up that message is meant for them, and I'm not making it about me a lot of times we feel it's only two people. But if you think about it's two people I don't know that showed up to hear me share something that's an amazing way of looking at it.

Katie: I love that we know that there's power where 2 or 3 are gathered right, and two or three tell two or three more apiece. And it multiplies very quickly.

Colin: Yup. The other cool thing about that, Katie another thing I will share about it is it allows you to build your confidence because we all would love to speak in front of 5,000 people, right on a big massive stage. But are we equipped to show up on a stage like that in an impactful way to make a difference? So speaking to an audience of 2 and 10 and 15 people prepares you for that every big stage, you get a chance to get in front of. So you've got to practice.

Katie: Absolutely practice is part of the process of mastery and we teach in our courses, you know, you don't just create one and then throw it away because only one person signed up. Like you kind of go back and tweak it and make it better and practice. And every launch is a practice and every delivery is practice. And similarly, in your marketing, you don't always hit home, run with the marketing, but you don't give up. You've got to keep practicing and I love that you said that every audience of two (2) prepares you for the audience of four (4) that allows you to keep getting better and better.

And so tell me a little bit about your process of figuring out how to serve those audiences are you screening people for audiences that match what you have or do you go into it saying, who are your people? Tell us more about that conversation.

Colin: I'll share a story with you that I think is just an amazing way how God works. Right? So I've had this idea in my heart for a while, and I didn't put it out there, but I decided to put it out maybe on a Wednesday. And I had a talk prescheduled for the Thursday I did it I shared it I put the message out there that weekend My wife said, "Hey, one of our friends has a Bible study group that meets on Sunday morning she wants us to talk about a process me and her did when we were dating we did goal setting when we were dating and goal setting for how we want our marriage to go." And I'm like, I don't want to talk about that, but does this count as anything towards my speech?

And we ended up going on there and we had a great time just sharing that message and it's even better because when we first put it together in April 2021 we said, you know, something, "We'd love to teach this in a Bible study and it showed up." So it wasn't my intention to talk on that stage, but it also was an opportunity to share a message that was on my heart. And I believe God wanted me to share that it was my intention just to do these talks for business now I am very open to speaking on any stage that's, of course ethical and aligned with my vision for the world shows up. I would love to speak on that stage because you don't know who you impact with the message and being selective and trying to cherry-pick it and make sure everything is perfect you may miss a blessing or two. So, I don't have a specific agenda. I want to speak with people who are aligned with my vision for the world, people who are cool and ethically doing things, and then have an audience that would feel that I can serve and help the other thing too, about that Katie is I realized I've had such a varied background and different experiences.

I can share on anything from weight loss I've over 100 pounds in 10 years and kept most of it off. I can share about anything that comes that I have accomplished in my life. I would love to share that with people my goal when I did this was, hey, I want to speak with entrepreneurs course creators, and people in that business mind space, because that's where it's really what I'm focused on and how I'm building my business. And that's, what's helping me build the life I have.

Katie: I love that strategy and I love that you're open to speaking on things outside the box because I think that's how the Lord works a lot of times and in those unexpected ways I know at a business meeting once had the opportunity to give the gospel to someone in the lobby in between sessions. You know, you don't expect those opportunities to present themselves, but they did, and another time at a Christian meeting event that I was at I had an opportunity to run into someone who then became a business client. And so you just never know how these things are going to overlap, and I do believe it also shows a part of your

humanness. My friends, Paul and Melissa Pruitt were teaching a class recently that I attended on ads, and they're talking about, it's not just how you show up in your paid advertising, but it's also how you show up in the regular posts that you're sharing on social media, because people don't just want to see the promotions that you've paid to be special and approved and formulaic.

And they also want to see like, what's your life is like are you a dog person? Do you like to paint? Like those kinds of things, like what's, what's your real-life like? And I think that those like you mentioned your dating and marriage experiences that you're able to share lends credibility to you, even in the business space. For what you're doing, the maturity that you bring to it the things you've overcome, all of that makes you, you, and we can't keep that apart. It's something that the Lord blends into all of who we are.

Colin: Absolutely. And I think many times we try to keep it apart and that's where the blockages come in. That's why we are not progressing and that was me, right. I tried, and this is business this is life and this is what I want them to know. I jokingly say I use my show this year to share the highlights of my life and the hodgepodge of things from me running to my food pictures yes I still post food pictures if I'm promoting something in my business I'll share it. So you get a good sampling of who I am as a person, and I'm a big advocate of being real. Being real I find attracts people who want real change a lot of times people who are looking for perfection make that harder for themselves.

So people usually want people who say he looks like he knows what he's doing, but he's not perfect he's just a little bit ahead of me. I feel comfortable talking to him.

Katie: Yeah that is awesome. And so when you're speaking on these stages what is does the plan look like? Tell us more about your thinking or your strategies as you're going in so that it can benefit your business in the end. How do we use this to bring people back into our world, without it becoming something that ostracizes the host of the stage that we're on?

Colin: First and foremost, I'm very transparent about it. If I check with the hosts and if they'd like me to promote what I do, and usually it's a gift I give away at the end, I'm open to that if they would not like me to do that I'm open to that. Here's my belief if someone sees me on your show my name is there anything I like about that guy and I don't promote anything. They'll Google me. They'll check on Facebook and they'll connect with me. So I don't come up with an agenda of I want this event to give me 15 new clients I want to share the message and I want to be authentic and connect with people.

So I set that expectation I'll just talk I don't have to promote anything the second part is usually the gift I referenced people to a tool that will help them, and through that process, if we happen to connect for a business great. But there's no bigger agenda about sales or anything like that of love to get people into my community, share my content, and if if you buy, you buy, I believe all my buyers are already pre-assigned to me.

I just need to show up and let them know I'm the guy.

Katie: Yeah, yeah. I love that strategy to that idea that this is what I get to do, and whether you pay me or not, I still get to do it. It's so refreshing to come in with that heart of sales is serving, right. Sales are serving the people on the other end.

Colin: That's my tag that's one of the things I like a tag like I like sales as a servant because I teach selling and I sell a lot of stuff and I look at it as an opportunity to serve people on a high-level free service. But when you pay for stuff, you committed long-term to making a real change in your situation. So I love selling and serving people through that process and the same way with free content I am selling and I'm serving, I'm selling me. I'm selling you a new vision or a new possibility of getting on 100 stages in the next year.

So it's all about showing up in a positive way to influence people to make changes in their lives.

Katie: Yeah. I love that. And so go for the low-hanging fruit, the people that you already know who have platforms that would give you new people to reach, look for ways you can serve their audiences, and then finally go into it with a heart of service. I think those are three (3) super easy steps and I'll be excited to follow your journey. Maybe we'll have you back at the end of this year to see how those 100 stages went and what you've learned from that process.

Colin: I would love to be back let me share one on the tip is actually to create your stages too if you have an email list is do a webinar once a week or every other week, and invite that email list to do webinars. It may be five people just email them personally hey, I'm doing this on this day come and hear me and only two people show up great. But you have an opportunity to create your stage by teaching, and there are a lot of platforms out there. Eventbrite allows you to just post an event. meetup.com allows you to dispose of your event.

So you've got, you have a chance to create your stage too to prepare you for those even bigger stages.

Katie: I love it, I love it. Thank you so much so you guys, as you're listening to this Colin Yearwood is someone you want to know if you've got courses or higher ticket offers that you're selling, he does have a special gift for us today. Fifteen (15) discovery call questions to help you and your prospective client figure out if it is a right fit for each other. And you can grab that over@colinyearwood.com we'll have a link for you in the show notes, and we are excited, to follow this journey Colin, and see how this idea of promoting through speaking on stages is going to go for you and me as well.

I haven't been quite as ambitious, but we're planning, to book 50 stages this year.

Colin: That's nice.

Katie: So it'll be interesting to compare notes later on and see, thank you so much for being with us today.

Colin: Thank you so much for having me. I'm super excited to do this, and I'm very honored that you would trust me to be in front of your audience. Thanks.

Katie: Of course, I can't wait to have you back. Alright, you guys remember your message matters. Somebody out there needs it, whether that's through your course or stages or through a stage that you create an opportunity you create to get in front of them. Somebody needs to hear, and what you have and needs to be impacted and fulfilled by the gifts that God has given you so they can do what they were created to do in the world.

Go out there, share the message. We'll see you again next week. So I'm Katie Hornor of handprint legacy.com obsessed with helping faith-based entrepreneurs, design grow and delight in the business that affords you though, and the 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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