

FYS Episode 204: 7 Things People Need After They Buy

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.

Welcome back to another episode my friend, today, we are talking about seven things that your people need from you after they buy your course or coaching program. I'm so grateful that you've tuned in to listen because these are things that a lot of experts on course creation out there are not talking about we sort of have this idea in the marketplace today that is prevalent that once you make your sale, you're done. And that is not the case at all if you want your students to become successful, get them to the transformation and make them become royal fans that can give you those testimonials and help to promote your course. On your behalf in the future, part of your success long-term is going to be getting your people to the transformation, getting their testimony is of how you have helped them make a change in their life or their business. And to do that, you need to do these seven things after the sale is made the relationship doesn't stop once they buy it has just begun.

And so the very first thing that you need, and if you're listening to this on the go or in the car please don't try to write these down at the moment come back to them or go check out the show notes. All of them are there as well, but listen to this and come back. If you need to later take notes and write them down.

So the first of the seven things that you need to do when people buy your course is to welcome them in we hear buyer's remorse a lot. This is that oh my goodness what have I just done? Did I make the right decision? We all begin to second guess things. Once the act has been made, especially if that act goes in contradiction to our current conditioning in life if you have inspired them to make a change do something different so they can get a different result. Then they are going to have this moment of unsurety right after they buy.

When you create a welcome that reassures them that they're in the right place. This is where you're supposed to be. You're exactly in the right place. We can't wait to dive in and get started with you. Just that welcome of making them feel

safe and welcomed and loved and wanted is going to go a long way in the retention of your programs in diminishing those refund requests.

The second thing that you need to do after they buy is to make sure that they have a clear explanation of the next step or an overview of the path that's going to take them through the course of the transformation. And this is important because we fear the things we don't understand. And so if you can give them a clear next step, right? When they join, you're taking away some of that uncertainty that makes a fearful new thing that they're embarking on and you're able to give them the confidence to take that next step by laying it out here's what you do next, here's what will happen then. Here's how it will look as we move through the program and give them that clear path to the transformation.

And this is something that we go over in detail in our master teacher accelerator program. And in our course formula program, helps you design that path to success or that path to the transformation in such a way that not only lays it out clearly but also makes it fun for them and allows them a chance to potentially earn rewards or to get different things along the way that helped him mark those milestones as they're moving through this program.

Number three of what to include after they buy is the details of how to log in, where to find the student materials you wouldn't believe how many people forget that this is one of the most important things that your people need right after they buy-in. It seems like common sense and yet it's so often overlooked. You don't want to have your customer or client coming back to you and saying, what's next? Don't allow them to even get to that question. You supply that answer in advance so, again, it becomes part of this reassuring process that you've got them covered you've got their back here's how to log in, here's where to find your materials, here's what to do next.

And that leads us to number four, which is the schedule the time table none of us like to sign up for things that we don't know how long it will take that is part of how we are built, how we are wired we want to know the schedule. We want to know what is expected, where am I supposed to be at what time? how long will this take me to get to the transformation? How much time are you going to have to put into this, to get there? And so giving them a schedule or a timetable, especially when it's a done with you program where there are live calls or meetings or one-on-ones or anything of that sort. So make sure that you've included that as something in the program.

Number five, you also need to include how they can contact you because invariably you, as detailed as you think you are probably will not answer every

single question that they have. And so giving them a way to contact you takes away some of that fear because they know if there's anything they need, they can contact you and get their question answered. Also, it enhances the trust a lot of times we buy into things and if, especially when there has been a risk reversal or a guarantee of some sort and we get in there and then like, there is no way to contact anybody, period. Whether I have a question or whether I do want a refund and I just can't find the contact information, don't make your people struggle for that by providing it upfront by being very open about how to contact your team.

If they have a question or need help, you are helping to build that trust and that confidence that, Hey, look, these people have nothing to hide. They're not trying to pull something over me and it will go a long way toward building trust with your people.

The sixth thing that you need to have in welcoming your people to your course is how would you submit their work for feedback if this applies? And I say if this applies because, in some of your do-it-yourself programs, you may not need them to submit work for feedback. It may just be, do X get Z, you know, but if there is something that they need to have your feedback on your approval on. Maybe there's a quiz that they're going to, take, to test their knowledge and get their certification, something like that. You need to explain to them how to submit that work when it will happen, and how they will know about their results.

How does that come back to them? All of that information should be made clear after they buy because again, it takes away the fear, builds trust, and it helps them to know what is expected of them. Someone who does not know what is expected is going to be much more likely to fail or not get to the transformation than someone who does know the expectations and they are laid out for them.

And then finally, the seventh thing that you need to do for your people after they buy is to let them know how they will know that they have reached the transformation. What happens to know that I've completed this course, is it when I complete the sixth module, or is it when I submit this form and earn my certificate? Is it after we have a graduation call? Is it when I receive a certificate in the mail? Is it when I have turned in such and such a project? Let them know how they will know when they've reached the transformation when they have accomplished enough to have gotten the transformation that they signed up for you to get.

Alright and again, we're not thinking so much about the stuff, the stuff is indicative of them reaching that milestone, but the stuff is not the transformation. And so also be thinking about, you will know that you have done this when and then explain how will their life look different? How will their thinking be different? How will their days be different? How are the relationships different? You will know you've got this transformation when and when you do acts, we will also reward you with Z or whatever the case may be. However, you plan to close out that experience and reassure them that they have in fact, completed the course and reach that transformation.

It's a very important expectation to set because you are reinforcing this identity or this group identity of people like us doing things like this. This is how you will do it go through the program, this is what's expected of you this is what you can expect from us. This is how you'll know you have completed and moved into the alumni category or the graduate category for this particular program.

If you will do those seven things for your students after they have completed the purchase of your course or program, you are well on your way to increasing dramatically your success rates for your students and giving them an experience that they will rave about for years to come.

I hope that was helpful Leave me a note if there's a question you have leave us a review and let us know what else you would like to hear about as it pertains to your online courses and making successful experiences for your people. And we'll be back again in the next episode.

So I'm Katie, the corner 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 foryoursuccesspodcast.com and until next time remember my friend your message matters.