S2: E205: Ditching Social Media & Selling Your Smarts

Hello and welcome back to the Make Your Message a Movement podcast. This is your host, Tiffany Neuman, and I am thrilled to bring a super special guest on today, John Meese. John and I met at the KIT Conference this past year, and as soon as we met, I was like, oh my gosh, we have so much in common. We need to— we almost have the same ideal clients. We talk about a lot of the same things. However, we do completely different work in the world. So John is on a mission to steward wisdom by helping you smell— smell— sell. By the way, if you're new to this podcast, we do not edit because we are 100% human. So when I say things like smell, we will shift it and I will just correct myself. So John helps you sell your smarts without losing your soul or your Saturdays. He is the best-selling author of a brand new sold-out coach book, Serve to Sell, and father of 5 boys living life on island time in Puerto Rico. I love that bio, John. So welcome to the show. So glad to have you here today.

Thank you. And I have a funny story about the smell fumble. Can I share that real quick?

Absolutely, please do.

Yeah, so my business is called Sell Your Smarts, like sellyoursmarts.co. We would have .com, but you know. someone's always sitting on it. But regardless, so once I was doing a summit and I thought it'd be fun to like record because it was an audio-only summit, I thought it'd be fun to have my kids record the intro of like, you know, listen to John Mies, like founder of Sell Your Smarts. But one of them accidentally said smell your smarts. So the next person, the next kid, because I had 4 kids recording the message, the next kid said smell your farts.

Oh, nice.

So then they went and bought, then they went and bought smellyourfarts.com. And then this last Sunday I had a meeting with an experienced like VC startup founder who like raised $25 million for his company. He's doing big things and we had a lunch meeting to talk about building an app together, honestly. And one of my kids was like, I have a question for you. He's like, what do I do with smellyyourfarts.com? Because I've been sitting on this domain for so long. He was like, I don't know what to tell you. So, yes, they're, they're, they're right now, the going plan is to create a parody of my newsletter that's just my kids telling jokes. That's the current running idea.

Oh my gosh, that's hilarious. Now I'm happy I did it because we had a fun story. And that's, I'm assuming, what happens with 5 boys in the house. You all start ending Up owning smellyourfarts.com.

100%. Yeah, I was a little surprised it was available, and then I thought, no, actually I'm not surprised.

Amazing. So, uh, let's go into a little bit about your background briefly before we get into all the gold today, because you have a pretty incredible background. You used to serve more high-level 7 to 8 figure entrepreneurs. You've been in the game and the online business world for quite a while. So why don't you tell us kind of where you started and then who you primarily serve today, just so the audience has context? Sure.

Happy to. Well, so I grew up, I mean, it's hard to figure out where to start the story. It always is. But I'll tell you this, I grew up hungry in a house that was falling apart where you had to flush the toilet with a bucket of water, and the walls were unpainted, and whoever ate the fastest got the most food. But I grew up also living in Williamson County, which at the time was the 10th richest county in the US. So I was constantly surrounded by opulence and living in squalor. And that kind of formed my worldview. I was really confused by that. It led to what my therapist calls a He doesn't call it an obsession. He calls it a healthy instinct or a natural instinct. I think is what he said. Sorry. He calls it— my therapist calls it a natural instinct that I then became pretty obsessed with. How do people make money? So I got a degree in economics, so I understand how money works on like a macro level. And then I worked for an economics research lab and then I started just studying what are people doing on this internet thing where people seem to be making money on the internet?

What's that about? So I started a blog at this point. This is probably, you know, 14, 15 years ago where I first— it wasn't a business yet. It was just me blogging about like things I was learning about how people were building online business. And then I was working for a nonprofit straight out of college and it turns out I'm more wired for for-profit. So I love the mission of the organization, but the pace they moved at was a little difficult for me.

Sure.

Yeah. So ultimately decided I was ready to leave that and do something else. And that's when I did my first online course launch. That was an experiment in making money online saying like, hey, the stuff that I learned, like, did it work? And so it did. I made $10,000 in 10 days. And at the time my annual salary was $28,000. So that was a lot of money, you know?

Absolutely.

And my, yeah, and my wife was pregnant with our firstborn son, uh, who was a teacher and did not want to go back to teaching full-time. Uh, she was like, great, do more of that. Um, so that's, that's how I started. So, um, so I started doing my own course launches and, uh, then I also had people asking me, what are you doing? Because I just would document everything. And they were like, could you do that for me? I was like, I mean, I guess. And so they're like, we'll pay you. I was like, oh, definitely. And so then I, that's kind of how I actually sort of accidentally built an online marketing consulting business. And then I had an opportunity to work with Michael Hyatt, who at the time was, well, I mean, he still is a New York Times bestselling author, massively influential in the industry, especially like 10 years ago. And so in 2017, I got a chance to work with him and run a multimillion-dollar business called Platform University for a few years where we trained smart professionals on how to build a, what we called a, uh, a plat— to be a platform builder, to build a platform business at the time.

It's before we were saying creator. At the time people were saying, maybe they were saying influencer. We were saying no, platform builder. You know, that's a long time ago. It feels like forever ago. But yeah, so, so I then after that I did fractional CMO consulting for a while. Um, I was behind the scenes in businesses that are doing $2 to $20 million a year in revenue. Um, and that was, it was good work there, but I got I kept thinking back to Platform University where we had 20,000 students that went through our online membership. And of those 20,000 students, we had dozens of amazing case studies. And that's a big gap.

Hmm.

And that really bothered me. I was like, okay, we had 20,000 students, we had dozens of amazing case studies. What are we doing wrong? Because these are people who are coming, these were like lawyers, uh, therapists, doctors, nutritionists, people had spent decades in corporate. These were like really educated people, smart people coming online, and then they were trying to use the same playbook that 17-year-old TikTok influencers use to build an online business, and it wasn't working. And so most people just gave up. They either burnt out or went broke and walked away from it. So that's what launched my really current business in 2020, was to call in and say like, how do we help people who have decades of experience in their industry build a meaningful authority business where they can make the world a better place? where they can get paid well for doing meaningful work. And that's what I do now.

Amazing. Yeah, thank you. I think it's just wonderful for people to hear kind of your background and context. And I only interview and work with and partner with people who have been around and are true experts. So I think that's really important for people to know. And if you've been listening for any sort of time, you heard John mention the authority piece, which is what I talk about all the time. So that's one thing that we really bonded over. And it's like we do similar work. And of course, I help a lot of my clients with some strategy, but I'm not the person who's like, okay, this is how you do the coaching things and this is how you do the sales calls. I really set the stage to bring the authority in through the website, the messaging, you know, how do you bring and codify your work? How do you create an ecosystem with your work? Those types of things. So there's so much overlap, but really We work with the same people on different things. So I think the first thing that would be really great, and, and we have kind of all type walks of business owner listening to the podcast from people who I don't really typically serve people who are brand new, but just for context for you, John, a lot of people, you know, like you said, they, they may be coming out of corporate.

They have the expertise. They want to dive in and really make their message a movement, as I call it, quickly. All the way to 7 and 8-figure entrepreneurs. So let's start with the first. You know, if someone wants to reach one-to-many, maybe they've been doing some one-on-one coaching or they want to take what they were doing in corporate or something new and really dial it in and become that sold-out coach quickly. What are a few things that you would say to that type of person?

Oh, I love this question because that's really kind of why I wrote the book Sold Out Coaches, to solve that problem that you're describing, which is A lot of people think the way to go from one-to-one to one-to-many is to create like a $17 ebook or a $47 course and to start selling that. But you run into 2 problems really quick. This is where I see most really smart professionals just fall on their face. The 2 problems you run into, the first is if you've spent your career serving people one-on-one, either coaching or freelancing or consulting or in a job, there's a specific way you're used to communicating that is 100% different than when you're communicating one-to-many, when you're trying to communicate the value of something. And so the first problem is that a lot of people create a one-to-many product that's just, it's not positioned right to get your target client's attention. You may be right, you may be creating something that's really useful, but if you don't get their attention, they don't care. And it's tough to test that, right? It's tough because you create a whole sales page and a whole campaign, a whole webinar campaign, and then it either succeeds or it fails.

And there's, it's really high stakes. And so that's one reason it doesn't work. The second reason it doesn't work is that to be financially successful, to, for your business to be financially

successful from like an online course or an ebook or something like that, you have to have a lot of customers, hundreds or thousands of customers. But today, right now, your business has the smallest audience and the least amount of customers it will ever have.

Ever.

And so what I realized was we were doing it backwards because people would go like, I'm going to create like a $17 ebook and then a $47 course and then a $500 a year membership. And then one day I'll create a high-ticket group coaching program and I'll charge a couple thousand dollars or $10,000 or whatever that is. But most people never got to one day. And so we just flip it. So my advice is always, if you want to go one-to-many, start by going one-to-few. Design a program where we're looking to just enroll 5 clients at a time. You know, you're looking, your first group, usually what I recommend is you're going, I want to look for 5 clients who are willing to pay me $2,000 for a 60-day program where we're going to meet together once a week for 90 days. Now that wet clay model that I just put, we call it a wet clay model because you can mold it. Like it's not set in stone, but that already, those constraints help you dial in what exactly your offer is going to be. And now you get to test how you talk about your offer.

In live conversations with those 5 potential clients. So you get immediate live feedback on like, am I hitting the pulse or not before you ever write a sales page? So that's why it works.

Love that so much. And I can't tell you how many people I've come in with, you know, like, let's build the website and the brand and I'm going to build this course with 20 modules, or they have already built it.

Yeah.

And they haven't sold it yet or tested it. And I'm like, oh no, like that could work. But courses really, as we all know, are not selling like they used to. But there's no way to test it. And then they wonder why they get crickets. So I love this advice. And it's always what I tell people too is like, start with a beta, start with something small, and then you can go from there. So that's That's incredible.

Yeah. Could I, could I just add one more benefit there, Tiffany?

Yeah, absolutely.

So you and I both love that we're trying to help people build their authority online, right? And so there are a lot of things you can do in your life or your business that communicate that you are an authority that people can trust you, right? And there's the big things, right? Like you could be a bestselling author, you could have worked for some really well-known company and you could have that logo on your website. But another reason why I love now helping people create your own sold-out group coaching program is it's actually one of the simplest authority markers to earn is to have a sold-out program. Because if you design it from the beginning where your goal is to get 5 clients to pay you $2,000, once you have those 5 clients, yes, you earn $10,000. That's nice. We like that. And you get to work closely with those people. But even more than that, now you're a sold-out coach and people want what they can't have. And so now all of a sudden you are in a place of natural automatic authority. You don't have to tell people, hey, I'm an authority, trust me.

You don't have to mention this program is sold out and people start saying, well, when are you going to do it again? What's that? I want to know more. And they start treating you like an authority. It immediately elevates everything you do so everyone else treats you more seriously.

Oh, so good. Sort of similar to what we do on websites with waitlists. When you have that, you can also start a waitlist very early. It doesn't mean that you have millions of people lined up, but you can start a waitlist and it has that same like authority builder baked in. So, so good. So you also talk about how group coaching is the simplest way to get paid for your advice, which I love that framing of it because I think, you know, there's so many people I talk to that especially coming from corporate and kind of making that shift, or maybe they've been in business a few years and they're starting to get sick of people being like, can I pick your brain? They know, people know that they have value, but they haven't really settled it into A really viable offer in a sense.

Yeah, exactly. I think that that's really— my business is called Sell Your Smarts because that's the idea is like to take what you've got in your head and learn how to sell that. It's very different from selling effort. Like if you do a job or even if you take a freelance or consulting job where you're doing a thing for someone, I mean, even Tiffany, you know, like a website design project, there's one side of website, like that's one side of the advice, right? Where you're helping people guide through. Hey, I'm gonna walk you through and talk you through what you should do. There's the other side of like building the website. That's more selling effort.

Actually doing the effort. Yes.

Yes. They're really, there's totally different sales strategies that are required to sell those 2 different things. And when you're selling like a course or a membership site or a book or a mastermind, you are selling advice. But again, it requires a new skillset, right? You can't sell it the way you sell effort. You can't sell it with deliverables or like, here's what it looks like when you're done, right? Because a lot of times what it looks like is I'm gonna tell you a bunch of words and you're gonna listen and take notes, and then hopefully things are gonna change in your life. And it's like, That's, that's not a great sales pitch, you know? And so, um, so one thing I like about group coaching is it allows you to say, okay, I think what you want is this. And so you gotta start by getting clear, a really clear promise. Um, but let me just give you an example of where that sometimes changes. I was just talking to a new client yesterday. Uh, his name is Isaac Beachy, and him and his wife created a group coaching program this year. Uh, they went through my group coaching program, Sold Out Coach Club, and they created a program to help wedding photographers.

So pretty specific already. And they said, hey, we wanna help you double your rates without chasing down brides, which I kind of love that promise. Like, that's just so specific. I love it.

Very good.

But then what they found is that as they were enrolling people in their program, some people were like, oh yeah, that's what I wanna do. I do wanna kind of double my rates. But other people were saying, hey, we noticed on Instagram that you guys are traveling less, you guys are taking less weddings. And, and also not just that, but you've mentioned offhand how you have all these backend systems that cut down all the time to like edit photos and deliver things to clients. Can we learn more about that? Right. So that was not in his outline, right? If he had created a 20-module course, it would not have been in there.

Totally.

But it became clear that like a lot of clients want this. And so when you're doing this live, you get to find out what advice people value and just immediately go, sure. In fact, next week that's what we're gonna cover, right? And then you just do that.

So good. So, okay, so that's for people moving, you know, into that phase, maybe one-to-many and doing that in your brilliant way, which I love so much. What would some top tips— now, if we move the needle a little bit, maybe somebody who's been in business already kind of serving one-to-many, maybe, you know, they used to have courses and that's not working as much anymore. They really want to dial in and become a sold-out coach in a different capacity. Like,

what are some quick tips that we could give, you know, those people who've been around or just are Kind of further along in their business?

Yeah, I love that you brought this up because I think that there's a— first, we got to reframe a little bit of why are we doing it? Because there are some people who try to create massive group coaching programs that just generate like boos and money. And I mean, I have clients who make $1 million a year in revenue just from their group coaching program. So I don't have a problem making money. But I do think one of the most valuable things in your business long term for having a group coaching program is for you to have this essentially like highly paid research lab where you get to test concepts with your best clients, with your superfans that then later can become other products. So every one of my books has actually come out of my group coaching program. My last book, Sold Not Coached, it's literally the playbook that I've been teaching for the last 5 years in book form. And so it's tested, it's refined. And so I think a lot of times people miss that fact. I've worked with some people who've come in who were even skeptical about doing the group coaching thing and discovered that they actually fell back in love with their audience because they'd had this like business for so many years.

They'd kind of like lost sight of who exactly they were serving. Like, yeah, they knew they had tens of thousands of email subscribers or thousands of customers, but having a group coaching program where now all of a sudden you have these super fans who are paying a premium to work closely with you. And I say a premium, I said, I mentioned earlier to start at $2,000, but many of my clients grow that price gradually from $2,000 to $4,000 to $5,000 to $10,000. I have clients who charge as much as $30,000. for group coaching or masterminds. So this is meaningful money, but it becomes honestly my favorite part of my business is working closely with these people that help me have a relationship with the thousands of other people who follow me. Because we can't really get to know all thousands or tens of thousands of people who follow you. But if you can get to know a group of 10 or 12 at a time and serve them really well, you're never going to lose touch or sight of what's going on Um, elsewise. Yeah, yeah, exactly. And, but, but tactically, because I know that's— I'm sure there's someone thinking, okay, John, but yes, but tactically, what should I do?

I'm like, okay. I will say some of my greatest success has been helping people delete all the complicated funnels. And I love that you talked about this on your podcast recently, Tiffany, in your episode about the golden thread. You talked about how, like, mapping out, like, the funnel, like, it can look really pretty on a whiteboard or paper, but it can actually get in the way.

Absolutely.

Of a client setting up.

So much time. And then it's like building the 20-module course, you know, before anything's tested and proven.

Yes. So my preference with an immediate launch, and I've done this now with lists that are, you know, 50,000 or 100,000 email subscribers where it's like, hey, we're just going to send an email. My favorite type of hand raiser is called the 1 to 10x email. Russell Nolte, who I also met at Craft and Commerce, did this. We just did this together. We actually did a video series Where we like wrote the email and sent it live. So that's, that was high risk and it was cool. It was cool. It's a little nerve-wracking, but he did get sold out. So it worked. It worked, you know? But literally the first email he sent, if I can remember it, I think it was, would you like to write a single story that turns your subscribers into super fans who are more likely to buy?

That's the whole email. Hmm.

That's the whole email. And the subject line, by the way, is quick question. So this is called the 1 to 10x email. There's actually a couple of these templates that are in the book, but also in general, there's a lot of these hand raisers that I use of getting people to reply even on huge lists where it's like, yeah, let's do this. Because now all of a sudden, people, the bigger your audience is, the more far off you appear because you're naturally writing to thousands and thousands of people. And so when you write an email like this, it's written to one person and saying, hey, do you want this? And they reply. Sometimes they're a little confused. They're like, I mean, are you okay? Yeah, yeah, I do want that.

Are you talking to me?

Are you talking to me? You know, and that's what you want because you just— it's one of the core principles that works today in selling high-ticket products is to close the gap between you and your target client. Close the gap as much as possible because marketing creates a gap, right? Like normally the gap is like, you know, someone signs up for your list and they get an email and an email says, click here to learn about my program. They get to the program page, maybe they watch the video, maybe they scroll down, maybe they don't. They get another email about it. Maybe they show up to a webinar. There's all these steps before they ever, not just before they talk to you, before they ever really have an interaction with you. It's like, there's like sometimes as many as 20 things they have to do before they ever really talk to you. And so when you send an email like this and someone replies, it's a pattern interrupt and it closes the gap and it makes it so much easier to invite somebody in if they're a good fit. So yeah, that's

honestly, there's a, I'm sure a lot more we could talk about there, but that's the place where I'd start.

Oh, love that. It's a great tip. Okay, so something else we have to talk about is, because we are very similar in this as well, um, I talk about being social media optional. You, um, have zero social media, and neither one of us have ever used paid ads. And so similarly, you earned your first million that in that way. So did I. I have been on social in the past, and I'm— I dabble in it, so I can't say no social media. So even you took it a foot a step farther and went zero social media or have been zero social media. So I know my audience loves hearing about this because most of them, you know, as thought leaders, as aspiring authorities, we want to spend our time serving our clients and making a difference in the world, not dancing on TikTok and doing other silly things. Now, of course, that doesn't mean no marketing, but I just love to hear your perspective on this and, and how it's worked for you. I talk about it and how it's worked for myself, but I really just want people to hear that it's possible. I think we've been told for so long that you have to be on every platform and you have to be creating content all the time.

And it's— some people, if that's your jam, go for it, but you don't have to go that route.

Yeah, I have no problem with dancing or singing. I just want to do that with my kids, you know, like, I don't— and I don't want to be like a— I don't want to be like a— I don't want to be a, you know, a jester, like doing that for business reasons to get someone's attention or a puppet. Yeah. Yeah. So I did have social media at one point in time. I was never famous at it and I was never good at it, but I did delete it because of exactly what you just said. At first, I was social media agnostic and I was like, hey, it's optional. It's not required. And people kept being like, yeah, yeah, but everybody's got to do it. And so then I just kind of got fed up with that one day. I was like, no, I'm going to prove you can just delete all of it. Again, talking about authority play, going from a few thousand followers to zero, That was a huge upgrade in my authority, right? Because people were like, wait, you have zero followers on social media? I'm like, yeah, delete them all.

But it's such a good reminder that, you know, people buy into those vanity metrics and yeah, you know, it's just, it doesn't really mean anything.

Yeah, exactly. So I think it's been 10 years since I've had a social media account. I did do a LinkedIn experiment briefly and then immediately regretted it and deleted that. So, but again, I haven't really had, yeah. So I've been on social media for a long time and I mean, occasionally I miss out on things, but I was just in the car with a friend and he was asking me what I thought

about so-and-so. I don't want to name names, but some big viral thing that's going on in the news that's really dramatic. And I was like, who? He's like, how do you—

you don't—

how do you— he would just flabbergast me that I didn't know about the latest crisis of public opinion.

I'm the same way.

Yeah. So I actually wrote about this in my first book, Survive and Thrive, about what I observed is what I call a social media visibility bias. And it's a really natural thing. thing, which is that as humans, we're wired biologically that if we see someone who has something that we want, we try to copy them. We emulate them. It's this natural thing, right? So we look at, like, you think about an old village, like a medieval village or something like that, and you look over and you're like, wow, that guy's got a really nice field. His wheat grows. I'm going to butcher this metaphor, but his wheat is just the best, right? What is he doing? Okay, well, it turns out he actually, the time of day that he waters it or when he harvests, I'm going to try to what he does. That's a very natural instinct. So what happens is you find— you decide that you want to build an online business and you start looking around for role models. You say, okay, who do I want to— what do I want to do? And you find a couple people that you're like, oh, I like what they're doing.

I like that. I want— I want to be like them. It's a very natural primal instinct. You go, I want to be like them.

You're probably subconsciously not even realizing you're doing it, right?

Exactly. Exactly. Yes. And what happens is the only thing you can see is their social media activity. The only thing you can see is that they are active on social media and they're successful. Therefore, to be successful, you must be active on social media. You can't see how big their email list is. You can't see if they're running paid ads. You can't see their SEO strategy or AEO or whatever we're calling it these days. You can't see their— if they have a sales team, like you can't see the vast majority of their business.

The events they're going to, the people they're partnering with, all those things.

Exactly. their text threads with potential clients or business partners, right? Like, you can't see all those things. The only thing you can see is their social media activity. And so it creates this

visibility bias where we subconsciously attribute all their success to this one thing we can see. But that's such a tiny percent of the whole thing. And everybody, by the way, falls into this trap because when I was a fractional CMO working with businesses doing between $2 to $20 million a year in revenue from online education, I was in the executive team meetings when the CEO would say, okay, what's our TikTok strategy? And we would say, and I would be saying like, okay, tell me more about this. Why TikTok? They're like, well, it's just, we got it. We got it. I'm like, maybe, but let's just look at the stats about where all our sales are coming from. Did you know we've never had an SEO strategy in this company, but last year we made $2 million just from SEO? Maybe we should do more of that.

Maybe we should double down on what's working.

Exactly. Um, it's like right now I'm doing a little bit on YouTube. I would— I'm not doing shorts or anything like that. I'm doing— apparently they're called longs. I just learned that yesterday. I guess that makes sense, right? Like not shorts, but longs. Short and long.

Yes.

Yeah. You can see I'm like sometimes a little slow to pick up on terminology because I'm not on the social media, but I'm doing a few of those because I did 2 videos last year that each made me over $100,000 in revenue. Once was, was I was on Nathan Barry's podcast and that interview, we videoed, we, we, the podcast itself went well, but the video I made $100,000 in the first 2 weeks after that came out from new clients. And then once was I did a private workshop with some potential clients and it was just like a Zoom call and it was like 2 hours long of like, it's Q&A. And when I went to send the replay, normally I would send them like an unlisted video. Instead, I sort of like absentmindedly just left it public. But like, I didn't have a, there's no followers on my YouTube channel. It just exists, right? That went on to get 4,000 views and that one video led to another $100,000 in sales. And then I was like, okay, So now I'm paying attention. Now I'm like, maybe because we just made a couple hundred thousand dollars from YouTube from 2 videos that I sort of accidentally did, maybe we should do some on purpose and see what happens.

Maybe we can see. Yeah, exactly. Yeah, I love that too. Like, strategy can be strategy, but then it's also partly paying attention to things like that— happy accidents and like, oh, this could work, you know? I love that so much. Amazing. Well, as we wrap up, I would love for you to share, you know, if somebody's hearing this Obviously, they can buy your new book, Sold Out Coach. But since you're not on social media, where is the best place to connect with you these

days? And then you also have a quiz that's available for people to find out if they're ready to launch a sold-out group coaching program.

Yes, the best place to connect with me is over email. I guess you can find me on YouTube. I think I have— I think I'm up to 300 subscribers now. So you could be, you know, the next— you could maybe help me get to 400. Yeah, 3 of the 2. You're welcome to look me up there. But no, I mean, generally most of my interactions with people that I help are over email. So I would say you can just go to sellyoursmarts.co and contact me there. But what you mentioned also was this resource that I created that I'd love to give away that I think, I hope it's useful because if you hear any of this and you're like, okay, maybe I want to do a group coaching program, maybe not. Maybe I'm curious, how much can I earn from group coaching actually? That's something we didn't really dive deep into is what are the ranges of what's possible. Well, okay, the ranges of what's possible is I have clients doing $10,000 a month and clients doing $100,000 a month. So there, there's no lead magnet there. That's just like, that's just the truth. But if you want to know in your situation what I think you're prepared to earn and whether or not you're ready to launch your own sold-out group coaching program, you just go to soldoutquiz.com. So soldoutquiz.com. And when you do that, you'll answer 5 questions.

You'll get an instant score on how ready you are to launch a group coaching program, as well as advice from me on what do you need to do Uh, if you're not ready, right? So if there's something missing, it's like, hey, you just gotta do this one thing that's right there. And you'll also get a bonus crash course on how to earn $10,000 per month group coaching 90 minutes per week. So that's soldoutquiz.com.

All right, amazing. And thank you for bringing that context in because I think sometimes people have ideas of like what a group coaching program is and just that there is such a big range for people. and/or you can start at $10,000 and work your way up. I think it's really important for people to know.

Mm-hmm.

Um, and you know, we've been taught there has to be that ascension model like you talked about earlier, and like these stair steps and all these offers. And sometimes that's the case for certain people, but I love your method is so simple and easy. And I feel like that's just kind of where everybody's at. We've been through a lot, um, in the world over the past 10 years, and I think people are just ready for like simplicity. really being of service, doing their best work. And, uh, you know, group coaching programs like this is such a smart way to do that and build the authority like we talked about. So yeah, I'll put all of those links, uh, down in the show notes for

everyone listening. Make sure to grab those. Um, reach out to John if you'd like, grab the quiz. And I have one last question for you as we wrap, John. So as you know, the name of the company is Your Legacy Brand. So what does legacy mean to you? And I forgot to prep you on this, so you're on the spot.

That's okay. Uh, I think about this a lot actually. Um, cuz legacy to me, legacy means what's the impact I'm happening— I'm having 2 generations from now when I think about my family, right? So I'm always thinking about what am I doing that's gonna benefit my grandkids. Um, but I actually do the same thing with clients. Uh, when I think about legacy is that we like our clients. Don't get me wrong, if you become a client, we like you. We love our grand clients. Like we talk about that internally, like the clients of our clients, they have no idea who I am, right? But like my team and I get so excited when we hear about somebody whose marriage was saved or whose health was saved or whose life was changed or their business doubled because they learned from one of our clients. Because all of my— because I help the helpers. And so all of my clients have their own clients and those are, I consider them my grand clients. They don't know who I am. That's okay. So that's when I think about legacy, that's what I get excited about is like that second degree.

Impact.

Oh, we are so on the same page as always, John, because I talk about the ripple effect. Same thing. I, I do not care to serve millions of people, but when we— I love that— serve the helpers, it creates that enormous ripple effect in the world. Well, thank you again so much for being here, John. It was such a pleasure as always. Everyone, I hope you enjoyed this episode, and we will see you next week on Make Your Message a Movement. Thank you.

Keep up the good work.