

Welcome to. So here's the thing, the podcast for small business owners, entrepreneurs, and creative educators who are ready to take their business to the next level through candid conversations, tactical approaches, and a few unpopular opinions. We're lifting the veil on what it takes to build both a life and a business that you love.

I'm your host, Laylee Emadi a coach for creatives and founder of the Creative Educator Conference, where we're on a mission to help entrepreneurs step into the role of industry leaders and educators. I'm so glad that you're here. Today's episode is brought to you by the Educators Lounge, the membership for creative educators looking to become industry leaders.

If you want to join us, get your first 10 days free at [Layleeemadi.com](http://Layleeemadi.com) with the code podcast. Now let's jump into today's episode. Are people still buying courses? still investing in their education as creative entrepreneurs? The answer is yes. And welcome to this week's snack sized episode. I'm going to be talking this week about a purchase that I just made yesterday.

I joined a membership after watching a sales webinar, and I want to break down for you a little bit of how it opened my eyes and reshifted my mindset around not only the concept of the webinar sales model, but also the fact that I can say as a purchaser that people are still making these investments.

Now, though, there's so much nuance to this topic of how people are buying the sales psychology behind it, the patterns of behavior when it comes to actually making purchases. But because we have just five minutes or less on this episode, I'm going to break down. Some things that I noticed while I was making my purchase as well as things that stood out to me that had been Mindset blocks in my own mind as somebody who makes a living teaching educators not only how to actually create their education and hone in on their craft as an educator, but also how to become a profitable educator who is selling and monetizing their knowledge.

Well, and so I think that this is just like a really important thing to talk about while it's still fresh in my mind. So I want to first preface this by saying I watched the sales webinar by somebody who I am not an active member in their community. So this is a brand new educator to me, not brand new in the fact that I haven't ever heard of them.

I've heard of this person. They've been, You know, in and around my mind, my, like on my feed for a couple of years, but their offer wasn't anything that I ever needed or wanted at the time until I am currently on a working retreat. I'm not in

my home right now. I'm in a hotel room and I was like, you know, I have some extra time.

This person is doing a live. Masterclass. Let me go see what they have to teach. Let me go see what they have to learn. I love learning. I love taking an education and continuing education where I can. And I had time here. So I said, okay, I'll, I'll jump in and I'll watch this, this webinar and hope that I get something out of it.

Well, let me tell you this educator gave no like education in this webinar. It was not a masterclass. It was truly a sales webinar, even though it wasn't advertised to be that way. Obviously I know the tricks of the trade. I understand that it was a sales pitch. It was truly the, what kind of transformation can you expect from this program?

Here's some success stories. Here's what you can expect to learn. Here's what you can expect to walk away with. And you would think that that would be. Like a turnoff for me. I, I have always been under the impression and I still am. I mean, granted, I still stand behind this that I believe that a masterclass or workshop should have really good takeaways.

It should be quality education that you're giving the people who are giving you their time. However, this was not that, but you know what she did, right? Was she really gave me. Exactly what I needed to hear that I could walk away achieving at the end. So her messaging was so clear, so concise, and so targeted in to the person she was talking to, which was me in this situation.

And of course, there are going to be people on that webinar who didn't buy because the messaging didn't hit them exactly where they needed to be, but it did get to me. And so that's what I really want to hone in on on this little bite sized episode is that If you can get your messaging clear and you know exactly who you want to work with and exactly who needs to take your offer, whether it's a course, a membership, a coaching, one on one, a conference, a retreat, whatever it is, if you know who that person is and you can make your messaging crystal clear to that person, it doesn't matter.

What sales vehicle you use, if it's a webinar, if it's an interest call, if it's an email sequence, whatever it is, if you get that messaging right and you hit the person exactly the right person at the right time, you will make the sale. And this might sound obvious to some of you, but if you're anything like me and you are living and breathing Education and the, in the industry, sometimes it feels just so

inundating with like so many different messages and so many different sales tactics that you start to think are people burnt out?

Are people still buying? And when you do my job working with educators, my clients are constantly asking me like. Do I create this thing? Is it worth putting my time in? Is it worth putting the effort in to create education when the industry is so noisy and so burnt out? And I am here to tell you with absolute certainty at this point, it is worth it because I didn't need this offer two years ago, one year ago, I needed this offer today.

I needed this offer yesterday when I watched the webinar. And because of that and converted, Because of that, it made the sale. They made the sale. They got me. And I am here to tell you that you can do that exact same thing that somebody is going to benefit from your knowledge, your know how, your expertise.

It might take a minute to get to the right person. It might take some trial and error in your messaging. It might take some time for that person to get to the point that they need to be in in order to invest in you, but it will happen. And it is such a win win. Honestly, this is what's beautiful about the education industry.

This is my quick tangent, but the beauty of it that I talk about all the time, the ripple effect that's like woven into my brand and into my identity, the ripple effect that you have worked so hard about something you're passionate about, you're putting that together to share with somebody else and it is helping them and impacting them.

And my hope is that what I invested in yesterday is going to impact me and help me and that educator is then going to have the biggest win. Because I will have the biggest win. So I wanted to give you that encouragement today to give you a little bit of insight about my mindset shift that I experienced yesterday.

I hope that it helps open up your mind as well and give you some comfort and peace in knowing that what you're doing, even if it takes a minute to grow, patience is important and so beautiful. And you can absolutely, absolutely make the sale. Work on that messaging and keep going, keep moving forward, keep showing up and know who your person is and how you want to serve them.

And they will buy. See you guys on next week's full size episode. Cannot wait for show notes and resources mentioned on today's episode, head to. So here's the thing [podcast.com](http://podcast.com). This episode is brought to you by the educators lounge where rising educators become industry leaders. Come join us. If you're looking

for community resources and opportunities that will take your educational offerings to the next level.

Thanks so much for listening and I'll catch you on the next episode.