

EPISODE 94

[INTRODUCTION]

[00:00:04.1] ANNOUNCER: Welcome to the Creative Empire Podcast. Each week, Reina Pomeroy, the life and biz success coach, and Christina Scalera, the attorney for creatives, are taking you up close and personal with successful influencers in the creative community and tackling your biggest business hurdles. Their mission is to help you, creative entrepreneurs, think beyond your daily biz so you can make the brave decisions that build your Creative Empire.

[INTERVIEW]

[0:00:35.9] RP: Welcome back to another episode of the Creative Empire Podcast. It's Reina here with Christina and today we have Jessica Stansberry who is the Jessica behind Hey Jessica, an online content machine dedicated to helping online entrepreneurs figure out how to do all the scary tech bits that's involved in running businesses, right? That's the stuff I hate.

Jessica has spent the first five years of her entrepreneurial journey as a web designer, which is why her websites are so pretty and has really morphed into an infopreneur selling courses as her main source of income. She's also a podcast cohost and you can find her on the All Up In Your Lady Business Podcast.

Welcome Jessica.

[0:01:12.6] JS: Thank you. Thank you for having me and thank you for saying the podcast name right. We have decided that regardless of how many times we write it down for people, people always say it wrong. Always. It's just different. Sometimes it's "All Up Her Lady Business", sometimes it's "All Up In The Business". Like no, you got to get the lady in there, that doesn't make any sense!

Yeah, we're just going to do one of those subliminal messages where it's like, "All Up In Your Lady Business, All Up In Your Lady Business."

[0:01:40.4] RP: All the time. Well, I was one of your earlier guests so I feel like there's a lot of kinship and love with it.

[0:01:48.4] JS: Yes, I know, I love it!

[0:01:50.3] RP: Awesome. So we are diving in today because you have done such cool things in your business. Well first of all, let's talk a little bit about what you're doing now. Tell us, give us the scoop.

[0:02:01.3] JS: Sure. I have officially started always saying "no" to design work, which it feels really good because as I was transitioning to the infopreneur world, I was still taking on like design clients. So I have officially started — I have a "no policy" now and I'm like nope, the website's coming down so that's exciting.

I am fully focused on Hey Jessica and basically, I just teach a lot of courses. I teach a lot of tech things with blog posts and free workshops and then those blog post and workshops lead to courses on either a different topic, a related topic, or even the same topic but just a bigger scale.

So I teach a lot of courses and have a lot of webinars. That's what I tell my husband like I teach things and teach things for free. It just doesn't matter.

[0:02:54.2] RP: Do any of our partners really understand what we're doing in business anyway? Cristina's probably does.

[0:02:58.8] JS: I don't think so.

[0:03:00.8] CS: Well, that's only because I've kind of introduced him and I think at a certain point, they either get it and they want to be in on it or they're like, "I have no idea what you're doing, I'm going to stick to this straight and narrow path and have a real job, you dummy."

[0:03:16.6] JS: Right, yeah, that's my husband and just the other day I got a text from a guy locally and he was like hey, your husband gave me your number and I'm needing a website and I'm like, "Hey, I'm not really doing websites anymore," and he was like, "Well your husband said you were." I was like, "My husband doesn't know anything. I don't know why he would even give you my number." I'm surprised he even knew what a website was. He is not engrossed in this world at all. It's like.

[0:03:44.7] RP: He's fired as your marketing manager.

[0:03:45.9] JS: Yes, totally. He's like — I tell him all the time, "It's okay, just let me have my computer and my internet and I will show you money." I don't guess it matters to him what I'm actually doing as long as I'm not doing something illegal or prostituting or something.

[0:04:03.7] RP: How did you get into the — I mean, from web design and doing that kind of client based work to going into the infopreneur world in doing like the yucky techy stuff. Well, I shouldn't say yucky because you find that fun, but for me it's all the pain parts.

So tell us, how did you find that path and what are the things that you're finding that your clients are needing most?

[0:04:25.0] JS: Sure. Basically, I feel like I found it because people just kept saying, "Oh my gosh, you made that really easy. Oh my gosh, you made that really easy." A lot of times, people would come to me and just ask me a random web design question, usually you know?

Like, "How do you do this on WordPress, or my menu disappeared on WordPress," or whatever. I would answer them like with a video. I almost always, I would never type out an answer because it's stupid to type out an answer for a question like that. It's not a thing.

I would just screen cast a video really quick and like shoot it to them and they would be like, "Wow, that was way easier than I thought it would be. Can you teach me how to do XY or Z?" It's just sort of naturally evolved from people coming to me for web design stuff to people coming to me for like random stuff. "Oh, well how did you do that? You did this amazing thing like how did you do that?"

So I realized that the whole you don't know what people don't know thing is an actual business model. Oh wait, "What's duh to you is mind-blowing to others." Exactly, I love it Reina, I love it.

[0:05:35.2] RP: Rachel Elaine just sent me this print, that what's duh to you is mind-blowing to others because I think she heard me say it like a billion times on this podcast and she sent me a print. I was just like, that's awesome. That's basically what you're saying right?

[0:05:46.5] JS: I didn't realize, something just the other day on the workshop, I was telling people to make sure they had their personal Facebook profile linked to their business stuff you know? They were like, "Oh how do I do that?" And I was like, "Wait, that's something people don't know how to do it." I forget that what comes naturally to me, and the good thing about me and what comes naturally to me is that a huge percentage of people, it does not come naturally to.

So I can easily be like, "Oh, let me show you how to setup your Facebook pixel," or all this things because I know that there is a huge group of people that don't know how to do what it is because they've come to me and said, "Oh, I didn't know you could do that." So yeah, it just sort of built off of what people came to me asking for and me realizing that if I was going to teach them how to do these things, I also couldn't do the things right?

Those are two totally different markets for me. If I want to focus in on the people who want to learn and do things themselves, I can't also focus on the people who just want to outsource it because they're two totally different markets and it's hard to market to two different people.

[0:07:00.9] CS: Yeah, that's definitely something that I feel like everybody will get to at a certain point in your business, right? If you're successful enough, people want to know how it happened. Now you go from B to C, to B to B and it's definitely challenging and you've made the transition really well.

I think having a podcast platform probably helps because you can talk to them. Although arguably, it's probably a different audience and normally reads your blog or it's on your

newsletter. But yeah, I love what you're doing now and I get your emails all the time and they are so infused with your personality. I don't know anybody else that maybe Bushra, right?

It's so great to get an email from you and so even you're selling in a lot of your emails, which is something that I would love to talk about because even I'm scared to do that as much as you are. It's great because they're still interesting, you're so funny, they always make me laugh, I know I'm going to smile if I read your email.

Making that transition from B to C, to B to B, how did you do that and what was the most effective way to — what are some ways that you've been able to tell your audience that your focus is shifting and what's worked and what hasn't?

[0:08:09.1] JS: Sure. So I think my biggest thing was creating a Facebook group and like focusing on being the guru in there. Before, you know, I didn't have a Facebook group. It really wouldn't have been useful for me to have had a Facebook group. I was doing just fine marketing myself in other people's Facebook groups.

I always knew if I wanted to have a Facebook group or community of any nature that I wanted it to be different. It didn't just need to be another online entrepreneur Facebook group. I started it around the same time I really wanted to start like putting myself out there as this guru of sorts.

I really think it was one of the biggest things that helped a ton because people would come in there and be like, "Hey Jessica," which is how Hey Jessica came about because it was every time, "Hey Jessica, how do you do this? Hey Jessica, do that." They would ask me these questions and then I would answer them instead of saying, well this is how you do this but you should pay me to do it. I was actually answering them or directing them to a blogpost.

That's another thing is I really, I didn't build it on the same brand. It's not like I had the web design studio and was trying to build all of this under that. I had two totally different brands at the time and I was blogging in a way that attracted people who wanted to DIY and who wanted to figure things out themselves but just didn't know how. As opposed to the way I was blogging on the web design studio where I was attracting the other people who wanted to pay somebody else to do it.

I think like being a leader in my community and then also like blogging and getting my content out there to attract the right people were the two biggest things. Then, I just stopped talking about web design. Not that I don't talk about it because I teach a course on it. Like I stopped talking about me doing it. You know, anytime anybody ask me what I do, I do not reference that I'm a web designer anymore.

So I just really made it like the full focus of what I was doing and went like, you know, all the way — Wait. Pedal to the metal; I always screw stuff up. Pedal to the metal with my efforts basically. I can't say a quote to save my life, it is ridiculous.

[0:10:27.8] RP: That's funny. I was going to ask you. There had been some fun trends that have come out of Hey Jessica. One notably for me that I use every day in my life is the Jessica style signature in my email.

People email me back when they see my email signature that has an image on the left and then the text on the right and some links. People ask me all the time how I did it. I'm like, what's the fancy program? Can we give them the dirty nitty gritties here?

[0:10:58.9] JS: Oh yeah, it's super freaking easy. You actually just create it in a Google doc and then copy it into Gmail. I think that was again one of those moments where what's duh to you is not to everybody else. I had my email set up that way and you know, I would get the same thing, "Oh how did you do that? I can do an image but like how did you get it to where it was clickable to like your Facebook group or whatever? Actually use a font that wasn't in Google, in Gmail right?"

I was like, "Oh, that's probably a tutorial I should have and that is by far my most visited and read blog post and the content upgrade that is the most subscribed to. So anyway, there is a blog post on my blog if anybody wants it on exactly how to do it, there's a video and then there's also a cheat sheet on my favorite Gmail extensions.

[0:11:52.3] RP: So good. I probably have sent you like probably 500 of those people.

[0:11:56.9] JS: Oh, I know.

[0:11:58.1] RP: Personally.

[0:11:58.0] JS: I know. Everybody does — it is so funny and I think I said this, I know I said it at this Abby experience. I was like, “That is not the tutorial I thought everybody would love. That’s not what I thought people would like jump all over,” and people would say, “I used the Jessica Stansberry method,” and I’m like, that is so funny to me because that’s not what I put out there thinking people would jump all over it. But I love it and I’m glad that it helps people because there was a time when I was like, “Hey. I want a pretty email signature,” and I just figured it out and there you go.

[0:12:31.5] RP: I love it. Can you give us any tips on, I mean, you can never predict what’s going like go viral or whatever. But what do you think in retrospect caused that to happen and how can you maybe recreate that, because you’ve done that a couple of times?

[0:12:45.3] JS: Yeah, I think when it’s something super simple. It’s not like the tutorial takes somebody two hours to do. I can do Photoshop tutorials and it takes people a couple of hours to figure it out and really follow along with me. That one is literally like a five minute thing. I think the fact that it was like super easy and it was something that appeals to everybody.

Everybody has email and everybody wants it to be prettier. I think, using the right word, saying like, “Hey, create this pretty and interactive Gmail signature,” worked too. I think it was just a combination of having that really easy tutorial that you can get done in like a five minute, like while you’re eating your lunch and also like appealing to everybody. It wasn’t just this one group of people needs this thing. It was like everybody who uses Gmail can use this.

Then too, like sharing it all over the place and then once lovely people like you Reina, once people do it then they’re like, “Oh, I need to send this to other people because they need to know how to do this.” I think it’s like a trickle effect. I can’t really pinpoint anything specifically, and I wish I knew what the formula was because I’d make everything go viral.

[0:13:58.5] CS: Yeah, it reminds me of if you've ever read the book *Contagious* by Jonah Berger. I think it's Berger, I don't remember.

[0:14:06.4] JS: Reina has everted over here.

[0:14:07.8] CS: Yeah, the name of it is *Contagious*, he talks about — oh good, Reina's got the book. Yeah, he talks a lot about how things go viral and what like the science is between, behind something that goes contagious like that. It sounds like it's almost like a social proof thing, right? People see it, it's really cool and then they want to be like the cool person that shares the information with someone else, which is the best possible situation for you to be in as a business owner.

[0:14:32.3] JS: Right.

[0:14:33.6] CS: People doing your marketing for you. That's fantastic. Do you ever plan or strategically release something that you try to make go viral like that? I know Ashley Bodine, she does something like planned virility.

[0:14:45.9] JS: Right. I plan things in a way that leads to my courses so whether or not it goes viral, it sort of goes viral, sort of just is on its own because that's not really what I'm planning for. I'm not — like Ashley, plans for a movement and like wants this things to go viral because it's part of her movement where is my blog post didn't lead to a content upgrade then lead to an up sell then lay to a course.

That' show I'm strategically planning my blog post and then yeah, I will occasionally be like, "Okay, this is a really awesome content upgrade and like I had already had way more than normal signup for it." Then I might go back and be like, "Okay, what can I do to really push this out?"

I might even do like a Facebook ad that goes directly to the blog post or, you know, really pimp it on Pinterest or, you know, whatever. I don't normally go into it thinking like I need to make this like amazing and it's actually really funny, it's been on my list and probably by the time this come out, it will have come to fruition. But like I realized like two months ago I was like, "Why do I

have all this people coming in through a Gmail filter and have nothing to sell them?" I mean, they go into my normal up sale. They get pitched all my courses and all this thing but like why do I not have something specifically to sell to these people? That's in the works. You need to do this because you're stupid, basically, if you don't.

[0:16:12.1] CS: No.

[0:16:12.7] RP: Hey, don't be mean.

[0:16:14.6] CS: Yeah. I mean, there's always more than you can do and that's one thing that I'm doing right now as I'm shifting to have two separate brands like you and then on my main brand, my christinascalera.com, I'm sitting there in overwhelm and really it shouldn't be overwhelming but it's like, "Okay, I have three options. Like three targeted things and there's going to be like three funnels behind each of those opt ins."

It's so easy to get caught up in my gosh, I have to do this stuff and that stuff and this. Then I should add a Facebook group here and I should add a call to action. All of these things. You know, if someone's just getting started maybe with their first info product or like a digital download or something like that, what advice do you have for them, maybe to keep things simple so that they don't get overwhelmed and they're able to actually do this thing and not just have it sitting on their Trello board for a long time? Because you and I, I feel like I don't know what our — I've never taken that strengths finder test but I have a feeling like we're both like — Reina, you're the expert at this.

[0:17:14.1] JS: Yeah Reina, what is this?

[0:17:15.4] CS: Like the action taker. Things don't just sit on our Trello boards but I've noticed that a lot of people have a lot of resistance because they don't know what the next step is.

[0:17:24.2] RP: Right. Well I think when it comes to the info products or putting out a blog post that is going to eventually lead to something even if that something is not created yet. You always just need to keep in mind that it doesn't really have to directly lead to the thing, right?

If I'm creating a course on how to basket weave, I don't have to write a blog post on how to basket weave. I can just appeal to the people who might want to learn how to basket weave. Very bad example but.

[0:17:58.9] CS: No, actually it's a great example.

[0:18:01.1] RP: I love that example.

[0:18:02.3] JS: Well I wanted to take it out of like the normal context of the online entrepreneur. You have to apply. Just apply to the people who will eventually want to buy your things. You don't even have to have them made yet. But say, okay for me, I want the people who want to DIY their business. I want the people who want to figure this things out for themselves or don't have the budget to hire out for them.

Those people are wanting to figure out how to work Photoshop. Those people are wanting to figure out how to create a course. Those people are wanting to figure out whether they should use WordPress or Squarespace. All of this things are post I put out and info products and freebies and I put out because I know the person wanting them will be the same person I can market to for all of my courses.

I guess that's my advice is just to like blog and put out content for the person and don't worry so much about the thing you need to create. That doesn't have to even be created yet. Get the content out there and then you can say, "Okay. Now I can pitch all this people my course because they're on my list because I wasn't sitting there with 40,000 things on my Trello board, not blogging about them or putting out content upgrades.

[0:19:17.1] RP: Also another thing too is sometimes it takes a while to figure out what your voice is, right? To find out what people in that sphere sort of want, you kind of know who you're talking to but you don't really know what they want. Kind of to your example about the signature thing or Hey Jessica thing. Whatever the questions are, you don't know what's going to come up for them.

So creating the product first isn't always the best idea and having some kind of way to contain those names, those people who are interested in you, and obviously talk to them once every so often, but you don't have to have that thing to sell to them immediately. So I appreciate like what you're saying there. Have the container to have them and for you, on the tech side, what does that mean? Like for somebody who is starting out?

[0:20:01.1] JS: Oh I have them in an email list somewhere, MailChimp, I don't care where you put it but get them on your email list. So when you write a blog post, make them upgrade essentially. I mean you can't force them. It's not like you're going to sit there and be like, "Hey, you're reading this. You need to sign up for my blog post," but entice them. So if they come into a blog post about a Gmail signature, then I know they are using Gmail, right?

So my upgrade is my favorite Gmail extensions and it is literally just a PDF. It's not even pretty. It's not even a pretty PDF. It's just a PDF with links to my favorite extensions and what you want to do is get those people to subscribe for some reason and then you have them. They're a captive audience for you and now you can go back and pitch to them at any point and I tell this all the time that I think you should have a content upgrade on every single blog post and that overwhelms people.

But I want to take that away for a second because you could literally have one upgrade for every single blog post on your blog. It does not have to be a different content upgrade. You don't have to be crazy like I am. It does not have to be a different one for every blog post but you have your main opt in on your site, plug it in every blog post like, "Hey while you're here I have this amazing thing you can go grab," and then you've got them on your email list in whatever system you want to use.

[SPONSOR BREAK]

[0:21:23.4] CS: Have you guys seen my new website over at christinascalera.com? It's kind of hard to believe but it's a template. You guys could get the same exact one by going to the palmshop.co and grabbing one of the amazing sites that Davey and Krista have dreamed up for you. They're all optimized for maximum conversions to make it that much easier to turn strangers into clients.

If you use the promo code “CREATIVEEMPIRE”, you’ll get access to a secret set of resources and podcast that Reina and I have created just for you purchasers. You’ll also get a \$100 to spend at my store and a 20 minute one on one consulting call valued at over \$150. If you want an amazing new site that all of your peers are raving about, set it up in the next hour by going to the palmshop.co and using code “CREATIVEEMPIRE”, to check out and claim over \$450 worth of bonuses.

[INTERVIEW CONTINUED]

[0:22:18.8] CS: Yeah Lorna Hooker and I talked about this last October at the School of Styling and how we were planning on and I don’t know if she has or not? She’s a content machine so she probably has but we were talking about creating five different categories, people talk about the same categories, have an opt in for each category and then you can just add that into each post. It looks like you have all of these different opt ins because very few people are actually glued to our websites looking at every post.

So they might check it every now and then and it looks like you just have new opt ins all the time. So I like that idea and I don’t want to take full credit for it because that was something that we talked about together but that’s definitely something I am putting in mine but yeah and it’s funny because even through a transition you can just be really upfront and honest with your audience on your newsletter and say, “Listen my business is transitioning. If you would no longer like to receive emails from me because I am talking about XYZ new topic, then that’s your prerogative, like jump off, go ahead.” And that is something I had to learn the hard way in transitioning my email list too.

So I love that you have so many opportunities for people to jump on and learn from you and then once they are, as you say like a captive audience, what are some effective sales strategies that you are using to market your products for them so that it’s not overwhelming? You don’t want to just sell to someone immediately after they sign up but you also need to make money and you’re now not designing for clients. So what does that look like on your end?

[0:23:46.6] JS: So right now, anytime somebody signs up for a content upgrade, they get the content upgrade obviously and then in the content upgrade email I say, “Hey, by the way you are also going to get another email from me today because I want to introduce myself a little bit and all of these stuff.” Then they get a nurture sequence from me and actually have it. I use ConvertKit and I actually have it to where it won’t send to any people who’ve gotten content upgrades from me before because that would be insane and they would unsubscribe by the buckets full.

So then it’s four or five email structure and I am just getting to know them, they are getting to know me. I teach them, I’ll send like, “This is one of my favorite blog post, you should really go read this,” or, “you should listen to this podcast episode,” or whatever. So that they could get to know me a little better because something I have found is that as you say Christina, I have a very distinct voice in my emails and it is exactly how I talk. I will say things and I’m like, “Oh wait, that needs to go in words.” So if it is a run on sentence, that’s fine with me.

I’m very good at grammar, but I do not care because if I’m going to talk really fast, that’s how I wanted it to come across in the email. So because of this distinct voice in my emails, I have gotten people come back to me and say, “I feel like you’re really rude,” and I’m like, “No, no, no you’ve never heard me talk if you think that my emails are rude.” So I want to give them every opportunity they can in this nurture sequence to either see me on video so I will link YouTube videos or hear me on the podcast because I want them to understand that when I say, “Girl no.” Or whatever in my emails, that’s actually something I would say and you can envision me saying it.

So that’s a big thing for me it’s that nurture sequence because I want people to get to know me and then, gosh you all, when people know you they’re going to be like, “I want you. I want all the things from you. Give me the things.” So then I will, depending on the upgrade, I will throw them into another funnel. So my ConvertKit sequence looks something like get the content upgrade, get the nurture sequence. When they’re done with the nurture sequence, throw them into this other nurture sales funnel sequence.

So for instance, if it’s the post that I have about Photoshop, I have tons of them going on right now and they all have the same content upgrade. Exactly what you were saying, Christina, it’s

all an Adobe Photoshop starter guide. I'm not creating a new content upgrade for every one of these posts. But if someone comes in to the blog post that way and they come into the email list that way, then as of now, as of when this airs they will now be being pitched an Adobe course.

So they go through this process of getting to know me and then it doesn't feel so icky for me to be like, "Hey, so you know me. I would like your money." It doesn't feel as bad. It's not as like, "Ugh," to you.

[0:26:46.2] RP: Yeah, I love that selling is not icky to you. That asking for money is — yeah, can we go to that just for a second. What was that transition like from maybe in the past to what it feels like now?

[0:27:01.2] JS: Sure, I think before I thought of asking for money as a bad thing and I think it was me. I think going to the coaching spectrum, Reina, I think it was me. Like a mindset thing of "I wouldn't want somebody to ask me for money. I would never ask somebody for money. I have never borrowed money from my mom," you know what I mean? That kind of thing was coming into play so for me it was just a mindset shift of "I'm in business. I have to contribute to my family's income and that's okay".

And being able to have business friends who were also doing the same thing, right? I see emails coming from you guys and from other people. They are like, "Hey, by the way, my templates Christina are going to be double after tomorrow so you should buy them now." You see people doing it and you realize it is not gross because you know those people in person and you're like, "They would never be gross about it." So I think for me it was getting over myself and my own issues about asking for money.

Plus when people are satisfied by my products, I get these amazing testimonials and they're like, "Yay, I'm doing this thing you taught me how to do and it's amazing and thank you so much!" It makes me feel a lot better that I know that if I asked someone to buy it, they're going to be satisfied at the end. I actually got an email the other day from a girl who took one of my courses who said she didn't learn anything and it's like the first time that's probably every happened since I started courses, and it hurt my heart.

I was like, “Listen, I don’t ever want anybody to say that and maybe you’re just not my ideal audience. Maybe you bought this course thinking it was going to be something else when I attract DIY-ers and beginning entrepreneurs.” So I actually had a conversation with her on the phone because I wanted to know why she felt that way because if I feel like I’m giving good content, I don’t feel bad about saying, “Pay me for it,” you know?

[0:29:02.1] CS: Yeah, I know. I have the exact same sales theory I feel like, because I joke because I am moving into this realm of sales consulting and people are like, “How are you selling these premium services and not getting the ick?” and I really feel like it’s because people need what we are giving them and it’s almost like when you go to Jenny’s Ice Cream or something, you want that so bad. You don’t care that it’s \$8 for two scoops of ice cream.

You are getting what you want and they never have to sell to you. They never have to market, they never have to sell to you and it’s the same thing I think with us, I joke that I have never sold a day in my life because I just tell people, “Here’s what you’re going to get, here’s the price, take it or leave it,” and most people take it because it is something that’s going to help them get to their goal or make them feel better or it solves whatever pain point they are having.

So I think if you do that then you actually never have to sell, right? In your emails you do a good job of this where it’s like, “Here is all of these value, value, value, value and if you want even more value here is this product that gives you everything in a neat little package,” and so I think selling that feels good for me and it sounds like for you and I love what you said, people would just want to buy from you because I found that to be true for me not that people love me so much they want to buy from me.

But I’ll go to people’s websites and I’ll be really upset that they don’t have a product for sale because I just want to wean some knowledge from them. So I think one of the biggest mistakes people make is not — they’re like, “Oh I have to wait until I have the perfect product until I have developed my course fully” or whatever, just put something out there for sale. Put it on pre-sale, put it on whatever and let people buy it from you and let them tell you if it’s a good product or not.

So it sounds like you are moving in the direction of doing a lot of different courses and what kind of products are you looking to be selling to your audience in the next six months, a year? What are you most excited about and what is available right now for your audience?

[0:31:00.7] JS: Sure, I technically do door open-door close for my courses but they don't actually ever close. Just a little something-something for you people listening. But like my bonuses go away and I do generally raise the price when I just leave them and then I also have a MailChimp mastery course. Yoast, which is a plugin for WordPress that helps you boost SEO. That's something that has been really cool for me too is that I've been able to get a lot of my blog post on the first page of Google.

A lot of them, which I highly attribute to Yoast. I teach a course on it because I want other people to do it and then in 2017, as I was planning out my year, Q1 plus April was my content releasing period. So in January I released a course on digital products, it's called Digiproduct School. I teach people how to create digital products. So like your contract templates Christina and workbook, some things like that and then in February I launched a course called Crash Course.

It's teaching people how to create a course. The exact technical pieces of how to create it, what video equipment you use, how to pick your topic, everything. It's super cool. I'm pretty excited about that one, and then March is a mini-course on systems. I use a lot of systems in my business to help it run correctly and so I get asked all the time and that's another thing, I'm getting asked 30,000 times a day what I'm doing to do X, Y or Z.

I'm going to put a price tag on it, whether it's \$15, I don't care but I am going to put a price tag on it because that way I can direct people and be like, "Here just grab this really low cost of entry course and there you go," and then actually the day after this releases is the last course I'll release. Well, I might release another course this year but we'll talk about that later, but for a while and it is an Adobe package. So I am teaching Photoshop, Illustrator InDesign and LightRoom oh and Acrobat.

So you can buy them all together, you can buy them separately and they launch tomorrow so that is super exciting.

[0:33:13.2] RP: Awesome, that's awesome. First of all, the course on courses, that is such a cool idea. There's lots of course on courses but for the content side or the marketing side and you're talking about it from the tech side, which is I think one of the most — I think people future trip about that, right? Like, "Oh I want to create this course about basket weaving and I know about basket weaving but I don't know how am I supposed to do my video and this and that." So you skip all of the steps of actually creating the course and worry about the stuff that you don't know how to do and then you don't do it.

[0:33:45.4] JS: Exactly.

[0:33:46.3] RP: So I love that.

[0:33:46.9] JS: That's my mindset when I go into anything. I am good at the marketing and I'm good at the strategy but that's not what I do right? My brand is the tech. So generally I do throw those things into the course but the courses themselves are the A to Z like, "Here's the computer equipment you need. Here's the camera equipment you need. Here's the program you need. Here's how to work that program. Here's how to put your videos on YouTube." It is literally the steps.

[0:34:17.1] CS: Yeah, so those are really exciting developments and it sounds like you have this awesome marketing calendar. One of the things that, I mean you know Adrienne and so I'm in Adrienne's leader track group and Reina did it last year. We're all in the Adrienne Dorison pot over here. But yeah, one of the things that we talked about a lot is launching without stress. You don't have to have a launch where things are going crazy, everything is busy.

Everything is a fire that you are trying to put out, and it sounds like you've done the same thing with your launches. You are launching tomorrow and you are on this podcast. You are not strapped to your computer because you are freaking out about something happening. So what are some things that people can do that you have done maybe with your systems? And I am not expecting a full "set up this systems, set up that system".

But what are some things that people can do ahead of time to maybe plan these launches out in a little bit better fashion where they're not just like a firefighter scared out of their mind as the launch is happening?

[0:35:16.8] JS: Right. Well, two things that I think are super important. The more you do it, the better you get at it, number one. Number two, don't put too much on your plate. If you can't realistically host a webinar three times a day for four days and go to the top of the Empire State Building and shout it from up there and be on Facebook and do Facebook Live, don't do that then. Everybody's launch looks different and to me, I launch always — because at this point I have released a course a month for four months.

So I can't. I just physically can't spend an entire month or two months like getting ready for a launch. So what I am doing is I'm hosting a webinar the day of the launch, that's when I pitch the course. I promote the webinar for a week before. I publish a blog post that also promotes it and then from there, there might be Facebook ads getting people to the webinar but the webinar is where I sell and then on my list is where I sell. So I think coming up with a launch plan that really is realistic for you.

I have kids at home three days a week, I can't realistically do five webinars that week. I can't so coming up with something that is realistic to you but also gets you to those end goals of the amount of courses you want to sell or the dollar amount or whatever is really awesome and I actually have, I have mentioned it 42,000 times but I love Trello. So I have a Trello board that says, "Okay here's the course, here's the launch plan for it and here's all the dates."

Then my assistant goes in and plugs it in places and it works, basically, is how that happens. So I think that's the biggest thing is the more you do, the better you'll get at it and then also create a plan that works for you and you don't have to model it after the person who you think is having the most successful launch. Just do what works for you and your audience. If I sent 52,000 emails to my audience, they would all unsubscribe. They would be like, "Uh-uh I ain't buying your crap. No."

[0:37:23.0] CS: Yeah, I love that you just said you have to do what works for you, because seriously the first launch of an info product that I did for a course, I thought I was going to be the

next Marie Forleo. So I burned myself out trying to do videos and affiliates and all this stuff and it's just a total disaster. So then the next time I did a launch, I just emailed 27 people, personally.

[0:37:46.6] JS: Yeah. I do personal emails.

[0:37:48.2] CS: And that was way more success.

[0:37:50.2] JS: And you have to think too, Marie number one, she's got this huge audience but number two, she launches one thing. One thing a year a day.

[0:37:56.0] CS: Exactly, she has a huge team so we really have to, and Reina has been a great proponent of this, we have to compare ourselves with where people were at in our similar stage. We can't compare ourselves to Marie Forleo now. We have to compare ourselves to what did Marie Forleo do in 1999?

[0:38:15.3] JS: Yes, exactly 1999. Yeah, there's that quote and here again with my wonderful quoting skills. But you can't compare your middle to someone else's end or you can't compare your beginning to someone else's middle because it is not the same thing. Marie's been on Oprah and all these things that most of us have not done. So to model a launch after her when she has 42 people on her team and you have two is probably not the best strategy.

[0:38:45.9] RP: Yeah and there's something to be said for what our best practices for launch, right? There's plenty of articles out there but I think what you were talking about here is take those best practices and tweak them so that you feel good about them. Don't spend thousands of dollars on Facebook ads if that's not what's in line for you or don't spam your email list with emails that don't feel good for you. You don't have to do the Jeff Walker formula in order for your launch to be really lucrative, to be successful.

And also, here's the other tip too and Christina mentioned this, you don't have to "launch" you can just let it out and tell people about it and talk to people one-on-one. So I think there's this preconceived notion that you have to do it a certain way when I think this conversation is super helpful, especially for people starting that if you are at this beginning stage, you don't have to do a crazy expensive launch or all energy consuming launch.

[0:39:41.7] JS: No and I'm not a stressed person. I don't get stressed very easily. It takes a lot to make me go in a tizzy. So when clients would come to me and be like, "It's an emergency." No, it's not an emergency. Your kid going to the hospital, that's an emergency. A button not working on your website, not an emergency. I don't want to get stressed either. I don't want to put myself in those positions where I get stressed.

So I do launches that feel good to me and I don't feel stressed about them. It may stress other people out to hear the way I do them, like I may or may not usually be putting together the webinar the morning of, it's okay. But that's okay with me because it doesn't stress me out to do that. So I think you do. You just have to find what works for you and not be afraid to just do it. Make like Nike, and just do it.

[0:40:36.4] CS: So true. This has been one of the most fun conversations I think we've had here. I know we talked a little bit about what's coming in the next few months, but ultimately, what do you see your creative empire looking like?

[0:40:46.6] JS: Well, I had this conversation with myself and I said, "Self what do you want to do in five years? Where do you want to be?" Right? Do you want to still be doing web design? And the answer was, "I want to be able to effortlessly sell things to people to help them in their business." That's the simplest answer I can give. My creative empire looks like having a course library where I can point people to and maybe doing one to two workshops a month that pitch a course.

After April this year, which I did that strategically because we're selling our house, possibly building a new one, just different things and I knew I couldn't constantly be in like launch mode. After April, I'm going to be doing webinars every month or workshops and pitching my courses on those that are already made.

Now my marketing tactic is growing in my list and getting people in my funnels and things like that. My creative empire looks like me being able to Netflix binge when I want to, basically. That's basically my answer right there.

[0:41:55.9] CS: Yeah, where can people find you? Where can they get all this great information and the Gmail tutorials and everything?

[0:42:01.5] JS: Sure, because some idiot is sitting on heyjessica.com. I don't have that, so don't go there because it won't take you anywhere. But do go to ohheyjessica.com.

[0:42:12.7] CS: Awesome, what about social?

[0:42:14.5] JS: Everything is heyjessicallc. Again, idiots have "hey Jessica", which I can't complain. I cannot complain. My name is not, you know, my name is not Reina so it's like, I have a very common name, it was like the biggest name for like five years in the 80's like it's a thing and it's so freaking long, I can't have my first and last name anywhere.

[0:42:36.6] CS: Yeah. I feel you on that.

[0:42:39.0] JS: Yes Christina, yes. Absolutely. Like no, just go away. I'm going to just drop the last name and be Jessica. That's me and then I can sue people and make them give it to me. But no, anywhere is Hey Jessica LLC.

[0:42:52.8] CS: Awesome, yeah. If you guys just want to Google Jessica Stansberry, she's got phenomenal SEO out there and you'll probably find her. That's Stansberry with an E not a U. I don't know how you would spell Stansberry but...

[0:43:05.2] JS: Yeah, people hear their Stansberry's like me, which is spelled exactly like it sounds, like a berry and then there are Stansburry's so they spell it Bury but that's not me.

[0:43:16.6] CS: Well thank you so much Jessica, it's been so fun having you on and for everybody out there, go build your creative empire.

[END OF INTERVIEW]

[00:43:24.0] ANNOUNCER: Are you ready to build your own empire? For more information, show notes, downloads, and tips on how to do it, head to www.creativeempire.co, where you

can find out more about this week's episode and the two lovely ladies behind it all, encouraging you to build your own creative empire.

If you enjoyed this week's show, it would mean so much to Reina and Christina if you could take two minutes to go to iTunes and leave a review. It's a little thing that makes a big difference for the show.

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