

**MIKE KELLY EPISODE**

[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.

[EPISODE]

**[0:00:35.6] CS:** Hey, welcome back to another episode of the Creative Empire Podcast. It's Christina and Reina here and we're joined by Mike Kelly and you guys are probably like, "Who's that? We haven't heard of him." But yes you have.

Mike Kelly is the developer and the brains and one half of the team behind Member Vault and I think a lot of you actually have had some experience with the Kelly's before. If you are familiar with our guests that we've had on, so like Catherine and Adrian and many others that we've had on this episode.

Aron has helped set those businesses up to help them run well, helped train their VA's and now, Aron's husband, Mike and Aron have formed a company called Member Vault and we're really excited to talk to Mike today about starting your first online course. Welcome Mike.

**[0:01:23.2] MK:** Hey, welcome, thank you so much. Hey, you know? It's cool hearing like "the Kelly's", I feel like a family name now, that's the first-time hearing that. "You've had run ins with the Kelly's before."

**[0:01:37.7] RP:** You've made it.

**[0:01:39.1] CS:** I think that maybe not everybody in the audience but a lot of our audience has been affected. I mean, both Reina and I have had, or have the same coach, Adrian. You know, lots of people come to me and they're like, "Where do you get to know –"

"Why don't you do this and that?" I always like have been referring them to Aron and you know, had VA's trained by Aron. I think it's really funny because you guys have always been like behind the scenes and running things like super well and been super strategic and it's really fun to see you guys come out of that kind of OBM world and come into this like more strategic course world.

Tell us, if you are – in your experience Mike, because you've created a lot of different online courses, platforms, you're obviously a developer, you have a lot of experience behind the scenes.

If somebody's just getting started with the online world, what is a good place for them to maybe get their feet wet, look for some of these course resources. How did you even get started yourself?

**[0:02:38.4] MK:** Man, it's so interesting, you know. I'm coming out from a developer's standpoint and so this is why Aron and I have always been a really good partnership is because we really compliment each other.

I was looking at everything from the tech side of things. Now, I've taken a number of courses and I think anyone kind of involved in self-improvement or trying to learn has taken a number of online courses, right?

Whether it just be kind of an email drip or whether it be anything like that.

**[0:03:08.0] RP:** I'm going to pause you and say, they've signed up for them.

**[0:03:11.6] MK:** What's that?

**[0:03:12.4] RP:** A lot of them have signed up for them but they may be haven't completed them.

**[0:03:15.9] MK:** Yeah, exactly. I think everyone has experienced a little bit of the – they sign up and then they log in and then they're like, never mind.

Or they start it and then they say, "Wait, what's that over there?" and you know, they go somewhere else or they log in and it's like, "This is a mess in here, I don't know where anything is." There's all these kind of different experiences.

We've all had good experiences too. Same thing with in person courses or anything like that, college courses. We all remember our favorite college professor, you know, that kind of thing. It was very interesting. You know, I was approaching it from – well, what would be a good experience for the users?

Aron was coming at it from you know, the more entrepreneurial side which is like content creation and you know, what is the best experience content wise to get in to here. This is kind of – we joined forces and we had a lot of conversations, arguments.

Everything like that to kind of patch the idea of Member Vault. I suppose, that's where our path to this came from is we both have consumed and created content in the past.

Aron can speak a lot more about content creation and she's worked with Adrian as well. Adrian has had a number of courses and she's the first Member Vault user ever. We kind of built it with her in mind and then she's been kind of the canary for the whole thing.

It's been a huge success and we've learned a lot of stuff from that and I think that's how Member Vault came to be.

**[0:04:48.5] CS:** That's Adrian Dorson if we didn't mention her last name.

**[0:04:51.1] MK:** Very sorry. Yeah, see? She's such a staple name that she doesn't need like a last name.

**[0:04:57.7] CS:** I know, she's like on Entrepreneur and stuff, she has a course of the Entrepreneur or something these days. I don't know, she's doing all that kind of stuff. You know, I think the point is that she started somewhere and I think maybe one of her first courses, if not the very first one was like Little List Lab or Launch, Your Little List?

**[0:05:16.1] MK:** Little List Leverage.

**[0:05:17.4] CS:** Little List Leverage, that's what it was. She started there, right? It's an okay course, it's been updated and it's much better now but in her first iterations of it, it wasn't - you know, it wasn't anything like special. It was just kind of like her, sharing what she knew.

A lot of it was probably information, I think she's okay with me sharing this but it's like information that she kind of took for granted that she was doing, that other people weren't doing and she realized that, that was what was happening.

That was her first course, right? It wasn't that she's a list building expert or that she's the absolute go to authority on list, it was just her knowledge. I think one of the things that held me back from creating an online course for a long time was, I was like, "I'll do it like later, I need to be that much more advanced in my career."

"I need to be that much further along, this many people need to know about me," whatever it was. All these things were just excuses that I was using not to create my first course. You know, what are some of the common things that you've seen stop these new entrepreneurs who really want to dip that toe in building an online course. What's stopping them from putting themselves out there and doing that?

**[0:06:29.4] MK:** My god, I love this topic. In creating Member Vault, we actually spoke to a lot of education experts and instructional design people. We really wanted to kind of approach this. It's very interesting what we learned, right? First of all, this will help anyone new who is just creating a course or thinking about creating a course or scared to create a course, right?

This is a lot of those types of things as well. Even the complete experts will say, start small, right? Scratch your own itch, find like one little problem and create a mini course around that. I think entrepreneurs, humans in general, certainly everyone that I've met, including myself.

We try to go too big too fast. We think we need to have all this content, mountains and mountains of content, right? It's very interesting, if you look at the people that are really successful and we look at our Member Vault users that had a really successful, who get a lot of – they get a lot of signups, they get a lot of engagement, they get a lot of activity.

They're really niched down. They're saying, you know, listen to the Little List Leverage. Okay, you have a little email list and you want to leverage that to get more of an impact, right? That's a very specific problem. I feel like most entrepreneurs will come in and say, "I want to make this massive master course on how to build your email list and how to maximize it."

What you end up doing is creating this huge mountain and you create this massive course that you can't create all the content for or it's not going to be easy to create the content for.

You kind of spec yourself right out of it where you know, what Adrian did was perfect where she niched down, she said "Okay, great, this is it." The interesting thing is that those convert a lot better than other courses as well. The Member Vault accounts that we see that have the most activity don't have like one or two big courses. They have several small courses

I think that's a great message for people that are just starting out, is you don't need to go crazy, you don't need to create this massive course, you know what I mean?

**[0:08:35.4] RP:** Yeah, I totally agree with that. One thing that I keep coming back to is people who are just a couple of years ahead or just a few steps ahead from somebody else is actually going to be able to provide better insights about what it looks like in the trenches.

And can give better examples or you know, I feel like are better teachers which is why in our episodes when we do our mentoring sessions, those are the ones I go the best because people really want to see what it's like to be in the thick of it.

**[0:09:02.3] CS:** I have a story I have to share.

**[0:09:03.3] RP:** Okay, go.

**[0:09:06.1] CS:** My first course ever was – I don't really recommend that people do this, I think there's better ways to do this. It was a course called Cradle The Brave. I wrote it like – I had no business teaching it at all, it was something that I should be teaching now but not at the time.

This is like two years ago and I made this course because I was like, "I'm going to forget everything that I know right now. Everything that I'm in the thick of and try to figure out, right?"

Setting up a landing page to me now is like duh, it happens in two seconds. When I was there, it didn't. I didn't know how to get people on to an email list. I didn't really know what a landing page was, I didn't even know what a conversion rate was, right?

I didn't understand all of these things. I just knew that I was in the situation where I had to figure out how to connect Mail Chimp to Squarespace and I couldn't do that. As I was learning, myself, I just kept filming myself and I put it together and put it in a course and I was like, "Maybe this thing will sell" and it did.

I'm really happy I have that now because I'm about to go back and redo it and all I have to do is like look at like where I was and remember because now, I have the curse of the expert where – I mean, I don't even think about connecting Mail Chimp with a Squarespace site, that's just like automatic.

I think it is as Reina's talking about, it's really important to do what you know, right now even if in two years you're like incredibly embarrassed by the content. What was your first course Reina?

**[0:10:29.3] RP:** My first course was, my gosh, what was it? Conferencing Better. I wanted to teach people how to pick the right conference and like once you decide on a conference, how you were going to make the most of it and then get it kind of get ready and it was made for introverts.

I was like, if you hate conference – you like the idea of conferences but you don't like going to conferences, this is for you, kind of thing. Totally random.

**[0:10:53.9] CS:** No, I love that.

**[0:10:57.6] MK:** I love what you said, “The curse of the expert.” That is something that I think we all need to learn over and over again. I know again, mentioned, I come from a development background, I am an engineer, I am a nerd, I know more about computers and code and how websites work than anybody should.

That's great, right? I love having that knowledge. The problem is I can never unknow it. Things that are obvious and easy to me are not to other people. I agree, I think that if you're just – if you've just turned the corner and you're like, just learning this stuff now and applying it and seeing results.

Now is the time to teach that. I actually – it's funny. I think two years ago, I attempted to teach a course, I thought, maybe I want to be a teacher. I want to teach other people how to become developers, like how to be a web developer or how to do that, right?

I had all this demo content, I even got some beta users in there. I realized how hard it was to go back and teach from a point that they were starting from. It was almost impossible. Because I was too advanced by that point. I was like, my god, I know so much, I don't even know how to rewind back to that point anymore.

It took a lot of effort and I ended up not even teaching the course because I didn't enjoy doing it, right? Like you said, just to kind of echo, what you said about the curse of the expert. I think that's another really good thing to tell the beginners because we all think that we need to be crazy experts before we do anything.

**[0:12:33.9] CS:** Right. I was just talking to Adrian earlier about this today and we were talking about how there's all these courses out there. For example, Lewis Howes is a really big deal, he's got like all these books, he was on Ellen, all that kind of stuff and he teaches an Instagram course.

He's got like I don't even know, a couple of hundred thousand or a million followers on Instagram and I'm like, why is he teaching that course? Because I will never be Lewis Howes, right? What worked for him is not going to work for me.

What I would like to learn is how to do Instagram better from somebody who really did start at a similar place to where I'm at and grew their following. I think I want to encourage everybody out there in the audience that's listening and thinking like, "The online courses are for someone else to do," no, they're for you.

They're for you to start your course and to do that and to teach your audience because it doesn't matter that there's someone else out there teaching you, like Lewis Howes teaching you how to do Instagram and get to like 300,000 subscribers.

Maybe all you need to have is successful business or maybe all your course customers need to have a successful business. It's like 500 Instagram followers and that's a total mystery for them. But you know how to do that. You know, just because there's someone else out there that's the expert, I think it's important for you to realize that you have this unique skillset that the expert has, as we're talking about.

Has completely skipped over by this point and may not be able to access again.

**[0:13:57.6] RP:** Yeah, I'm going to have to have my husband listen to this episode because I'm cracking up over here. Because my husband is an IBM or he's a management consultant and there's so many people who want to become what he is right now.

I'm like, you can teach a course on this, he's like, "No, I'm not an expert on that, there's so many people who know better than me" and I'm like, "Really sir? You've been through the behavioral interview, you've been through the whatever interview and you know the processing, you could teach that."

If you're listening to this, maybe your partner person is not a creative but maybe you can interview them and be like, "What do you know and what can you create a course about?" Then



have them do the same for you because I say this all the time, what's duh to you is mind-blowing to other people. If we can teach what we already have in our brains, package that all up into a pretty thing and then put it out there.

I mean, selling it is a totally different thing but we already have that information inside of us, right? Totally sharing this with Dave.

**[0:14:53.2] MK:** Yeah, we do, we all know – we all have a unique angle on it as well. You know, like Christina was saying, like don't freak out if there's somebody bigger out there, you know, doing this. I mean, we created a course platform and an ecosystem that has Teachable, Good Jobie, there's so many of them, right?

Why on earth would we do that? You know? Our angle to it is completely different and we do have a different approach to it.

**[0:15:22.1] CS:** What is that?

**[0:15:24.2] MK:** We're all about engagement and we keep talking, we always talk about engagement and here's the deal, right? You want people to complete your courses, right? This whole concept of 'sell it and forget it' isn't good enough anymore, right?

It's not good enough for a couple of reasons. First of all, I mean, you have creative in the title of your podcast. I think any content creator or creative person wants to have their content consumed. What is the point of creating a course if people are going to buy it and then not finish it?

To me, that would sadden me as a content creator, right? And it should you as well. The other thing is that people that complete those courses that are engaged throughout the experience of the course will go ahead and become – they will buy more of your products later, they will recommend your products to other people and they will give you killer testimonials.

That's a win/win/win and they got the information out of it, right? How do you keep that student engaged is the question? Now, the traditional answer to that is have live components on it, have

a Facebook group attached to it, have all these other things. Which is great except now, it now it no longer becomes a passive thing for you, right?

Now, you have to go ahead and you need to actively do all this live stuff, which is not the American dream. The American dream is to be on a ski slope in Colorado and your iPhone rings and you just realized that you got paid and you know, that's the dream, right? We have this kind of disconnect in our course ecosystem right now.

We want to build passive courses that will sell themselves but we also want them to be engaging because we want these people to feel like they're having this engaging experience. What Member Vault does is we use tagging, we use like really kind of advanced tagging algorithms.

**[0:17:16.2] CS:** We have to break this down a little bit. You're scaring us a little.

**[0:17:18.3] MK:** Yeah, I'm sorry, I said the word algorithm. That's not cool. Okay, basically, it's really simple, right? Member Vault automatically follows all of your students throughout your course and it will tag them based on activity or lack of activity.

If somebody completes a module or somebody completes a course or somebody's at a really quick pace, right? They're like, they're consuming the content really quickly, you know, at a rate of like three days per lesson or faster, right?

Member Vault will automatically tag those special students and it will tag it in your email system and say, "Hey, Reina's flying through this course," you know what I mean? She's a star student. Well that's huge, valuable information for you because now, in your email system, you can have an automation setup to say.

"Hey Reina, you are killing it out there, way to go." That's someone that you need to have on your radar because that's a person that's going to buy from you again, that's a person who's going to be a good testimonial and Member Vault automatically does this, right?

On the flip side of that, we talked about people signing up for your course and then disappearing. We call them ghosts. Anyone dating knows getting ghosted on, right? You know, you have like one date and then they just disappear, “They just ghosted on me, what the heck!”

Member Vault will automatically tag those people as well, right? You know, have you signed up for a course and then 14 days goes by and nothing happens, there’s no activity, Member Vault will reach out and tag those people, saying “Hey, this person totally ghosted on your course.”

Well again, now, in your email system, you can have an automation setup that reaches out automatically and says, “Hey, what’s the deal, I thought, you know, I thought we were friends.” You can do it in whatever tone you want.

But the key is that Member Vault will reach out and do this. We have the same, exact thing for slackers as well. People that started the course, yeah, we call them slackers, we’re not going to sugar coat it and yeah, we have slackers as well. These are people that started the course and they’re going through it.

Then they disappear but they don’t finish it. Again, 14 days of no activity, we will reach out and tag them and you can use this tag, you can look at these graphs, right? Member Vault kind of builds all this into the platform and so that’s kind of our angle.

The results are huge, we recently did just the other night, I went i to one of our old clients and I looked at a course, we have engagement charts too. We looked at a course that had no engagement email setup, like there was no tagging setup, there was no email setup.

By lesson one, here, I have the charts in front of me. By lesson one, they had 27 people complete lesson one. By the time they got down to lesson 19, only seven people finished that lesson. They dropped from 27 to seven.

That’s a huge drop off. Now, we also looked at the same type of course, same audience, same everything, same number of lessons but this one had engagement email setup and had tagging setup. They started at lesson one, had 34 people complete lesson one.

By lesson 19, how many do you think were still engaged? 27. That's a huge improvement over...

**[0:20:38.2] CS:** Yeah, that's incredible.

**[0:20:40.5] MK:** You look at these charts side by side and you're like, it's night and day how different it is and the perfect part is, the course creator didn't have to do anything extra in a live environment for that second batch of results.

### **[SPONSOR MESSAGE]**

**[0:20:59.0] CS:** Have you heard about Member Vault? It's a new course delivery platform for online educators that focuses on one thing. Engagement. But, what the heck is engagement you might be asking me and why does it even matter? Well, have you ever purchased an online course and yeah, maybe forgot to finish it?

My hand is raised. This has happened to me definitely more than a few times and guess what? I never purchased from these course creators again, like anything. The courses that I have finished, well, let's just say I'm more than a lifelong fan. I've joined their masterminds, I bought their coaching programs.

I generally try to support them as much as I can all along the way. If you are looking to fall into the latter camp and you want to create raving fans for your platform, make sure that you go to [creativeempire.co/membervault](https://creativeempire.co/membervault). To get your free 30-day trial of the software.

Not only will you get 30 days free which should be more than enough time to get up even a mini course for you, you'll also receive free access to the course that's going to show you how to do this. This course is called the DIY Roadmap and the folks over at Member Vault have set this up just for you.

It's normally a \$97 course that they're giving away for our listeners for free. All you have to do to get it is go over to [creativeempire.co/membervault](https://creativeempire.co/membervault). This course is going to help you build your

own online teaching platform that boosts your income and sells itself without you even having to go through a launch.

Again, normally that's \$97 course they sell on its own but they're giving it away to you guys for free along with a 30-day trial. [Creativeempire.co/membervault](https://creativeempire.co/membervault) is going to get you all those goodies, go get them today.

Hey, thank you Elise Loti who said, "Reina and Christina have done an amazing job of curating amazing guest speakers, it doesn't matter who they're talking to or if they are having a conversation with each other, I always learn something."

"I really need to start listening at home so I can take notes, keep up the amazing work Reina and Christina." Thank you so much Elise and thank you to all of you who leave a rating and review for us on itunes, we don't ask much from you, we just ask that if you enjoy the show, you go over there and you leave us a rating, maybe even a review, it means so much to us.

It really can help us improve and keep bringing you this great content and even better guest that you guys request. Makes it easier on us so help us help you, go leave that rating and review on iTunes.

### [CONTINUED]

**[0:23:52.6] RP:** Yeah and I think I just want to highlight that, why that's important is because one, you are creating more results transformation for your client and then that person will come back because they're rave fans and they are sharing your stuff with other people because they got results from it or they learned something they didn't know before. So I think that the sell it and forget it mentality, for guests, yes you made the money but you don't have that audience that's like, "I want to buy everything that you create mentality."

**[0:24:21.2] MK:** Yeah, exactly. I mean you're creating fans right? There's no trickery here. This isn't like witchcraft or dirty or anything like that. It's just truly getting people engaged and of course there's other tags, you can celebrate people's wins too. So like if somebody goes through, you can send automations like, "Oh my god! Congratulations that you completed this

module. Hey, you might also want to check out XYZ” whatever the case is, there’s so many things that you can hook into and do.

That’s what makes this tool really powerful and again, you’re just making a better impact in peoples lived and you are delivering your content better. It’s not about getting more users in there. It’s about maximizing the users that you already have in there.

**[0:25:05.4] CS:** Right. I was just talking earlier about where I was at and where a lot of our listeners are at, trying to connect Mail Chimp to your Squarespace and it’s a side note. I feel like I am that grumpy old man who’s like, “Back in my day,” because it’s so easy now, yeah. For someone who’s at that point, no one is dumb or less than like you just don’t know as much as the other people that are out there right? So this sounds amazing but what about if I don’t know where to put in emails to people, does that come as part of it or is that hard to set up?

Because if I am doing this for the first time and I am not used to engaging with my audience which I actually love Member Vault because it does it for you and I have been manually sending emails to people but if I wasn’t at that point and I didn’t know like, “Oh I should be sending them an email to check in and see if something happened. Their dog died, they had gotten in a car accident, why are they not engaging.” Is that hard to set up or is it hard to figure out what kind of content to send to people?

**[0:26:07.5] MK:** No, it’s really not. Obviously, Member Vault is a tool, right? And just like any tool, you have to learn how to use it best. Now we’ve done, it’s been under development in beta and testing and feedback loops for over a year. So we’ve really looked at the pain points and like, “Alright, what are people getting hung up on?” It’s not a complicated tool. It’s really easy to set up and we’re building. We are taking our own medicine here and this is kind of cool.

We’re building what we have already built a course on how to do this and actually you don’t need to use Member Vault to apply a lot of these things. Obviously, it’s going to be way easier with Member Vault and you’ll see that but we actually have a course that is built a course that dominates your income and sells itself no launch required. So that’s a course that we have and we’re actually giving your listeners that \$97 course for free.

**[0:27:08.6] CS:** That's just so cool. I can't wait to dig into this because Erin and I are pretty good friends and I know that she's so strategic in a way and I know I am not the only person who said this but I'm like, "I just want to clone your brain. Why don't I just clone you Erin? Make a million of you and I just want you to work on all aspects of my business." So I am really excited because she's finally laying out her strategy on the table with this course and she's been so generous to give this to everybody.

Obviously this is something that you guys are selling but just for listening to the podcast, you guys can get it for free. It's a \$97 course and you can do that at [creativeempire.co/membervault](http://creativeempire.co/membervault), that's a little spelling lesson for me there.

**[0:27:56.2] MK:** Yeah, right. It's hard to spell that stuff out.

**[0:27:59.1] CS:** Yeah, so I am really excited about that because one, you guys get to learn something about building your first course. If you haven't done that already or you're in the process of doing that and you're just overwhelmed. I know that Erin is going to break this down for you really well and additionally, you guys will get to see how Member Vault works which I think you're really going to enjoy from a consumer perspective.

I mean I definitely have and I love going through the courses that I've been in that are hosted on Member Vault. So that's really cool, thank you guys so much for doing that.

**[0:28:29.2] MK:** Well and I don't know if you know but there is more sweetness in the pot too. Along with that \$97 course, we're actually offering a 30day free-trial instead of our standard 14 day and the reason we're doing that is so that someone can actually set up their course in Member Vault why going through the course and they have a month to get that content in there and then hook it all up. So I was joking around in the podcast or my Facebook live this morning.

That with the 30 day free-trial and there's no limits, it's not like you can't do it. It's unlimited, you could do whatever you want. You could make money on Member Vault before we do. So anyway, that's one thing that we're offering along that \$97 course because we really want to empower people who are just starting out especially, that they can do this. They really can do

this and like you said, Erin is incredible at breaking things down and being just really strategic and making sure your brain does not explode.

That's why she's doing the course and I am not because I would get all developer-y on people and you know? So that's what she always tells me. She's like, "Mike, Mike less tech." I'm sorry I'm that.

**[0:29:45.0] CS:** Yeah, I think it's really cool because this is something where if you guys want to take advantage of it, you can with whatever list that you have. I have a client this year who just for a reference, I think she had about a 100 people on her email list and she made enough that she felt confident to leave her fulltime job. So I'm not sure she's comfortable in sharing that number but I can say it was a good amount, with just a 100 people.

So I think all of you know a 100 people that you could personally invite if they're not on your email list yet and just ask them to join your whatever, a \$15 course and see if it sells. For me, it was more important to make that first \$15 online and prove to myself that I could do it, than it was to have everything perfect or do what I really wanted to do which was an Amy Porterfield's launch and that was not going to work. So I think it's really cool because 30 days is definitely long enough and I have tried pretty much every course platform out there and nobody has offered me that amount of time.

Which really, really, really stunk because I ended up paying 100 or \$200 or something for that first month and I never ended up using the platform. So thank you guys so much for throwing that in.

**[0:30:54.6] MK:** Yeah and again, you don't have to sell the course either. One of the benefits of Member Vault is we don't hijack the whole sales process because we don't take any percentages or anything like that. I know other platforms do-do that. You have to go through their sales pages and stuff. We don't do that and one of the benefits of that is that you can use content and make a mini course and use it as a freebie, so you can build your list.

**[0:31:21.9] CS:** Oh that's a great idea. I love that.



**[0:31:23.4] MK:** Yeah, so one of our Member Vault users right now is currently killing it. She is blowing up and again, I'm not going to use names because we are respecting privacy here but anyway, she's doing really good and she has just come out right? So she's new to this game and her strategy to this whole thing is she created small mini courses that she would give away to people for free and then in doing that, in signing up, they build their list but not only that, they're inside of her Member Vault account now and Member Vault allows you to automatically upsell.

So when you have other courses in there, if you're in there as a free course, you own that course you can see the other courses that that course creator has and you can link to buy them and so she's making money right now by giving away courses. She's automatically upselling so people are consuming her free content and being like, "Wow this is awesome. Oh what's this down here? She has other courses available at \$97, done. I already trust this person," and so that's another strategy to doing this.

And it seems to be going really well. Again, everyone has to pick their own way they do this but that is something that you can do and you could do it now.

**[0:32:40.2] CS:** Shayleen Johnson, I don't know if you guys have heard of her? She's been in the fitness world and she does a lot of beginner business education but she is a very big proponent of the school of thought that he or she that gives away the most information and education wins and I definitely agree with that. I mean there is so much that each of you have to teach someone whether it's how to adjust the F stop on a camera, which made me want to throw my camera across the room for two years.

Which I know like Reina says, "What's duh to you is mind blowing for others" right? If somebody just walked in and shown me like that's what you have to do and then maybe the next step, they organize it to a course and they showed me that, "Oh now that you did your F stop, now you need to adjust the ISO and that will change this and that and the other thing" and just to have a 10 minute course to walk me through these three basic things would have saved me a year of just absolute misery hating my camera and wanting to throw it against the wall.

So I think it's really cool that you are allowing people to do free courses. What have you seen that are really good free course ideas? If someone is out there and they're like, "This sounds cool but I don't know what to teach about."

**[0:33:52.6] MK:** Oh my god, well we just talked about that you do know what to teach about. Right there, right? I would have a free mini-course like "How to get good Instagram food photos" and you could talk about "How to open your aperture up and get that field of view," or whatever the case is right? Two or three lessons maybe.

**[0:34:10.5] CS:** Or iPhone 7. If you guys have an iPhone 7, teach people how to do the portrait mode because I suck at that.

**[0:34:16.9] MK:** Oh see? Well I do not have an iPhone 7. In fact, I tried to break my phone the other day so I could go get one because Erin's like, "We're not getting iPhone 7's yet."

**[0:34:25.8] CS:** We won't tell the Verizon or the AT&T store but this is common knowledge right Mike?

**[0:34:32.1] MK:** Right, I keep giving it to my son, 13 months old. I'm like, "Here, put this in the toilet" or break this.

**[0:34:38.8] CS:** He's just super gentle and sweet.

**[0:34:41.6] MK:** I know, you know kids right and then he'll break my computer but yeah. So scratch your own itch and niche down really far and again, we've touched on this before, something that's maybe simple to you is not simple for somebody else and this is what this person who is doing well in Member Vault by giving away free content. She is giving away very specific, we're talking like three – four lessons right? And it's just very to the point and it's the tip of an iceberg kind of thing but it does deliver value.

So solve a problem, think of that first. What problems do people have? Solve that and then from there, you can go ahead and go wherever you want. I mean one of my hobbies is woodworking. I've built furniture and stuff like that and so I have done these all kinds of things and so I would

do like a mini-course on how to get straight cuts with your circular saw right? That's it, just make that stuff.

**[0:35:37.6] CS:** We're looking at each other and we don't even know what a circular saw is.

**[0:35:40.2] MK:** Well yeah, you see?

**[0:35:41.1] CS:** Yeah, that sounds great.

**[0:35:43.0] RP:** How would I use that, yeah that's cool.

**[0:35:45.8] MK:** Right, how to sand rough edges down or something like that, right? Something very basic. It's a very small percentage of what I know and I wouldn't even think to teach that because it's so specific and yet somebody doesn't know that and I think that's a great –

**[0:35:59.3] RP:** It's probably something that somebody else has asked you about like, "How do I do this? You have done this before, how do I do this?"

**[0:36:04.8] MK:** Yeah, absolutely and there's everything. There is so much knowledge out there and you know so much. I mean you guys are looking at, we're on the video right now, behind me is our RV. We're full timing into RV, right? Well I've never been in an RV before we did this which is a little insane but there's so much I've learned through that and I was like, "Dude, I wish there was some kind of quick and dirty, like here's the things that you need to worry about in an RV like the tanks and the water and all that kinds of stuff," right? I didn't know, so I could do a mini-course on that and then use that as kind of an opt in.

**[0:36:42.3] CS:** A side note is who we've had here on the podcast before was how Mariah Coz actually got started with courses. Now she teaches these huge courses about courses and webinars and list building and she's huge.

**[0:36:55.3] MK:** She just did one of our webinars, yeah.

**[0:36:56.7] CS:** Yeah, she is absolutely huge and she was on the podcast. So go check out her episode, I don't know the number off the top of my head but it's in the hundreds. Anyway, she got started by teaching people about vintage campers. I think how to restore?

**[0:37:10.1] RP:** How to live in them, yeah.

**[0:37:11.0] CS:** How to decorate them, so I mean just like super niche, super weird area where you're like, "What? There's people out there that care about that?" but I'm sure it sold crazy or she was able to sell it like crazy because she had such a niche area and nobody is talking about that kind of thing. So it's easy to see the low hanging – well I should say maybe it's not low hanging fruit but I think it's easy to see the initial course concept.

Which is like how to be a photographer but maybe if you go a couple layers underneath that and you're like, "Well what is it about being a photographer that people really actually want to know about?" Maybe they don't care about the camera so much but they care more about how to shoot during high noon when that's their lunch break and they're co-workers are asking for headshots.

**[0:37:58.1] MK:** Bingo, yeah.

**[0:37:59.7] RP:** Or in the rain.

**[0:38:00.9] CS:** Yeah, that would be a really cool course. I'm sure someone out there is listening that's "I have that course" but yeah, how do you take photos in the rain that are super cute and don't leave your subjects looking like drowned rats.

**[0:38:12.7] RP:** And your camera at risk.

**[0:38:14.1] CS:** Yeah, exactly so there you go. We're giving all the photography courses away.

**[0:38:18.8] MK:** Yeah, but no that's huge right? Because I guarantee you a photographer out there is saying that's too small. That's too small, that's not enough but it is.

**[0:38:30.3] RP:** Yeah.

**[0:38:30.6] MK:** Because you are giving somebody a small win, you're giving them exactly what you want and you're giving them a small win, you're building up a little trust, it's like that's the way to do it I think. I mean you guys know Gary V right? Everyone knows Gary V, do you remember how he got started?

**[0:38:47.1] CS:** Wine Library TV.

**[0:38:49.0] MK:** Yeah, the Wine Library. He's sitting around talking about wine. He's like, "Oh this wine is good," you know? But he was passionate about that and that's my other piece of advice is, do what you're passionate about. But that's how he got started talking about wine. I mean I do that every night and I get a video of myself and that's again hindsight. You are talking about Mariah Coz doing, just talking about restoring living in vintage campers and stuff like that. It may seem super small but that's what you should start with.

**[0:39:20.0] RP:** Yeah, one thing I wanted to mention too is for those of us who are listening and are thinking, "Well I'm a service provider and I am not an educator." I think if your audience is different than the person who might consume this information, you have to make that I think a conscious decision to have a secondary audience. So if you are shooting brides, you're not going to be creating the course for brides, unless you are. Most of the time if you are teaching something it's because you are teaching it to a different audience although –

**[0:39:49.7] CS:** I wish there were more B to C courses.

**[0:39:51.1] RP:** I was just about to say, as soon as I said it I was like, "Hmm that's interesting. Maybe there needs to be more courses about how to plan a wedding or something." But I think I just wanted to caution you to think about when you see people who are top of your industry doing both education and whatever the work is. They have made a conscious decision to shift to both and set up their list and set up their business to be able to receive both of those.

**[0:40:17.9] CS:** I think it works also and we both implemented this in our businesses because it works so well. It's like the people that can't afford to work with me for thousands of dollars one

on one, they can afford a 500 or even a \$1,000 course. So I can answer their questions in an indirect way. So I feel like I can still help them in some way and I like to be able to support them but a lot of or probably each of you do for either your audience, whether you have two audiences, right?

We are talking business to business, we're educating other business owners or B to C where you are educating consumers, a lot of you are answering the same questions over and over and again if you just wrote all of those down or typed them all up into Google doc and let them collect over the next couple of days, it will be amazing because you'll see the buckets that those things fall into and those are your sections or your course and that's the topics that you talk about.

So I think it's a really nice compliment if you are, I'm really glad you raise that Reina because if you are service based business. I think you more than anybody else needs to be creating a course and then products like product courses are selling like crazy. We had Bonnie Faulkner on that does surface pattern design and her mom has a cool shop and my really good friend, Ashley Kelly with the modern calligraphy like creating products.

Knit Stars is their other summit like those things sell like crazy like products we haven't even – we're going to get feedback that's like, "You didn't talk about the products." We love the product based businesses but I feel like a lot of product based businesses already are there. So I think it's good to focus on the service too as far as the courses go. But there's literary nothing that you cannot teach about these days.

**[0:41:59.6] MK:** Oh and the other thing too is that don't – again because Member Vault or any course platform is just a tool, it's how you use it. We actually have a few users who have physical product businesses and they use their Member Vault account for training or value add or onboarding. One of your web designer or you want to teach people, you built somebody a course in WordPress and you want to bring them through a course on "Here's how to edit your content in WordPress" because I'm not going to do it.

Again, there you go. There's so many different ways to use it and once you start looking at the tool, not the end product and then you see, "Oh okay there are different ways that we can use

this” and so it fascinates me. Every new user we get in Member Vault, I’m so curious. I’m like, “I wonder what they’re doing,” it’s not all like coaches. There are a lot of coaches in there and they all have different angles, they all have different things. They all do well, so yeah.

**[0:42:56.7] CS:** So neat. So as you guys are looking towards the future of Member Vault and really course creation in general, just being that more people are entering the market, more people are entering the industry, what do you see as the future of the Member Vault’s creative empire?

**[0:43:12.8] MK:** Engagement. I mean again, I know I sound like a broken record but it’s so important. We are evolving right? Member Vault is not done. It’s never going to be done. I can’t even tell you some of the ideas that we have on our Trello board that are going to be in version 1.2, version 1.3, 2.0. We have all of these stuff mapped out and not only that, we are very flexible. We actively get feedback from our user base. We see what our completion rates are. We see what people drop off.

So we have a bunch of data that were currently – that were always compiling and getting feedback from our students and see what our competitors are doing. So there’s a number – there’s so many things that we have but I’ll tell you what, it all focuses around engagement. How do you keep those people logged into your platform and consuming your content and converting to graduates, right? That is what our focus is and it’s what it’s going to continue to be because we really believe that that is what’s going to separate the “meh” courses out there and the, “My god, you have to get this course from this person!”

We believe that’s going to be the big difference because there is a course platform for every day of the week out there and most of them are focused on how to get your course up in five minutes and like that’s it. Then after you sell the course, what happens then? There’s no, you know what I mean? There’s no follow up there and we’re really focusing on that.

We think that’s where the future is going to be and so it would be very curious to see how this evolves. You see them more and more tools talking about like, how to do customizations and how to tag and there’s convert flow. Even websites now are getting to the point where they will change.

Your home page will look different depending on who's viewing it. All this kind of customized engagement that happens automatically is the future and that's what we're focusing on.

**[0:45:07.0] CS:** I love it, thank you so much and if you guys are interested in taking Mike and Aron up on this offer, all you have to do is go to our website, [creativeempire.co/membervault](http://creativeempire.co/membervault). Thank you so much for coming on the show today Mike and –

**[0:45:21.3] MK:** Thanks so much for having me.

**[0:45:22.3] CS:** Yeah, of course. We're really looking forward to sharing this with our audience. Go build your creative empire.

[END OF INTERVIEW]

**[00:45:28.0] 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](http://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.

[END]