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## Order

Client	Darla LeDoux
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## Audio

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Darla: Hi, I'm Darla LeDoux of Aligned Entrepreneurs. I work with business owners to create real freedom in their life. That means doing the things they love and the things they want to do when they want to do them, things like creating, writing, researching, and working with actual people to make an impact on the planet.

One of the things I've seen is there's a lot of information out there. One of the most important decisions you make in your business is whether you want to work with people live or virtually. Now it may seem like this virtual thing is the way to do the things you love. You get to sit at home in your pajamas and make money while you sleep, while you do the fun and exciting things in your business. I love that vision. I want to just spend a minute helping you make the decision whether the virtual is for you, or live or in-person are more for you.

As you may know, I am a big fan of hosting small retreats. In a small retreat you actually get to work with real human beings and watch them transform before your eyes. You get to leverage your time because there is multiple people in the room, and you get to do your best work because you can just show up and really be fully yourself and channel that information that comes best to you. What about the money? So many retreat leaders don't make any money. I want to talk a little bit about this, in-person option and virtual option for you and your business.

Let's say you want to host small retreats. This is the retreat model. You have your signature retreat here. what I love about this is you're marketing one thing in your business. You're marketing this retreat. That's it, no confusion. Your signature retreat, you can charge anywhere from 297 to 2997 or more, anywhere in this range. It really doesn't matter because it's not where the money is. You work on this one signature retreat. We need to have people in the retreat. Let's say you have ten people attend your signature retreat at any of these price points.

Here's the key. After your retreat, if you've done a great job with delivering the right content and making the right offer, people are going to want to continue to work with you. They're going to get a taste of the difference you can really make in their life and they're going to want to keep you around as their little secret weapon. From this signature retreat, what you do next is you make an offer for what I call your high level container of support. We'll just call it a container here. This helps them implement all the things they've just learned, and maintain them, and really make an impact in their life.

This program that you offer, let's just use as an example that you charge \$10,000 for that program. Now we'll work on how you are so worth this and more. Let's say you charge \$10,000. You have ten people in your signature retreat. What I have found is when this strategy is done right, you will easily, easily, easily put 50% of the people in



this room into this program. That means you just brought in five high level clients. If you have five people who are paying you \$10,000, what's that pay day? What's that pay day? You just created a \$50,000 pay day.

Now here's the deal. Where do these people come from? You need ten people to have five private clients. Guess what? You actually have conversations with real live human beings. Guess what? You know how to do that. You are naturally charming; it's amazing. You talk with actual people. Conservatively, one out of four, or 25%, of those people that you identify and talk with are going to be the right clients for you. How many people do you have to talk to? How many conversations do you need to have. If one in four are going to come to your retreat, that means you need 40 conversations in order to make \$50,000.

Now where do you find those 40 people? You can network ten times. I'm a fan of not trying to meet everyone in the room. Meet four people at a networking event. Or you can speak in front of one group of 40, or two groups of 20, or four groups of ten. It's easy to find a group of ten, so easy. You can speak maybe two times or you can network ten times, and you make \$50,000. Here's the cool part, is you get to be completely yourself.

Let's take a look at the virtual option, because it's so appealing to sit home and watch the money come in in your shopping cart. It's totally possible. Let's just take a look at ... if you remember, we just showed you how to make a \$50,000 pay day hosting one small retreat and bringing in five high level clients in a \$10,000 program. Now that could be a year-long program, it could be a six-month program. You're totally worth it, by the way. Now let's look at making that same 50k using a virtual program. I have studied all kinds of experts who teach this stuff. I have my phone here because I may need some help with my math.

Let's say you do a typical virtual program is \$500 or often 497, or three easy payments, blah blah blah, but \$500. If you're selling a \$500 program and you want to make 50,000, you're going to need 100 people to buy that program. Really easy math. The question is where do you find those 100 people. Online, of course. Let's just take a look at what it takes to sell 100 programs. A lot of people these days are teaching webinar formulas where you host a webinar and you offer your program. People buy it, and then you're rich. Totally happens, by the way. Let's look at how it happens.

In order to have 100 people pay you \$500, a typical webinar, actually a good webinar, converts at about 6%, maybe 10. 6 is about average for someone who knows what they're doing. If your webinar converts at 6%, if 6% of your people is 100, then that means you need 1,666 people on your webinar. Now they have to be on your webinar live. They have to actually listen to it long enough to hear the offer. Guess what? We're all really busy. Lots of people register and don't show up. A typical show up rate for a



webinar these days is about 30%. You're doing actually pretty well if you can get 30% of the people who registered to actually show up in your video.

What does that mean? That means you need 5,553 to register for your webinar to have 1,600 of them hear your offer. Great, we just need 5,000 people. Before, we needed 40. Now we just need 5,000. No problem. Where do we find them? Guess what? You invite people to register via email, online, maybe Facebook ads, but a lot of it is via email. You invite them to an opt-in page where they decide if they like your webinar or not. A typical opt-in page, that page you see that says "would you like this thing?" converts anywhere between 50 and 60%. That's a good opt-in page, 50 to 60%. It means they're qualified people coming to the page who want the thing.

We'll just use 55% from our math. If 55% of people opt in, that means you need 10,096 to see your opt-in page, 10,000. If you need 10,000 people to see your opt-in page, how many people do you need to get in front of who have the chance to click over to your opt-in page? Think about it. If you get an email, what are the chances that you click the link in the email? If you're mailing people, you're asking friends to mail people, a typical rate ... and we won't go into open rates, click rates, all of that ... a typical ... the percent of people who are going to read that email, actually open it, read it, click it, and get over to your page, is about 5%. What does that mean? How many people need to be invited in order to get 10,000 people to see your page? It's roughly 201,000, 202,000 people need to be exposed to the opportunity.

Now, here's what's great. There are definitely 201,000 people out there who would be interested in your thing, but do you know them right now? So many business owners get hung up because they are sitting at home creating their virtual course for \$500, but it's going to take 100 people to buy it to have a \$50,000 pay day, which by the way, if your goal is six figures, that could be six months income, or it might be a quarter income if your goal is 200,000, etc. Do you know 200,000 people? Do you have friends who have lists that are that size? The people who create these paydays, and bigger paydays, they do. They have those lists. They have those connections. You definitely want to build them. You definitely want to build them over time.

This is when you really know your audience, when you really know how to market to start to get some of these numbers. You have all the right copy, all of that. Now if your head is swimming just hearing me go through this, probably virtual may not be your answer. You really want to consider going to the in-person model for marketing yourself and marketing your services. There's a couple other reasons I want to share for this. The first is really think about how you want to spend your time. In the in-person model you spend your time talking with actual people, speaking in front of actual people, and marketing one thing per year. It's really simple and it's a great way to very quickly establish yourself as an expert and create solid income.

Here, guess what you're spending your time doing? You are writing these emails, you are writing this opt-in page, you are writing reminder emails so that people don't miss that opportunity to register. You're reminding them you've got to show up to this email. You're spending your time thinking about what are the latest tips and tricks for getting people to show up. What kind of weird free stuff can I send them to get them to actually show up so they can hear my offer so they have the chance to buy my \$500 course, which, by the way, they're probably never going to finish.

This upsets me a little bit because I believe that some of the greatest minds on our planet are spending their time figuring out how to increase their clickthrough rates and how to get people to buy something they're probably never going to engage in. It breaks my heart just a little bit. I want you just to consider how do you want to spend your time. If this was not fun for you, you probably don't want to spend your time developing virtual programs. You'd probably much rather spend your time hosting small retreats where you get to show up and make a real impact with actual live human beings in a room who have committed to be there and change their lives. I know that that's the kind of person you are, that that's the kind of commitment you have, is to make a real difference on the planet and in your life and business.

Which is it going to be? In-person or virtual entrepreneur? You completely get to decide. I just request that you search your heart and make the decision that really works best for you. This is Darla LeDoux of Aligned Entrepreneurs. Have an amazing and profitable week.

How did John do?



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