

# Episode #5: How To Get Paid as an Aerial Coach Online

Hello, welcome.

If you hear any weird noises, it is always a cat, so just letting you know. Odds of interruption are great during this workshop.

First off, before I get into anything, I want to thank you for coming. Um, you can be doing lots of other things right now. I know right now in Oregon, I'm looking out the window, it is gorgeous outside. It's a little chilly, but it's gorgeous. And so anyone around here could be outside getting some sun and instead they're sitting in front of the computer.

So thank you for making the choice to learn something new today, um, and invest in yourself in that way. So give yourself a little, a little pat on the back before we start. So, what are we here [00:01:00] for? Get paid. At the most simple level, you are here because you want to do something to change, um, The way you work with people, the way you get compensated for how you work with people.

And layered on top of that, there's a lot of ways that you can sell what it is that you do. Um, and a lot of it is going to feel awful, right? Because most of us don't come from a sales background. And even if we do what we know of sales, what we've been taught of sales, Just doesn't feel great. So you're here today to talk a little bit about how you can still get paid online as an [00:02:00] aerial coach or a mobility coach without, um, feeling icky about it.

So here's what we're going to talk about today. First off, this workshop is for aerial and mobility coaches who are specifically looking to take the skills that they already have as a coach and market them online. So if you don't have expertise, if you're not already a coach, a lot of these strategies aren't going to work for you.

Right, this is assuming that you have expertise. So it doesn't mean this isn't you, that you won't get something out of this training, but I would suggest that going back and working on your coaching is going to help prepare you to eventually take that work online. [00:03:00] What I've found over time. With the people that I've worked with, the people that have more coaching experience do a lot better at marketing themselves online.

What will you learn today? Three things that we're going to be talking about. One is the mindset, mindset shift that you need to confidently be able to sell the expertise that you already have. Two, a simple three step plan to launch your first online coaching offer. And When I say simple, I mean you can easily follow this formula, but the devil is always in the details.

And then finally, how to build a sustainable business beyond being [00:04:00] at the whims of the social media algorithm. And that doesn't mean that I'm not going to tell you to use social media to help build your business. But what I'm saying is that you don't have to be beholden to all of the changes that happen.

Right? You don't have to chase likes and saves and follows, etc. That there is something that you can do to just consistently show up. And then finally, at the end, I will invite you to apply to work with me to help grow your audience, build your business. Launch an online offer and sell it to the people that you specifically want to work with in Circus Business Accelerator.

So before we get started, super important, drop your email in the chat so I can save it [00:05:00] and I can make sure that all of you get your live show up bonus. I don't have the email, it's hard for me to connect, especially the names that you use for Zoom, with registering for this workshop.

Thank you.

Alright, so, let's start with, I'm asking you to share one word. Just one word, although if you want to add some more, okay, that's fine. Share one word that describes how you feel about selling your services in the chat. So, a feeling.

You have stressed, excited. Awkward. Awkward. Imposter syndrome. Awkward. Conflicted. Not confident. [00:06:00] Which one to pick? Pick one. Online a mess. Imposter syndrome. Awkward.

No real connection.

All right. So it seems like everyone, um, feels a little off about selling what they do online.

That again, it makes perfect sense, right? Um, the way that we have either been taught or what we've been exposed to about selling, oftentimes, is not how we want to be sold to. So then we think that we have to do it that way as well. So it doesn't feel great. And we're going to get into how to make that feel better for you.

And hopefully by the [00:07:00] end of this workshop, this one hour workshop, please let me do it in an hour. I've never done it before, so I'm hoping it's an hour. Um, hopefully by the end of this workshop, and I'm pretty confident that You'll have some tools around how to feel better about it at the end. Okay, so that is what we're doing, but what we're not going to be doing here because we only have an hour is we're not going to be talking about specific social media posting strategy to like go viral.

Okay, that is, that is a strategy that you could have, um, but that's not what we're talking about today. We're not going to be talking about specific messaging and copywriting. Um, marketing and sales, getting into the nitty gritty of that. We're not going to be talking about creating memberships or group programs or DIY programs.

Uh, specific launch strategies and [00:08:00] funnels to get people, um, into your audience and through your launch process. Or specific systems to run your business or Facebook ads to market your business. Today, instead, we are starting where you are, right? If we think about this long process of layering on all of these different tools and strategies, we want to start at the most basic.

the actionable steps that you can take today to start earning at least some money online from coaching.

So if you want to dive into all of, right, all of these other things, that is what we get into in CBA, Service Business Accelerator, um, where I have systems in place so that you can systematically [00:09:00] go through exercises to answer all of these questions. for yourself.

And if you don't know who I am, um, I'm Jessica John. I am the founder of Circus Mobility. I started mobility coaching way back in 95. Do the math. And I started aerial coaching a couple of years after starting Ariel myself in 2011, and started business coaching in 2022. I grew Circus Mobility to 240, 000 in annual revenue in 2022, um, with 99 percent of that being B2C, which is business to consumer, not business to business.

So I didn't make a lot of money coaching business. I have made decent money coaching, [00:10:00] uh, other coaches or in just aerial technique and mobility technique. And I did that through a combination of a lot of different things, through a membership, through one on one offers, through group programs, through masterclasses, and DIY products.

I've helped A bunch of Ariel and Paul coaches start and grow their thriving online businesses, and that is from people that had very small Instagram presences and from people that actually had very large Instagram presences. So it can be done on both sides. And I have a very small team. Um, it's mostly me.

It's more me than it should be. But I have two virtual assistants. I have a membership community manager. Um, and I have coaches [00:11:00] within my membership that do create content within the membership as well. When it comes to the business side of things, I have a signature of course called the Circus Business Accelerator.

Well, where I help circus and pole coaches mostly launch their online offer in three months. And I also run a mastermind called Divas for business owners more at that intermediate level. as well as I have one to one business coaching, um, as well. So that is me. And before I got to that place, I was what I would call a burnt out Ariel side hustler.

So Ariel was my side hustle. I had a full time job. I got up at 7 a. m. I went to my job at the CIA. I went straight from [00:12:00] there to coaching. Almost every evening, and I would get home at 10pm after coaching, grabbing dinner on the way home from that. Um, I was constantly stuck in traffic, wondering if I was going to have to cancel a class.

It's the worst feeling in the world. Like, you're looking at the, you know, Google map, and the time is just getting longer and longer and longer. And DC traffic, you know how that feels. I was teaching at about four local studios, and I say local loosely because one of them was in Annapolis, which is not local at all to D.

C. Um, doing about two hours of commutes in all of those directions. So sometimes I was doing four hours of commuting a day, was running a performance company. All of that just wasn't enough money to pay my rent, much less anything else. Um, and because of that, I had really terrible [00:13:00] boundaries with my clients, with the studios that I've worked with, saying yes to everything all the time because I was afraid of turning down money, right?

I couldn't, I couldn't afford to say no to anything. Um, and on top of that, I wanted to preserve relationships in our small community, right? Saying no also meant, well, what happens? Six months from now, um, when I need that work. And, this is kind of the cherry on top, despite over ten years of experience, I was saying yes to jobs that were as little as 15 an hour.

Right, that, mind blowing.

So I knew that something had to change in this equation. Um, and at a certain point, I made the big decision, first of all, that I needed [00:14:00] to move out of a big city that I couldn't afford to live in anymore to give myself a little more space to breathe. Um, but I also realized that there was a lot of potential to move some of my work online.

And I started doing that before I moved. I started working with people online, one on one, people mostly that I had worked with. In person previously, but because of commutes and such, it didn't our schedules just didn't align. I started working with some of them online and it really changed everything for me.

Once I started doing it a little bit, I realized the potential. on a much bigger scale. And of course the pandemic happened and that kind of pushed everything along a little more quickly. What I recognize is that local coaching [00:15:00] in local studios is amazing for connection, right? There is nothing like being in a room with other people and sharing in aerial, but it also restricts your earning opportunities.

Um, You can only work with the people in your city. And the people that have access to that studio, and you're always navigating different studio cultures, different demographics within your city. For example, I work in a university town, and so most, if I ever decided to open a studio here where I live, not a plan.

Um, I would have to deal with the fact that there are students constantly coming and going and then commuting. If you live in a city, that can just be a deal breaker for so many things. So transitioning [00:16:00] to online coaching allows you to have global reach and not just get more people. It's about getting better people for you and for what you do.

So. Because of your ability to reach very specific people who you connect with, you don't need a big name or be a marketing expert to start.

If you're starting from absolute nothing, I get it, it's overwhelming. There are a lot of people posting tips and tutorials online. So, getting started. Selling what you do online can feel daunting, um, but it is achievable if you kind of follow some specific steps. So, before we get into those steps, I'm curious, [00:17:00] what types of barriers are you specifically facing when it comes to putting yourself out there online, telling people what you do and selling it?

So just drop that in the chat.

Payment plans. Consistency in student enrollment.

Getting the message out there.

Defining the ideal client.

Putting myself out there. Polov says, possibly, I sort of hesitate to say this, go ahead and say it. Figuring out how to get out there.

Putting myself out there. Okay. So, part of it has to do with being seen in a certain way. Some of it has to do with figuring out what it is you have to offer that's different from other people. [00:18:00] Some of it is exactly how to market that online. We also have concern about safety and knowing which price to ask for.

And then Paul Love says, being a Middle Eastern and Lebanese Arab doesn't always resonate with global markets, I feel. I could be wrong. You will, that is the wonderful thing about being online. You're not trying to appeal to everyone, right? You are trying to appeal to the people, to your people. And your people, Okay,

so we have these things that are sort of, um, in our minds, in the back of our minds, about why this is hard. And part of what holds us back, is this [00:19:00] sense that, um, we are pushing ourselves onto other people, right? We are on this online space, the algorithm is feeding information to people who really didn't want to buy from us, but They saw an ad, and they, you know, felt a certain way in that moment.

And selling doesn't have to be that, because selling isn't sleazy. It's, it's human. It is what we do, right? It is how we cannot possibly, uh, do everything to produce and take care of every [00:20:00] product service that we want in order to lead the sort of lives that we want to leave. It is not possible. So we in a capitalist society have to exchange money for goods and services.

And we are constantly loving to buy things that we want, things that we want to experience. So whether that is, I was in Vegas recently and got to go to CO, Cirque show, and two other shows, um, And I was like, take my money, like, I take it. I am so happy to be here and experience these artists in this space.

And same thing when it comes to food for me. I love restaurants. I, uh. In a [00:21:00] heartbeat, put me in a Michelin star restaurant and take my money. I love the experience. I love being served. I like white tablecloths. I like a good glass of pinot. Just it is, it is my happy place. So I never feel like those things I'm being sold to in any way whatsoever.

If I see an ad for a new restaurant opening up in my town, I'm excited to go and experience it. If I see a circus show, I'm excited to go. What feels bad is what I'll call asymmetrical selling, right? It is where the power dynamic in selling is off. So the person selling either has more information that they're not telling you about whatever it is that they're selling.

Um, Transcribed [00:22:00] or that they're trying to sell you something that you actually don't want or need. That's what feels bad. So when you think about the targeted ads that you get on Instagram, I, I don't know why, but today it's all about like Adderall replacement, and I have never in my life taken Adderall or searched for Adderall.

So I don't know what the algorithm is doing, but it's giving me all of this information. That feels bad. not good, right? Why are you trying to sell me Adderall replacement? I don't want that, I don't need that. That's what we don't want to be doing.

So if we are totally transparent about what it is we're offering, and we are focused on The services we [00:23:00] provide to the people who actually want to buy them, then it feels good, right, because we have this great exchange of the service that people really want and the exchange of money for it.

Always keep in mind here that when you invest in something actually creates value and increases the care that people have for that thing. So let me give you an example here. I um, I was at a business coaching retreat with my business coach and a cohort of women and we, that just so happened we were in Austin, Texas and they have crew sunglass.

So there's a, um, a brand from New Orleans. This is a backstory. [00:24:00] A brand from New Orleans called Crew. It is my favorite. Beyonce, uh, wears Crew sunglasses. That's how I got interested in it, but I also love supporting, um, New Orleans businesses. When I saw that there was a Crew store in Austin, I was really excited, not just to go, but to tell my friends, come to the store with me.

They have amazing sunglasses. Come support this Louisiana business. So anyway, one of my friends was like, I'm not sure. I don't do well with sunglasses. And I was like, what do you mean? Do you like my sunglasses? Do you want to buy my sunglasses? She said, yes, yes. I love your sunglasses. But I'm afraid of losing sunglasses.

I lose sunglasses all the time. In fact, I will not spend over 30 for a pair of sunglasses because I lose them all the time. It's just a waste of money. [00:25:00] And I was like, well, come to the store with me, come see the sunglasses. So she tries on sunglasses. She's like, Oh, I really love these sunglasses. And I tell her my experience has been when I spend 400 on a pair of sunglasses, I do not lose those sunglasses.

I watch them so well. I take them out. I wear them and put them back into the case. I use the little lens cleaner, right? I take care of 400 sunglasses. When I have 30 sunglasses, I kind of throw them around, I throw them in my bag, and it makes it really easy to lose them. So, I can't tell you if that's going to be that way for you, but that has been my experience.

She bought the sunglasses. I just saw her last week in Vegas, um, and we're sitting outside, she pulls out her sunglasses, and she looks at me and said, Jessica, you were right, [00:26:00] I still have my sunglasses. This is at this point, two years later. So investment increases the care that people have for the thing.

So I want you to write down quickly, what is the best investment you've ever made? in a coaching relationship. Not a pair of sunglasses. Um, where have you paid for a coach? Whether that's an aerial coach, or a business coach, or personal trainer, something like that.

You definitely can put it in the chat, but if you can also keep it on your piece of paper.

So you have definitely coaches, yoga teacher training,

personal trainers, Aerial yoga certification, rigging courses, private aerial coaching, action partners, [00:27:00] PT who specializes in circus artists,

certain pole workshops.

Cross training, hypermobility support, one to one aerial coach, PT. Awesome. And what did, what exactly did you get out of it? Why did it make it a good investment?

Again, you can write it down on your paper or you can put it in the chat. I could ask questions,

exposed to a new way of being taught, guided recovery, made me feel seen and heard. increased my knowledge,

helped you pass COVID time,

helped get your foot in the door in teaching, [00:28:00] mentorship in the industry, actually learn, learn a skill, learn how to rig.

So that's a lot of value, your perceived value from the thing. Now, the question I have for you is, would you have acted differently if whatever that was, was totally free? And that does not mean That, um, you cannot get a lot of value out of free things, but I'm asking you in your investment, would you have acted differently?

Would you have shown up differently? If it were free instead of paid.

I always ask this question to the people who actually show up live to a free thing. And I know that my target audience in the question is a little skewed here. So the chat [00:29:00] is a little different. Um, so yes, someone says yes.

Paul Love said, I was still totally joined. I, right now, I appreciate the free course enormously because I have financial issues. Yes. And I know that there are always going to be people who benefit from the free thing and take full advantage and do the most. And that is not the norm, but it is super commendable.

The motivation to go would have changed. Yes.

Probably wouldn't have valued it quite as much.

Yeah, so we have a weird thing here where we have perceived value, right? So, if something is totally free, and again, I'm talking to you right now, the people live, it might be different than the people who didn't show up live. [00:30:00] The people who show up live for a free training are typically going to be the

people that are more willing to invest more in free experiences if they perceive the value to be high.

And so what caused you to show up live? Do you already know me? Have you taken things with me in the past before? Do you know that I'm going to deliver value? As opposed to someone, for example, who saw an ad that I ran for this training, who doesn't know me at all, right? That's a very different experience.

So, we have different perceptions of value, and that perception of value is based on how much is charged for a thing, right? So, if something is really [00:31:00] cheap, there is a perception that there is less value than something that is more expensive. That doesn't mean that that is based in reality at all. You could give away for free something with a ton and ton of value.

But if you market it, that pricing question came up If you market it as something really cheap, people who don't know you and know that you're going to deliver value aren't going to think it's worth very much, right? It won't have as much value.

So, when you're thinking about crafting an offer, right, if you're thinking, an offer meaning I have a service. I'm selling it and packaging it in a certain way. How you price things is going to help people determine value. [00:32:00] So beyond pricing, what makes an offer irresistible? Well, this is where I feel like there's a little disconnect.

with a lot of aerial coaches. And the imposter syndrome thing came up earlier. The most important person to sell on your offer is you. If you don't 100 percent believe in what you're doing, you are not going to be able to sell it well. How can you convince other people of the value of what you're selling them if you don't think that it has that value or more.

So how do you create an offer that is a hell yes for you, meaning I am super excited to sell this [00:33:00] thing and have someone else on the other end go, hell yes, I want to be a part of it. There are three things to focus in on. Number one, alignment with your values.

So what do I mean exactly by that? Um, Let's say that you really value connection with community, right? Connection is one of your core values. And you create a DIY offer that has no connection with other people. You're going to have a really hard time selling that to other people. Doesn't mean that there won't be value in it for someone, but because it doesn't align with your values,

It's not going to be something [00:34:00] you're excited about doing, putting together, or selling.

Number two, authentic connections.

So when we are very, very disconnected from the person on the other side of the sale, it gets less exciting for you, and it gets less exciting for the person on the other end. So, that doesn't necessarily mean that whatever it is you sell always has to be face to face. But it does mean that you need opportunities in your sales process, in your marketing, to authentically connect with other people.

Because if you don't do it, it's not going to feel great. If the people on [00:35:00] the other side don't get to experience you in that way, they're not going to feel enough of a connection to want to give you money. And then finally, it solves an immediate struggle. So what do I mean by that? I'm going to give you an example from last week in my life, well, maybe two weeks ago.

So I, I'm very influenced by targeted ads. I mean, I run them, but I also, I'm influenced by them. So, um, if, you know, they, they've got me good with like Lua, which is all this washable silk stuff. Um, there's certain brands that, without fail, I click on it. But something came across my Instagram feed the other day [00:36:00] that I had never considered, uh, which was a DIY program.

On launching a retreat. So kind of the whole process in a box, like here are your launch emails. Here's exactly what you need to do. Here's the time frame. Let me just set it all out for you and we'll On my side of the equation, I have had on my calendar for like, I don't know, three months now to finish the sales page for a retreat in Portugal that, well, two retreats in Portugal that I'm running in October.

And I just cannot make myself, like, do the thing because I have so many other things on my schedule. Um, so in that moment when I saw that ad, I was like, yes, buy [00:37:00] now, it's like 97, total no brainer, because I have a very specific, immediate problem, which is I need to get my stuff out for this launch, and I do not have time to do all of the little pieces to make it happen.

Now, of course, I purchased the thing. I actually still have to go through it, and that is the second part of the struggle. In the moment, it solved an immediate problem that I had, and so I was happy to pay for the solution.

So I want to, today, to kind of build out all of the pieces of this irresistible offer that you can start immediately to market. And there are a few questions I want

you to ask in order to build this out. So the first question today, what are your [00:38:00] top three core values as a coach? And when I say core values.

You can kind of take the as a coach part off. I mean, who are you deeply at your core? If you aren't sure where to start with to come up with these things, all you have to do is Google. list of values, and you'll come up with a, you know, a list of like 100 or 200 that you can pick from. Um, I hesitate to put the list up because then I'm defining here are 50 words, and I want you to pick from whichever words resonate with you.

So, what are your top three core values?

I'm going to get at what Circus Mobility's [00:39:00] values are later in the conversation, but my business values and my personal values are very aligned.

Again, you can put this on a piece of paper or you can put it into the chat. Also, if you can't come up with three today, you can go back to this later, of course. If you want to just drop one or two into the chat, that's fine.

We have reliability, inclusivity,

honesty, intelligence, integrity, community, connection, creativity. supportive, safe,

knowledge, fun, embodiment, quality, technique, support.

If we think about the word technique, that's very specific to Ariel, but we could broaden that out to excellence,

or something similar. I'm not putting words in your mouth. Safety, [00:40:00] quality, authenticity.

All right, so I think we have some sense here of what we value. Next question for you. What are you best at as a coach? When I say best, I mean absolutely the best. Like, what, what is that thing that is your special sauce? This one sometimes can be hard to self assess. So if you're having trouble with it, reach out to your best clients, your best students.

And just ask, like, what is, like, what makes me so great to work with? They will be happy to tell you.

But right now, what do you think that you're best at?

My ability to tailor classes to the people that are present, present, modification, [00:41:00] generosity,

creating a safe feeling for students,

teaching feels very natural. and happy, knowledge about specific technique of dynamic tricks, feeling safe.

Okay, we all have something that we're really good at. We might have multiple things that we're really good at, breaking things down into accessible chunks. Um, so really hone in on that.

Third question, so we have a sense now of who we are from our values and what we offer other people as far as our expertise. Now, what are the traits of your favorite students? So think of, in your head, your three favorite people to work with. [00:42:00] And what is it about those people that makes them a pleasure to work with, right?

Is it certain types of personalities? Is it certain types of characteristics? So we could be thinking about adjectives here, or we could be thinking about Like actual, um, demographic, et cetera. So when I thought back, I ask this question all the time. I always revisit this question. My absolute favorite people to work with are typically hypermobile.

and neurodivergent in some way.

And then there are lots of adjectives involved as well. So we have consistency, desire to learn, curiosity, passion, appreciative, show up consistently, ready to put in the work to improve, not afraid to go for it, [00:43:00] consistent, open minded, Professional adults who want to learn and have fun,

willing to give it a go and willing to push back if something doesn't work with their bodies. Yeah, so autonomy, that's a good one,

and disobedience, one of my favorites.

Desire to learn, open for new things, spontaneous,

artistic drive, and bring their own style and creativity to training.

These all sound like wonderful people to work with.

So when you think about those people, those three people, again, think specifically about these three people, what struggles are they currently [00:44:00] facing?

You might think about this a little bit more broadly, but we're looking here at a problem that you will be able to solve for them. So, what kind of struggles are they facing when it comes to the potential services that you can provide them?

Fear to fail,

injuries,

burnout from overtraining. No access to a class, injury prevention, cross training, plateaus, not enough time to train, lack of home follow up, worrying about how they're perceived when they're learning, not knowing where to start, time, access.

Shiny object syndrome,

afraid of not being good enough,

limited time due to insane working hours leading them to feel [00:45:00] inadequate and out of training,

always tired. So yeah, there are a lot of things that our students at every level are facing that are preventing them from getting where they want to go. And so what I want you to do, based on the things that you wrote down in these four questions, is to brainstorm, to write down a simple one to one coaching offer for these people for their specific problem.

You can pick one of those problems. And the reason that I'm limiting this to a one to one coaching offer is because This is going to be the easiest thing to sell right now, right? You don't have to do a lot of special stuff. You can launch a one to [00:46:00] one coaching offer without anything other than telling people it exists.

And to be clear here, because from the aerial mobility perspective, we're definitely used to this paradigm of private lessons. And I want to get you out of that, that we are. Launching a one to one full offer. So yes, there might be a

time where you go on Zoom and coach someone live. That might be part of your offer.

But that by itself is not an offer, right? That is is a feature of an offer. So when you look at the struggles that these people [00:47:00] are facing, what do you need to provide them in order for them to succeed? Let the struggles So I'm going to go ahead and create a new class, and I'm going to call this class, um, And I'm going to call this class, Guide the Offer, instead of trying to fit all of these different types of people into a private lesson context.

And right now, you're just brainstorming, jotting down some ideas.

Polov says, Creating a small package of a tutorial conditioning Break down tutorial one on one online session and give them a time frame to submit the homework and another session to check progress.

And my question there is, how is that related to their current struggle? You probably know this in your head, I'm just trying to make it more clear for the group.

They work and can't always come on time. Okay, so time and access to [00:48:00] coaching.

Right, so if one of their struggles is consistency. Or accountability, what do you provide them in that offer so that they can actually do the thing? And one of those, as Polav said, might be homework, it might be other sessions to check in on progress, it could be having access to your DMs for certain purposes, or some specific channel for messaging.

I'll give you a couple more minutes.

Megan has having a schedule showing the process with the different steps to reach the goal

to meet their time availability.

Okay, so just to reiterate here, an offer is more, a one on one coaching offer is more than a Zoom call, [00:49:00] right? It is all of the things that it's going to take to help This potential student solve the problem that they have and what problem you're solving is the one that you And you

can see that by looking at the favorite students you have now that's going to reveal what you love

and keeping in mind that this offer the details of this offer are going to feel great to sell if they're very aligned with your core values.

So what do you do with this? You have an offer. I have a [00:50:00] one to one coaching offer. Here is my three step get paid plan. Number one, create content. So you have to get what it is that you do out there, right? You can only talk to the people that already know you. So that would be emailing, for example, the people that are already on your list.

Or letting the people that you currently coach in person know that you have this online thing. And you can still do all of that. But if we want to have a bigger reach, and that's the point of this, we need to create content so that more people know you exist. So what do you create content about? You want to [00:51:00] focus on your ideal client's struggles.

Going back to this idea of what those struggles are.

Part of that is validating the things that they're struggling with it. They're not feeling so alone. And part of it is showing that you solved that problem and that you have a service that people can buy. So, as far as creating content goes, If you want to kind of get going, get on the fast track here as far as actually making sales, I would suggest posting daily, again focusing on your client struggles, with a call to action to [00:52:00] do one of three things.

Either join your email list, if you don't have one, start one, to purchase the offer or to join a waitlist to purchase that offer later.

When you have a call to action for an offer, that doesn't mean that anyone is going to purchase it from there, but it is going to increase the visibility that it exists, but you always don't want to be selling in social media. Because it's going to decrease your reach, that's one algorithm thing to keep in mind.

So, you're better off having more calls to action to get on your list, to get on your waitlist, etc. To get people's emails so that you can sell to them later [00:53:00] over email.

And then the other thing in your content is to show your personality, and a good place to do that is within your stories. Yes, you can do it in your main feed as well, um, but you have a lot more freedom in your stories to show, for example,

your cats and things like that, that may not be as relevant to the struggles that your clients are currently facing.

So stories are great for connection. Okay, so that's number one, create content. Number two, write emails. So when you have.

So if you've collected these emails, either from posting daily with a call to action to get on your email list, or also connecting with people in person and getting their email lists and getting them on your email [00:54:00] list, what do you do there? Well, you don't want to sell all the time, right? If all you've done in your content is talk about people's struggles and connecting with people, um, you have to demonstrate your expertise.

So the best place to teach is going to be in your emails, and I would suggest teaching in your emails three times per month so that it's not once per week because we're going to do something else on that fourth week.

And when I say teach, this is where you can get into kind of that tutorial tip sort of content. Um, drill down, talk about the issues that you're passionate about in ways that are unique to the way that [00:55:00] your brain works.

And in all of these emails, We're referring back to whatever offer it is you've created, and it's going to be better to not have it open all the time, to sell it one week out of that month. So in the three weeks where you're teaching in your emails, you have a PS there talking about how doors are going to open to work with you one on one in this capacity.

On this date.

And then when, when do you sell? You sell in that fourth week, right? One week per month, you're selling, you're hard selling in your email, you're just talking exactly about your offer, you might be talking in testimonials about people have walked, worked with you [00:56:00] before, um, and you are talking about your offer, right?

In the content that you put online, right? So if we are posting every day for one week per month. we're actually talking about this offer you've created. And the rest of the time we are talking about the struggles, connecting with people's struggles, and getting people on your list.

So like I said in the beginning, this is not complicated, but it's not necessarily easy, because it requires some discipline. And I'm sure it, depending on where

you are with regard to creating content for social media, or writing a lot in general. This might feel really [00:57:00] awkward at first, and this is why I suggest posting every day, because you will get better with reps.

And same thing with writing emails. You will get better as you do it. Um, this is the, the great thing, I don't do this personally, but I know it's helpful for a lot of people, which is morning pages. Yes, you can do this from a creative perspective, but also writing morning pages gets you used to writing.

And so if writing emails to people seems awkward, perhaps you need a habit of writing every day. And then you can use from that, um, anecdotes and stories and lessons that you can put into your emails.

So just a reminder here that people are attracted to confidence and strong conviction, right? This is why you need to be so [00:58:00] bought into what it is you offer people. Because if you're not, people aren't going to be attracted to it.

And if you act like, um, you really, really, You need a sale, right? For example, someone contacts you in the DMs and says, I would, um, I'm interested in working with you. Can you give me more information? And you're very, very pushy. If you are very, um, following up every day, et cetera, if it doesn't feel like you are very confident in what it is that you do.

Right? You want it to feel different. You want to feel very convicted in what it is you offer and your [00:59:00] expertise, and that those potential clients out there, they need you. You don't need them. They need you. So adopting an abundance mindset, if this person doesn't work with me, the next person will. It's all okay.

It's okay to say no to people who are just bad fits for you. Something that it took me a while to learn. Those clients are more trouble than they are worth, always. You get this feeling in the beginning, usually that is the case. So get used to saying no more to things that you know aren't right. And then invest when you know you need to grow.

Whether it's through your emails, whether it's [01:00:00] through your content on social media, the more trust that you build with people, the less you're going to have to sell. The less it's going to feel sleazy, the less you're going to be, you know, trying to convince people in DMs. People are just going to reach out to you and say, how do I work with you?

And give me the information, because over time, by doing all of these things consistently, People are going to have you not only top of mind so that when they think oh, I want to work with someone on this thing, I know exactly who to do it with, but you're going to have built up this track record of consistently continuing to show up, continuing to offer this thing that they, they know that you're going to be there for them.

And. You have the opportunity through that content and through those emails to [01:01:00] address all of the potential objections that they have about why whatever you're offering them isn't going to work for them, right? You can address all of those potential things before they come up. So whether that is a money time issue, which really is a value issue, people will pay for things or make time for things that they value highly.

Whether it's, they're not quite sure if it's for them. Well, you can put exactly who it's for in your messaging. If they don't trust themselves, how can you help them through your content to develop self belief, to believe it's possible? If they don't trust you, how can you demonstrate through your content that You know what you're talking about.

You've worked with lots of people. It's [01:02:00] worked for lots of people. And how do you get people to take action right then, instead of waiting next year, et cetera, right? How do you, in your content, talk about why now is the best time to start on whatever this journey is?

So as we wrap up, go ahead and jot down one thing that you learned today.

Newsletter is a good thing, yes, exactly.

Newsletters, emails, are something that you have control over, and as a lot of us are considering, you know, the impact of meta and X and all of these different platforms. Keep in mind your email list, newsletters. are the one thing that you have [01:03:00] control over, right? Everything else could go away tomorrow, like TikTok.

TikTok almost did. And if you build a business there, it's gone. But if what you're doing is getting people on a list, you have control of that list. So it's super important.

I learned that I'm under utilizing email newsletter promotion. Yes. Working on the mindset to show up confidently. Awesome. If you are honest and tight to your core values, people trust you despite Instagram algorithm and stuff. Yes.

Specific about your core values will attract your ideal clients. You won't appeal to everyone.

You will not. If you appeal to everyone, you appeal to no one. Keep that in mind. Right. If it's so broad, then you're really not going to resonate with anyone. It's just [01:04:00] noise. This is why going back to the algorithm, you know, staying something a little controversial is so powerful because you stand out from the noise.

Now you want to be careful about doing that because it has to really be aligned with your values. But being controversial is some of the most powerful content you can produce.

underutilizing emails, having a one month container for selling feels way less daunting. Amazing.

Do less and be paid more, saying no to people that treat me like a jukebox. Yes. Those aren't your people. I know it feels that way, especially if you work with a lot of people, but if you don't like that feeling, those are not your [01:05:00] people.

Okay, and last question here, what's one piece of messy action Right? Doesn't have to be perfect. One piece of messy action you'll take this week to get going in creating your offer.

Set myself up to collect emails for an email list. Yes, absolutely. If you are looking for any suggestions, um, ConvertKit is great. It's now just called Kit. But, uh, Kit is what I recommend for email marketing software. It has, if, as your business grows, it has more of the tools you'll need as you continue to expand.

You can always change over to a different email marketing platform, um, but, but there is. Uh, you'll lose some open rates, you'll lose some stuff when you do that transition. So if you start out with [01:06:00] one that's really good from the start, it's going to be helpful.

Write an email to all of my students, yes, amazing. Start collecting emails, absolutely. Maybe be less poll centric in my stories. Try to show who I am as a person, yes. A hundred percent. More you is better. My emails sometimes go to people's junk. How do I stop this? Um, that is always going to happen. So, you cannot stop it.

What you can do is monitor it. Right, so there are a few reasons this could be happening. One has to do with, um, One is very technical, and it has to do with whether your email marketing platform, uh, your software, etc. Um, has an update [01:07:00] in it for some restrictions with privacy, etc. So there is a technical thing that could be happening.

If everything is up to date, um, oftentimes it has to do with Individual email programs, for example, Gmail, working off of their algorithms, whether they think something is spam or not. And that's informed by keywords, about subject lines, about your past open rates, etc. So, um, The power of a good email marketing platform is that you can look at your metrics over time, as far as open rates go, um, and see which ones had low open rates, because those are typically ones that got stuck in spam.

Um, and [01:08:00] then subject line testing is possible as well, where you, you know, there are some programs online that you can pop the subject line in and see, oh, this one probably is going to get caught by a spam filter. Anything. very salesy, or basically, think about it this way, if there is a subject line that makes you truly cringe, odds are it's spammy and Email marketing platforms aren't going to like it.

It wants you to look as much like you're having a normal individual conversation with a person as possible. And not a lot of images. You can maybe put one in, but don't try to get all Arialist design pretty in your newsletters. That absolutely will go to spam.

Ask my ideal clients to give me feedback. Great. Make a grid post with an offer. Absolutely. People need [01:09:00] to know that you sell things. Uh, maybe I need to make my profile public business creator instead of private. Yes. 100%. I know, um, when it comes to poll, it is hard, right? That you are always going to be navigating shadow ban stuff, and I don't think that's going to change despite anything that Mark Zuckerberg said as far as, um, lack of, you know, filtering things out, um, because I think there is still going to be a bias.

So, but if you do not have a public social media presence, you are going to really struggle. So the question becomes, do you have a public presence, like, you know, just say going forward, these are the types of things that I put on this page, um, to help you not [01:10:00] get caught up in you know, in shadow banning, which, which is a real thing.

But again, if people can't see it, they're not going to want to work with you.

So getting to getting a little meta here. Um, you know, you need to believe that this is possible in order to feel awesome about getting started. And it sounds like that some of you have already made a little bit of a commitment to get started. But if you are the You are an expert. And if you're here, you are.

You already have the potential to succeed online and nothing is going to happen unless you start. And why not start today? So if all of the things that I gave you here today sound like amazing, I have a plan, I know what to do now. Take it, run with it, get started. [01:11:00] And if you're like, okay, Jessica. I need more help.

I want you to hold my hand through this process. I want you to tell me exactly what I need to do when and to be able to message you and ask you all of these little questions as they come up. That is what CBA is for. So Circus Business Accelerator The third round of this program is opening up to the public on February 17th, but I'm inviting you for taking part in this workshop to a special pre sale.

So if you apply for the program, we are doing applications in the next 72 hours, you're going to get a 500 discount. Um, and I'm going to send all of this to your email as well, so, um, if you need to rush out or just not jot down all the details. [01:12:00] If you wait, there will be no discount. Um, there is not going to be a discount for this program.

There will be no early birder, early action discount. So this is your only opportunity to get this 500 off. And what we're doing in CBA is launching a new online coaching offer over the three month period. So you're going to get weekly coaching on every aspect of the process. feedback at every stage, and built in accountability for me.

And I know for me personally, I need accountability. So I enjoy investing in programs where I'm going to have someone checking my work. You'll also join a closed community so you'll get connection. You'll get additional resources and be able to brainstorm and share with other people in the program and you'll have a lot of educational [01:13:00] workshops that are outlined in a way that you're never going to have to wonder what you're doing when you're just going to follow the curriculum.

and you will launch this program. The program is, uh, 19. 97 for the three month program, but again, you get 500 off of that, so that's 14. 97, and there is financing that brings it down to under 300 a month.

Although this workshop was targeted at Aerial and pole coaches. CBA is called Circus Business Accelerator. It is not just for aerial coaches. I also work with professionals who work with aerialists and pole dancers. So mobility coaches, handstand coaches, physical therapists, personal trainers, Pilates instructors, nutrition coaches, dance instructors, anyone who is a [01:14:00] coach who wants to work with aerial and pole populations or other circus populations, you are welcome to join this program.

And basically, I am bringing the business expertise here. And, you know, you are bringing your knowledge of your own coaching expertise. So I am layering on all of the marketing and selling so that you don't have to figure it out on your own.

What does CBA look like? I'm just going to show you really quick

the back end of the program.

So the program, um, is separated into 12 lessons, 12 modules. Here is what So this is what the modules look like last year, but this is a live program, and because of that, I [01:15:00] get to change things up and make them more relevant to what's happening in the space right now and with the cohort of people that are actually in the program.

So last year, we had personal branding, attraction and email marketing, freebies, values and pricing, one to one offers and sales and landing pages, messaging assets. search engine optimization, low ticket offers, affiliates and flash sales, launching, fulfillment and launch debriefing, and quarterly planning.

Again, this year things will be changed up a bit. I'm always refining things and making it easier for you to just follow along. and do the thing over the course of the three months.

And I talked a little bit earlier about how I would get to my values. Well, this is how CBA [01:16:00] embodies my values as a coach. My values are disobedience, excellence, impact, and connection. So when it comes to CBA, one of my goals is to help you break free from outdated norms when it comes to how you should or should not show up online or sell yourself.

And to double down on authenticity, right, to be the weird you that only you can be online. And I want you to do that because, well, yes, you know, I'm always trying to especially get women to double down on who they are and show up

authentically. Um, but I also believe that this is going to help you be more profitable in your business.

In CBA, I also want to give [01:17:00] you tools that are going to help you build a business rooted in expertise, right? I am not marketing this program to people who don't have coaching expertise. I only want to work with people who are experts in what they do because excellence is a core value of mine. And I want to help experts get their messages out.

I also want to have impact. I want to help you reach more people so that you can create meaningful changes in people's lives. Right? It does nothing for me to sell a program where no one does it. That has zero impact. I want to help you reach more people. and impact people's lives. And then finally, connection, right?

[01:18:00] You are going to have the chance to join a supportive community of like minded coaches who are brave enough to go into the online space. And it's really important to have spaces where people can connect, again, especially where women can connect. As entrepreneurs. So for me, CBA isn't just about coaching an online aerial or mobility coaching business.

It's about creating one that's very deeply aligned with who you are and the changes that you want to see in this community.

And my guarantee to you is that you will take more action than you ever have in a three month period before. That you, if you do everything in the program, you'll start generating [01:19:00] online revenue, and most students generate revenue within 30 to 60 days.

That you will get new clients. And you will create something out of nothing, right? There is something now that doesn't exist, and you are going to create it and sell it and impact people because of it. And I will provide support every single step of the way.

I mentioned this earlier, um, but I'm kind of coming back to it at the end here. Tips and tutorials are not a business, right? Educational content on Instagram is not a business. Offering private lessons is not a business. A business involves all of these other things around it [01:20:00] to support its growth. It involves marketing, it involves messaging, it involves sales and growth and strategy.

So if you're interested in actually creating a business that can grow and scale over time, that's where CBA comes in. If you got a lot out of this workshop, out

of Get Paid, you know, imagine how much more you'd get if you actually took three months and you buckled down and you committed to growing this.

So, if your problem is getting more clients online without all of the guesswork, CBA is the solution. And if you have any questions at all, drop them in the chat right now also, um. allow you to turn on, unmute yourself. [01:21:00] So yeah, if you have any questions at all, drop them in the chat or unmute yourself and hit me with them.

Not just about CBA, CBA, about anything. I don't have anything to do for the next. 10 minutes or so.

I am also going to drop

the application in the chat, but I'm also going to send you an email with it.

Where are the cats? That is a really excellent question. And I don't want to leave you hanging, but unfortunately I, so I have a closet right here that if I close it, my cats try to get into it. If I'm talking on zoom, only if I'm talking on zoom. So I opened it, which means now that they have climbed up somewhere in there.

Let me try it. I'll be right back. Let me [01:22:00] look.

Okay, we failed. She's wedged so deeply in the closet. Um, she's not coming out. Mellie says hi. I tried.

Uh, no idea where to start. Lots to mull over, but leaving way more confused than when I joined. Start with just answering those questions and following the three steps.

As an online business, did you come across a moment of needing to create an LLC for your own liability? Um, so the, I'm a lawyer by training. I, um, started out as a lawyer. And so, It was just one of the first things that I did. It's, it was kind of a, when I had an inkling of wanting to start offering my services outside of a studio setting, I created an LLC.

It's super easy [01:23:00] to do in most states. Um, it doesn't require like paying anyone help out with, really. Um, so, You know, sometimes you have to actually file articles of incorporation, but usually there are forms for that. So it's super easy to do, um, it just requires paying a fee and then depending on the state you live in, paying annual, uh, business taxes.

So um, you know, if you can afford to do it, it is always good to have because it is going to limit your liability. Um, it doesn't matter as much. When you first start out. Because all of your, uh, finances are fairly co mingled with your business. And so, if your finances are co mingled, even if you have an LLC, it's not going to protect you.

[01:24:00] Um, but as you start getting bigger and keeping things more separate, Um, it will protect you to some degree if you are, um, sued for something in the future. So it is really about As much about keeping your finances separate and distinct as anything.

And there's kind of a side question there around insurance, I think, um, which is business insurance, right, is also going to protect your personal assets from being gone after in the event of a lawsuit. But truthfully, these days, they go after everything. So, you know, they will go after the insurance, and they will go after you, and they will go after your business.

Um, it's kind of where does the money start to run out. Um, courts will look favorably [01:25:00] upon you having all these layers in place. So you're more likely to be protected the more of those layers you have.

All right. Well, thank you so much again. Um, I really appreciate you showing up live. I will get that freebie to you. You should get an email. both about getting access to that and a separate email that has the recording and the application in your inbox later today. Have a, oh, one more question. How excellent do we need to be for people watching us to trust us that we can actually teach them with so many awesome instructors out there?

So this isn't a matter of You out experting anyone, right? It is a matter of you relating to people based on your specific combination of [01:26:00] expertise, uh, background, uh, personality, et cetera, right? All of the little things that make up who you are is going to appeal to a certain group of people. Right?

Being an expert is simply the baseline, right? If you are not good at what you do, you're going to have a hard time. So that has to happen. But then when we're talking about, well, how do people find me? They find you because of the unique combination of what makes you, you. So what is your background? What style do you teach?

How do you teach it? What populations do you work with? Why is that based on your specific background, et cetera. And that's why you need to just get out

there and talk about it more, right? Because if people don't know this, they're not going to want to [01:27:00] work with you.

All right. Thank you so much. Have a wonderful rest of your day and hopefully I'll talk to you soon.