SPI 251

(In the Middle) Launching a New Course with New Entrepreneur, Sarah Argenal

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Pat: This is the Smart Passive Income podcast with Pat Flynn, Session #251. Let's dive right in.

Announcer: Welcome to the Smart Passive Income podcast, where it's all about working hard now so you can sit back and reap the benefits later. And now your host. He waves his hands like a conductor when a good song comes on, Pat Flynn.

Pat: Hey, what's up? Thank you so much for joining me today in this session of the Smart Passive Income podcast. I'm very happy to welcome a woman named Sarah Argenal, who I've gotten to know very well over the last six months because ever since she started building her course I've been following her progress. Back in episode 136, you might remember that one with David Siteman Garland, he talked about his course called Create Awesome Online Courses, gave away a ton of great information on how to build your online course. Well, in conjunction with David and the promotion of that course, I had offered a bonus for people who signed up through my affiliate link. That was for a time being three or four accountability calls with me afterwards in a group setting, and Sarah was there on each and every one of them. It was a way for me to hold people accountable and make sure that they were doing the work. Sarah, by far, out of everybody who was attending those little sessions that we were doing together, was putting in more work than anybody and actually taking action.

                I'm excited to bring her on today because if you see the title of this podcast, it starts with, in the parentheses, "In the Middle," meaning she's in the middle right now by the time we're recording this, in launching her new course. We're going to talk about what it's been like to put it together, what it's been like to market it, and what some of the struggles were after putting it out there and maybe not seeing as many sales as she wanted. I'd give her some tips and things that she should think about to move forward and, yeah, and things she wished she would've done differently or better. But she's on the right track and we're going to talk with Sarah today.

                This is a different episode. Sarah has yet to find that success story,

but she's in the middle of building it right now. I'm excited for you and for Sarah, so let's get right into it. This is Sarah Argenal from workingparentresource.com. Here she is. What's up, everybody? I'm so happy to welcome Sarah Argenal to the SPI podcast. Sarah, thank you so much for joining us today.

Sarah: Thank you so much for having me. I'm so excited to be here.

Pat: Absolutely. For those of you who are listening in, Sarah and I, we've met each other a few times in the recent past at some local meetups that I've been hosting, which have been a lot of fun. Sarah always is one of the first ones to come and she's just so awesome and has an amazing personality. And what's really cool is she is in the middle of launching her course and getting things done. I love it, because I've been able to follow her progress along the way. I wanted to bring her on the show today because, unlike many of the other people who have been on the show before who have that sort of experience and have had that success story to share already, Sarah is in the middle of building her success story. We're going to get some good insight from her.

But anyway, Sarah, again, welcome. Tell us what it is that you are doing. I think that's the first thing I want to ask. What is your business that you're creating and what are you in the middle of right now?

Sarah: Oh, thank you. Yeah, I am building a program that's called Working Parent Resource. It's a website that supports working moms and dads who also are trying to juggle work and a home and a family and just have all of that craziness going on. The program that I created to go along with my website is called Frazzled to Balanced. I originally did a survey right when I was setting up my website, and the one thing that just about every single respondent said was, "I have no time. I need time." That was the impetus for creating this program, because it's something that I went through myself as a working mom. I had no time when my son was born. I was commuting three hours a day into San Francisco and back. I lived in the East Bay. I worked in a law firm. I was exhausted all the time. I felt like I had about 30 minutes with my son before he went to bed.

He was sick. We were just talking a little bit about illnesses. It was constant sickness in our family. It wasn't fun.

Over the course of a year or so, I came up with some solutions and a process. I have about 15 years of experience in marriage and family therapy and in professional coaching and in teaching and in project management. I wanted to take all of that research and all of that experience and put it together in a framework for people that they could take and just do step by step. How do I get through this? As a new parent, and a working parent who's overwhelmed, how do I get my time back? How do I get my life back so that I'm excited about it? That's the program that I'm creating, and I just launched it a couple of months ago. You're right. I'm right in the beginning phases of everything.

Pat: Nice. Did you have a website or a blog to start out with, or are you literally starting with the course and program first?

Sarah: I started with a website. At first it started because a friend of mine was asking me questions about all of this stuff. Several friends, actually. I was sending these long text messages to them. I figured, "You know what? Maybe I should just put a website up that has my favorite books and articles and podcasts and other resources, just have that in one place. If I want I can just start blogging", which is what I did. In September of 2015 I actually ... My family and I moved to San Diego the same month I started my website. That's when I created the survey and I started building a website around what people were saying they wanted. Over the course of maybe four to six months I wrote about 30 blog posts that just identified some of my favorite resources and just answered some of the questions that were coming up for me most.

I started with that, and then I was kind of thinking, "Okay, do I want to make this a business? Is this something that I want to develop into something else?" That was when I was talking to a lot of people about all the issues that they were coming across. I decided to put together a program. It was either that or start doing one-on-one coaching. But since I work full time at a law firm and I have my son

and my husband, and actually, we're expecting a second baby now.

Pat: Oh, yay! Congrats! That's awesome.

Sarah: Thanks. We have a lot going on. I wanted to spend my time on a program that would help more people and that I could … I didn't want to start doing one-on-one coaching and then not have time to build the program, so I decided to start, create that asset, and then I can do what I want with it from then on. I can integrate it into a larger group coaching program or just utilize it however it seems like it'll fit in the future.

Pat: Awesome. The first time I heard of this program, for everybody out there who's listening, was when I had promoted David Siteman Garland's Create An Awesome Online Course course. Through that, I offered a couple bonuses, which were meetups with me or what did call them? Accountability group calls, essentially. You were on those. That's when I first heard the idea of this. Then we've met in person a couple times. Each time you are taking steps and you're blowing me away with just how much action you're taking despite having all these other things happening in your life that you're also taking care of, too. How are you able to get things done? I think a lot of people would love to do this and love to even get to this point, even though you're still in the middle of launching it. You have something to launch, and you've made a plan. How are you able to actually make that happen amongst all this other stuff? I mean, this ties directly into what your course is about, actually. I'm curious to know what you're going to say.

Sarah: Oh, I'm tempted to say, "Go get my course," but I won't. I guess two answers to that. The overall picture of it is, number one, one of the things I've learned, specifically from you because I've been listening since I started this website and all of that, was that just in time learning. That concept has, I mean, it's been imperative for me over the last year-and-a-half or, because it's so overwhelming. There's so many things that you can do. I've just decided to put one foot in front of the other. I have the two main tools that I use are Evernote and Trello. I'll get into that in a minute. But I basically just … If it's

something that I think will be helpful in the future I throw a note down. I throw a website link down. I throw a copy and paste from an article, or whatever it is. I put it down somewhere where I know I can get to it later, but I don't think about it. I don't use it. I don't look into it. I don't research it. I don't get caught in that bright, shiny object syndrome.

The first thing that really helped was focusing on what I needed to do in each moment. For my course creation, that meant I broke it into phases. The first phase was creating the outline, the overall outline. I know you like to do mind maps. I'm from the legal field, so I just bullet point things out in terms of what I wanted it to look like. That was when I started the David Siteman Garland program. I just walked through that whole program with you, with him, and I just made sure that I wasn't learning alone. I wasn't just taking notes and listening and consuming, but I was taking action and implementing on every step that I took. That was key.

The second phase, after I started that program and I walked through it with David Siteman Garland and with you, I put together all of my slide decks and my script with the bullet points I was going to use throughout my videos that I was going to make. Once all of the slide decks were done I then took about a month and I recorded everything. Then once that was done I then figured out my whole launch plan. I set aside about six weeks to do that to make sure that I wasn't getting caught up in that while I was trying to finish up the program. I was just taking consistent steps to get through everything. That was the overall process.

What I was mentioning before is the two tools that just came in ... I mean, I'd use them every single day ... were Evernote, which was where my to-do list was. I just made sure I was doing at least one thing a day. Then Trello was how I kept everything organized. It was my project management system.

Pat: Nice. It sounds like you got everything that you need to do to actually make progress, and you had given yourself that six-week window, which I also think is really, really important because without

that you're never going to light that fire underneath yourself to get things done. I want to rewind and go back to when your website started. You said September 2015, right?

Sarah: Yes, exactly.

Pat: Then you had mentioned a survey. I'm curious because most people when they start a website, they have nobody to survey. Tell me what happened in between when you started and how did you get enough people to take the survey to give you information on what to do next?

Sarah: First of all, I had a network of moms. Just mommy friends and people at my office and just people that knew my background in therapy and coaching and everything, so I had a personal network already. I mean, mostly I just used Facebook. I created a Survey Monkey survey. I think at that point I had heard your podcast, I think with Ryan Levesque, on the Ask Method.

Pat: Yes, mm-hmm (affirmative).

Sarah: I really had one question on there, which is, "What is your biggest challenge when it comes to being a working parent?" I didn't get too much deeper into it. I asked some demographic stuff. I think it took them about 90 seconds to two minutes to answer this depending on how in depth they wanted to get. At the end I actually also captured their e-mail address if they wanted to learn more about it as I continued. But I mean, I sent that Survey Monkey link on my personal profile on Facebook. At the time I was a member of a couple of other mommy groups and working mom groups, and I just put it in there and said, "Hey, this is what I'm doing. If you're interested or if this is something that might apply to you, go ahead and answer. It'll take about two minutes to finish up." I think I got about 75 responses within a week or two.

Pat: Whoa.

Sarah: Yeah. I didn't really know that that was good. I was like, "Oh,

hundreds of responses should come in." It kind of felt not great at first, but it definitely was plenty for me to see the patterns. From that survey alone I had maybe my one to two top issues that I knew people were totally struggling with, then I actually had secondary and tertiary issues that I saw were coming up as well. It was kind of easy. I actually had drafted most of my website by the time I put the survey out and got those answers, and I totally revamped it based on those responses. I'm like, "Oh, okay, actually, this is what people are looking for. This is what they want," and based my website on that instead.

Pat: Nice. You then started the thing about a program that can help serve these issues, and then walk us through the process of that. I mean, having survey responses guide you is the ultimate first step, obviously, but did you do anything more than that to validate the idea before you started putting some good time into it?

Sarah: The thing I did … I had been doing blog posting for about four to six months. I actually also went through the internet business mastery program to just figure out, what is this going to be? Is this going to be a business? What's my model going to be? I did all that foundational work over the first, maybe, six months of my business. Right around the time I started my program I had to figure out what I wanted to do with all my time. I only had a certain number of hours in a week. I decided to stop doing blog posts for a while so that I could focus on the program. In the meantime I actually also started a Facebook group.

That became my focus group over the course of the next few months. I was able to talk to people, ask questions, tell them what was going on with my program. I told them, "Hey, I'm working on this lesson right now, or this module. This is what I'm thinking. Any tips or do you guys have any suggestions or any questions that are coming up for you?" I was able to communicate with an audience from there. It was still getting built as I was doing it. It was a smaller group as it started, and then it grew from there. But that was really helpful for me to just keep a pulse on what people were going through and what questions they had that were coming up. I just

geared everything around that.

Pat: Very nice. Now, creating an online course is a huge undertaking. I know because I created one myself. How did you get the work done in it? How did you actually break it down so that you knew exactly what you were supposed to be doing?

Sarah: That's what I do in my day job at a law firm. I'm basically a project manager. The way that I would ... I just applied those skills to this course. I took it one step at a time. I had my overall plan and that was my outline. My outline ended up ... I cut it in half, basically. I think there were maybe three modules that I totally got rid of. It broke it down to three modules total, but I simplified it as much as I could. Then I, basically, every week on Sundays or Mondays I would go through and say, "Okay, what do I want to accomplish this week?" I would take like, "Hey, here's what's reasonable," and then bump it up a notch or two and just put in a list in a priority order what do I need to do first? I would break it down to 15, 20 minute actions so I wasn't totally overwhelmed and would procrastinate. It was always really simple things, like set up this website link or go research this thing, or whatever. It was always something I could within an hour at lunch or in an evening without being overwhelmed and feeling like, "Eh, I don't want to go there."

The bulk of the work I did was on, usually, either a full day on a Saturday or a full day on a Sunday, or I would break both weekend days up. I would divide the time between my family and then the program. I would just jump on my laptop first thing in the morning and start writing.

Pat: Nice.

Sarah: I just took it one step at a time, broke it down into steps that would make ... and they were actionable steps. It was concrete things that I could do. I tried to just be as practical about it as I could.

Pat: Awesome. That's perfect. In terms of launching your course, which is what you're in the middle of right now, talk about ... I actually want

to know exactly what you're doing right now related to you course. What is it?

Sarah: I launched my course, which was technically, I would say, my beta launch. We were talking about it, calling it a founding members course. That's basically what I did in September. I wanted to do two launches and realized that that was too ambitious over the fall period. My course was finished. It was totally done and posted and ready to go in, I think it was the end of July. I started my outline in about March of 2016. That's probably about five, six months. I took all of August and then half of September, I had a live event that I was hosting in San Diego in the middle of September. I had a hard deadline that I wanted to leverage where I had the program completely set up. The question for me was how do I want to promote this? I knew I wanted to use social media, but I wanted to do something that would number one, increase my e-mail list, because I had a pretty small e-mail list. I'm still growing my e-mail list.

I decided to do a live challenge. It was a five-day challenge that talked a little bit about the same topics that were related to my course. From there, I think I got about 65 e-mail subscribers within about a week or two. I did Facebook ads leading to that. I called it a boot camp. That kicked off the week after my live event. I got to promote my live event in the middle of September. The following week was all my boot camp. That led immediately into my open cart period for my program.

Pat: Okay, really quick, on the boot camp, which I think is a great idea to run that challenge to get people interested, to give people a taste of how your teaching. I think that's a really smart way to lead into the eventual launch of a course. How do you determine what to make a boot camp or a mini course or a challenge about related to a much larger piece of content like a full-on course?

Sarah: I took this piece of advice from Amy Porterfield. Kind of take your course and take a teeny slice of it and then expand on that. That's what I did. The exercises that I have in my boot camp are all actionable. They're all things that people can do within about 30

minutes, and they're all things related to my course but it's not the same material as what's in my course. I took some of the concepts and created smaller versions of them. In terms of validation and testing, it all came from the same sources, like my Facebook groups, from the surveys. Just understanding what my audience was struggling with the most and tried to come up with actionable things that they could do throughout that boot camp that would give them real results right away. That was my goal when I was coming up with the exercises.

Pat: Can you give us some hard examples from your course and what that boot camp was about?

Sarah: Yeah. The boot camp and the course are both called Frazzled to Balanced. The boot camp itself, one of the first things we talk about is your energy levels and how instead of focusing on your time, instead try to focus on the things that are either depleting your energy or giving you energy. The very first exercise on day one is go through and make a list of the things that are taking your energy away in your life. What activities and what people are removing energy from your day? What things are giving you energy? What things fill you up and make you excited and give you that juice? Just make a list of both of those things.

Then, actually, day two is just go through and start editing your life. I take from the Essentialism book, where just start minimizing the things in your life that don't really work for you anymore. Get rid of the things that aren't serving you. Minimize or reduce or go over relationships that aren't giving you what you need in your life. As a working parent, you just don't have that much time so you have to maximize what you have. Those are, I guess, two examples of what people can do to get more time in their life, which is the ultimate struggle that I heard people were having.

My program goes a lot more in depth and we talk a lot more about creating a holistic lifestyle that doesn't exhaust you anymore and where you don't feel like you're out of control and you feel like you're the one who's living with intention and focusing on the things

that are most meaningful to you. It was a little bit more of a broader concept when you go into the course, but I wanted to make the boot camp really actionable.

Pat: How do you get over the mindset of, "I'm giving away parts of my course for free. How am I going to get people to actually pay for my course down the road?"

Sarah: I've heard so much about that, actually. I mean, you, Chris Ducker, Amy Porterfield, Marie Forleo, I just have all these virtual mentors. You guys have always said, "You know what? Give your best stuff away for free. That's how people learn to trust you. That's how people can connect with you." I've always felt that way. I just come from this place of abundance, where I … I don't know. I feel like I have a lot that I can offer. The course itself is a big packaged thing. It's a step-by-step program. It's a system. I don't think taking one piece here or there is going to give the whole thing away. That, alone, I just never really was concerned about that. I mean, from the get go I think I was really lucky that I was learning from people who had that mindset going in. I just took that on. I just bought into that, I guess.

Pat: Nice. The big question is did your target audience buy into it? How did the launch go?

Sarah: I had 98 people, I believe, on my e-mail list when I did my launch and I sold one course in that first 10-day period during my launch. I mean, I don't know, in terms of percentages I guess that validates it, but in terms of what I want, what it tells me is that I want to grow my e-mail list. I want to continue to grow my audience and then launch it from there and see again, but those are kind of the results that I got from that initial launch.

Pat: 98 people. Those are people who had taken that initial offering, the boot camp?

Sarah: There were actually only 65 people that were in the boot camp. Yeah, actually only 65 in the boot camp itself and then those were

the people that ... I think everybody got led into the launch series, though, even if they didn't do the boot camp. There were 98 people total on my e-mail list at the time.

Pat: Nice, okay. Let's talk about this. Let's unpack this. In your eyes, how do you feel you did overall with the launch based on these numbers?

Sarah: I was happy with the results. I had no idea, really, what to expect going into it. I also have heard from so many people, including David Siteman Garland, your launch is just your initial launch. This is an asset you'll have over time. I didn't want to put a ton of pressure on it from the beginning, but I also wanted to see how it would go. I mean, in terms of percentages, I was okay with it. I was like, "You know what? I feel good about it." During the sales process I had talked to the person who bought the course and I was like, "Here's what it does. Here's what it offers." She was interested in it so that was great. I don't know.

I don't know. It's hard to say, "I regret this," or, "I would change this," but, I mean, in terms of lessons learned I definitely want to increase my e-mail list. I think that that'll help. I also think it would've been nice to maybe do a small, tiny test version of it before spending several months doing this whole, big program. Maybe do something on Udemy or on Thinkific or Teachable or something where I can test it out. I know you talk a lot about validation. I think I read "Will It Fly" towards the end of my program after I had started the whole process. But I think that that would've been a really valuable tool to see what are people interested in and is this something that they're going to buy, or is this just something that they say they're interested in or do they really want it.

That part is where I am right now, is still trying to figure that out. Is this a numbers thing? If I get more exposure it'll be something that people want, or maybe it's not even something people want. Maybe I take this asset and do something different with it, or maybe I totally scrap it altogether and start fresh with something else. I'm not sure how it'll all pan out.

Pat: Well, thank you for being honest with all of this. I love the enthusiasm you have despite numbers that some people would be like, "Well, this is a complete failure." You haven't even mentioned that all, so that's fantastic. I don't think it's a complete failure. I don't even think it's a failure at all. There's a few reasons. One, one sale is huge. That means that this is something that people are willing to spend money on, and you just need to, like you said, grow your e-mail list, get more exposure for it. In an ideal situation you would've done what I teach in "Will It Fly," which is maybe launch with just the first stage without having put that time and effort into the back part of it, to first validate it, like you said.

But now you have it all built, which is great. You validated it. Some person's bought it. You really want to make sure you understand why this person bought it. If you have been having contact with them already that's fantastic. Follow up and try to get on a Skype call with that person and talk to them just to get deep down. What made them decide to buy? My guess is that there's a lot of people who you've been able to nurture over time who are on the fence, and maybe because it is so new that they're not yet ready to buy. I think you're very close to that tipping point where things will start to work out. Like you said, you already have the course made so you're at an advantage at this point now having put all that work in up front.

There's a few things I will say. You can also ask the people, especially those in your boot camp. I think this is going to be really interesting. If you were to follow up with those people and ask them, there's a specific strategy that Ryan Levesque talks about in the book, "Ask," called the Do You Hate Me? strategy. I wouldn't ask that question, but I would ask the principle of what that question does. That is, essentially, saying, "Hey, you said you were interested. You took the thing. Then I offered this thing and you didn't purchase. Why?" Obviously, you'd phrase it in your own voice and your own way. Ryan's subject line is, "Do you hate me?" That's more of a ... increasing the open rates of that e-mail because who wouldn't open an e-mail with that subject line?

Anyway, the point being you want to follow up with people who had taken that boot camp because they said they were interested. You know they're interested in this topic, but then you can ask them quite honestly, "Hey, how come you didn't buy?" You're going to get some very honest answers, and that's going to help guide you on what your next steps are. Every time I've told people to do that when they feel like they've had failure or have had a launch that didn't go as expected, getting even two or three people to respond with very honest feedback can open up the light in terms of, "Oh, that's why people didn't buy," or, "Wow, they just need a little bit more time," or, "Wow, they got everything they needed out of that boot camp already. No wonder they didn't buy," which then your call to action is don't offer that fully in the boot camp. Maybe do something else instead of that challenge. You won't know until you ask. That's the cool thing about where you're at now. You don't have to guess anymore. You have a position and a space with what you've done already to go find the right answers for what to do next. Does that make sense?

Sarah: Yeah. Actually, part of my follow up series included a question like that. Like, "Hey, I have a question for you. What was it about this program that wasn't the right fit for you," or, "What held you back from purchasing at this point?" It was interesting but also along the lines of what I might have expected going in. I looked at this as an experiment going in, because it was my first launch. It was my first program. It's all new. It was helpful. It actually helped me really understand the psychology of my audience and a hurdle that I think I'm going to have to overcome, actually. Because one of the things that I really go into in my program is about self care and putting yourself first. That's one of the biggest challenges that my audience has. That, I think, is going to be one of my biggest hurdles with my program, actually, is convincing people or getting in front of the people who are ready to invest in themselves because that's their specific problem is that they're not willing to invest time or money in themselves.

It brought to light something that I'm like, "Okay, so that's going to be either a hurdle I have to address in the sales page or in the

program itself." Come up with a bonus or something that addresses that. That was one of the best pieces of information that I got from that follow up. You're totally right. Following up with the people and asking why they didn't follow through. Those were the two biggest reasons, were money and time.

Pat: And then trying to bridge the gap between what you know they need versus what they think that want is going to be really, really important. That is where the sales page plays a big role, any sort of webinar relationship building that you're doing before the sale or before they get to the sales page is going to be really important. You want them to know what the benefit is. It's hard because for things like this, it's like selling a course on confidence, right? How do you convince somebody that they're not confident or they don't want to admit that they're not confident, or they might not even know that they're not confident, right? Trying to really hone in on the right language, which I think you should maybe even go back to the survey and determine whether or not the language that people use in their responses is the same language that you use on the sales page. Because a lot of times, we infopreneurs and us entrepreneurs, we speak from where we're at as the course creators in a language that is different than those that would be understood by our customers.

I've seen it before where sometimes it's just a language change that needs to happen on the sales page to really make those numbers go back up. Other times it's people maybe need a little bit more time to get to know who you are. Perhaps another follow up sequence. A lot of times people buy these kinds of really big, life changing types of courses not on the first time they hear it, not on the second time, but sometimes the third or fifth or the tenth time they hear it. Again, like I said, it's there and I think it's helpful, and it should continue to stay there and be offered over time. I think you're going to find that, over time, you're going to have customers who will buy the second, third, or fourth time after they've heard it before.

Sarah: Yeah. What you were just talking about reminded me of one of our accountability calls. We were talking about how to convert those soft benefits into hard benefits, because it's also … I mean, what I'm

selling isn't necessarily ... It's not a business course where, "Hey, you can make this amount of money or save this amount of time," or whatever. That was one of the challenges for me, too, was trying to figure out what concrete results they were going to get from the course and highlighting that and using the language to make sure that that was nailed down as well.

Pat: Right. A really important phrase to know is, "so that."

Sarah: Right.

Pat: This is for everybody. You might have a ton of features and amazing modules and lessons, but why are those lessons there? So that your customer can what? You want them to be able to, as they're reading through that sales page, imagine this transformation that they're going to have. They're not going to be like, "Oh, I loved that lesson on this." They're going to say, "Wow, this lesson allowed me to do this or have this transformation or experience life in a different way." I think if you can tap into maybe a little bit deeper what those pain points are for parents. It's not necessarily about getting more time. It's so you have more time so that you can be with your kids, so that you can be a good parent, so that you can have time to stay healthy, so that you can feel more confident, so that you can perform better at work, so that you can provide more for your family, so that ... I mean, it can keep going on and on and on and on, but that's ... The deeper you go the more likely it is you are to hit one of those triggers that people are going to say, "Oh, yeah. This is something I need now."

Sarah: That brings up another point, too, is that I know I heard in one of your podcasts early on before I ever created my program, in a blog post or in a podcast or something, to really be clear about that point A to point B transition that you are going to help them achieve. I kept that in mind when I was creating my outline for my course. That was every lesson, every exercise, every slide deck. Everything that I created I tried to keep that in mind as well. That helped a lot when I was crafting the sales page, because I had those ... "Here's what you'll accomplish. If you're starting at this point, you'll be able to get to this point." I'm glad I had that in mind early on as I was creating

the program, because I think it helped a lot later when I was trying to describe what they would be getting out of the program.

Pat: Nice. The way you described it here on the show shows that you know what you're talking about. You are obviously somebody who can be trusted to share this kind of information. I think it's just going to take a little bit more tweaking, more experimentation, before you get to that, like I said, tipping point or that inflection point where things will start to happen. I'm really excited to see it. Before I let you go here, Sarah, this has been an awesome, insider look at somebody who's right in the thick of it right now. Thank you for sharing all this and being honest about it and partly a coaching call, I guess. I don't know. What are your next steps?

Sarah: Actually, what you were saying before. I think one of the things I really want to do is to connect with my audience. I don't have as much time to do that as I wanted to over the last year. I have my program. I have my boot camp. All of that stuff is created. Now it is just about tweaking that and manipulating it to work with where my audience is. The main thing that I'm working on right now is a podcast that's going to be launched in January of 2017. It's also called The Working Parent Resource. It's going to be all these same conversations. This goes back to what you were saying about giving away too much for free. I just want to get this information out to people. There's so much out there. It can be really confusing for working parents. What information is reliable? A lot of it conflicts with other information. Just helping people distill all of that down.

I felt like that would be a really good platform to get to know my audience and to have a conversation with my audience, to get to talk to experts and other working parents who are going through real life issues as well. That's my next step, is building that platform so that I can engage with my audience in a little bit more ... I'm able to do it in the Facebook group, but I want to do it in a way that I think my audience might actually be able to engage. They're always on the go and it's hard to sit and read a long blog post or whatever. This is what I thought might be a good way to get in touch with my audience and teach them and talk to them. Let them know who I am and let them know what I have to offer and, "All this other stuff is

available as well." That's what I'm working on next.

Pat: Sweet. Well, we will be seeing each other again. More often now that I'm going to be doing more regular San Diego meetups. We'll be figuring out when we can start collectively inviting the SPI audience to these things, too. We're kind of keeping it private for now, and then slowly scaling it. We want to do it in a very smart way. I'm excited to follow up with you in the near future, Sarah, to see how things are going. I'm sure that everybody else in the audience will, too. Perhaps we can revisit this maybe later in the year and see where you're at.

Sarah: I would love to. That'd be great. Thank you.

Pat: Awesome. Thanks so much, Sarah. I appreciate it. Best of luck. Oh, where can people go to find out more about all this stuff that you're working on?

Sarah: Everything related to my website, my resources, my podcast, my blog, everything is at workingparentresource.com. It's kind of the hub for everything.

Pat: Nice. All right. Keep it up. Thanks so much, Sarah.

Sarah: Thanks a lot, Pat. I'll talk to you soon.

Pat: All right. I hope you enjoyed that episode with Sarah. She's on the right path. She's been doing a lot of right things and maybe wish she would've done certain things differently, but hopefully that's a lesson for all of you out there. I cannot wait to follow up with her and see how things are going in the next couple months. We'll check in with her in the future, but Sarah, thank you again so much for your time and for being open and honest throughout this process here with me and for everybody else listening. You can, again, find her and her work at workingparentresource. com. Of course, you can get the show notes to this episode at smartpassiveincome.com/session251.

I also want to take a moment to thank today's sponsor, which is

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Thank you so much. I look forward to serving you in next week's episode. Until then, keep making mistakes, guys, because that's how you learn. Keep moving forward. Take care, and I'll see you in the next episode. Bye.

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