



SPI 277

Buying Push-Button Solutions vs. Taking Real Action: A Coaching Call with Amy Torres

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Pat Flynn: This is the Smart Passive Income podcast with Pat Flynn, session number 277. You got this.

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. Now, your host . . . before he goes to bed, he asks himself, who have I served today? . . . Pat Flynn.

Pat Flynn: What up, everybody? Pat Flynn, here. Thank you so much for joining me in this session of the Smart Passive Income Podcast. Actually, this is a special session. This is actually a coaching call with a woman named Amy Torres who had emailed me not too long ago saying that she's 60 plus years old, and that she's been trying to do this thing for a while, blogging, creating an online product, that sort of thing, and she should just probably give up and claim her social security benefits. You know, I wanted to come on and inspire her, and coach her through a lot of what she was going through, but then through the conversation I had this idea of, hey, maybe we can share this with others, too, because I know there are other people out there who may be struggling or thinking similar things. After the call, she said, hey, let's share this. I'm so excited that she allowed all of us to hear this, so Amy, thank you so much for being you and for continuing to go through the process. And a lot of you will hear that she's actually already experiencing a little bit of success, now, through the validation process of her course and what she's up to. You'll hear all about it, now. I just wanted to give you some inspiration and something a little bit different, today. Here she is, this is Amy Torres on a coaching call with me, and I hope you enjoy.

Tell me about where you're at, and I'm here to help you, so why don't you help me help you by kind of introducing yourself a little bit more to me, and what you've been up to, and kind of what you're struggling with.

Amy Torres: Okay. Because from the time that we first arranged this coaching call until now, a lot has happened.

Pat Flynn: Okay. Good things, I hope.

Amy Torres: Yeah. All good things.

Pat Flynn: Good.

Amy Torres: Yeah. One thing that I just want to say, I probably said it before, but in person, Pat, somehow I discovered you years ago, maybe it was 2009, if that's possible? But definitely around 2011 or '12. Is that possible?

Pat Flynn: I think so. I was looking back at our email archive sort of conversations that we've had, and I saw emails from you come in all the way dating back to, gosh, where is it? Let me look you up here, really quick. It goes all the way back to 2012. The first time you added me on Google Plus was December 1st, 2012. I think maybe that's when you first found me.

Amy Torres: Yeah. That sounds right, because I actually launched my first course in 2013 without knowing anything.

Pat Flynn: Okay.

Amy Torres: But I was drawn to you, and I think that was through my intuition, which is pretty impeccable, and the course that I am now putting the finishing touches on is called "Tune Out Ego, Tune Intuition."

Pat Flynn: I like it.

Amy Torres: Thank you. Because somewhere along the way somebody said, notice what you take for granted in yourself, what's very obvious to you . . .

Pat Flynn: Mm-hmm (affirmative).

Amy Torres: . . . And assume that is not obvious to everybody else. First, I just want to finish my thank you and say, I've loved your work since the beginning, you were at that point where you were just starting to post your income and your earnings, and you were telling us about your own journey, and I found that so trustworthy.

Pat Flynn: Thank you.

Amy Torres: Yeah. I've followed you ever since, even though I haven't checked in really until, now.

Pat Flynn: Yeah. I mean, it always makes me smile to hear how people have found me and then why they continue to follow me, so I appreciate that, so, so much. Amy, thank you.

Amy Torres: You're welcome. I guess it really shows that it's great to let people stay on your list. You know, me too, because somebody who first signed up in 2014 who I really never heard from signed up for my course, you know, three years later.

Pat Flynn: That's really cool. I mean, that's a very common thing. Sometimes it takes people months or even years to finally get to the point at which they're able to then transact with you. It might be for financial reasons. It might be just a mental block that they finally got over or something happened in their life that you don't even know about that could have triggered it. It's great that you're always continually, I mean . . . it seems like you're doing the right thing with building your list and keeping in contact with them, and not essentially weeding people out if they don't sort of interact with you.

Amy Torres: Yeah. I launched this course in 2013, decided that I wanted to try doing an online business without knowing anything, because I had moved from New York to Florida, gotten a great deal on a house, but there were no jobs. I had a private practice as a Gestalt psychotherapist in New York City, and you have to be licensed in a new state, and I was interested in becoming free of all that, and being an educator. I had, in the meantime become an ordained minister, so then I was a spiritual counselor, but different states have funny rules about using the word "counselor," so I felt I'd have a lot more freedom as an educator. And I had been teaching from a book called A Course in Miracles. Some people are very familiar with it. My course in 2013 was supporting the workbook practice of A Course in Miracles.

Pat Flynn: Got it.

Amy Torres: I made some Facebook pages devoted to A Course in Miracles, and I made one specifically for the workbook, and out of just posting organically about that, I got 40 signups my first year, no paid advertising, or very, very little, inconsequential. But in the following years 2014, '15, and '16, maybe I got 10 people, and people would approach me for scholarships, and being a minister, I would give anybody a scholarship who needed it.

Pat Flynn: Mm-hmm (affirmative).

Amy Torres: It wasn't earning me a living. I finally produced a book. I had been dying to write a book, and I have a history as a writer. I've been an advertising copywriter, and then a journalist at Adweek Magazine and other related industry magazines back in the '90s. I finally came out with a book called Sweet Dreams of the Awakening: 365 Goodnight Blessings, and it's a very beautiful book, but it's a book of blessings, and I feel that I have books in me to write.

Pat Flynn: Mm-hmm (affirmative).

Amy Torres: One thing that I am really enthusiastic about is writing, and I also feel like a natural teacher, and something that is difficult for me is social media. I feel very warm and friendly towards people, but I'm definitely on the introvert side of things. I recharge in private, and when I try to build authority and Facebook groups, forget it. I'm just not feeling it, I get overloaded. And sort of in a leap of desperation and enthusiasm, in the fall of 2016, I signed up for a pricey class on ecourses, and then that lead to a class on coaching, how coaching is the most direct route to getting clients and making money.

Pat Flynn: Mm-hmm (affirmative).

Amy Torres: I felt that I really needed money at that point. I couldn't really get with that coaching class. I was a little burnt out on coaching, and then I signed up for one on producing ebooks, and then I went on a binge of courses, sort of like, courses were going to save me from actually having to do the work, or something.

Pat Flynn: Mm-hmm (affirmative).

Amy Torres: One thing that is really hard for me is overwhelmed with choices, and I am noticing that I really learn by doing. I'll jump in the middle and just start to do something, so I signed up for your Smart From Scratch course, and I got to lesson five, or something, and then I just had enough. I really have had a hard time with research. You know? I've tried, I've gone into, of course, Google, and Google AdWords, and Amazon, and that's where the buyers are, and Reddit, and Cora. And finally I realized: I think what's best is just to see what my competitors are doing, who I also consider my colleagues.

Pat Flynn: Mm-hmm (affirmative).

Amy Torres: They already have the audience. They already have the proven product. Why cannot I just lift the people that they're talking to and some of the key pain points that they're addressing and just put them in my own words? So that's what I started to do.

Pat Flynn: Okay. Tell me where you're at now. I mean, where is your head at? Are you still feeling overwhelmed? Are you getting any clarification or direction with kind of where you're going?

Amy Torres: I'm getting some clarification. Another thing that was really difficult for me, Pat, was reinventing myself. I felt that I was being asked by all my mentors, "Who are you, what do you have to offer, what are the results you can deliver, and who is your avatar?" And that kind of throw me for a loop, because in my spiritual life it had been about erasing my identity, so I was getting very clear of identity, and then this was all about identity.

Pat Flynn: Right. Those are very common questions to ask when you get into marketing. Right? Because you want to know who to target, and who to talk to, and how to talk to them, but I think before that, the question, I think . . . you know, going back to reinventing yourself is . . . and the question I want to ask you is, what do you want, before you start serving others? And I think it is important to understand, and this is where the beginning stages of Smart From Scratch come

in to play, which is very much a look inward first before you look outward. Have you gone through those exercises, like the airport exercise, and the history test? Where there any discoveries coming into that?

Amy Torres: I definitely did them, and I appreciated them. I agree it was all an inside job, and I also had done some reaching out to others, you know. “What do you see as my strengths?”

Pat Flynn: Yeah.

Amy Torres: And things like that. The thing was that my strengths seemed to be I was empathic, I was a really good listener, I could hold a space for people to pour things out and then find their own inner wisdom, and these were things . . . it was hard for me to find the results of what I do as a Gestalt psychotherapist and then a coach. What I’m realizing is I help people be true to themselves. I really enjoy helping people finish their childhoods, so they can enjoy their adulthood. In other words, form themselves as a person, gain the integrity that they can speak up and say what they need to say, assert themselves, and my people really tend to be codependent people. A hardcore term may be “love addicts.” You know, caretakers. A lot of them are women, but not always. What I really love . . . my passion is this spiritual unfolding, discovering that what we are is beyond just the individual personal self.

Pat Flynn: Right.

Amy Torres: But, that may not be something that I market, I’m just . . .

Pat Flynn: I mean, that could be the result of a session with you, or something else that you offer. I mean, that could be the outcome of it, but I think in terms of what it is that you offer is . . . we have to go back to that question, a little bit of, you know, who is it that you want to serve first? I think, you know . . . I feel like you might be somebody who is looking to help as many people as possible, which we all want to do. Right? We want to try and serve as many people as possible, but in order to do that, sometimes we have to really

narrow down who it is that we're going to serve first. If I had to challenge you to select a kind of market, and let's not even talk about market, let's just say, where would you start with if you had your choice? Without worrying about how to market to them? If you could market to anybody, if you could find a certain kind of person to help in the way that you know how, you can help them. I love that you found what your kind of superpowers were, based on what other people said, and kind of aligning that with what you know you can do. I mean, that very much, to me, speaks like a coach. I mean, that's something that a coach can offer, and you can coach in anything. Right? Going back to that question, if you had your choice without worrying about the marketing part of it, who would you chose to help?

Amy Torres: Yeah. This is where I get very quiet.

Pat Flynn: Why do you feel like you're quiet? What is going through your brain, right now, when you kind of have to choose something?

Amy Torres: I don't have . . . this sounds kind of . . . but I don't care who I work with. I feel like I'm a magnet, and whoever comes into my sphere, I am there to help that person.

Pat Flynn: What kind of people do you feel are attracted to you?

Amy Torres: As I said, codependent people. If that's too broad a term, people who are not fully formed inside, yet. People who really want to claim their life, but are afraid to. People who take themselves for granted, and don't even quite realize how much they take themselves for granted. Then, people who want to awaken spiritually. Over the years, I built up an email list of 2,000.

Pat Flynn: Nice.

Amy Torres: I put out this intuition pilot idea to the whole list.

Pat Flynn: Mm-hmm (affirmative).

- Amy Torres: And I allowed 23 people into my pilot, which I've been told is maybe a lot. Maybe I should have kept it to 12 or 15, but I felt like I needed, I needed more people, I needed to feel the enthusiasm and the energy of an audience to find out more.
- Pat Flynn: Sure.
- Amy Torres: About who my people are.
- Pat Flynn: Totally.
- Amy Torres: It turns out that I got 21 women and two men. I feel energized having men in the group. I don't see myself as only teaching women, not at all. Even though women tend to show up for these things, which is great, I love women, but I like having the male energy in the room. Some women they are very into the divine feminine and all of that, but that's not me.
- Pat Flynn: This is a pilot program that you launched, when?
- Amy Torres: Tomorrow is my first class.
- Pat Flynn: Oh, so you just recently launched it. Okay. How did you go about saying that this was going to happen? I'd love to get your idea. Just walk me through how you actually presented this and what you did to gather these people.
- Amy Torres: I first posted three choices on Facebook, as a mentor of mine suggested, Amy Porterfield. She just said, "You got to do it. Stop messing around, procrastinating." So I put up . . .
- Pat Flynn: She got to you before I got to you is what you're saying. Because I was . . . I love Amy. Amy, as you know, is a good friend of mine. I'm going to message . . . I didn't know that you guys had a relationship together. I'm going to message her immediately after this call, and joke with her, because we're always competing against each other kind of in a friendly fashion. We're both working on this live video studio right now. She's like, "Mine is going to be better than yours,"

and I'm like, "No, mine is going to be better than yours," so she is going to have a laugh that she had already given you some great advice since the last time we sort of connected via email. I'm glad to hear that.

Amy Torres: She gave . . .

Pat Flynn: I want to go to that moment. She gave you that advice. What was your initial reaction when she gave you that advice to just do it?

Amy Torres: Relieved. I was so relieved. This was in group coaching calls, Pat, so I don't mean to say that I'm a personal friend of Amy's, but I would say to her sometimes, from one Amy to another, you know?

Pat Flynn: I love it.

Amy Torres: I haven't shown up in her class for a while, because I've been busy doing this. You know, she gave us a timeframe, and I would confess to her in a group coaching call, like, "I'm two days away from the deadline and I'm not doing anything," and she basically said, "Go to Facebook, write down three things, put it on your Facebook wall," and I did it.

Pat Flynn: What were those three things?

Amy Torres: The three things were: Relationships, developing better boundaries with people . . .

Pat Flynn: Mm-hmm (affirmative).

Amy Torres: The second thing was money. It's irresponsible not to do "be a millionaire." I was really talking to myself, but I thought it was a great line.

Pat Flynn: It is a great line.

Amy Torres: Because there was so much upset about "who has the money." I'm like, if you don't like who has the money, then in this day and age, you have an opportunity to get the money, so do you want a class

on that? The third one was “tune out ego, tune in intuition.” Now, because I’ve been teaching A Course in Miracles for 15 years, most of my Facebook are spiritual people on spiritual paths. I got double the amount for the intuition course, but I also felt that I got enough interested in the other two that it was politically incorrect for them to admit, “I want to be a millionaire, so I’ll sign up for intuitive.”

Pat Flynn: Sure. This was a single post you posted to your Facebook group that had basically three options? You said, “Hey . . .” Like, how did you frame the fact that these things were coming out, and did you have a price point to that, or what was the call to action?

Amy Torres: The call to action was, “I’m thinking of making an ecourse, help me decide what the topics should be, and then I’ll let you know more about it.” I just got nice interactions from people on my page, and honestly, I don’t usually have much interaction, so it did very well. I would come back to it every day and always respond to everybody’s comments.

Pat Flynn: Yeah. I think that’s really important. It’s obvious that you spent a lot of time developing this community, getting these people to know a little bit more about you, because if you just start a Facebook group and put a whole bunch of people in there and start asking them what course you would want to come out with, you know, you’re not going to get that many people to engage, so that’s a great sign. You’ve done a lot of hard work already with building a community and whatnot, and now you’re finally sort of asking them to help you. I think getting them involved in the process is really important. So okay, you have an idea now. It’s the Tune Out Ego, Tune Intuition, which is a cool name. You are one or two days from your first class. Before that, tell me about the transaction process, or what happened after you got this sort of interest for this course?

Amy Torres: Okay. I could see what everybody else was doing with their email series, and then I signed up, so I was already enrolled in Joseph Michael’s Easy Course Creation.

Pat Flynn: Mm-hmm (affirmative).

- Amy Torres: I love him. But, I have to confess, I then signed up for CB Lab, which is . . . He offers a lot of coaching, and coaching is what I need. So they have office hours five days a week, and by going into those office hours and having face to face interaction like I'm having with you, I was getting step by step help, so I wasn't just stuck in the class. I just would take a series of emails and start to send them to my people. "I'm opening this course, you know, who's interested?" You know?
- Pat Flynn: Mm-hmm (affirmative).
- Amy Torres: Pat, I first made a two minute video. A really cute video. Told them a little bit about it and scooped up both my kitty cats and said, "These guys have perfect intuition." You know? And, just made it a little personal.
- Pat Flynn: Yeah. And fun, and that's you. Right?
- Amy Torres: Yeah. It felt so relieving not to have to be totally professional.
- Pat Flynn: Mm-hmm (affirmative).
- Amy Torres: Then, I did . . . I love Amy Porterfield's idea of offer a free live webinar, and then follow it up. So she kind of said, if I'm getting this right, pitch your webinar for week before, and then keep the cart open for two weeks after, and that's exactly what I did. You know? I got people into the live webinar, 100 people on my list expressed interest.
- Pat Flynn: Okay.
- Amy Torres: I think 20 people showed up for the live webinar, and by the end of the three weeks, I have 23 people enrolled in the pilot.
- Pat Flynn: Because people saw the replay, and you kind of posted about it on Facebook, and . . .
- Amy Torres: Yeah. And I kept checking in with emails, and then I started letting them know, gently, there's only this many spots left, it's only going to be available for a few more days, you know. It's a spiritual

community, and I don't feel right giving them the timer with the countdown, but . . .

Pat Flynn: Right.

Amy Torres: I see other people doing that in my community it just feels like I want a little bit more of a soft touch.

Pat Flynn: Sure. I think that's totally fine. You can always adopt strategies or not adopt strategies based on who you are and what kind of person you want to be. My question is, when you had gone through this sort of validation process with your audience, was there any push back from people? Were there anybody in your audience that was saying, "Why are you coming out with this course? What's the deal here? Why are you going down this direction?"

Amy Torres: No pushback.

Pat Flynn: If you have gotten pushback, how do you think that would have affected what you have done?

Amy Torres: It would have . . . I would have to know what the pushback was, but it felt very organic to me, like, oh, yeah, A Course in Miracles is using Christian terminology. It's saying holy spirit, but intuition is actually the same as holy spirit. It's just that it feels very natural and it comes from within, and the holy spirit feels sort of like, up there in the sky and you can never reach it.

Pat Flynn: Mm-hmm (affirmative).

Amy Torres: As I started warming to my own subject, which I wasn't even sure about in the beginning, I didn't even quite know why I blurted it out, it started to feel more and more real to me.

Pat Flynn: Yeah. That's good. It's obviously made a connection. Now, you have these 23 people, 21 women, two men. You have your first class. What is this class going to be like? Tell me about the structure of it.

Amy Torres: Yeah. Tomorrow night it's going to be a Zoom meeting.

- Pat Flynn: Perfect.
- Amy Torres: And, it's going to be live, and I'm thinking that I'm going to give them 10 minutes of information, so I divided the class in three parts.
- Pat Flynn: Okay.
- Amy Torres: Class one is tune out ego. Class two is change the channel. Class three is tune into your intuition. The first class, I'm going to give them some methods to directly experience tuning out ego during the class, maybe 10 minute lumps.
- Pat Flynn: Mm-hmm (affirmative).
- Amy Torres: Then, I'm going to ask for interaction: "How did that go for you, where are you at?" Then, delve into the next one. I thought 90 minutes would be enough for that. I'm very interested to see how many people turn up for it.
- Pat Flynn: Yeah. You always get a smaller percentage of people turning up. I mean, you know this being in my course. I mean there are hundreds of people and maybe a hundred, if that, show up to the live calls, and over time it kind of dwindles down. There's going to be some challenges related to that because obviously you want people to come on and be there live with you to interact. You'll find different ways to be able to manage that. Are you doing anything outside of the office hours or the class, live webinars, to kind of encourage interaction and things like that?
- Amy Torres: I was thinking week to week I will then build the class. You know? Based on how the class went, I'll use that as a group coaching call in the class, but I'll also offer a video and a slide deck and some of the things we spoke about. Then, I'd like to meet with each of them one on one for about 15 minutes to delve deeper.
- Pat Flynn: Mm-hmm (affirmative).
- Amy Torres: And start to see if there are themes that really support me turning

this into a more full-blown class.

Pat Flynn: What would it take for you to do that?

Amy Torres: That's what I'm wondering, because Pat, I have an experience of having launched a class and being respected as an expert in my field.

Pat Flynn: Mm-hmm (affirmative).

Amy Torres: But it reverse scaled, and now I'm getting a little nervous thinking, oh, I'm going to have a successful pilot, but what if this doesn't scale either? And I feel a little lost at that point, and also a little concerned that I jump in and do things. The other thing I am doing right now is writing on Medium, and really enjoying that way of blogging because there's such a large audience there. Yet I don't want to shoot myself in the foot by doing too many things.

Pat Flynn: Right. It is obvious to me that this is an issue, and that's not a unique thing to you. That's all of us out there. Right? We all have a lot of things that we want to do, and we kind of get pulled in all these different directions. A lot of people I know who could potentially listen to this would relate and are probably buying the same amount of courses, and I think being conscious of the fact that that's not necessarily the right thing to do, could just help you instead focus on the next task. For now, your next task is to focus on these students, make it an amazing experience for them, which I know you can do. Listen to them, which . . . you said you're a great listener, so they're going to help you create this thing, so it's great, and you've already proven the concept. You know this is something that people want, so there's no questioning that anymore. When you get to the point at which your students go through the course, then the challenge becomes, like you said, okay, how do I scale this thing? But always keep in the back of your mind, because I know it can be difficult, especially when you go through another launch and maybe it doesn't go as well, or you're just searching for new exposure, whatever, always remember that this course is helpful and that it's your responsibility, now.

I mean, that's how I consider these things. If I have a cure for a disease, what would it be if I just didn't put in the effort to try to figure out how to get that into people's hands who had that disease? Right? That's how I want you to approach this, so that when you are met with these challenges, you know that in the back of your mind you just have to keep going. Right? It's not the product. It's just the way that you are looking to scale it, and if a particular method doesn't work out, well then, scratch that one off the list and try another one. But it's going to be even better now because you'll have these amazing testimonials. You'll have the energy coming from the success of these students. I feel like you will make the right decisions and not get too involved with . . . and this is the big worry, here, is that, "Okay, it's time to market this thing. I'm going to buy this marketing course, I'm going to buy this traffic course, I'm going to buy this ads course."

Here's the secret: Pick one method that you know that could potentially work, and just focus all your effort on that until you get to the point that you've given it a chance. And that's where a lot of people . . . I'm not saying you, but myself included, everybody, we always try these things, and we don't even give them a chance to do what really they each can do because we're dividing our energy everywhere. I'm so encouraged by the start that you've given yourself, and I would just encourage you to continue to focus on that next task. It's like when I started my online journey. I knew I had to sell an ebook to help people pass an architecture exam. Right? But there is so many pieces to that. How do I find the people? What tools do I use to sell this thing? How do I do that? How do I collect payments, or shopping carts? All this stuff. I know that none of that mattered until I finished the book, so that's all I focused on.

So, any learning that you do should only be about that next thing you are working on. Marketing, yeah, that's going to be a challenge, but don't even worry about that right now. I wouldn't have that get in the way of you serving your students, and I feel like your students are going to be so important to you. And this is why a pilot program is so perfect, because those students become not just your first set of students, and your first customers, which is really important.

Right? But they become the people who will tell you exactly how to market it later.

Amy Torres: Mm-hmm (affirmative).

Pat Flynn: Right? I don't mean them sharing it with their friends, I mean they will tell you why they bought it, and that will influence how you market it verses us trying to have to guess now, which is what you have to kind of do when you're doing the pilot. Right? You kind of have to guess why people would want it, and talk about these points. But here you are, you have students who will tell you why they bought it, what they love about it, and then that's going to influence how you market it, and I think that will help you scale along the way, too.

Again, it's a lot more mindset stuff more than anything, as you know. But I'm just so proud of you, actually. I remember our email exchange together, you had said that you were kind of lost and didn't know where to go, and I'm so thankful that Amy got a hold of you and told you, just kind of do it, put it out there, what's the worst that could happen? Right? And you're making progress, and I just want to encourage you to keep going, and I'm here for you, and if there is anything I can do right now, and any questions that you might want to run by me, I'm here for you. But I just wanted to kind of get all that out and into your head as you progress, because this is really, really cool. I'm super encouraged by this, and I hope you are too.

Amy Torres: It really, really helps to have successful entrepreneurs who have been through it, like you, to actually say to me that I'm doing a good job and stick with it and it's happening. Because I had that lag, between 2013 and now, where it was kind of like inching along.

Pat Flynn: Mm-hmm (affirmative).

Amy Torres: But not really taking off, but I never took marketing as seriously as I do now.

Pat Flynn: Yeah.

Amy Torres: Coaching helps so much. Knowing people helps so much. Then knowing that you're on a Teachable platform, and CB Lab got me on the teachable platform as a perk of that program, and that takes some of the figuring-things-out out of it.

Pat Flynn: Mm-hmm (affirmative).

Amy Torres: When you say stick with one method, do you mean, for instance, Will It Fly? Just stick with that, and pick it back up after I get through my pilot to pick up at the next step?

Pat Flynn: I mean, honestly, Will It Fly? You are beyond what Will It Fly? does. You have validated the course. You have launched it. You have customers. That's what Will It Fly? will teach you to do, so don't even worry about Will It Fly? anymore. What I mean by pick one and go with it is, okay, pick a marketing strategy to scale this, and focus on that, whether it's . . . maybe it's Instagram, or maybe it's Facebook, and you just continue working Facebook not even using any brain space for anything else, but growing your Facebook page, which has already proven itself to work for you, so that's actually where I would start, but then you could utilize something like maybe paid Facebook ads and just focus on that, and then learn all about that.

That's the only thing you are going to allow yourself to learn about until you get to the point at which you can make a decision based on numbers, and based on experience, that, "Yes, this is going to work for me, I'm going to keep doing it, I'm going to invest in it," or, "Nope, I've tried it, I've given it the real chance it can have, it's not going to work, I'm going to move onto the next one." It's when you start going, "Okay, I'm going to do Facebook ads and I'm going to do Instagram three times, and then I'm going to do Twitter five times a day, and I'm also going to do a live streaming show one time a week, and then I'm going to do podcasting on top of that." That energy spread out across all those things is going to give you nothing, but all that energy into one can give it, whatever it might be, at least a chance. Then, you can make real decisions from there versus, you know, what most people do. They spread themselves then and they say, "Oh, podcasting? I tried it, it's not going to work, so I've tried that." It's not going to work, it's not working, because you're not

putting all your energy into it. That's hopefully going to give you a little bit of guidance in terms of what happens next, but . . .

Amy Torres: Yes. It does. If I focus on Facebook, and I continue to speak with them about intuition, and approaching spirituality, you know, I'm kind of pivoting, so that I'm not just A Course in Miracles anymore.

Pat Flynn: Right.

Amy Torres: But broadening it into other things, which they're totally open to.

Pat Flynn: Mm-hmm (affirmative).

Amy Torres: I did experiment with Facebook Live a couple of times. Am I doing that on my personal page, Pat, or my I doing that on my public figure page?

Pat Flynn: You have a public figure, sort of business page, you say?

Amy Torres: I do, which I don't use very much, but I've heard that I should.

Pat Flynn: I mean, you can. There's a lot of this-or-that kind of thing. If you have a personal page and you are okay sharing and putting this information out about what you do on that page, then I would use your personal page, similar to what Amy Porterfield does. Right? However, I also know that she has a page-page, which she built up over time, and she uses that mainly for, I feel, which is what I'm mainly using it for, is for advertising, knowing who has said they already liked your stuff. Right? I would just focus, if you're okay with your personal brand, and this being a part of that, then that's where I'd focus, and that's where I would do the live streams, that's where I would build your audience and get to know people.

What I would really do is, again going back to your initial set of customers, is really ask them at some point, maybe not right away, but maybe after you've worked with them is to ask them, "Really, why did you buy this? Why did you buy it from me?" They're going to tell you, like I said earlier, exactly why that's the case. And it might be because of a specific problem they have, and you can always

dig deeper, so when you have these 15 minute conversations with them, I would definitely save and reserve one or two minutes, at least, to ask this question, and dig deep into that, and you might find that people bought from you because of the value you provided on Facebook. Maybe that's what they say, and they can just feel that they've trusted you and learn how to get to know you, which then tells you what you should continue to do. Right?

Amy Torres: You know, I actually asked that question in the welcome email, after they signed up.

Pat Flynn: Okay.

Amy Torres: I welcomed them and I said, "Can you tell me briefly what motivated you to buy this class and what you hope to get out of it?"

Pat Flynn: Love it. What did they say?

Amy Torres: About half of them wanted to stop the relentless chatter of the ego. The other half was more into feeling uplifted into following their inner guidance, and a whole bunch of them said, "Amy, we love you. We would buy anything that you teach. We just like you as a teacher."

Pat Flynn: I love that. Okay. That's great. I would follow up with those who had said something about . . . that wasn't about you, but something about a problem they had, and I would follow up with them, and I would ask, "Well, why did you feel compelled to buy this from me, when I offered it?" That will give you an insight on, okay, yes, they have this issue and they need help with it, and you can provide that solution. But it's going to give you some insight on why you . . . and what you should continue to do, and maybe it's something that's going to turn out to be very similar to what those other people said about you, and just the way that you teach, in which case, then, it's, "Okay, how do I scale up this process of building these kinds of relationships?"

Facebook, it seems to be a primary one for you, and using live stream on top of that could be another way to sort of enhance that even more, because when you are doing any sort of coaching . . . Chalene Johnson told me this. She said that live streaming is amazing,

especially if you're getting clients for coaching, because essentially what you're doing is you're giving people exactly what they're going to get when they get you as a coach. Right? You're just doing it on a scalable level, live, and it's the real you, and people want to know who they're going to work with before they work with them. Right?

Live videos are great for that, so you can experiment with that. That is a Facebook thing that could potentially play a role into sort of future launches, but again, I wouldn't even worry about that right now. The number one thing is treating your students like gold and understanding why they came to you for this solution, but to also just making sure the course is great, so that when you come out of it after the students have come through, you're going to be so confident in what you have to offer that you're going to be so driven to find out the right marketing method for it. I think it's when people aren't very confident about the product that they then kind of try to find as many people as they can in all the different spaces to try and get people in there, and it's only when that confidence comes into play that can you really put in all the energy that you have behind it.

Amy Torres: Well, what I'm taking away . . . many things that you've given me, but one is, for me, no is the new yes. I have to say no to a whole bunch of stuff, so that I can give a full yes to just really developing the course. I love my peeps. I like keeping things smaller, so I've told them, "I like doing a more intimate class, I like getting to know you." The other thing is, I just want to tell marketers out there that bonuses set me up for failure, and . . .

Pat Flynn: Tell me more about that. What do you mean by that?

Amy Torres: I think when I offer my classes, maybe I'll give them extras, but not bonuses, because bonuses to me are seductive, but in the end it's too much information, and instead of allowing me to just focus on the course that you gave me, now, I'm tempted by all these extras. It's too much information. It actually prevents me from just keeping my eye on the course and just following through with those modules, and completing the course. And it also sends me a message that this course isn't enough. "I'm going to slam you with value, I have to give you more, more, more, because this course is

not enough,” and I’m like, “Guys, I don’t need more, more, more, there’s too much as it is.”

Pat Flynn: Mm-hmm (affirmative). This is a message from a student of several courses who has gone through several and has got experience across all different kinds, basically saying the bonuses are not actually happening as much as you might think they are.

Amy Torres: Yeah.

Pat Flynn: You could actually stunt the growth of your students.

Amy Torres: Speaking for myself I have to say, yeah, that’s what I’ve discovered, and feeling pressured as an entrepreneur to provide bonuses before I have them, I realize: But wait a minute, I don’t even think bonuses are such a great thing. I’m just throwing that in.

Pat Flynn: Yeah. No. I love that. I mean, that’s why in my courses, when I launch them, I don’t offer bonuses beyond access to me, which is going to go along with the course. I think if you do offer bonuses, they should absolutely be relevant in a way that enhances the course, not kind of takes people away from it. I’ve gotten courses where the bonuses actually make complete sense, and I’m very thankful they’re there because they enhance my experience with the course, such as a quick start guide on how to use something, or whatever. But I’ve also been pitched courses where it’s like, “Hey, can you not only get this course, but you can get my other course that was launched last year and the course before that and all these videos that were from this presentation,” and it’s like okay, I got a lot to cover now.

I’m very thankful that you mentioned that because I think that is a very wise message to share with the people out there who are also like you creating courses, now, in that same level. Amy, this has been an amazing and inspirational conversation. I had no idea where it was going to go, and you’ve already done a lot of the great work that I had expected to help you do already, so this is fantastic. I really look forward to following up with you and learning more about where this takes you.

Amy Torres: Thank you so much, Pat. The coaching part that you offer that kind of bonus builds accountability, and it makes it even more likely that I will finish the course and succeed, so thank so much for getting one on one in-person with me. Now, I feel even more accountable.

Pat Flynn: Yeah. I'm going to hold you accountable to everything we talked about, and again feel free to reach back out to me. I want to make sure that everything goes well for you.

Amy Torres: Will do.

Pat Flynn: Thanks, Amy. Alright. That was really fun and again, Amy, thank you so much for allowing all of us listen in on this. I know that's not always easy to do, but I think we can all agree that you've got some great things going on. For people out there who want to learn more about Amy and what she's up to, you can actually find her website at amytorresacim.com. She also has a book on Amazon like she mentioned, *Sweet Dreams of Awakening: 365 Goodnight Blessings*, and we'll link to that in the show notes, as well, and of course if you want to head on over to the blog and leave a comment and pick up those show notes, or read the transcript, share it, all you have to do is head on over to smartpassiveincome.com/session277. Again, smartpassiveincome.com/session277.

Then, finally, I want to address a question that might be on your mind, which is, "How do I get selected to be one of your students and have this sort of open public forum, or have the coaching call be shared?" Well, to tell you the truth, there is no sort of system to make that happen. Amy . . . I actually went back in the archives of my email. She's actually been following SPI since 2013, that was the first time we had email correspondence together, and she was also a student of my course, so I got to know her and what she was up to very well. And of course through that relationship, I wanted to do this, so it's not a thing that you can like sign up for, and honestly, if you want to get access to me there's a few ways to do it in order for me to help you and answer your questions. You could go to AskPat.com, and you can be a part of that show. You can ask questions there and potentially get your question featured, which I



feature a question from you and my answer five days a week. You can find that show on iTunes, of course, at AskPat. Also, AskPat Live, which is a live Q and A session. I can get through about 20 questions in about an hour and help you out there live on my Facebook page, so if you go to facebook.com/smartpassiveincome, that happens live every Friday, 1 p.m. Pacific, and that's for an hour, so check that out. Again, facebook.com/smartpassiveincome.

And I make sure to give a lot of attention to the students of my courses, so I have a number of my courses that you can find. Smart From Scratch, if you're just starting out, that's the course that Amy went through to help her validate her idea. Again, SmartFromScratch.com. The enrollment period just actually ended, but you can sign up for the wait list, right now if you go to SmartFromScratch.com.

And there's also Power-Up Podcasting, at PowerUpPodcasting.com. We just finished that launch as well in July, and it's going very well with the brand-new students in there. I walk people through the exact, step-by-step sequence of how to set up your podcast, but not just set it up, too, because there's a lot of content out there that can help you set it up, but also how to market it, how to automate it, how to scale it, how to build your email list from your podcast, how to monetize your podcast. Everything you need to know that's going to help you keep it going for the long-term. You know, I have seven-plus years of podcasting experience, I've won multiple awards, and I want to make sure that you can get that message that you want heard to be heard. So if you want to check that out, sign up for the waitlist for that one at PowerUpPodcasting.com.

Thank you so much, I appreciate you all, and I look forward to serving you in next week's episode. Until then, keep on keeping on. Love you guys, take care. See you in the next one. Bye.

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