



SPI 305

The Funnel After the Funnel with Nicole Walters

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Nicole Walters: I think that we spend so much time, especially in the online, digital space, talking about, “How do I get them in? How do I get them in?” That’s important, that’s relevant but there’s also the question of, once they’re there, how do you keep them there in addition to; how do you get the maximum revenue possibility out of them?

Pat Flynn: That’s a clip from today’s interview with Nicole Walters, talking about the funnel after the funnel. She’s going to define for you, exactly what that is and why that’s so important for you to help you scale your business but also, serve more people too. We’re also going to get into her story about how she actually quit her job, live, in front of an audience, how she since then built a seven figure business and how she keeps it all together while being an amazing mother too. We’ll get into that in just a moment but first, hey, let’s cue the intro music. Here we go.

Speaker 3: 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, if he could be any character in a Disney movie, it would be Flynn Rider; Pat Flynn.

Pat Flynn: What’s up guys? Thank you so much for joining me in this session of the Smart Passive Income Podcast. We are in 305 and speaking today, with Nicole Walters from nicolewalters.tv. She is somebody who I’ve known over the past few years and I’ve heard her name a number of times until this past year when we’ve gotten to know each other really well. We’ve spoken on the same stage together and she is just a fantastic woman who has so much energy, as you’ll hear but also a ton of amazing knowledge and it’s just pretty incredible, what she’s gone through and what she has learned and is going to share with you as I mentioned there in the intro.

Without further ado, let’s just dive right in. Here we go, Nicole from nicolewalters.tv. Nicole, welcome to the SPA Podcast finally. I’m so excited you’re here. Welcome.

Nicole Walters: I’m so excited I’m here. This is long overdue. We’ve been friends. I’m so excited.

- Pat Flynn: Gosh, it has been long overdue and not just because we've talked about this but because ... I didn't even tell you this right before we recorded but, I had several emails come in from people literally asking me, "Can you please have Nicole on your podcast because she will provide some amazing information for your audience," which I know will happen. Kudos to you for building such an amazing community.
- Nicole Walters: Well Pat, it wasn't cheap to do it. Do you know how much I had to pay those people to send those emails? I'm just kidding. No.
- Pat Flynn: That's the secret.
- Nicole Walters: That's the secret sauce guys. Everyone turn it off. It's done.
- Pat Flynn: Episode over.
- Nicole Walters: No. Episode over. This is fun. I'm excited to be here. You have the greatest crew so I'm excited to share.
- Pat Flynn: My audience is amazing and they deserve this content because, what about what you're going to teach them through what we're going to talk about is related to, not just building a huge, amazing supportive community and you being able to do it in such a quick time period, we'll talk about how you excel through that but also beyond that. You have this thing you call the funnel after the funnel and we'll unpack what that means in a little bit but it's something I need to think about too, so we'll get into that in just a minute but Nicole, can you tell everybody a little bit about who you are and how you got to what it is that you do?
- Nicole Walters: Absolutely. I come from a corporate background. I used to work in healthcare. Gosh, it was great being a senior executive. I was 28. I had big dreams and a millennial attitude meaning like, "How come I don't run this place in three years?" When my boss looked at me one day and said, "Hey, you know, after this, you're going to keep doing this for a couple years and then we'll see what happens after that," I kind of died a little inside. I had so much more to offer.

In grand, burned the bridge behind, in fashion. I quit my job live, online. In front of 10,000 people.

Pat Flynn: Wait, what?

Nicole Walters: Oh yeah. Yeah, yeah yeah. I went on Periscope. It was the app that was just sort of taking off at the time and I'd been documenting my entrepreneurial journey all along the way so, here's me blogging, here's me trying out stuff. A lot like you did Pat, just sharing what worked and sharing what didn't but also crying in the tub and sharing what it's like being a mom while doing all of it and doing it live. Then the day came where I was like, you know what? This job is feeding my family but it's not feeding my soul.

I'm kicking this thing. Everyone was like, "Hey. Do it in front of me. I want to see it. You aren't going to take us all this way and leave us outside the door." I quit my job live, in front of everyone and from then on, I've managed to build a multi-six and now officially, as of this year, multi-seven figure business and I've been doing this thing full-time for three years now and just loving it.

Pat Flynn: What? Okay. Some of you listening are probably like ...

Nicole Walters: What?

Pat Flynn: This A, is crazy, B, I'm inspired, C, let's talk more about this. This was three years ago. You were unhappy with your job. You went in and you Periscoped it. First of all, do you still have that video somewhere?

Nicole Walters: I do have that video. I actually only share that video with members of my community.

Pat Flynn: Okay.

Nicole Walters: I haven't been able to watch that video since the day it happened because it's like way too real. I'm not ready yet. It's way too real.

Pat Flynn: What was the initial feelings that you were having as soon as you

had made that decision? You went in, you told your boss that you were done. How did you feel after that moment?

Nicole Walters: It was a combination of elation and the world's biggest pressure like, I just did this in front of people, I cannot fail. Half the people that were watching were like, "This girl's an idiot. She'll never get a job again," not understanding that like dude, I don't want one. The other side of it were people who were saying like, "I'm in it for this girl to win because I need to win," and they're watching it also. It was tons of excitement. Where the real feelings came in was the day after when I was standing in my kitchen by my island, holding a cup of coffee and crying because I was like, I don't know where to be. Like wait, what? I had tons of work to do but it was just sort of like, it's all over so now what?

I think a lot of people can relate to that feeling but before you know it, there's more to do than you have hours in the day and it all comes together beautifully.

Pat Flynn: You had a little bit of a following on the blog at that time when you had quit?

Nicole Walters: I totally did. I totally did. For anyone who's listening, it definitely wasn't a, "Oh, I just quit my job and just hope for the best." It wasn't one of those situations. I like to call it hiring myself. I built a place to go. I've been blogging for five years, while working in corporate and then, when I finally quit to open my own consulting firm, I do what I did in corporate so it's not like I quit to do something vastly juy different, I built and scaled my corporation from two million to 200 million.

I just do the same now, for a different audience, everyday entrepreneurs, corporate strategies to build their businesses with success.

Pat Flynn: That's awesome. Okay, so from there, you're crying at the counter and then, when do you finally pick yourself up and what are the first things you do?

Nicole Walters: Sure. Fortunately, I had clients. I had already started testing things out and I'd managed to make about \$11,000 in three weeks, through a mixture of affiliate income, sold many info products, like I had a quick video tutorial and that was \$12.99, on how to setup an Amazon Store, which is non-existent now but, at the time, that was quite lucrative as a product for me and then coaching or not coaching but individual client consulting.

I had a couple clients there so I couldn't cry at the counter for long because the phone was ringing and I had work to do.

Pat Flynn: At what point in this journey, did you finally realize that yeah, I got something here that I can take full steam and now it's a real business?

Nicole Walters: Well, I already had a sketch and an outline going prior to this because I'd built other companies before so I knew that I needed multiple streams of income. I knew that I needed to have a diversified product so I couldn't have multiple streams of income meaning seven different types of mastermind packages or seven different types of specialty coaching. I needed to have things that greatly varied and if one wasn't doing so great, something would support the other.

Then, I also knew that I had to have general monetary goals to make sure I could continue to pay myself the same income because I have a family to support. I sketched all that stuff out before my quit day and then after my quit day it just became about executing that process with excellence.

Pat Flynn: That's great. That was about three, two and a half, three years ago?

Nicole Walters: Oh yeah. Yup. I'm still here and I think every entrepreneur can really align with that feeling.

Pat Flynn: Yeah.

Nicole Walters: Like, I'm still here, you know?

- Pat Flynn: Got you. I sometimes think to myself, “Could it all go away one day and would I go back into the workforce?” Which, the answer would be no.
- Nicole Walters: Yeah. Also, I’m not kidding, sometimes when I go in and I buy a car, I’m my family’s resident go-to car person. I go with people because I negotiate and sell like crazy and I get the itch like, “What would it be like to have vacation days again? What would it be like to have paid time off?” Just that structure but I wouldn’t trade it in for the world. It is amazing to be able serve in your purpose, change lives and then chart your own course. There’s nothing else like it.
- Pat Flynn: Not only that, you are like myself, a big family person and you care so much about your family. It comes through in your presentations and your work online. Talk a little about your family because I know there’s a story there that a lot of people can ... we’ll get to know you a little bit better through it.
- Nicole Walters: Sure. Sure. I’m a mom of three girls. I’ve been married for 10 years to my husband, my husband Josh and my girls are six, 15 and 18 and I adopted all three of them. Around the time I was getting ready to quit my job and when I finally said, “I have to make this entrepreneur thing full-time and generate some real income,” it was because we’d met our girls through a Baltimore city foster situation.
- Essentially, we’d taken these girls into our home, their mother was struggling with some addiction issues and she was going to jail for a year so we decided that we would continue to parent these girls and when she was released, it just was clear that our home was the best situation for them so we became parents of three girls and I knew that one, we didn’t have a college savings fund and I had a kid going to college in a year and I had another one following her two years after that so I needed to make this work and I needed to make sure that I was able to give them everything that they deserved.
- Also, I wanted to be home. I realized that they’d been denied a lot of love and they deserved it and they just light up my whole life.

Now I'm a mom of three kids and it's the greatest thing ever. Being an entrepreneur and being able to actually experience every single element of that parenting life. It's the best.

Pat Flynn: Yes, absolutely. One of the things that we were all able to experience because you also shared this on a live stream which, there's seems to be a pattern here for a lot of big moments in your life with live streaming it and you are like myself, very transparent and open and you love bringing people into your life to kind of show them how things work and how you think. One of those things is when your daughter went to college and this went viral.

Nicole Walters: Oh my gosh yes. It was crazy. I have another video going viral right now. I've had three viral videos in the past four months.

Pat Flynn: Describe viral. Define viral for us.

Nicole Walters: I've had one that's done 20 million views. I've done one that's done 5.6 the last time I checked, million views and the one that I just posted last week right now, is at like, close to 130,000 views and gets picked up by different media outlets and national outlets. It's the wonkiest thing. Pat, I got to tell you, I wish I could say I had a formula to just give to your audience because I know they're like, "How do I do it," right? The only thing I know is like, don't wear makeup, don't have a wig on, be a hot mess and wear sweat pants and it might go viral.

You know what I mean? That is the only thing I can say because it's just being transparent and sharing consistently. That seems to be the thing that happens. My daughter went to college and she ghosted us for like three days where she'd just gotten there and we didn't hear from her and so, went down there to remind her like, we still love you, we still care about you and no, you're not going to disappear. That went viral like really quickly. People seemed really interested in the fact that we've got this wonky, God-created family in addition to this thriving, burgeoning entrepreneur thing. There's a lot happening over here Pat. There's a lot happening.

Pat Flynn: What was the latest video that went viral? I didn't even know that that happened.

Nicole Walters: Yeah. It just happened since last week and I just woke up today and had all these media requests in my inbox and I was like, "Oh no. Oh no." Because I'm getting ready to travel so I'm like, "What's going on?" This one was my neighbor came over unexpectedly, at like 8:00 at night and my family, we're a disaster so there was food everywhere, we're just like ... I didn't have a bra on ... like Pat, my situation was not together and he comes over and he's wearing the universal sign for murderer, which is like leather gloves and leather jacket, right?

He's knocking on the door and I'm like, "We're about to die." Of course, my husband, who grew up in the suburbs, because I'm a city girl, just goes and opens the door like no big deal. One of my kids just goes and dives behind the other couch. The other one notices that my neighbor brought over his son's ... like hot. He comes over and he's hot and he comes over and they're just like, "We can't even. We can't even." They're embarrassed. Needless to say, I did a video of the aftermath where I was like, "Guys, this was just like, I wasn't ready." People just thought it was hilarious. They totally connected with it. Everyone's like yeah, real life. What are you going to do?

Pat Flynn: Well, sometimes as a lot of you know, we create and create and sometimes, things don't get picked up and other times they do. Like Nicole was saying, sometimes there's just no formula, it just happens sometimes but, there are other things that you purposefully do that help you grow and scale your business, for sure and one of those things I know that you focused a lot on and you're becoming known for is really the community building aspect. I mean, you have an incredible set of fans.

Nicole and I were speaking at an event together, Business Boutique with Christi Wright in Nashville and we were going through the hallways and there's 3,000 women there and apparently you had spoken there the year before and I swear, we didn't go 10 feet

between you getting stopped and having a person ask you for your autograph or wanting a selfie or all this stuff and just thanking you for all that you've done for them and people getting together, even without you saying, "Oh my gosh, isn't Nicole awesome?" I just saw that everywhere.

It's just a testament to the value you provide and the care that you have for the community. I'm curious and we can start here, how did you build that community in such a way?

Nicole Walters: Oh my gosh. Yes. It's so cool because I have the most awesome community. We call each other rich friends and it's because we're rich in purpose and we're rich in value and we're rich in family and we're working on getting rich in coin also. This community is just unmatched and I honestly think that the way that it was built was really just being real people from the beginning. Some of the things I think that you've mentioned that you've done before, Pat.

When I first started, I knew that, the way that I was going to distinguish myself in this space amongst all these people out here who are offering various services was through my service. I picked up my phone and I called people and I send birthday cards and I checkup on them if a family member's sick and I remember names and I remember hobbies and we have our tiny rich friends and we celebrate when there are new births in our community and these are all things that lend a feeling of one, not just feeling like a client or a customer but genuinely being a friend and also making the internet not so big of a place.

What's great is, I talk to these people every single day so when we finally meet in person, it's kind of bringing everything full circle. I feel like we've already known each other for a long time. All this stuff, I think, has also helped my results in terms of my products because you're more likely to implement when you know that a friend is watching over you and counting on you in a way that you may not do if you feel like it's just a coach experience. It's a lot harder to let down your friend. Yeah. The rich friend community, we roll deep and it's great because the community stands on its own. I may have

founded it but it's not built around me. Rich friends are a thing of their own.

Pat Flynn: I love that. That's kind of a cool thing for beginner entrepreneurs. When you are building a community in whatever niche you're in, you have an advantage because you can have those interactions with people.

Nicole Walters: Oh yeah.

Pat Flynn: Is that how you started, just picked up the phone and started calling people who started to pay attention to you?

Nicole Walters: Absolutely. Partly because I didn't have the money for a team so I answered every email and I still do and I picked up the phone and called people regularly because sometimes it's easier over the phone. People were showing up on my live broadcast regularly, I noted it and I said their name and I acknowledged them and I thank them for being there and I answered the comments on my posts. I still do that. I manage all of my own social media myself.

If you send me a Tweet, you're getting me in response and I find that that has truly helped deepen the relationship that people know that they actually have access to me and I'm not going anywhere.

Pat Flynn: How do you manage now that you've grown much bigger?

Nicole Walters: I still manage my own social media. For my inbox, I have an assistant who goes in there and sorts through my emails. Anything that's labeled for Nicole only, as the subject line, it goes directly into a folder that I read myself and because we have private messages from dedicated members of the community and that helps me not have to read everything in the inbox and yeah, it just keeps a personal intimate.

Pat Flynn: How do you keep the community because the community is not just you Nicole, talking to them and them talking to you. It's about them talking to each other. In what ways are you facilitating those

discussions and allowing them to happen?

Nicole Walters: Sure. It's tactical. I think that's one of the biggest mistakes that when people build communities in this entrepreneurial, especially digital online space is, they worry so much about the community being centered around them and the community being something that they are the head of and the leader of when a good community should stand on its own because that is something that they'll talk about other places. A lot of it was the language when I first came into the community. We talk about rich friends being real friends.

We encourage them to get together. We will have many groups and many small groups where people are able to have sessions for accountability and I'm not afraid to allow my community to live and breathe on its own independently of me because frankly, I can serve them well but if we all work, we serve each other and that's something that I always continuously infuse into the community, that we have to help each other. We have regional meetings and things like that too so it's great.

Pat Flynn: You're meeting with people in person it seems.

Nicole Walters: Oh yeah. Oh yeah.

Pat Flynn: They're meeting with each other. How do you foster that community online?

Nicole Walters: Yeah. Online, I have a membership group. This is a membership group that I built out of a Facebook group that was tied with my course. Do you want me to break that down?

Pat Flynn: Yeah, that'd be sweet.

Nicole Walters: I'm sure the SPI folk, you got pens and papers?

Pat Flynn: Yeah.

Nicole Walters: Okay. Let's go. Here's how we do it. I had a course, I still have a course called \$1K in 1 Day Academy where I teach people in just

business basics like LLC, DBA, just doing all the things to make sure that you're acting like a business so you can get paid like one. I started that and I had the compatible Facebook group that goes along with most courses that can kind of walk you through the experience.

Well, when people go through my course experience, unlike a lot of course creators, not you Pat because I know that we see eye-to-eye on service, but I am very present. It's not a set and forget it. It's not just run by somebody else. I am there. I'm interacting and I over served. I did this for an entire year and what I did was, I didn't close the group. Typically at the end of those social experiences, you close the group and that's just that but what I did was, I actually left the group open and I created an alumni experience.

After about seven launches, I combined all of these people into a single group and I then proceeded to serve this group as if it was a membership group. Meaning, I provided monthly trainings, I continued to run, I think every quarter, we ran through the course again, for anyone who didn't finish or anyone who things had changed in their life or they wanted a refresher. I just continued to serve them.

Pat Flynn: Is this still on Facebook?

Nicole Walters: This group? Yes. This was also on Facebook.

Pat Flynn: Okay. Cool.

Nicole Walters: I did this, it was at expense to me. It cost me about \$1,500 a month, to keep this group open and I was not earning extra revenue from this alumni group. This group at this point totaled, I believe it was 1,500 or so and I did that for a full year and after that year, I told everyone that I was going to close the group. I said, "I'd like to do something bigger and I'd like to transition this into a bigger way where I'm able to bring in even better experiences, more unique experiences. I wanted to build a custom member portal with additional content, etc., etc. and everyone who wanted to continue

this rich friend journey, they were more than welcome to come.

There would be live events, bonuses, perks, things like that but I wouldn't be able to do that at no expense. I converted the group over to a member group. My initial member group immediately converted over and I did about ... if we looked at the annual revenue, it was like 420k within a week from the existing member group.

Pat Flynn: Wow.

Nicole Walters: I converted those people over. Yeah. It was a blessing. It was such a nice vote of confidence that one, the experience was valuable but I more than got my return on over a year of service.

Pat Flynn: Wait, this was a membership that cost how much?

Nicole Walters: The membership group for these members was grandfather'd at \$47. The group now costs \$147 a month.

Pat Flynn: Okay.

Nicole Walters: In order to be there.

Pat Flynn: That totaled ... where did the 420k come from?

Nicole Walters: It came from ... some people had paid for several years in advance like, "I never want to leave and I never want to forfeit my grandfathered fee." We have people that have purchased three and five year memberships because they're just like, "I'm in it for good." Then we had some people who paid \$47. Some people who said they didn't get in and then within three months, they were like, I miss this so much, I want back in and then they paid at the regular rate. Because you were welcomed back in but you didn't get the grandfathered rate. It worked out really well.

I had this group that I'd been nurturing for free, well, not for free but at an expense to me, for a year and then I converted that over and we started off the year with this group that I didn't have to find off

the street. They were already familiar with a group that was already functioning and then I used a huge part of those funds to use a customer member portal. I have a custom member portal that goes along with it so interaction isn't solely in Facebook so I can actually own that relationship.

After that happened, from each launch thereafter of my course \$1K in 1 Day, we have a compatible Facebook group but now each of those members is offered the opportunity to join this member group and that is the only way to get access to this member group. After several more launches we now, as of December 15th, maybe it was the 19th of 2017, we scaled the member group to a million dollar member group that has never been launched to the public and the cost is zero marketing dollars. Thank you. thank you.

Pat Flynn: That's incredible.

Nicole Walters: Yeah. We're very excited about it.

Pat Flynn: To do zero marketing essentially and to not make it public yet still do that for you, that's amazing.

Nicole Walters: Thank you so much. Yeah. I will say that all of that is because of service, service, service, service. We serve like crazy. When I say we I mean me and my team. My team is known internally amongst the rich friends as the Chik-Fil-A of customer service. I mean, they're all my pleasure and everything, you know what I mean? They're really good. My team, they're handling needs like, we have them clear the inbox by 11:00 A.M. rule, East coast and pick up the phone and call if you haven't served it after one or two touches. A of these things are corporate things that we're applying in an online world where you don't get to see that very much.

Also, the other part is I'm present. I think that, unfortunately, we've kind of gotten to this place where everyone's all automation, automation and you can't automate relationships. You have to be present. You get paid for doing work. The idea that I would have a million dollar group that I never show up in is ludicrous. I don't

want it over people. It's the place that I serve and I'm getting paid to do so and it's just the fact that I love these people and I love this community and I'm into what they've got going on and I want to be there to support them and help them grow.

It's my favorite place to hangout and what's great is I've got this annual recurring income that continues to scale and I have yet to launch it to the public and I don't know if we ever will open it to the public.

Pat Flynn: I wouldn't.

Nicole Walters: The only way to get into this group is if you go through the journey. Yeah. Right. I wouldn't. Pat shut that down. He's like, "Yeah, no."

Pat Flynn: Don't do it. This is so special.

Nicole Walters: Don't do it. It's very special. It's cool because we go places and we have our little clubs and we've got our rich friend pins and we've got club cards and we do trips and excursions. A bunch of us went to Cancun and all these things are included as part of the membership. We've taken people to Cancun. We've done challenges where we've had yacht club trips. In March, we're all going on a cruise together and it's just sort of this inside country club, yacht club, secret society, fun thing of the coolest entrepreneurs online, not including the SPI group. They're also very cool.

Pat Flynn: That's super cool. When you made that transition from Facebook to your own membership portal, was there any push back?

Nicole Walters: Oh my gosh it was not easy. There were three things that happened, three dynamics. The first one was that I just felt like trash. I am not going to lie. I was terrified that everybody was going to be like, are you kidding me? I don't care how you serve for a year. Why on earth would we think there'd still be value? Because imposter syndrome, nerves, whatever. I just am so invested that I didn't want to lose my friends. There was that part. The second

part was, some people were like, “No, I’ve been living rent free in this house and now you’re telling me you don’t want to pay rent anymore?” It’s just kind of, that’s crazy.

People respond differently at times when you say you’re taking away something if they’re using it or not using it. There was that part of it. The last part was, I knew that some people would be excited and be all in but I also was aware that that now meant that I needed to up the ante. I had to be even more valuable than I was before and that was some additional pressure. Yeah, there was push back but there was an opportunity to step up and grow and people who jumped in are thrilled that they did.

Pat Flynn: That’s awesome. The one question I want to ask before we start to get into the funnel after the funnel is that it is obvious that you are very dedicated to your community of rich friends. I’m sure a lot of them are listening right now. I hope they’re smiling during this because they get to hear you talk about the journey here.

Nicole Walters: Smiling. Smiling Pat? They’re screaming, freaking out like, “Yes, Nicole!” Collectively. I can see that there’s a yes Nicole. Rich friends for life, it’s happening.

Pat Flynn: Good. Now, with all the time and effort that you’re using to help and serve them, how are you balancing that with you as a mother and a family person because this is something that I obviously care so much about the SPI audience in the same exact way. That community’s only going to get more tight overtime as I do somewhat similar things to what you’ve been up to now that my courses are out but also, I have two kids as well and I want to make sure that I’m always there for them too. What have been some of the struggles and how are you able to stay family and business?

Nicole Walters: Sure. There’s two things. One; I grant myself some grace. I think we’re really hard on ourselves as if everyone’s able to juggle everything. You can’t. There’s always going to be a ball on the floor and for me, for almost two years of full-time entrepreneurship, that ball on the floor was my health. I just wasn’t taking care of myself. I

recently lost about 60 pounds and that was because I finally figured out how to balance all of that but in the meantime, more of our meals are less home-cooked. They're more like salads and green things and insta-prepare foods. You know? We're okay with that. We're not dying, you know what I mean but once in a while, it's nice when I make a home-cooked meal.

The idea that you're going to juggle everything is just ludicrous. No one's juggling all the things and most of us have help. That's the other side of it too is, I have a team. I didn't have a team in the beginning but I also didn't have as many obligations in the beginning. As your obligations and duties grow, to make sure that you can continue to be where it matters most and be present while you're in that moment, you've got to leverage using a team. In doing both of those things, I find that, wherever I am, I'm able to give 100% and that I think, is what people recognize and what really counts.

Pat Flynn: I love that. I have to second the team situation because that's something that I have had to really get over actually, the fact that I needed a team in order to grow and scale and still be 100% present with my audience but also, at the same time, let the team do their thing so I can be 100% present with my family.

Nicole Walters: Definitely. It's definitely tough when you're so invested because in those early days, when it's just you and that computer, it's just me and you buddy. We're making this happen. Then you're like, "All right. I got to hand some of these things off but are you sure you know how to use Microsoft Excel?" You know? You kind of got to let it go and once you do, you realize, oh my gosh. I just hired a new team member, which is my first person I've ever paid six figures on my team.

For me, that's like a really big deal because I feel like, okay, now I'm like a for real business owner. Now I really have a job. It's crazy when you realize that you're supporting someone else's family. It's like a whole nother picture.

Pat Flynn: Totally.

Nicole Walters: What's cool is, I just realized, for the past two, three weeks, because he just started in the end of December, I was like, oh my gosh. I feel like I'm not doing as much stuff and I told him. He was like, "It's because I'm doing it." I'm like, "Oh. This is weird. I feel like I have more free time. I just didn't know what to do with myself." It means I'm delegating well and it also means that he's serving his purpose so yeah. It's a biggie. Hire that help. You need it.

Pat Flynn: That's cool. May I ask you, and feel free to say no but what position commands a six figure income like that?

Nicole Walters: Oh, yeah, yeah, yeah. Head of operations. It's my number two like Chief Operating Officer. It's the person that ... you can totally ask me that. Listen Pat, nothing's off limits only for you and SPI. Understand that all of our crew, no Tweeting and sharing my top secret stuff. You can only share that this was the best podcast ever and people need to come listen to it but you can't say what was in it. No, but seriously. It's my head of operations.

That's the person who runs as you when you're not around. Redundancy's important. I need to make sure that if I need to go somewhere or do something, that these things can go off without a hitch and that there's somebody that can make those calls that I trust and is also capable and that handles some of the vision and growth outside of myself. That is absolutely worth it. Further more, once you get that person on your team, you have to pay them to retain them. I want to make sure that that person who is well versed in my business, doesn't go anywhere.

You better believe that they're going to get a good chunk of the business as well and that's from corporate in terms of the structure and the hierarchy. It just makes sense.

Pat Flynn: How did you find that person?

Nicole Walters: I actually was working at another event and this person was being under utilized. Meaning, they had a ton of skills but they were in a role that just wasn't suited to what they were doing and we had

built a friendship over the course of over a year and then finally, when they decided to leave that company, I reached out for some individual projects, which is how I start with any new hire. I just work with them on a project basis and then after that, I said, “You know what? There seems to be a lot of synergies here. I’d love for you to come on in a full-time capacity.” They were more than excited to do so.

Pat Flynn: I love it. Thank you for painting that picture for us. I think that’s actually really, really helpful for everybody.

Nicole Walters: Sure.

Pat Flynn: Cool. Let’s talk about the funnel after the funnel. You had mentioned this phrasing to me and I love the sound of it but I don’t know necessarily, what it means. Can you teach us your ways Nicole? What is this?

Nicole Walters: Funnel after the funnel is what happens when people are already in-house. I think that we spend so much time, especially in the online, digital space, talking about, “How do I get them in? How do I get them in?” That’s important, that’s relevant but there’s also the question of once they’re there, how do you keep them there, in addition, how do you get the maximum revenue possibility out of them?

Pat Flynn: After a subscription or after a purchase?

Nicole Walters: This is after a purchase, after they come in the doors, period. One thing that you’ll notice and that I think you’ve covered very well is just pulling in great content that makes people want to come in and buy whether it’s integrating affiliate links in your email or even being online and pitching something or selling from the stage, whatever, you’re getting that person in the door.

After they’re in the door, there’s a funnel after the funnel. Whatever you did funnel wise, great. They’re here and now they’re ready to give you money but now we have a responsibility both as people

who are committed to our legacy and service but also as good entrepreneurs trying to make money to make sure to take these people on a transformation journey. The way that I do this, the way that I teach this is through something called customer mapping. Now, customer mapping is when people come in, you walk them through the first introductory experience and this first introductory experience ... oh, none of these things are free by the way.

The first introductory experience can be any variety of things. It can be an email course, it can be a mini course, it could be a low-level discovery call or coaching session. It could be a small workshop or lecture, a webinar. Just something that is a minimal time investment from you. Ideally, something that is evergreen, meaning they can access it at any time and then also something that gives people a strong introduction to how you teach, how you operate, the language that you use within your community and unpacks any of the mindset or the misbehavior that lead them to the problem that they're coming to you for a solution. That's the first step in the customer map.

Pat Flynn: Okay.

Nicole Walters: The next part of that journey, which would be introduced at the end of the culmination of that initial experience, at the end of the workshop, you give them the option to continue the journey. You need to know in advance, where you're going to send them to continue their transformation. The next thing might be into a slightly higher ticket item, which is an investment that will make sense financially, meaning you don't have to oversell it because they've already gone through this introductory experience. The next thing might be a mid-range course, priced, let's just say, depending on what your market it right because pricing varies based on what your market and your offering is.

Let's say if your first product was \$47, your next thing might be \$197-\$397 and that course experience will allow that person to go through and learn and acquire some skill. Meaning, I've unpacked the mindset stuff, I've dealt with the drama. I know how you talk. I'm

ready to listen to you. I trust you and I made a middle investment and felt like I got a return on it. Now I'm in this deeper experience where I'm able to either work with you one on one or really attain a skillset that I know is going to be either profitable, some sort of transformation but it's an isolated, independent thing.

An easy example might be if you are teaching someone how to ride a bike, if that first course experience is, "Why do you want to ride a bike? Why haven't you ridden a bike? Let me tell you a little bit more about what bike riding is." That second experience could be, "Well, let's get you on this bike and ride it. You may not do tricks yet, you may not do anything cool but let's get you going so you can feel like this is something you can do and you can teach that any number of ways. Then the third part of that journey, at the end of that you say, "Hey, you know now how to ride a bike but guess what? Let me tell you that there's something even more to riding bikes."

You can learn how to do tricks. You can learn how to ride on different terrain. You can learn about different bikes but guess what? That's going to vary based on where you are and I want to continue this journey with you. Let me take you to a long term relationship where I'm walking this journey with you where you are and that might be through something like a membership group. You then walk them into that experience and you convert from that experience, into something new. Mind you, all along this way, we're not talking about writing more Facebook ads and getting more leads. We're not talking about taking people from your content, right to a member group or from your content right to a big launch.

We're talking about bringing everyone in through this experience that they're very sticky and that you are maximizing the lifetime revenue per client so you're getting additional coin from each one versus just that one quick short money, we're talking long money.

Pat Flynn: Right. I've heard in the past, your best customers are your existing customers.

Nicole Walters: Yes. Yes. Yes. Yes. Yes. I mean, I think that often times, you get so

caught up in, “I need a massive email list. I need all the followers.” When in reality, what do they talk about? The thousand true fans. If you can get a thousand people to spend \$97 on you a year, well now you’re a six figure earner. What can happen if you can get those thousand people to now spend a thousand dollars? You never had to spend extra.

My Facebook ad revenue a year is like 2,000 bucks because but I still run a multi-seven figure business because I have different income streams and they’re diversified but I also serve the heck out of the people that I have so they’ll buy dirty tap water from me but I don’t sell dirty tap water. I sell only the crystal clear amazing stuff from Fuji. Only the best.

Pat Flynn: Of course.

Nicole Walters: However, however, they would because of the way I serve them. They know that I only give them the best of the best. They’re stuck with me. They’re willing to be there in the trenches with me because we’re doing this together. The journey continues that way where you’re just aware of where you’re taking people after you take them. You create this funnel for after the funnel and that’s part of the serving, that’s part of making sure you’re actually getting the transformation and it’s also part of building a lasting community that’s reliable for revenue as you build your business in other areas.

Pat Flynn: Amazing. How do you manage that funnel? Do you have systems in place to know, “Okay, there are X number of people in this course and only this number in this course yet there’s an email that goes out 30 days after they buy.” Is it at that level?

Nicole Walters: Absolutely. I mean, at the very beginning, it was testing and beta testing systems. All the pitching that I did of the next step in the journey, was actually done live. I would hop in a Facebook group and I would say, “Hey guys, this is what opportunity is. Are you interested? Let’s answer these questions,” so that I could really get a sense of what was happening real time. I know it’s a little scary for some but it was how I could figure out whether or not this model

worked.

Now some of that's automated where really, all I have to do is hop in live and say, "Hey, an opportunity's coming to your inbox," and I will send that email out to the people that have been selected to join and it'll go forward that way. Yeah, if you are serving with excellence and people are happy where they are and they realize that this course was one of the best experiences I've ever had, which is ... the thing I'm most proud of is the fact that at every stage of investment that people have taken along my funnel after the funnel, that they say to themselves was that this was worth more than what I paid to be here.

Of course, I will happily give you my money because I know that I'm going to get 10 times the value down the line. It is worth it. My conversion rate is 43% for every single stage that I ... my first stage is higher, it's 70% but for the higher value, going into my membership group, I'm able to convert anywhere between 43%. In one of my launches we did 59% of the course group into my membership model because of the level of service that they received. But yeah, that's pitched live and then it's followed up by an email and it happens a couple of days before the course finally closes so that I can take advantage of that urgency so people understand that it's time to commit but it also allows me the opportunity to still engage in that conversation and have questions in a closed arena because obviously, none of this is done publicly.

Pat Flynn: Cool. What tools are you using to help you do all this?

Nicole Walters: Oh yeah. This is my favorite because I know that you're also a software gadget geek right?

Pat Flynn: Kind of yeah.

Nicole Walters: Obviously, I'm all about team SamCart. They are the greatest.

Pat Flynn: SamCart.

Nicole Walters: SamCart all day. Team SamCart's the greatest. I love all the guys there. I actually live 20 minutes from their headquarters. I absolutely love the SamCart guys. They are one of the best checkout systems I have ever used in my life. Easy, seamless and they work. I know that Pat has an affiliate link, I'm sure, that you could probably make sure that everyone interested is able to grab SamCart if they're not using it already but they're great.

It's seamless. People can checkout there. I use that for my quick intro products so that people are able to go there, buy those, inexpensive, they get it, the service is excellent. Then I also use Slack. Slack is the thing that we use for our service during these launch times. Now, our service is set up where we like to deal with things write away so we create Slack channels that are dedicated per each member group, per each a launched course group. If it's like cycle seven of \$1K in 1 Day, we will actually create a separate Slack channel for that and then our communications happen there rather than emails so we can handle things very quickly.

I'll get a phone number sent to me and I'm able to call right away and say, "Hey, ..."

Pat Flynn: This is your commuting with customers in Slack with you?

Nicole Walters: No, no, no. This is just my team is in Slack.

Pat Flynn: Okay.

Nicole Walters: This is how we're handling our customer service but I have tested doing Slack that way and it's difficult. You can only do it with a certain number of people because it can get tough to manage.

Pat Flynn: Okay.

Nicole Walters: We do have a hotline as part of our member portal, so people can call me. That is one of the perks of being part of the community. You can call me and you have a phone number and it actually links.



- Pat Flynn: What?
- Nicole Walters: Oh yeah. Absolutely.
- Pat Flynn: I did not know that.
- Nicole Walters: Oh yeah. Absolutely.
- Pat Flynn: Can we pause just a minute and talk about that? That obviously takes a certain level of care and service, like you've been talking about.
- Nicole Walters: Yeah.
- Pat Flynn: You don't just put your cell phone number there do you?
- Nicole Walters: No. It's not my cell phone number. It's a Google voice number but it goes to my phone. I've been on live broadcast and told people hold on a second and answered phone calls from rich friends. Definitely.
- Pat Flynn: I would imagine that would just go off all day every day.
- Nicole Walters: What I do is I let it roll over to my phone for a certain number of hours a day. I don't publicize when I'm going to be available on the line but every day, for a certain number of hours, I leave the line open and any calls that come through, I answer them directly. The remainder of the calls that come, they're transcribed to a Google voice email message that goes into a special dedicated inbox that is then filtered by my team and comes to me directly so that I can respond. We have a 24/7 active, rich friend hotline.
- Pat Flynn: All of your customers, even the lower level parts, get access to that number?
- Nicole Walters: Nope. Only if you are behind closed doors as part of the membership community.
- Pat Flynn: Boom. Okay. Got it. Just wanted to get the details of that.

- Nicole Walters: Definitely. No, of course. Of course. But yeah. One of my favorite tools of course, is Slack, so that we can use that just to make sure that we have top level customer service. It's how we address things on the spot. That is something we do for everything but for launches in particular, we have dedicated channels and that's been just a game changer. We use Teachable. Love Teachable as well. Know you're a Teachable guy as well.
- Pat Flynn: I love Teachable. You're saying all the right things right now.
- Nicole Walters: All the right things right now. I love Teachable.
- Pat Flynn: Full disclosure, I am an advisor for SamCart and Teachable.
- Nicole Walters: Well then, obviously, that's why they're the best also because you can do all the good things. Teachable, so there's that. They're great. I love them. I also use Convert Kit.
- Pat Flynn: Hey, look at that. Another one.
- Nicole Walters: I know. The holy trifecta of awesome tools. It just works. Honestly, we laugh about it because it's like, oh my gosh, it's so crazy but you know what? People have been doing this for a while and they're really into our service, they use these platforms because they work and because they are fairly inexpensive and they grow with your business and lastly, the thing that's great about Teachable, Convert Kit and SamCart is; all of those teams are run by people who are as dedicated to their business as you are and their service shows that.
- For me, if I'm running a high level business with high touch concierge service and a lot of compassion, you better believe that I want to make sure that the people that are running the systems that I recommend as well as systems that I am leveraging for my team, care about it as much as I do. Yeah, those are the systems that I use and I'm sure you have a link below that people can click.
- Pat Flynn: Yeah. Those are all great tools and I'll definitely put the affiliate links down in the show notes. That's smartpassiveincome.com/

session305. More importantly, I think, the link that people want to know Nicole, is where can people go to find out more information from you? I think you said you had something cool to share too.

Nicole Walters: Yes. You can learn more at nicolewalters.tv/spi. I've got lots of goodies there for the entire crew.

Pat Flynn: Awesome. Thank you so much. Really quick, one final Nicole piece of advice for all the people out there who are hustling right now, who are listening, they're encouraged, they're motivated, one final piece of advice?

Nicole Walters: I'm pausing because I need a minute.

Pat Flynn: That's okay. I'm sorry to put you on the spot. I just wanted a little bit more.

Nicole Walters: At the end. Yeah I know at the end. I try not to use any go-tos. Okay. Got it. The one thing I want people to realize is; in 2018, the resources you need may be in the form of people. Open your eyes, look around, listen closely and use your resources.

Pat Flynn: Love that. I love that. Nicole, thank you so much for being here. I appreciate you. I'm sure a lot of people who have never heard of you or maybe they've heard of you but had never gotten to know you now know you and want to hand out with you now so nicolewalters.tv/spi is where to go and again, thank you for your time today.

Nicole Walters: Awesome. Thanks for having me Pat. Bye guys.

Pat Flynn: Cheers. All right guys. I hope you enjoyed that interview with Nicole Walters from nicolewalters.tv but again, you can also go to nicolewalters.tv/spi to get all the goodies she has to share with you and of course, if you want the show notes, which has those links and all the other links and resources mentioned in this episode, very easily, you can go to smartpassiveincome.com/session305. Once again, that's smartpassiveincome.com/session305.



Nicole, thank you so much for your energy and your wisdom. Every time I'm with you or just talk to you virtually like we did today, I'm always smiling. Thank you for making the world smile and helping all of us out today. I appreciate. Hey, make sure you subscribe to the show if you haven't already because we got a lot of great stuff coming your way and it's just going to be amazing. It's going to be super helpful for you no matter what level you're at so make sure you subscribe. Thank you for all the reviews in advance and hey, if you don't know who I am, my name is Pat Flynn. I'm here to help you make more money, save more time and help more people too. Until next time, keep rocking it. Thanks guys. Cheers.

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