

# BB Wrap Up for 2022 recorded 11 17 2022

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You're listening to business badassery, the audio advice column for your online business. I'm Kirsty Fenton.

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And I'm Amy Posner. We're talking bite sized episodes that solve real world problems with a no holds barred tell it like it is kind of approach.

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All right, thank you so much for tuning into us this week, we have something a little bit different for you. Because this episode is lending in your ears very much towards the end of 22, ami. And I thought we might just share a little bit of sort of behind the scenes, Intel and information about what's happened in both of our businesses this year. Because we have got the feedback that you guys really do like hearing about what is happening for us behind the scenes. So it's gonna be quite informal chat. We've pretty much just hit record, and we're just going to chat with each other about our businesses and just see what see what comes out. So hopefully, there are some useful insights in here. Maybe your year, I'm gonna put you on the spotlight and in the spotlight and make you go first. Tell me what's happened this past year? What's changed? What's working? Well, what's not, whatever you want to share is fair game.

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Oh, well, those are the big questions. It's very broad. Let's see, what what would be most interesting? Well, actually, so I've, I have just recently, where are we gosh, I, you know, this year has gone so fast. I'm like, Okay, I have to think what month it is, and how long it's been. It's only been about three months, I totally changed up my website and my marketing. And it's something I've probably, I think talked about in the on this pod before, was my goal to get out of specifically out of the copywriter market that I've been in. And just as a side note, that's, you know, serve as a coach and as a mentor and a copy chief. And expand what I teach into the broader small business world and broader and it kind of like, I don't love the word freelance, but people know what it means. So I'll use it into the broader freelance market. And, you know, it's kind of what's emerged over the past couple of years is

I've been, you know, running my fourth mastermind, and I have another group program. And what seems to be my thing is teaching people how to do the business of business. And so I've kind of been like narrowing toward that, really, for a couple of years. But I made the full tilt toward that a few months ago, and have actually a whole sort of a whole new marketing plan and marketing system that I'm putting in place. So it's pretty exciting. I put out a course called Breakthrough clients. It's a, you know, a drip email course. And I, you and I have talked about this if I have already talked about this on here, because I don't I don't want to repeat myself.

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I don't I don't think you have. And I don't even think that we've talked about this in detail, Peter, because I feel like our years have been like very busy, like outside of business. So I feel like our time to actually catch up with what's been happening for both of us has been quite limited. So no, please say more.

03:19

Okay, yeah, I know, it's funny, because I was thinking that the other day, because, yeah, when we do get together, we don't often we don't ever have time to catch up, we have to fix. So we do have to fix. So, so I created this course, breakthrough clients, and it's a five day email drip course. And it's, it's to a much more general market than I've written to before. And, you know, we talked about paid traffic a little bit so that my goal there is to re issuing reissuing recreating my sales course, from a couple of years ago, I've streamlined it and what we're going to do is do paid Facebook traffic to the course breakthrough clients free course and test out because there's, there's several aspects in it several aspects of you know, what I cover in terms of business skills. And so we'll test various ads to see like, you know, what brings people in because of the sort of five or six things that I teach, they're all encapsulated inside this course. So it gives us a chance to see like, you know, do people care more about client wrangling than they do about making sales or proposals or figuring out pricing or doing offers or whatever that whatever the things that things may be? And I'll just add one more piece to this. I'm testing out the permission based method whereby you know, we're going to aim to get a lot of people in the top of funnel into breakthrough clients but breakthrough clients that does not put you on my list. There's lots of offers inside of it. Lots of you know, one one each day when each email to get on my list, you know, if you like what you're reading, basically Believe, you know, this was this kind of stuff that I that I put out to my list, you know, feel free to join. So the idea is to take it from Facebook traffic, massive audience and filter them out through, you know, content that if it, if they resonate with it, they're my people. And then ideally get them on my list so that it goes from, I was gonna say random, but you know, it's not exactly random, right? Because you're choosing your audience, but like going from massive audience down to very curated audience. So we'll see, we'll see how that goes. Because it's literally just puts a, like the final touches on it. And then I ended up having to take October off for personal reasons. So things are a little bit like, you know, that when you get back, there's a lot to do, and you feel a little bit behind the eight ball. So that's kind of where I am with it. Except that it's live. And it's real. And I've got some, I've got a podcast interview. It's so funny that I did last year, and it Gosh, somehow I got lost by my team, like following up with with the person and we just followed up with them now. And so we're gonna go out here, and he's got a big audience. So he's gonna we're gonna go out with the breakthrough clients instead. Because we just reconnected so it's kind of fun.

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Oh, that's perfect timing. Yeah, so it's

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actually perfect timing. So that's, that's a, you know, a little slash big ish, shoved into that piece anyway. Oh,

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can I ask them questions? Yeah, sure. That was a question. Let me follow up a question with some more questions. This is so radical, to me, the idea of using paid traffic to put people into a funnel, that for a lot of them will actually go nowhere, as in, they won't even be on your list in general, after that course, if they don't, again, opt in. So I am so curious as to your monetization goals for this, like, how do you see then? So the really highly curated, highly engaged people that you get as a result of that permission based funnel? Like, what's your plan for them? Are they just going to go on to your master list? Are they going to be targeted with certain offers? Because they've come in through the breakthrough clients course? Or are they going to be targeted with an offer that's specific to you know, the pace of that? Course which they responded to? To get into that? That drip like tell me tell me, tell me all the things.

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You actually one of the these these pieces is kind of a behind the scenes thing that I haven't figured out yet. I'm not sure that I want to talk about. Yeah, so let's, let's go to something else for the moment.

07:39

Okay, all right, we'll leave that Oh, but I'm so curious. And I also I'm gonna place a bet I reckon of all your messaging for the ads, I recommend client wrangling is going to be the piece that hits home. But anyway, like, that's just a gut feeling based on what I know about you. And I think the fact that that isn't something that I see spoken to commonly or well in the online business space. So anyway, that's my bet, maybe we can, we can do catch up in a few months. And if I write I win a prize, and if not, then we'll just never talk about it again.

08:13

Just think about the price. And actually I don't, I don't need to be so close. Now I can share a little bit, I still sort of figuring out how it works. And that's what I don't want to talk about. But what I am doing is I'll there'll be a course for each of these five or six pieces of things that I teach. So the first one is what we'll test as a self liquidating offer, to bring once that's ready to bring people to this and then what we'll be selling is these, these individual courses. But there's, the thing that I didn't want to talk about is what how that might end up and how it might get delivered. Because that's kind of an interesting, interesting thing that we're that we're playing with. So there'll be so there'll be that and

ultimately, what I'm looking to do, which I think I've said on here before I think I've told you to is, is a membership, which is the thing that I resisted for years built one and found out I love to pieces and was one of my favorite things ever. So that's that's what

09:09

I love. It's such an exciting time for your pet dog. I'm curious too, because I feel like this shift from you know, copywriting and working specifically with copywriters to working with the broader market of online business owners. I think that's been in the pipeline for a while and I'm wondering, how does it feel now to finally have a website that aligns with that so that you know the public facing stuff you're putting out into the world you know, very much speaks to that broader market that you want to serve. How does that feel?

09:42

Oh, feels fabulous. Feels really good. I mean it's funny because like I said, I've come in and delay you know, like I'm not exactly where I wanted to be with it yet so I'm not really like I haven't used it yet properly or put it out properly but it feels really good to like I just feel like like I've turned You know, I've just turned directions like, you know, I've moved 90 degrees, I'm not pointing the same way anymore. And it feels really, it feels really right. I feel like there's, like, you know, like when things fall into place and you like, like, it makes sense, because everything, I don't know, it's that's what that's what this is like, it just feels like this is great. I'm building the system that I've needed for a while, but it hasn't been clear exactly how we're what?

10:26

Oh, that's so cool to hear. Because I do think sometimes, you know, it can, you can have the experience that you've had, where it's almost like a sigh of relief and like re energizing to the other sort of present the new nation and everything to be in alignment with, you know, what you've been thinking of doing and wanting to do for a while. And sometimes I think you can also feel a bit scary when you shed that comfort layer of, you know, doing what you've always done and, you know, using what's always worked. So, anyway, I was just curious to see sort of where you landed on that spectrum. But that's so exciting.

11:01

Yeah, thanks. I mean, the interesting thing about that is, you know, I've known in the coffee world, to some extent, I'm not known in this world. So that's, that's sort of the, the thing like, you know, I've talked about shifting what you do, it's like, this is the test if you know if that, you know, it's the thing that I think works, or whatever is my you know, special, whatever you want to call it, we shall see. So that's, that's, yeah, it's exciting.

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And I think, I don't know if I've ever told you this, but I have never thought of you as a copywriter. Like, this always just want to be was like someone who's really good at business. So I don't know, I

Like, I've always just want to be was like someone who's really good at business. So I don't know, I don't know if I've told you that. And obviously, I know you were a copywriter, and you didn't write excellent copy and made a lot of clients a lot of money. But I don't know, I think you know, if that's worth anything, I feel like this is us stepping into alignment with where you're, I guess sort of genius really last. So yeah, I'm excited for you. I'm excited to see where the next 12 months takes you in your business.

11:54

Yeah, me too. Thanks for saying that loved it love to dig into that more, you know, offline. Wait, what is that? Now? Let's talk about me. Kirsty 2022.

12:09

Oh, it's such it's been such a year of flux for, for me personally, and for my business. And I think that really is simply because I've feel like I've only just come out of that mature essence phase of life, which is, if you don't know, have you heard that term before? mitrice? A lot of people have. No, you have we haven't? I have not. You have not sorry, that said you have? Oh, yeah, you know. So it is a phase of development specific to birthing mothers. And it refers to trying to find your place in the world again, after what is a really big, big life event. So I feel like that has really been the key task for me this past 12 months. And even though of course, I was sort of in that phase as well, last year, I think I was so in the thick of it with you know, Ollie being still really pretty young. You know, he was only born in May 2021. So he was, you know, seven months, I guess. But last year ended. I think this 2022 for me has been about how does business and motherhood, fit together work together? What changes and tweaks can I make in my business to support phase of life I'm in. And I feel like things are messy, at least internally there for you know, a big chunk of this year just trying to work out what levers I could pull and what I did actually want to change. And I feel like interestingly, I spent a lot of this year thinking I wanted a business that was radically different to the one that I've had up until this point. But now that I feel like I'm on a bit more of an even keel, you know, and just feeling like I'm way more settled into life with Olli the degree to which I want things to shift in my business isn't quite as large as I thought it was, you know, six months ago. And I feel like I might be talking in code here. Probably talking ideals rather than sort of any concrete bits and pieces.

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No. Oh, I'm

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not okay. That's good.

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Let me just let me just say I think it's um, what's the word NEC precedence

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met have a presence? Yeah.

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Okay. I mean, I love that this has been talked about you know, because it's just it is such a huge change. And I think if you're if you're not talking about or you're not aware of that, I think it's like the the default is to think I don't know that to feel deficient or to feel frightened. You're not yourself anymore. You're not well, you don't you're you're yourself but you're different you and you have a different life and different priorities and you don't I just think it's it's just really huge. So I just wanted to say that and now I'm I'm really fascinated, like, like, what what are you thinking now? Well,

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I mean, it's funny because like six months ago, I was really thinking that I might just never ever write copy again. And that I would shift to a business that was purely coaching courses and digital products. And that was really exciting. Now, I think that I'm sort of, I found myself again, and I found my feet again, and I found my time again, to a certain extent, I do wonder if there is still scope, and desire to go back to offering just de rates for copy, I'm definitely done with big projects, I have no desire whatsoever to offer those again. So I will definitely be updating my services to reflect that fact. But I also thought earlier this year that I might can brain camp, honestly. And that's something I hadn't really talked about it all publicly, you know, which felt like a huge deal, because it's such a successful offer, not just for me in my business, but also for everyone who goes through it. But now, I think I can confidently say like, that's definitely going ahead next year, I think it will also go ahead and 2024. I suspect I will offer de rates again next year, I'll definitely keep offering coaching because God, I love that as a service. And also my digital products. I think I will add one more to the suite next year to the suite of offerings. But yeah, I think that again, the shift from what I had pre Ollie, to what I want to have in 2023 won't be quite as radical as I was initially thinking. So yeah, there's still there's still stuff for me to work out and to work through. It will definitely be a slightly different business to what I have had in the past. But it will still be rooted somewhat in copywriting, which is a decision that I you know, have flopped back and forth on but I think can now feel pretty competent in stating. So yeah, that's the scoop in very abstract terms.

17:00

Actually, I'm really happy to hear that because I didn't realize until now, but it didn't feel like copywriting was done with you yet. You know, are you are done with it in I mean, you enjoy it so much. You're so good at it. You hit me, you know, I don't know, I just didn't feel like it was done. It was done. But I heard you I mean, you talk to me, you've been talking about this really all year about you know, needing to shift and you know, different time and what could you allow? And so what was the Why did you think of releasing brain camp? I have another question about that that occurred to me, or to me before, but what what happened there?

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So my big question, and I guess I've come from an industry. So what I have, so if anyone doesn't know I used to, as well as been a practicing therapist, I used to also lecturer a bunch of subjects. So developmental psychology, and also a few psychotherapy and counseling skills subjects at a university here in Sydney. And in order to hold that academic position, it was a requirement of that university that I was also continuing to practice as a therapist. So I really have bought into that idea. You know, for better or worse, I suspect it's for better that in order to be a good teacher, part of that puzzle is that you have a foot or at least a toe in the world in which you're teaching about. So practically, you're practically doing the thing. So for me, I was thinking about folding brain camp or retiring brain camp, because I had questions personally about whether I could in good faith continue to teach about copywriting if I was only writing copy for myself. And I think that was particularly true, because I think that while my personal world has changed a lot in the last, you know, two years, the world of copywriting, I think has also undergone undergone some pretty big shifts, and particularly launch copy, I think, you know, what was working pre COVID certainly isn't working now. I think, you know, times have changed. And I think, you know, in the most part for the better and I think ethics are more at the forefront of things. Now. I also think a lot of the audience has tapped out. They're aware of launch funnels, you know, they're not engaging with those so readily. So I think obviously I'm exploring that and working with that and testing the bounds of what still works within my own business. But I was just concerned that if I wasn't also doing that for other businesses that I wouldn't have a relevant current knowledge base from which to teach and not the core concepts because brain cap is about you know, the psychology of humans and and all those things that are fundamentally true about us and how we can leverage those in our work as copywriters or people who use copywriting as part of their business. So that won't ever change. But a big part of brain camp I think, is also all the chats that happen between the core content and all the workshops that are on demand and all the conversations we have in the slack group. out, you know how to best serve clients and you know, what's working now and what's not and what's shifting and how do you tackle this problem and and I think it was those pieces specifically that I was concerned I wouldn't have as much relevance in if I was no longer doing the actual work. So that was what I was thinking of retiring it but I'm now I'm thinking of stepping back into day rates. Next year, I feel like that gives a bit more longevity to Brian camp itself. That was a very long

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one. So it's good to look at how that works. And the two of those like, as offers dovetail really well, too. Right, because that that meets your needs. Being in the game. I'm just thinking the people that I everyone that I know that's been through brain camp loves it raves about it, it was great. So it seems like something that's valuable for people. It's nice to find a way that is like valuable or works for you. Yes. And it's interesting that you that you say this because one of my concerns. When I switched from full time copywriting I didn't like make like this sudden shift from that to like coaching mentoring. It happened a little bit more slowly. But I was concerned about that, like about being the, you know, the ivory tower. Ooh, yes. Back in the day. And when I did this thing, you know. But but but that the interesting thing, and it didn't occur to me until you were talking is the business skills thing. I don't feel like I like I am a practitioner in that. And I always have been, and I've been doing it for so long that it's like I realized I don't feel it. You know what I mean? It's Yes, yes. Yeah. It's interesting. I didn't realize that, but that's interesting. Yeah.

21:46

Yes. Oh, it's cool to know that though. Hey, and I totally agree. Like you are actively always using your business skills. You're always learning new clients, you're always dealing with, you know, client

conundrums. And, you know, yeah, so you're definitely in that place doing that thing. And I love that, you know, you can own that. Whereas like you say, for you, the copywriting stuff, didn't want to be in that. Love the ivory tower image to us. It's like resonates so much. It's like, Oh, yes. Let me pontificate about academically, what was working back in the day? Like, it's just so removed, I think, from that hands on application? And maybe that's why we liked each other.

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It could be is there anything else in there that you want to share? Or you feel complete? In sort of what what's happened? That's a lot actually.

22:37

Yeah, let's a lot of I feel like interestingly, like, most of it is like, a lot, internally, like, if you had just been an observer of the outside of my business, you would have seen definitely, you know, me not doing any client work, and me focusing more on digital products. But I feel like, the heaviest load for me has definitely been, you know, all the internal work about it. One of the things I'll say too, is that, I definitely feel that there is a greater need for me personally, to use my business as a more creative outlet than there has been previously. And I don't yet know what form or bucket that will take. And obviously, you know, some of that need gets cited through things like writing emails to my list, which I love doing, and definitely feels like a creative process for me. But I also wonder if there's going to be some other little window that opens up in my business next year to just have a slightly more dedicated space for that kind of creativity. And I think I have to work through whether that's just, you know, something that's important to me, or whether that is something that may be important and valuable to the people I serve as well. And if so, you know, how can I facilitate a space that makes that creativity meaningful and impactful, so maybe just a flag for future? And if you're listening to this episode, and you're like, Oh, my God, yes, I would love to have some sort of backup for you know, facilitated, targeted creativity. Do let me know, because I would love to explore what that might look like with you. But that's it. That's my year wrapped up.

24:15

Nice. You're saying that I'm thinking oh, what was that look like? That's fascinating. Yeah. Yeah. Interesting. Interesting. Interesting. It's it, you know, it just goes to prove that you just you just don't know. You know, I mean, you could have you could have like, and you have, right, you've gone back and forth. And you anticipated, like before, what it might be like and what you might do, it's like you don't ever know really do you?

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You really don't pick us for both of us then hey, Pedag 2022 A year of a year of change.

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I think because I've been singing to you at all our little breaks and being goofy, so

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possibly. I'd also do so until it's fine if you think things they sound less large, like less significant, like if I put a tune to it. It'll be like a friendly fun thing rather than like cool. That's quite a significant piece. Anyway, enough rambling from me, stop me Save me, Amy. I'm derailing things.

25:18

On that note, we are going to bid you adieu, but of course, I'm going to flip it back to you, Kirsty to see us.

25:24

Oh, okay. Well, hopefully there has been something interesting or insightful or relevant for you here and in amongst all of our ramblings and our sharings if you have really got something out of this episode, we would love for you to leave us a review. You can do that through Apple podcasts. That's the best place to do that. And if you'd like he can also subscribe while you're there so that you won't have to go searching for us every week. We will just appear in your podcast feed.

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love that idea. Catch you next time. Bye for now.