

BB What's Amy's Business Up To_

Fri, Sep 15, 2023 9:36AM 23:51

SUMMARY KEYWORDS

business, people, freelancer, love, feel, created, amy, mastermind, good, posner, happening, enterprises incorporated, offers, blueprint, hear, courses, kirsty, clients, running, launch

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You're listening to Business Badassery, the audio advice column for your online business. I'm Kirsty Fanton.

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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, this week on business badassery, Amy and I are doing something a little bit different. We've done this, I think, once or twice before. And that is record a conversation between both of us as we catch up on what's happening inside each other's business. It's been a little while since we've done this, and there have been some pretty significant shifts. So in the interest of being open books, and also because we're both big believers in letting you see how the sausage is made, because we think that that's, you know, such a great way to learn about and understand online business and how you can shift things and what's working and what's not. We're just gonna- yeah, have an open chat about what's happening at Amy Posner incorporated enterprises. Like I remember what you're called AR. What is your business name? Amy, I should really know this.

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It's an embarrassing name, though. It's AR Posner Enterprises, Inc. And it's funny because the day I went to register my business, like, can you go down to town to this marbling building, and I'm like, waiting in line and waiting in line. I'm sitting there and I'm reading, I'm doing whatever I want. And I get up to the window. And they're like, Well, what name are you registering? So you made it up on the spot. The pressure, so very creative, very boring. But yeah, it was like, oh, geez, I have to have something. And there's all these people in line behind me about this.

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It could have been worse, random anecdote. My, my parents had a well, it wasn't a business. It was like a trust that they set up for tax purposes, basically. But dad, panic picked a name. They called it fabulous firms, PGY Ltd. So whenever he went to the bank, the bankers would always ask him for tips on like gardening. He didn't have the heart to tell them that he did not know. But he just paddock picked this name. And it happens to be about ferns. So look, at least he didn't do something like that. I feel like as opposed to Enterprises Incorporated is a very good name very sensible.

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Okay, go ahead. Where are we?

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Well, where are we? I mean, tell me what's been happening in your business. What has happened so far in 2023?

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Well, 2023 has been a really interesting year for me. So I started out the year and I was still running. And I've been running a mastermind back to back for, I don't know, three years now, I think. And when I mean back to back, like finishing one and running another running another, it's been a really, really fun and big part of my business. So I started the year finishing a mastermind that I had started last fall, there were a few months of it left. And then I decided to wrap that up and not run it for a while for a variety of reasons. And the really big one is because I this is funny, and you know this, but I've been wanting to create a course for a long time to show people how to build a proper business. Because, you know, I see so many people who are really good at their craft, who aren't good at business, and they just don't succeed as well or eat as well as people who can even be mediocre at their craft and are really good at business skills. And so, you know, I've had, I've had good success, you know, teaching that to people showing them how to run a business. And I wanted to do it in a way that was more accessible than the mastermind, mastermind is expensive. And it tends to be the kind of thing that you do after you've been in business for a while, which means you're making money and you can afford that, you know, that kind of an investment. But this is really good information to have when you're earlier in the game. Because it helps you to, you know, sort of leap over some of the obstacles and get clear on some things that you know, can be hard to figure out if they're not laid out for you. So anyway, that was a big goal of mine. And I have to say, it's been it's been a big goal of mine for years, and I've done things twice. I've actually produced two courses that I have never marketed like, even minute one because I never felt like they were my best work. I just they were okay, but I didn't. I didn't feel super proud of them. So I decided that I was going to like do it on air quoting here properly, correctly. And I heard an instructional course designer and had somebody who could help me figure out like, what is the most streamlined, linear way to actually teach all this in a way that is not boring. It's interesting, and it's doable. And so anyway, long story short, because that was quite long, or long story shorter, or long story finished. I just finished it and just just just just finished it and it's been like probably the biggest work of my career. I feel really proud of it. I'm really excited about it. But the interesting thing is that it's it's different work like what I've done day to day this year has been very different than what I've been doing for years and that that's been a weird adjustment. I mean, it's great. but it's it's very strange to like realize you're so competent and comfortable in what you do that you know some of it, you just you just don't think about you do it and

then you you switch your business, you're like, wait, what do I do? What don't you know, I had, I had a lot of sort of like head spinning that I didn't expect, but also a lot of really great productive work. So that's kind of kind of where I'm at now it's like time to get it out the door and like, actually make it into something and like, let it let it help people and deliver value, which is it's funny, because it's that's like a whole, you know, this. I mean, you create something and then it's like, oh, now you have to bring it to life. And it's a whole, it's a whole other piece of it.

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Yes. I've been smiling for the last few minutes, you've been speaking congratulations pedal that's so exciting to have this big undertaking, like ready to put out there into the world. And I'm wondering, because I feel like, I feel like the course creation process is sometimes a bit of a mystery in terms of like, what what does it what's actually involved? And what do your days look like? So I love that you mentioned there that, you know, the work you've been filling your days with these past few months has been very different to the work you've been doing in your business previously. And I'm wondering, could you talk a little bit more about that? Like, what did that creation process look like? And I guess how the hell did you go about distilling all your little glory nuggets about building and running a successful business into an online course? And also what is like, what form is the cause? Because I don't know any of this. So please tell me all the details. Yeah.

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So I mean, the way that I managed to do is hired somebody, like I said, an instructional course designer who is good enough to help me figure out, like, I know that I know what I know. And I'm very confident in what I know. And I know that it works, because I've proven it, like for years and years now, but I am not really good at I don't have it's fair to say I'm not a great linear thinker, but it's very hard for me to know, just like what are the essentials? What's the bare minimum I can give you to give you the most value and get you where you need to go. So when I first started teaching stuff, you know, my approach was like, you know, backup the dump truck and like, empty all the stuff like, like, the more the better. And then I realized no, no, that's like the exact opposite of what people need. And so it's been a process of figuring out like, how do you streamline it? How do you break it into manageable bits that are doable? And that was strictly having somebody else do that with me? So that process? And realizing too, that it's just not something that I'm good at? It's just not something I can do? And what was your other question? That was how that was able to sort of like come to life? Yeah, and

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I'm wondering, like, what other tasks were involved in your day? Because obviously, you had this instructional designer, help you like plot and plan, how, and in what order and format, I guess, to share all your knowledge, but then we also like filming things or recording things or like what? Yeah, tell us about that. Yeah, so

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a lot of content creation. I mean, I think the course now is, is something like 64 videos, a lot of them are short. I mean, the longest one is nine. Or maybe there's, you know, there's there's a couple of

are short, I mean, the longest one is nine. Or maybe there's, you know, there's there's a couple of outliers, but they're mostly really short videos. And so it was a question of organizing, it's organized into 10 modules. And they really, they're all they all stand alone in a way. And so it was a question of laying out, you know, what's the logical progression to get somebody I mean, you know, from thinking about, like, you know, things like niching, and positioning, you know, moving over to like, you know, landing a client and writing a proposal. So everything is, is separated out, because it's meant to be referenced material. It's all actionable. There are tools in there. And there's like, I want you to do this. And it's top and do this and do this next. So mean, if you follow it, you've actually got a blueprint, but I also wanted it to be able to be a reference material, because you know, this is like, you use something and then you you want to go back and you want to be able to look at things and you want to be able to like Where was that thing about writing proposals or making, you know, improving your discovery calls. So I've set it up. And it's all in the short, pithy videos, they're not face to camera videos, they're all slide decks with me speaking over them. And that was a production issue, because it's really hard to do face to camera. It's just and have it be engaging, and have you be looking at the camera, and not be too scripted. I just I couldn't, you know, it's a skill I'd love to develop. But it is not one I have now for sure. And so this was just, this was an easy way to do it. Because if you're doing as many as 60 plus videos, you need it to be easy, or easy ish. So there was a lot of that and like creating the content, and then editing, editing, paring it down, making sure that it was, you know, getting the message through delivering the value telling people what they needed to know without being too long into involved. So it was still simple to do. So there was that piece and then I did and you know, because you were one of the interviews and then I also interviewed 10 subject matter experts on the various topics that I'm talking about just for people to get a real world sort of taste of, you know, what's this, like when you know somebody in the wild actually does this and has succeeded in it in their business. So, there are those two produce And so I mean, there were a couple of months where that's what I did. I mean, I came in, and I recorded things, and I would transcribe them, and then I'd edit them, and then I'd record them to see how they sounded sometimes, then I'd be editing from there, because speaking is different than writing and all of those things. So that's, and that was attempts. I mean, that was probably a good, you know, just sort of couple of months in the cave doing those.

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Wow, when you said earlier that you'd like done in quotation marks properly. I heard that and I'm still blown away by just how much has gone into the creation of this thing. It just sounds so complete. And I think you mentioned there. Is it 10 sections or 10? Sort of topics that you cover? Can you just run through what those are? Yeah, sure.

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So of course, there's the introduction, like I was really careful about, like, how to use this and like what you need to do, because I get so confused. When I go into courses. It's like, Well, where do you start? And can I just jump around? And what do I do? And so I tried to lay that out, then it starts with mindset, because I have a thing, you know, what, like, what's the difference between being like a freelancer and a freelance business owner, then we get into how and why marketing works, then then your market like actually decided, you know, determining, like, where should you be planting yourself, how to brand yourself, how to create offers, how to get clients, and I'm making these very loose, and then turning people from prospects into clients, like, you know, how to build relationships, how to deliver excellent customer service, how to keep in touch with people what permission marketing is, and how well that works. And turn it you know, turning people into good clients delivering an

excellent experience client management, and then I've got a module so that the 10th module, because the first one is an introduction, so the 11th, which is really the 10th, if you know what I'm saying. What I did is I took everything into a module called bringing it all together. Because you know, what happens? You go through 10 modules, and now you're like, oh, shit, I just wanted to listen to everything. But now I've got to get into action, like what do I do again? And where do I find it? So I did a, I did a short term and long term blueprint. So you can like, you know, I need cut to the chase, I need long term. And you can, you know, you can go ahead then and sort of like if you've gone through the whole thing, it gives you a jumping off place to get to get active and figure out what to do. So you're not just sitting there overwhelmed thinking I just learned a lot. Don't know what to do. So then, of course, there's all the interviews with the expertos.

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Can I can I make that my job title that just appear on instance, I was featured, because you've mentioned experts? Oh, wow, maybe this sounds like the Holy Grail. And I love so much that you're the person who's made this because I think I might have told you this once before. But even though I met you, when you were still a copywriter, you own a copywriting business. And that was how you made the majority of your money. I feel like I've really always thought of you as someone who's just a masterful business owner. So I just love that you found a way to bring all of this together into something that is so complete. And I'm also curious, because you mentioned at the start of this conversation that you've actually created two courses previously, I think you said, but you never felt like they were like good enough or like aligned enough, whatever that was, now that this one's complete, and it's sort of sitting there ready to go, how do you feel about it,

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I feel really good about it, they feel really proud of it, I feel really excited to get it out into the world. I think I just think it can really help people jump over some of the steps because not just I'll just say this, I mean, I coach a lot of people, I do a lot of one on one, I ran the mastermind. And what I saw was like, people are so ambitious, and they're so willing, but they get so stuck. Like you just get so stuck on one thing, and you can just turn on it for months. And you can even be looking for answers in that time and not find them. But if you have already placed to get answers and proven answers and things that work, then you can just move on. And you can get things done so much more efficiently. Because you know, building a business is really about trial and error and momentum. And so when you get stuck in those little spins, I mean, you might get stuck in a spin for a month, it could take a year off your career, honestly. And so I'm just really excited about being able to have a compact way to help people to make this work because it's brilliant. I mean, I've been doing this for decades, you've been you know, you've been doing it a long time. It's like it's such a great way to live. If you can get it dialed in, and it can be such a hellish way to live. If you don't have it dialed in and you're working a million hours and not making enough money. I'm wondering what the hell is wrong with you? And more often than not, it's your business skills. Hmm,

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I was slightly sideways question for you. How did you feel about like, because you've gone all in like you've created this thing like you said, properly I've like in every sense of the word. This does sound like a real huge project and a big undertaking and a big production. How did you feel about or how did

you make the decision to take that route? Rather than creating like a beta version? First?

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Good question. Um, you know, I've tested all of the pieces of it all the pieces of it had been baited to various different people in my in my world over time. And everything that's in here is stuff that I've been teaching for was only three years in the mastermind but even longer because I've been teaching it through Copy Hackers, you know, with Joe. So I know that this stuff works. I mean, it's really the like the condensed, you know, everything you need to know to be to be a successful Freelancer with like all the fluff and the fat and kind of all the extra stuff cut away. I just feel really confident that because I've just seen it. I mean, every single thing in here is something that I have done and taught and seen other people make work. It's not like, okay, so it works. But like, how do I know that it's what people need? It's because it's the same thing. Same thing, it's just been like such a lock and key fit with with everyone who's tried it. So

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I love this. Okay, so everything inside is like, as you say, it's been more than beta tested. And it's just that this is a new packaging of it, of all the information and all the resources and all the know how and all the next steps and all the blueprints. Is that right?

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It is. And the actual content itself, once created has been beta tested with various people. I did it module by module, because it's just too much to ask anybody to go through all of it. If you know, just as a favor. For favors.

16:06

Hey, can you casually watch my 64 videos?

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Can you put that into your schedule between like, you know, Netflix, and you know, that's not a problem isn't? Oh, honey, I know, you guys have to interrupt the series for me to like help. Anyway,

16:25

amazing. So when is this launching? And do you know how you're going to launch it? Who was it for? How much? Is it? Have you answered all these questions yet? Or are you sort of in the phase where everything's created? Except for the marketing plan?

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Oh, no, no, that's, that's no, it's well underway, I'm going to do a launch to my list and initial launch to my list with a really big discount on it, it's going to sell for 497. And then there will be an opportunity over three or four days to buy it at that discount price. And then it will just, you know, go live on the site. And I've got a lot of plans for marketing. And I mean, my big plan for this year, you know, this coming, you know, few quarters ahead of me, well, not few probably, you know, three to five quarters ahead of me is going to be building audience and getting exposure. So a lot of it is you know, an investment in what I'm going to have in the future. But anyway, I mean, that's an that's imminent. I mean, that's about to happen. And just putting, you know, just writing the final emails and getting the all the little pieces in place. And then we'll stress test the attack to make sure that you know, that we're not all pulling our hair out that day. And yeah, I mean, we know we're there, we're there. And interestingly, there's inside of I did two courses because I have a this is called complete breakthrough freelancer. And there's also a course called Breakthrough sales calls. And it is a module inside of complete breakthrough freelancer. So I'll be marketing that as a separate entity, as well. So I mean that that plan will sort of roll right on the back of this one.

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Amazing. And then that can also be a little taste test. I imagine if the bigger program,

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exactly. And lends itself to all kinds of interesting offers. You know, like if someone buys that and wants to get the other or you know, we'll see. I mean, there's plans for other ones to roll out too. But for the moment I have those two to play with. And I'm just excited to like, get it out into the world and see what happens because I've not done this before. Oh, I'm

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so excited for you your first course launch or your first like product launch.

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Is that right? It is and I've done I didn't know I haven't done courses either. I've done lots of programs and program launches. But this is new for me.

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Yay. Okay, so well first of all, where can people go, if they want to join your list to get that special offer in the first few days of launching? What's the URL for that.

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So just go to me posner.com There's a number of places to join my list. And you'll see that's really

obvious once you get there and or you can just go straight to Amy post or.com/complete-breakthrough-freelancer. And there it lives.

18:48

Amazing. Oh, I'm so excited for you. And I'm also curious to sort of bring this back full circle. So this is obviously they'd like your big project that you've been working on in your business and the big shift that's happening when you look forward to the rest of this year. But I guess we're getting close to the end of the year already. I want to end of the calendar year which is a bit scary. But um, I used to planning on offering the mastermind again sometime soon. Are there any one to one services like what else is happening around your business to support this? Or are you just going all in on this as like the thing?

19:18

Yes, I am doing it all another so I'm not gonna run the mastermind certainly not definitely not this year. I may run another cohort next year but that's a wait and see. I do one on one coaching. So I have some clients you know some who I've had for a long time a couple of people who come to me periodically because one of the things I do in coaching is copy chiefing and so people will come to me like you know if they're working on a big project and you know they want my my eyeballs on on various aspects of it. And that's actually probably what I will move more toward as my sort of secondary hands on thing is more copy chiefing for all variety of reasons, not the least of which is I really really love it. I really enjoy it. I've gotten really good at it to where I can really We help people either have confidence in what they've done and or, you know, improve it pretty easily without them agonizing. So that's something I do a lot of. Okay, cool.

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So it definitely feels like this is like a new phase of your business, I have to say, I'm so excited to chat with you again next year, and get the download on, like how the launch went, how the funnel is performing, and also what you've tested. Because I feel like one thing I really love about you, and the way you do business is that you're always so open to experimenting with different things to get the desired outcome. So I think, I mean, knowing what I know about launching and, you know, scalable offers and growing a bigger audience and bigger list, like, there's gonna be a lot of experimentation in front of you, I think. And it will just be really cool to loop back around and touch base and hear about what strategies worked and also what strategies just flat out failed.

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We will share all we will reveal all Utah promise,

21:00

thank you so much for sharing insights into what's been happening at AR Posner Enterprises Incorporated. I love that I now know your business name. So good. We will I think next week, do an episode just about the behind the scenes of my business. So if you if you've enjoyed this one and

episode just about the behind the scenes of my business. So if you if you've enjoyed this one, and you're keen to hear what's been happening, at my end, as I prepare for the arrival of baby number two, and what I've shifted to support that and you offer that scale up and running, then we'll do that. But so awesome to just hear how much you put into this offer Amy, and like how complete it is. And I love that complete is even part of the name complete breakthrough Freelancer genius. And like I said, I'm so excited to hear how it goes. And we'll definitely be talking about this again.

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Yeah, well, thanks. And I'm really looking forward to to hearing what you're up to me because it's, it's interesting, I just want to underscore the fact that we both have sort of turned everything upside down this year. I think we're really good examples of sort of staying flexible and like what it looks like changing and seasons of your life. So be sure you tune in to hear what's happening in Kirsty's season of life and what you've got on the burner, because you're very clever about what you what you put together, and then your advanced thinking. So there's a little tease for you, because I love an open loop.

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He'd say, you'd say, and I love having these chats with you, too. I feel like it's one of the reasons I love doing this podcast because we haven't had this chat in this level of detail before. So it's been so cool to hear all about it. I'm all about the process as well. So thank you for being an open book. If you've enjoyed this episode, and you've got something out of it, feel free to leave us a review that would mean a lot to us. And if it sparks some questions for you that you have about your own business, and maybe things along the lines, of course creation or funnels or whatever that might be, head on over to businessbadass.co/podcast And you can submit a question for us there.

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Thanks for listening. Catch you next time. Hey, Amy here, having coached literally 1000s of freelancers. Over the last decade, I have found consistently that the people who don't suffer the ups and downs of feast and famine, and who consistently land great projects with ideal clients. What they all have in common is solid business skills. And it matters enough that I spent the last nine months creating a course called complete breakthrough freelancer. It's the resource for every single thing you need to know to build a solid sustainable business that suits you uniquely. And because you're listener, you can save \$100 off the \$497 price tag using the code `badass VAD HSS` at the website amyposner.com forward slash complete dash breakthrough dash Freelancer thanks check it out.