

What's Kirsty's Business Up To...e the Brain of a Launch Expert

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You're listening to Business Badassery, the audio advice column for your online business. I'm Kirsty Fanton. 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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Well, hello, welcome back. We've talked recently about what's been happening in my business, we kind of like to be transparent around here and share what's happening behind the scenes. And so we thought this week we would talk a little bit about what Kirstie has been up to and what she's got coming up. Kirsty a, I feel like I'm calling you in, hey,

00:44

hello,

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I'm good. And there's quite a bit going on in my business. Actually, I feel like most of our listeners will know this, but some won't. And particularly if you're new (hello!). Since we wrapped our last season of the podcast, I have become pregnant again, with baby number two. So I'm actually only about six weeks away from taking maternity leave again for six months. So that has been one of the driving forces in my business, this calendar year. But a lot has happened. I've re-niched, I put a new website with new services out there. I've also launched a new membership. So things have been pretty busy, to say the least.

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So has everything that you've done been in in anticipation of maternity leave, or were there things sort of on the move anyway?

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so there were things on the move

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So definitely the new website and the new services was very much just me moving to the version of my business that really fits fits me best for now. And a lot of those services. And a lot of that work was the stuff I was already doing with clients, it's just that it didn't have any public facing home. So people could only book those things in, you know, if I had the inroad to my inbox kind of thing, whereas putting it in a new website, and making it front and center means that, you know, this is how my business looks to the outside world now, so that that part was definitely going to happen regardless of whether or not I was pregnant. And it felt so so so so so good to get that up and out there. And it just like the work I'm doing feels so aligned and so light and easy. And I'm just like a happy little pig in body my business at the moment, which is so good. Yeah, that's when you know, it's working, or when you're doing the right thing. That's I mean, that's, you know, that's ideally how you should feel or want to feel, somebody asked you because this is your second maternity leave. And you know, you went on your last one having no idea what to expect. I mean, either, you know, personally physically business wise, I mean, not, you know, it was all brand new. And now it isn't. So I'm wondering two things. One, I'm wondering, you know, are you doing things differently now, based on what you learn then? And also? Well, no, let me let me ask you one question at a time, because you're not gonna get in trouble here. Go ahead.

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So yes, I knew absolutely nothing last time. And I think any first time parent is probably the same. And I deliberately because of that, left, things really open ended. So I didn't pick any specific date to return to work, because I just didn't know when would feel like the right time when I would feel ready enough. And also, I guess what kind of work I would like to come back to so everything last time was just a giant question mark. I still think it was the right decision at the time because I think to have boxed myself into something would have been a bit too risky, because I just didn't know like the answer to anything. But at the same time, I will say there was it like I do think it caused a bit of angst, having everything so open ended, because I did really struggle with that transition to motherhood. And I think, particularly in the context of being in lockdown for so much of that initial six months of maternity leave, it just felt like it took me a long time to get back to any level of certainty. So this time around, everything is much more planned. And I'm actually I'm taking less time off so last time I took nine months off this time I'm going to take six months off, which feels really good. My husband is also going to take some paternity leave this time. So he'll take two or three months after I go back to work which makes me feel happy because this baby will have a similar amount of time sort of you know being cared by one of can be cared for by one of us before they start daycare. I also think my business is so much better position this time for me to get back to work in the bigger picture context of now having two small people to care for and yeah the offers I think my offers are also better set up to support my leave this time as well. So it's good like I you know, I'm saying all this well

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also holding the fact that it's going to be a different baby and a different experience. And who knows, like, you know, it's also going to be our last baby. So I don't know if there'll be part of me that like once that six month mark rolls around, I'll be like, Oh, but I'll never get to have Matt leave again. Or if I will be as ready as I think I will. So anyway, it's very planned. It feels really good at the moment. And I guess the only way to know how well it's actually going to work is to do the thing. So time will tell. Okay, that's a perfect segue into my second question, and my daughter is going to be for the ladder that you're going to be keen to get back. I mean, time will tell. But I have I have a feeling. I don't know. You just have a feeling. Yeah, I think he might be right. I love my work too much.

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I don't know. I wasn't even that I just didn't know. Anyway, let's let's see. And you do? Yeah, I don't think you'd love it too much. I think you'd love it just enough. Okay, so what is coming up then? So like, what, how did you configure it? And what are those offers? And are you doing anything during that six months business wise? or what have you put things on autopilot? What what is what does it all look like?

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Yeah, sure. So, as I mentioned, I launched a new membership a few months ago, it's called reflective practice club. And it is all about helping business owners build a business that is very deliberately shaped to fit them. So it's an email based membership, which means that there's no grip space, there are no live calls or anything like that. It's Pay What You Can starting at \$7 a month. So it's quite accessible, I would say. And it's also very easy and like fulfilling for me to run at the back end. So I have so many reasons for having had created the membership and, and also, having created it in this way. So I might be able to talk about those for a little bit too, just to give some more bigger picture context here. But um, I have definitely had the sense for a while that there has been a like a level of offer missing in my business. Because all my other offers and programs and services are relatively high ticket. And I have known that there have been people who've been looking for ways to work with me who haven't been able to afford that kind of access to me. And I'm not saying that, you know, I have felt the need to try and find a way to serve everyone. Because I also think like, you know, I put out some really good resources for free like this podcast, and you know, my emails, and I did another podcast on business after baby. So you know, I do feel like, I do have some things working for me. But I've consistently got the feedback over the years that one thing that my clients really value in, the way that I work is the questions that I ask and the way that I get them to think about things in their own context and on their own terms. So this is sort of what led me to pinpoint the mechanism for the membership, which is reflective practice. So actually taking time to think about the work you're doing and the way your business isn't, isn't working. And the kind of business you want to have in a structured way. So with really open prompts that don't tell you what you should be doing, but help you uncover how you think and feel about things, what challenges you're up against, and what opportunities you see. And then turning all of that into a strategy for a better path forward. So every month is on a different theme. So so far, we've had things like optimizing your offer ecosystem, Building Better boundaries, building your profitable list, nailing your lead gen processes, so you know, very busy kind of things. And the idea is that people can join only when it's relevant. So there Well, I was gonna say there are no locking contracts. But it was funny, there was one of the things I was so excited about this model, I was like, people hate being locked into memberships because they find that you know, after six or 12 months, I don't really use it anymore. So I was like, this is just gonna be people join when the theme is relevant for the month and then that's great. They're not locked in

nothing auto renews, they get to actively decide again, if or when they want to come back. But the feedback I got out of the first month was, hey, Kirsty, it's kind of really effortful for us to rejoin every month, can you also include an option that, that allows us to just sign up for a bigger chunk of time, so there is also now an option to join for six months. So it was funny because I was like, Yes, I'm excited about that feature. And then it ended up being something that like for some people is really appealing, but for others was actually a lot of work. So anyway, just a good example of how you don't know things until you actually try them.

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Testament for talking to your audience.

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Yes. Yeah, that's true. Exactly. So yes, I that's, I guess the reason behind and the context of the membership, and like every month, on a Monday, an email goes out to everyone who's in club for that month, with some prompts around that theme, so that the idea is that people build awareness around what's working, what's not What and what their next steps are in order to improve things and build a business that's more in line with the one that they want. So that's how it works. And that format for me, was really appealing because one, I love writing emails, too, I've always shied away from membership previously, because I don't like the idea of having to show up somewhere live like month after month after month, that feels a bit, I don't know, claustrophobic or like cagey for me. So this is a really easy, happy way for me to continually serve people and work with people week after week. And it's also something that, of course, I can do the work for in advance, which is exactly what I'm doing for the six months that I'm off on Matt leaves. So reflective practice club will still run. I know it'll The themes are for the coming months. And I am partway through building out all of those months, emails. So it'll be all set on autopilot, it'll still be running. And because there's no need for me, or no promise that I am sort of an active component of that membership, apart from the fact that people get those emails every Monday. It's something that I can just yet sort of set and forget about which feels so good. And particularly, you know, when I'm just on the precipice of stepping outside of the business for six months, that was a very long answer.

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But it was good, because you answered I had another might second question which you just went you just answered, which was, you know, where are you going to be able to repair it in advance? And I'm wondering, how is the I don't know what you call it, it's like the pay what you want model? How's that working out?

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So Well, I had a lot of ideas that like came together for this model, and the shape of the offer. So part of the reason I chose Pay What You Can starting at \$7 a month was because I wanted it to be a really accessible offer for people. And like the feedback I've got so far, and the shifts and changes and like aha moments that people have had has just been amazing. And you know, I've had people say, Oh, my God, like, I paid a coach like \$1,500 to try and figure this out last year, I paid you \$7. And like, this

was so much more helpful, like I know exactly what I'm gonna do now. And I'm already like, you know, on my way, so like, that kind of feedback is so good. So I just want to say like, you know, the price tag isn't a reflection of the value, it's just a way for people to be part of it. I also chose the Pay What You Can option, because I wanted the offer to also help with my own list growth. I think I spoke about this on the podcast sometime last year. But I did experiment with paid traffic last year, specifically for one of my digital products. My experiment was a massive flop, I just absolutely failed at getting quality leads through the Facebook ads, so I turned them off pretty quickly. But this feels good because I am getting it's I think it's between five and 12. Brand new to my business members each month. So there's I think there's there's between 60 and 80 members each month in club, most of those are repeat members or people who've been on my list for a while or people who've bought other offers from me in the past, but every month there is also that influx of new paying customers. So it feels really great to have a way to almost monetize that list growth element of my business. So that's working really well. And the other thing that's working really well, and this was part of my theory, or my reason behind choosing this pricing model is that, on average, so far, every month after month two, the average price people pay to join Club each month is increasing, which tells me that once people have been inside and experienced the offer for a month or two, they see more value in it and they're happy to pay more for that there's absolutely no expectation that people do like, you know, even if you love it, and you want to keep coming back seven bucks a month is you know the cost of joining. So there's no expectation that you will pay more. But the fact that there is an option to pay more and that people are taking it is really great feedback for me and also feels really good. So I've had people pay, I think the highest anyone's paid so far is \$50 for the month, but I have quite a few people paying around the 20 \$25 mark, and also quite a few people paying sort of in the 12 to \$15 mark. So you know, it's slowly edging up, which just feels really nice. So yeah, that's my that's my little nutshell. Explanation of that.

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You made the model so people don't renew every month. So which juncture did they get the option to pay a different amount? I mean, how does that work?

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So because they're having to rejoin every month, except for those people who are on the six month membership, of course, but they can choose their own price. So in the last email in every month, all existing members get a little PSA in that email about what the theme for next month is and a little CTA you know, click here if you want to join. So they're actively choosing their price every month when they if they jump back in, and for those people who Your choice a six month membership. No one's chosen that option as their first move into the club. It's always been after at least a month, and they have the option to pay what they can starting it hang on what seven times six at 40 to \$42 for six months, but most of them have paid more than that. Because again, you get to choose your own price at the checkout.

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fascinating, interesting. Interesting. Interesting. So, so you've been doing this? When did you start it?

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July was the first month, June sorry, June is the first month.

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So someone joins in June and someone joins next month in October? Are they getting October's prompts? Or did they get June's prompts? And going forward? Like how does that work? And I know, it sounds like a logistics question. But I have a different question behind it kind of.

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Yeah, sure. So at the moment, they're getting the theme for the month that they joined. And it's interesting, because I've had a lot of people, what a lot, but you know, maybe 1215 People ask whether they can get access to previous month's prompts. At the moment, the answer is no. But it's definitely something I want and need to think about when I get back from maternity leave. Because I do wonder if I'm missing an opportunity there, to have people perhaps choose the theme that they want, and maybe even the cadence of those emails. So that's something I'm thinking about. But for the moment, the theme is set for each month. So when you join for that month, that's a theme that you get access to the other prompts that are coming through, that's what we'll be working on.

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Cool, you know, might be a really interesting product you didn't ask, but if you want to know what came to mind, I'll tell you.

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Oh, please do?

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Do it really interesting to have a product that was a bundle of previous months? Yeah,

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well, it would be like the mirror journal. Right? I already have it,

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I guess. But is it really,

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I mean, it's very similar. The themes are different. None of the themes that we've covered in clubs so far are part of the mirror journal. But and I guess the format could be different because it could also be delivered via email, rather than built into some sort of digital products. But yes, I have definitely thought about that. So yeah, it's, it's funny, because I feel like it's a big question for me to answer. And it's something that I want to get right, because I do think there is an opportunity there, but I'm trying to work out what your best or most successful form for it is. So yes, thank you for the idea, because I agree. And I'm just like, yeah, I need to really sit with that and not about and that's definitely a task for me in the second half of next year.

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Yeah, I love that. I'm just thinking about because, you know, we recently recorded an episode where we talked about repurposing your content. And I'm just thinking, wow, there's all these months that have gone by that are probably just really delicious and juicy. And I hope they don't just go in the vault.

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Yes, yes, yes, yes. So I definitely think a lot if not all of them will get a second life. It's just a question of how that works. Logistically, I think,

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is there something else you're running during maternity leave, I feel like there is,

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that is the only thing that's going to be actively promoted. So as well as writing the content for reflective practice club for the month that I'm off on mat leave, I've also created or for most, and I will have created by the time I stopped work, primary email for each month that will go out to my list at large, sort of a week or two before that next round of club kicks off. But obviously, I'll also still have my digital products. So the mirror journal and the social proof sidekick are always available for purchase on my website. So there'll be up and running. But the sales that come through from those are pretty minimal. It's sort of two to three a month. But that's okay. Like again. And uh, maybe I should have mentioned this. So my financial strategy for my previous maternity leave. And also for this current maternity leave is simply to cover expenses. And anything in excess of that is just a bonus. So I'm not looking to, you know, have my business, bring in 100k. While I'm while I'm off for those six months, I'm very happy with the knowledge that it will slow down, you know, I'll be earning far less than I do when I'm actively at my desk. But yeah, so those so those three offers will be available, but reflective practice club is the only one which will be actively promoted. Does that make sense?

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Yes, it makes a lot of sense. And I you know, one of the things that's interesting is you will have built sort of, like an automated, I don't know if you call it automated on demand, but I mean, you will have built an interesting product. And what I'm thinking is like, it's an interesting model for a product because essentially, I mean, you're building something that's really carefully crafted, but it's, I mean, it's hands off. I don't know it's it's very clever. I think there's gonna be some interesting things that just wail up out of this. So you know, good on you. It's very cool. No, I think you

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you know, I'm quite chuffed with the model but yeah, it's funny. It's I feel like it's I'm very tough with how the models working for my business, but I'm also just so happy to see how well it's working for the people inside it as well because I feel like if one of those things wasn't a fit, then it will wouldn't be a success. So yeah, I'm feeling quite chuffed with it. So thank you.

20:03

Thank you. Yeah, I got you. And well, you should. I mean, it's interesting because, you know, harking back away back to like, the beginning of the year, and you and I were talking about, you know, what we were going to do and what we were going to do next. And it was, it's very much in line with what people were asking you for? Yes, I brought up, I brought up what we were going to do next, because it's kind of in line with people are asking you and I fought together as well. But I feel like you've found some really clever ways to deliver something that people are asking you for that has real value, even in I don't know, do we want to call your pregnancy an extenuating circumstance.

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I think it's interesting for people to, I don't know how much to talk about this, because I'm like, I mean, I think like, I need to highlight again, like the membership itself, like people are getting so much out of it. And that is like, a key reason, you know, for it to exist. And also, I'm loving having a new tool or lever to play with in my business to help support. Other things. I've already mentioned how it supports my list growth. And my lead gen. And I'm also using it so as two examples. I did a limited time promotion for the social proof sidekick a few months ago, where there was a bonus workshop involved for people who bought the psychic within a set period. And I deliberately used the theme of reflective practice Club, which I knew would bring in that, again, that 60 to 80 people for that month working on that theme, I use that so that it would fade in really well, to the bonus workshop for that social proof psychic promotion. So I was sort of able to use that as a way to prime people for that offer, or to, you know, put that in, I guess, a more human centered way, like I was able to create something that would be really useful for those people who just been in that month of reflective practice club. And as another example, I delivered a workshop inside someone else's paid membership earlier this week, earlier this week, that was all about, like how to create and test new offers. And then deliberately my theme for reflective practice club this coming month, is evaluating new ideas, because I could see from the pre workshop form that I sent around to that group to get information about, you know, what would be useful to include in that workshop, what I should focus on what I should leave out, etc. But a really big challenge for people was how to actually work out which ideas are the good ones, like which idea should I actually go ahead and turn into an offer. So like, just an example of how it's really fun for me to also have this, this Yeah, this new lever to pool in terms of Well, I can use it to support my other offers or support my other visibility efforts, for

example, or, you know, provide a really neat call to action for whatever I'm talking about on this podcast this month. So I don't know if that's useful information. But it's also been quite fun for me. So there you go.

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I'll tell you, it's super useful information, because I feel like what we just got was a look inside the brain of a lunch expert. I mean, we did that's actually literally what we got. But it was really just interesting to hear you talking about it and kind of how you've set it up and how you've, how you've planned and strategized all of this because that's, you know, it's so funny to me because it's you're so clearly an expert at it. I mean, you're because you're so glib, you just and I don't mean glib and you know I don't mean that in the negative way I mean, easy talking like it just comes so naturally way but I think that was just that was like a fascinating lesson in in launching products.

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Well I glad that I decided to share it and I'm glad you did too.

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So in the interest of time here because we're we've used quite a bit of it. Where do people go if they want to if someone wants to join reflective practice club because you know what, I'm one of them I'm listening to this whole thing I'm thinking I'm not kidding you. I'm

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like, I would love to have

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maybe yeah, maybe I can pay you out of our joint account and

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then we can write it off as a business expense professional development.

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Like really weird scammy something in there.

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I don't think that's legit. I don't think we can. For now if you do want to find out more head to Kirsty fenton.com/reflective Practice club, or if it's easy, I just go Kirsty fenton.com and click on the grow together tab up the top and you'll be able to see all the ins and outs of how club works for some insights people who've already been inside of it. And yet have the option to join on a Pay What You Can basis for a month to start or if you want to go all in. By all means that six month option is all So therefore, you,

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you know, so I just want to I'll add that, you know, if anybody's listening and they're thinking, Yeah, that's great. I mean, every week, but I have a problem I want to solve. The mirror journal is really good for that Christie's other digital, it's a digital product. Because it really it has really great prompts. I mean, if you're working through, and it's something you can use over and over again, but if you're working through a problem, or like, Chris, you were saying, if you know, a few minutes ago, like how do you, you know, here's all these ideas, you know, which ones do I choose, it's a fixed piece of property that can help you help you to figure that out. Not that you don't need to be in the club or to be stimulated each week. But I think that's also just really good. A good place to I was gonna say, dairy, your thoughts, but it's it's a really, it's a really good place to reflect and to think hence the name. Ah, okay, good.

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Thanks, Amy. I love talking about this stuff with you. You're very good interviewer.

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Well, thanks. Thanks. Thanks. Thanks. I think you're easy to interview. So there we go. And thank you, though, for sharing, I mean, for sharing what's going on? Because it's, I think it's really helpful. And I know, I mean, it's interesting, you, you, I mean, you even have a podcast about this. But this is, this is a really big deal. And these are really big decisions. And I'm talking now specifically about, you know, maternity leave, I'm talking about growing a family, I'm talking about people having to mold their businesses to current needs, and you know, what's happening for you, in a given season of life. And I think, you know, this is, this is a really good example of that, and being, you know, deliberate and even, you know, sharing how you've, you know, sort of become more deliberate in your thinking sophisticated, and you're thinking just knowledgeable about what's you know, what's possible, or what you're, you know, what you're doing and how you've made me changes accordingly. So, I think it's good. It's good food for thought. And it's inspirational. So thanks for that.

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Oh, thanks, Peter. Okay, and if you're listening, and you are in the situation where you're thinking about becoming a parent, or maybe you are on your way to maybe you're pregnant, like me, or maybe you just recently have that podcast is called business after baby two. And it's just a limited series. It's six episodes that I recorded with a fellow business owner, as if your job was amazing. So yeah, feel free to check that out, if that is sort of something that's going to be useful for where you're at at the moment.

27:13

Cool. And if you've got questions for us, you can submit them over at [business badass.co](https://businessbadass.co) Thanks for listening. We'll catch you next time.

27:22

Hey, it's Kirsty here. If you like the way I approach the business related questions on this podcast, chances are you might also like reflective practice club, my month to month join only when it's relevant membership that equips you with the skills, knowledge and competence to turn inwards for answers, so that you build a business that's distinctly and deliberately U shaped, its Pay What You Can starting at just \$7 and each month we dive into a different thing. So far, we've covered things like optimizing your offer ecosystem, nailing your visibility strategy, and building a profitable list. And in the coming months, we'll be tackling tasks like evaluating new ideas, and overcoming comparisonitis. If you want to find out more, head on over to [Kirsty fenton.com/reflective Practice club](https://kirstyfenton.com/reflective-practice-club), and if it feels like a fit, I'd love to see you inside.