

## Episode 8. Should I Launch a Course? with Jaclyn Mellone

JACLYN: Welcome to Go-To Gal Episode #8. Today, we're talking about something that I am really passionate about. This is something that is going on a lot in conversations I'm having behind the scenes. And I kinda feel like if there's something that keeps coming up in conversations behind the scenes, it probably should be something I'm talking about with you here, right? So first of all, if you haven't listened to Episode #1 of Go-To Gal back in January, you need to go listen. I'm obviously biased, but it is a must listen. Those are my predictions for the year and you definitely wanna listen to that. If you have listened, this is going a lot more in depth in one of the predictions that I made. So before we get on in it, I just wanna keep it real around here. Let's have a real conversation. Because this needs to be talked about; this needs to be unveiled. I feel like this is the kind of thing that everyone's talking about behind the scenes. But maybe you're not clued in on yet. If you are clued in on, I want you to breathe a big sigh of relief that you are not alone here.

Okay, **do you feel kinda stuck in your current business model? Are you feeling that what got me here won't get me there? Maybe you're really ready to scale and you just don't see how that is even possible with the way you're currently running your business.** So maybe you're maxed out on hours or you're maxed out on clients. It might feel like you're drowning in work and to do lists and Trello boards and all of the things. Or maybe, this is a touchy one and I know that this happens and there's no shame in this game so I'm gonna talk about it here. **Maybe you fell out of love with the work that you're doing.** Sometimes we get into business and our business goes in ways that we never imagined it was gonna go. And maybe you were really good at something and people wanted to pay you for that thing, and you're like this is great, I can make money. But now, you're coming up for air and you're like how did I get here? Or how is this even my business? **Sure I'm making money, but maybe it's not the thing that you really set out to do. What do you really want to be doing? Where do you really want to be spending your days? That is okay.** Listen, part of being an entrepreneur is growing and evolving. **If we stay still, we stay stuck!** But it is true. And I don't want you to have the fear of shifting or changing things or pivoting or tweaking or completely burning down the barn and starting over. Hello, hi, I've been here for all of that. Because that is just part of the journey and that might be your time now. Or it might be your time six months from now. Or it might be your time six months ago! But that's part of the journey. And I want you to know that there are so many different ways to do things. And if you're feeling stuck in your business, in your business model if you're ready for more – there's a way to do this.

So the big question is the question that I get all the time and the question that I know is swirling around in your head in some way, shape or form is *Should I launch a course?* Do I need a course? I'm laughing because I know it's true. And you know it's true. This is the thing on everyone's mind. Why? Because **it seems like everybody has a course. And it seems like that is the way to do it!** I don't know how that came to be, but it seems like that's what most people are talking about, of how you can make more money and how you can work less hours. Maybe you're a big Amy Porterfield fan. I joke; I'm actually a big Amy Porterfield fan. But I feel like with her newest course, it's just really added to that hype and buzz. And here's the thing. There are a lot of freaking courses out there and there are a lot of people that are making money from courses. So this is not an episode that's just telling you "Don't create a course". Not at all. I'm actually gonna dive into who I think should be creating courses, who I think they're really perfect for. I have a few exceptions.

So I'm going to share with you who I think the exceptions are there. And then we'll talk about what other options there are because yeah, there's other options. The only way to scale is not to create a course. I know. It's crazy. You heard it here, folks. But seriously, I want you to just know that there are other options and not feel like that is the only way to make more money because there are lots of business models and I certainly don't believe in one-size-fits-all. And I certainly don't believe that everybody needs a course. Quite the contrary, actually.

I know you feel like everyone and their 12 year olds have a course. But the solution for your problems of maybe being out of time or out of wanting to make more money and not knowing how you can do that or okay sure, you can raise your rates and all that stuff. But how does it all work? And is the course the solution for that? Probably not. But we're gonna talk about who it's for because I'm not anti-course. I have some courses. **Not anti-course but I don't think that most of the people that are launching courses should be launching courses.** Gonna go there.

I also feel like there is a secret society of people who are ashamed to admit their courses flopped. And if that is you, that's okay. There's nothing to be ashamed of. Can we just free the shame because it is okay to have a course that flops. Maybe you have a course that flopped and now you're successful now with courses. Or you have a course that flopped and now you have a successful business in some other capacity. There is no shame in courses flopping. It takes nothing away from you as a person, as an entrepreneur. Your potential, your growth. None of that. It has nothing to do with that. But I feel like there's all these people who have had these courses that just secretly flopped and that nobody talks about it. Instead, there's just a lot of hype on "everyone should have a

course". I feel like this is my public service announcement to talk about this. And if that is you, you have had a course and it flopped – no judgement. I've got something special for you at the end of this episode of what I think you can do with that.

So first things first. It sounds so easy, I know. It's like "But I love to teach" and "People need this information" and "they can afford to hire me" or all these things. Passive income, I know. Everybody wants passive income. But let's break down who I think, as my opinion, take it for what it's worth. By opinion isn't just based on my opinion. My opinion is also based on working with a lot of entrepreneurs over the course of many years in many different facets. So that said, I think courses are best designed for entrepreneurs who:

1. **Have a large audience.** I'm not gonna define that. I'm just gonna leave it there. Because large audience could mean a lot of different things to a lot of different niches. It also depends on how much you're charging for this course. Is it a \$29 course? Is it a \$200 course? Is it a \$2,000 course? All things taken into consideration, but for most of the time **when you're launching a course, you're gonna want to have a big audience to be able to really have it be worth your time and energy.**
2. **You have a team to support you.** There is a lot that goes into one, all of the tech of creating the course; but two, running a course. Actually, launching it, writing it and delivering that, it takes a lot! And you likely can't, or don't want to, or shouldn't do it on your own. I would say having a team of support is important here.
3. **A solid lead Generation System.** With a course, even if you're in a \$2,000 price point, it's still a lower dollar amount than other offers you could potentially have. But most of the time were not talking about the \$2,000 price points here. We're talking about \$200 or maybe \$500. **And in order to hit your goals you need to be really having solid leads coming in consistently.** You could do that in a variety of different ways but you have that part to figure out. Because even if you had a lot of audience, you're gonna want that to keep growing that audience. So that is gonna be important if you're looking to a scale by selling something that is lower ticket or low ticket, you need more people. So you really have this whole audience thing figured out That's gotta be your zone of genius here.
4. With that, you will likely need to **have budget for ads, either hire someone to do that, or you do them yourself.** Something along those lines.
5. And then, here's the big key, here it is, the zinger. And people will fight me on this, but this is the jury right here. **You have to have**

**already been able to have given to several people the result that you're promising in the course. Bam! Just because you know how to do something does not mean that you can just pull all that information out to your head and turn that in to a course.** There are so many factors of delivering information that way, and helping people get that a result - there's something like a course. Even if you have all these other things, I recommend working with clients either one on one or in a small group before turning that information into a course. It will make it so much easier and you basically get paid to do it and it's gonna validate that it's a thing. So that is like a 100% the way to go here. So if you have all those other things or most of those other thing; I'm like yes, courses are for me. Don't skip this job. **Definitely, make sure that you're helping people get that result in a smaller setting before turning it into a course.** You may also see that this is going to pull you in a different direction, too.

A lot of times what we think people don't know or need to know or want to know is very different than the actuality of the situation. That part you're gonna pay for market research and it's a game changer, so don't skip that step.

If those are not you, you might fall into the exception category. So what are the exceptions? Because there are always the exceptions to the rule and I'm kind of a rule breaker myself, so I don't like to talk into absolutes. So I want to give you some exemptions for what I think creating a course when you don't fall in those categories does makes sense.

**You are friends and well connected with industry leaders or people who do have big audiences.** This is a really great shortcut I'll use Todd Herman as an example. If you don't know Todd Herman, first of all go out and get or got out and download on your audible his new book. It's called *The Alter Ego Effect*. I just finished it, it's amazing. But I first knew Todd through his program, *90-Day Year*, which was huge in my personal and business transformation. But Todd, when he came into the online scene, if you will, with a course called *90-Day Year*, he didn't have an audience. But he did have friends with big audiences and he didn't have clients, even better. Clients who had big audiences who would already experience his amazingness in transformation and were eager to share him and his new course with their audiences. And that is how he was able to break in and make a big splash, like pretty quickly. If that is you and you're behind the scenes with some of these big influencers, this could be the right next step for you, is to really watch a course and do an affiliate program.

Another challenge is **if you have an audience, maybe not a large audience, maybe not 10,000 people on your email list but you have and audience and you want to launch a course as an intro offer.** And this is actually something that I do, you may

have heard me or people on the podcast talk about my program *Best Month Ever* and that is a low-priced course, I want it live for a short period of time. But here's the thing, while running it live and itself is profitable, the way I am able to really make it profitable is because I'm creating an experience where people are paying a small amount of money and getting big results. And then I introduced them to other ways they can work with me. And it converts, because people actually show up, because they have paid, they've invested, so they are invested in this program. And they get results and that just opens up room for us to have a conversation about how else we can work together. Like how we do this and just a few weeks, that's amazing, what else can you help me do? So that works really well for me. Well I said I make money off of the program that's not where I make bulk of my mine, if you will look at my full year revenue, money that come in directly from that course is definitely not a huge line item, but it does help lead to other things. So that's where it makes sense for me, and that might makes sense for you. That's actually something that I do now is instead of doing free challenges. I used to do a lot of free challenges. I've had success with them over the years, but I don't know, I feel like every time I ran them, I may have had more people to join, but less convert if that makes any sense. Like people, there's so much noise, there's so much going on. It was hard to keep people's attention through a full challenge. Now, I'm not a challenger or any expert. Maybe, there were other ways to run a challenge to get people, like to keep with it. All I know is, when I charge people \$97 for a two-week live course, half of the people got their best month. That is insane, and I've never had results like that from a challenge where that many people got results going through that challenge. I think there's magic there and Best Month Ever is a way more robust than what I ever offer in a free challenge, too. It's a little bit longer. People are more invested and lurking higher quality, higher touch experience than they would in the free challenge. Something to consider there. As an alternative to doing your fee challenge or something like that is **to do a small intro offer**. That would be an exception.

And my last exception is **if you wanna use it as a down sell**. Maybe you're selling done-for-you services or even one-on-one services. But some people come to you that maybe you do sales calls with them, discovery calls but they're not just there yet. They're not the right fit, they can't afford you. Whatever the things are. There may be an opportunity there to have a course design that would help them, almost like get them ready to hire you or to just replace you in certain way if they want DIY. So there may be an opportunity there for a down sell. I would say that is a good option if you don't want to totally blow up your business model but you want to be able to create an extra revenue, that's a good option for you. So these are the exception.

I was going to make, like if you don't need to make money right away an exception. I thought about this, but honestly even then, I don't think it's a good idea if you're like - I don't need to make money for now, I have other things going or I'm still on a full time job. Can I be on the exception to the rule here to give me some time? I still

go back to what I've said before about how people get the result first, like that's always going to be your fastest path to creating the content where it really needs to be in the course. Figuring out what people stuck with, what are the hurdles, what order thing should be in. All that is gonna come out of supporting people either one on one or in a small group. So even if this course is having a profitable revenue stream is not a top priority for you, I still wouldn't recommend it until you've done that stuff.

Now we've come through that, if none of those are you, or if you're like – maybe I should do a down sell, or maybe I should do these and other things. That's not really gonna get you to the revenue that you want to get to. It's not gonna help you grow the business that you're really dreaming about. What else can you do? Because I know you're listening, you're like but Jaclyn, I can't keep working at this pace, I just can't do it! You might be on the burnout. You might be burned out already. I feel you. I don't want you in that situation. I don't want to be a Dabby-Downer, the course isn't gonna be your magic wand to fix all your problems. But that doesn't mean that you're stuck in that kind of business model if you're not happy in your current business model, not at all. What else?

- 1. You can raise your rates.** Maybe you're not ready to blow up your business model yet. You can always raise your rates. Think about it! You double your rates and cut your clients in half, you're making the same amount of money and doing half of the work. That's an option. I don't know if you are depending on where you are in the business. If you just started 3 months ago, maybe you're not ready to raise your rates yet. Now everyone is there, but I will say most people don't feel like their ready, but they're so overdue like massively ready. They just don't see it for themselves. I'd like to put that little disclaimer on there but maybe not every should just be raising their rates for the fun of it. But most of the time, were afraid to raise our rates. There's a lot of fear involved there and that's the reason I haven't. And because of that **you're under charging and you're over work.**
- 2. Shift your ideal client.** Sometimes you're selling something whether it's a service or coaching, consulting, even a course, whatever it is, whatever your offer is, sometimes you're selling it tough. This even works in a product based thing. Sometimes you're just selling to the wrong people. It's not your offer. It's not your product of service. It's literally you're just trying to sell it to people who don't need it bad enough. People who don't want it bad enough. People that it's gonna really have a big difference with. So that's something I see more often than not that maybe we just picked the wrong niche or maybe because of our messaging we attracted certain people that we didn't expect to attract. Who knows? Maybe our ideal client just became the people that we had around us because those people who we are working with and we based our avatars off of them. But it wasn't really a strategic thing, like are these the people that really need what I have to offer the most? Because they may not be. And that could feel scary to shift. But if

you're like I don't know if I could raise my rates. Maybe it comes down to this. Maybe it's just taking that offer and putting that in front of a different audience at a different price point. So that's your second option of what you can do.

- 3. If you have a service-based business, so I'm saying this if you're offering a done-for-you or if you're offering one-to-one. You are not wanting to go to a one-to-many offer yet but you want a scalable offer.** I'm gonna break it down to two categories of scalable offers. So there's the first one which I'm gonna say now is taking your service and product-izing it. So what does that mean? It means making it so you're not doing something custom or slap-sticked together for every single client. Structuring your service in a way you can bring on team members that will help you. And then even if it's the business is your name and it's a personal brand, you don't have to be the one to deliver every single step of the process. Yeah, that's a real thing. Other people can do what you do. You can hire other people to help you deliver that service. So if you have a business model that is working, you're just burnt out with it. Maybe you need to offer last services really take that one signature service and you may or may not know what that should be. But take that one signature service and product-ize it, which essentially means it makes every single client and customer come to you for that same exact experience and it's set up in a way that you can bring in other team members to help deliver that service. It doesn't just have to be from you. So if you want to scale but you don't want to stop doing done-for-you and you don't want to stop doing one-on-one coaching, that could be a really great option for you. The other option is to move to a one-to-many offer. So there are many different ways we can do this. But with a one-to-many offer it would still be something that I would consider a high ticket where there would be at least \$1,000 but could be \$5,000, \$10,000, \$100,000 – infinite potential here. But I would say it would be a high-ticket offer but where you are serving a group. So maybe it's a group coaching program. Maybe it's something like a mastermind like an accelerator. There are many different ways to do this. It could even probably have a hybrid. I hate to say it but there really isn't a one-size fits all with my offer. I actually do probably a hybrid of both because I offer one-on-one but also the support of my team and my signature program. Some of you can say I product-ize my service. So there's lots of different ways to do this. The whole point of this episode is just to open your mind to the possibilities that if you are not loving your current business model in all situations, there are so many ways to make money. Let's not get tunnel vision here. There are so many ways to make money. And if you're thinking about having a scalable offer. If you're gonna sell a \$200 course or something like that, it probably doesn't make sense to hire me to help you with them. However, if you are looking to have that signature offer, that signature service, that product-ized service and you're not exactly sure what that would look like or how to price it or how to package it in a way where you can raise the rates and charge that high ticket

and position it in a way where your ideal clients. Like oh my god I need to have that now, yesterday, immediately and it's exactly the solution that I need. If that's something that you're looking for help with, well hello, I would love to help you with that. We should have a chat. Seriously though, if you go to [jaclynmellone.com/goodies](http://jaclynmellone.com/goodies), one, that's where you can access all of my free content. So feel free to binge away on the free goodies section. But while you're there, you can also see my paid offers. And one of those might make sense for you. This is something you're looking for help with. My *Create Your Signature Offer* program, that's one-on-one with my team, that is the perfect fit. But have a look, take a look, let's have a call – no pressure. If you are feeling stuck, I don't want you to feel stuck. There are ways to get out of this and I don't want you to be one of those people who puts all of their time and love and passion into a course and then it doesn't sell. And for those of you who are in that situation and I talked about earlier, I have a tip for you. So here's the thing. Just because the course didn't sell doesn't mean that it was a waste. There may be ways to take that content and repurpose it whether it's in one of these other scalable offers. Maybe it just needs to be repositioned or put in front of a different audience. Maybe you just take it and repurpose that content into some free content and to some paid content. There are so many different ways you can do this. If you've put time and energy into the course, and it's collecting dust and you're feeling shame around the fact that no one really wanted to buy it – it's okay. It was not a waste of time. There's definitely something that you can do to kinda bring it back to life and repurpose and position it into a different way to get some ROI on it. I'm happy to chat with you about that too. Alright, hopefully I opened your mind up to some different ways that you can be making money and maybe you are ready for that course. And if you are, I'm so pumped for you. Definitely keep me posted because I love to see and hear about what you're doing. So come on over to Instagram, that is where I hang out the most these days. In fact, if you haven't connected with me in the Go-to-Gal account, definitely go there – [go.to.gal](http://go.to.gal) and share with me in the DMs what you are working on and who knows, maybe we'll share it in our audience over there too. Alright, talk to you next week.