

Interview with Caitlin Bacher_gvo_1280x720

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Trudy Rankin: to the Online Business Launchpad podcast. I'm your host, Trudy Rankin. And today I have Caitlin Batcher with me and Caitlin, when she reached out and her team reached out to me just to talk a little bit about what she does, something caught my eye. And it's something that deals with a problem that I think a lot of entrepreneurs have, particularly entrepreneurs who have either got a course and they've launched it, or they're thinking about getting a course or putting a course together and launching it, but just that whole idea of launching is just so daunting that it, basically puts you off.

And so Caitlin has got some really interesting strategies for dealing with that. And so I've asked her if she would talk about those today. So thank you so much for being on the podcast, Caitlin, and welcome.

Caitlin Bacher: Thank you [00:01:00] so much for having me.

Trudy Rankin: Let's go ahead and get started, and, because I'm interested in what your background is, what was it that got you to the place where you can quite confidently say, hey, you can do these things around courses without having to launch them.

So yeah, just tell us a little bit about yourself.

Caitlin Bacher: Yeah like many of your listeners, I'm sure my road through entrepreneurship has been pretty windy. So I initially started out as a social media manager. So I was the person who was doing tweeting and posting and things like that for other small business owners.

after I'd done that for a bit of time I noticed that I was getting bored of the actual implementation of it. And I was far more interested in strategy. And I think that's pretty common for a lot of service providers out there. so I decided, you know what, I'm going to start doing some, one on one consulting and through that one on one consulting, I was able to. Notice that I was pretty much [00:02:00] answering the exact same questions on every single call, right? People were coming to me with very similar problems about their social media

marketing strategy. And so I found myself saying the same things over and over during those calls.

And at the time I thought, you know what? I had seen some other people put out courses online and I wasn't super familiar with that whole world, but I thought, I'm literally saying the same thing on every call. Like, why don't I just try to put what I know the method that I'm taking people through, package it into a course and let's see what happens.

And that was the very beginning of my journey into selling courses. I definitely made every mistake in the book. Like my first course was like an entire Encyclopaedia Britannica,

There's so much information. how I got into selling my course without launching is that I initially started selling my course. The one that was all about social media marketing, I did end up having a section on Instagram inside of that course that was the most popular [00:03:00] section.

So I thought, okay, my next course will be all about Instagram. so the next course that I made was all about Instagram. I was focused on promoting that for a while. While I was promoting that course, I began starting a free Facebook group and selling my Instagram course inside of my Facebook group.

And people were interested in how I did that. So then I was like, okay, I'll create a course on how to, start and grow a profitable Facebook group. So I did that for a while. And that was the course where I found myself in a situation where my business had grown, but it had reached a bit of a revenue ceiling and

I was in the launch model, right? So I was definitely launching. I was consuming all kinds of information on how it can launch bigger and better because I was really looking to increase my revenue. I actually ended up meeting someone just by chance inside of a mastermind who was selling his course on Evergreen.

And he was making like over 300, 000 a month from this little 297 course. And I was like, what? I had never [00:04:00] heard of anything like, I just didn't know about it. I didn't understand that this whole. other world existed. And so that little Facebook group course is the one that I ended up that was my first million dollar course.

The first launch I did was a flop for it. I switched over to evergreen and within nine months we'd done over a million, which was like wild to me. And then

after I sold that for a while, I was like, you know what? I'm tired of Facebook groups. I'd really like to teach people this method that I'm using to sell, to sell my course with an evergreen model.

And so that was actually seven years ago. So I've been selling this, the current course that I'm selling now for about seven years.

Trudy Rankin: That's really interesting. And my brain is fired off in a whole bunch of different directions with questions. So I'm a little bit curious, like if somebody wanted to emulate that model and go, basically, instead of launching, set up an evergreen funnel.

Do you think that you need to have some experience with launching so that you know that you've [00:05:00] already honed the edges and the value proposition for the course?

Caitlin Bacher: So I'm so glad that you said that because that is a really common belief that people have when they start thinking about Evergreen.

And what I always tell people is the best way to get better something is to collect data on an ongoing basis and to take what you learn from that data, implement, make 20 tiny tweaks and make it better. In my opinion, it actually makes more sense to have this available evergreen to start with evergreen, get that underway so that you have consistent revenue and so that you're able to make these tiny tweaks over time, because what happened with me anyway is that when I was doing the launch model, it was a really high pressure.

experience for a business who I didn't have a big bank account. I didn't have a big team at the time. I didn't have a lot of cushion. So there [00:06:00] was not a lot of margin for error there. And so if something went wrong with that launch, or if I had tweaked my messaging based on what I did at the last launch, and it didn't go so well, then I had to wait all of this time before I did it again.

And so for me. I love being able to collect data week after week and to be able to read it and see it and look for patterns and to be able to, to build, to have this, I guess it's having the perspective of building something successful over time as opposed to putting a lot of pressure on yourself to get it right, like right from the get go.

So our clients actually start with evergreen and. whether it's a new course, whether they've never sold that course before, or if it's a course that they have

sold before. So that's what I would say that I love the most about Evergreen, is that ability to collect data.

Trudy Rankin: So can, let's dig into that just a little bit more because I think.

I think what you [00:07:00] said, I 100 percent agree with you, just regularly optimizing, having a habit of going back and regularly optimizing your funnel is really critically important to success. However, I know that a lot of people don't really understand what it means to go in and analyze the data.

What data, what do I look for, what should I be paying attention to? Do you want to just talk a little bit about the data that you pay attention to?

Caitlin Bacher: Yeah, sure. So I, and what I want to do also is give your audience like a really simple, no frills way to collect some valuable data that isn't, it's not necessarily related to numbers, but it's really easy to implement this.

So one of the big things about running an evergreen funnel is that. It's really, once you start your funnel, that's, it's really just the beginning. And so it's your responsibility as the course creator to ensure that you are [00:08:00] interviewing people who, that you're investigating why people did not buy.

Whatever your evergreen funnel looks like, right? Whether you have a set of emails, or you're doing an automated webinar, or whatever it is that you have going on. Or maybe if some of your listeners, even if they have like a sales call funnel, or whatever it is, right? You want to make sure that After, their window of opportunity to make a purchase is over, that you're then sending them a really simple survey that is asking them, what would I need to include in this offer to make it an absolute no brainer for you?

That's question number one, right? You can even preface that inside. You can say aside from cost or, aside from changing the price, da. And then the second question is you want to ask them Would you be open to a call with me where we can talk like for market research purposes.

And so the reason why you want to do that is because. Even though people [00:09:00] are telling you, that your course sounds great, but it's out of my price range. It is true that there are definitely a set of people who aren't able to purchase your course because it probably is out of their price range at that time.

But, A lot of times people are saying that to let you down easy. what they're really thinking is this course sounds awesome and I'm sure it worked for other people, but I don't think it's going to work for me because X, Y, or Z. And you have to find out what that X, Y, or Z is. that's actually one of the things when I look at, helping, people increase the number of courses that they're selling.

That is one of the key things. a lot of times people are very resistant to that. And I get I'm very introverted. I don't necessarily want to call people on the phone every day, but it's so important to have those conversations with people and to really do the digging of what have you tried.

what is your, big problem right now? Because then you're collecting that information in their own words. Then you're asking them, what have you [00:10:00] tried before to fix that, right? Because you want to know their experience up until then. Why do you think that hasn't worked so far?

When they're telling you this, the hardest part is that you are there to listen and not to go into coaching mode. Because when they're telling you why they think that other stuff didn't work in your head, you're going to know exactly why that other stuff didn't work. But they're not ready to receive that information yet.

And so it's just your job to like really investigate, what did you try before? Why do you think that didn't work? What are you going to do next? What's the next plan that you have to solve this problem? And through those conversations, that can really only be had, with a video call or just an audio call or whatever.

You're going to be able to then take bits of that and improve the specific messaging of your overall offer. And it's funny because sometimes people, when I suggest that to people, they'll say, well, oh, I've, but I've done that. I've surveyed my audience, like when? Two years ago.

[00:11:00] Okay. So when you're selling the same course for an extended period of time, The market is always shifting. And so while the topic of your course might not change, the way you talk about the topic and the way you communicate, your specific solution to solving whatever problem that people have is going to shift, right?

Just cause the, the world is changing. So people are going to value different things at different times.

Trudy Rankin: No, absolutely. That's absolutely true. And you, especially if you look around, all the things that are happening in the world of online business and everything that's happening with Google and everything.

So there's so many different things that are shifting. The society's changing as well. So I want to step back and to get just a little tiny bit techie here.

You mentioned, and I just want to lay it out. So it's clear in people's minds. When we talk about a sales journey or a customer journey, I tend to think about it as being a funnel.[00:12:00]

You've got people who are coming to a landing page. Typically they read what's there. If it's convincing enough, they'll click on the buy button. The buy button takes them to a checkout page or a sales page, and they go through that, and then they walk away without buying, right?

That's the thing you're talking about, you should be talking to these people. So my question to you is, how would you typically know who those people are? How would you know who to send the survey to?

Caitlin Bacher: It's, it would be built into the funnel itself. For example, I don't ever recommend. putting, if you're selling a course, I don't recommend just putting that sales page on your course and anyone can access it and look at your offer or anything like that.

So if you're thinking about. The funnel itself, right? So just like you said, you have the top of funnel content, whether that's, content for a paid ad or organic social or a blog post or podcast or whatever it is. And [00:13:00] then you're sending people, you're directing that traffic to the funnel.

To some kind of a registration page where they're able to opt in for whatever it is. So the thing that we teach is automated webinars, right? So they would opt in for whatever free masterclasses that you're offering. And then through that, after they sign up for the free masterclass, then they have to attend it.

Then they have to consume that content. They'll get some series of follow up emails. And then after that is when you then send an email and what you don't want to say is you don't want to make the decision for them that they're never going to buy, right? So you have to be really careful about the way that you word it in that email.

So you don't want to say, What made you decide this course wasn't for you? Because they haven't said that this course isn't for them, right? A lot of it is just timing. And what you want to do is say I want to ask you some questions about why you chose not to enroll in this course for now.

Why you haven't enrolled in this course yet or something, right? So you're still leaving [00:14:00] the door open. and that's really key to having an evergreen funnel. 'cause if everyone's looking at your offer, number one, they're not going to fully understand what it's all about.

And number two, it's just gonna like how are you following up with them if you're not collecting any information? And it really is about that follow up.

Trudy Rankin: Yes. Yeah, definitely. No. So one of the things that listeners will know, is that I, as I work with people I help them use quizzes. to actually put in leads and for lead generation.

And one of the things that people frequently mix up is the difference between a quiz and a survey. And a survey is a different kind of a beast. It's a different way of approaching. And typically it is difficult. It can be very difficult to get people to fill out a survey to answer those questions.

How do you go about actually. incentivize [00:15:00] people?

Caitlin Bacher: How do you get them to fill out a survey? So I think to complete a survey, first of all, I think that what you want to be able to do is to not give people like a super long survey right from the start, because they're going to be overwhelmed.

No one's going to answer all the short answer questions and the multiple choice and all of that. But what you can do is. You can have just one open ended question if I could wave a magic wand and make the change to this offer, what would it be and then just ask them for their email.

people like to give their opinions. the other thing that is super, super important is if there are any kind of. qualifying factors, like something that would make that person qualified to be a customer, then you want to make sure that you do have some kind of multiple, like not too many, maybe just one or two multiple choice questions.

on that survey so that you can make sure that you're [00:16:00] reaching out to people. For example, if you have the right if you have a course that's all about

how to improve the effectiveness of your team, you don't want to get on the phone with someone who doesn't even have a team yet. They were just thinking, well, maybe I should, I want to learn more about having a team or whatever.

I'm sure they're a great person, but that's not worth your time. You want to be on the phone with people who are a good fit for your course, but for whatever reason think that because of X, Y, or Z, it won't work for them.

Trudy Rankin: Yeah no, that's a good point. Very good point. 'cause it's, yeah, there's nothing more soul destroying than getting excited about getting people in and through and looking at the answers and going oops, that's not the right person. so I just think, I mentioned earlier, there's a couple of scenarios that I've run into myself or other people that I've talked to, other people that I've worked with and helped often face, and that is that they've gone to all the effort and work to create a course.

They've done a launch. It hasn't worked very well or they've suddenly realized that I have [00:17:00] to do this again, and again. What would your advice be? What would you say to that person that would help them get to the place where they go? Wow, I've now got something that's always on, I don't have to launch it and it's there in the background working for me.

how would you get a person from this place where they're depressed and down in the dumps and feeling absolutely smashed by the thought of having to do another launch, to the place where they're actually breathing much, much more freely and the sales are coming in.

Caitlin Bacher: Yeah. So I'm so glad that you said that and you phrased the question in that way, because there's actually a really good marketing lesson in that. And I think, that will be helpful to your listeners. And then I want to come back and answer the question, but it's really important that in my marketing and whoever's listening to this in their marketing, you are creating content that is [00:18:00] attracting people who are actively experiencing the problem that your course can solve, and they want to solve it. That piece about, and they want to solve it, is really important, right? And there are a lot of people out there who don't like launching, and they're frustrated with it, they're upset, they're down in the dumps, but they don't want to do something else.

and that's totally fine, right? But I'm not creating content. to try to convince someone that they should stop launching, right? I'm creating content for someone who's already decided I do not want to launch. I am ready for the next thing. Where is it?

And they're actively researching solutions. And I think that when you're running an evergreen funnel, it can be very easy to fall into the trap of creating content for someone who, A, has no clue that they're even experiencing the problem that you're solving. Or number [00:19:00] two, they're not looking to solve that problem for whatever reason.

And so I just, I love that you said that you asked that question, because I think that is one of the most important things that someone can do to increase the effectiveness of even the sales conversion of the funnel itself is to make sure that when people are signing up for that funnel, that they've already consumed

Some kind of content from you, whether it's on social media or an ad or a podcast or a book or however you choose to sell content that is really attracting people who are ready to solve that. And then to answer your question.

What I would tell people is to really, and this is a hard sell because I never want people to think, Oh, and then you come over to evergreen and then you're drowning in money and everything is great. If you want to switch to an evergreen model, you need to really be prepared to let go of what you learned worked in a launch model.

Because if you [00:20:00] are thinking that all you have to do is. Do a bunch of live webinars, take that live webinar, put it into an automated funnel. You're going to be faced with the harsh reality that you may get a couple sales from that, but there's no way that is going to scale over time because the buying experience inside of a live launch is very different for the prospect.

Then buying inside of an automated funnel. And so if it's really, it can be tricky sometimes for people, if they start evergreen and they're like, Oh, well, I'm just going to take what I knew from launching and put it into there. it doesn't work that way. There are different things that you're doing in a live launch.

One of the big examples that I can think of is, for example, if you're doing a live webinar, part of the content that you have in there. is designed to spark questions and curiosity and to get people, not to get people confused, but to get them to a point where they're like, well, [00:21:00] hold on a minute.

what you want to make sure that you're really generating curiosity for them, helping them feel curious when you have an automated funnel, they cannot be confused because nobody is there to answer their questions if they're watching an automated webinar. And so it can feel daunting because some people are like,

well, I did a live webinar, but then I tried to evergreen it and it didn't work for me.

So I guess my audience just doesn't buy evergreen. it's not that your audience didn't buy evergreen. It's that you had a great webinar that maybe converted great live. But when you try to put that in a funnel, people are just confused. They don't know what you're talking about and they can't ask any questions.

Trudy Rankin: That's a really good point because there is a very specific way of approaching the live launch type of model. I have experienced evergreen funnels where you go in and you do watch a pre webinar which gently and softly sells the course and things like that. And there are varying degrees of sophistication that come with that. some of them are more effective than others in selling that particular course.

That's [00:22:00] interesting. I shall ponder that myself and just think about how that could be made more explicit, in terms of things that are said to people. in your experience when you're seeing these two different approaches, the live versus the evergreen, what would you say would be the biggest mistake that people make?

In trying to implement an evergreen type of a funnel.

Caitlin Bacher: So I would actually say that the biggest mistake people make is they're taking live launch strategies and they're trying to put them into the automated. I can give you another example, right? A lot of times, if you're doing a live launch, you might have a few different tiers.

So you might have a, like a course, but maybe like the platinum version comes with additional coaching calls. Maybe they can buy like the basic version that comes with a community. And then maybe another version that's just like DIY or whatever. You cannot put something like that on [00:23:00] Evergreen and expect it to be profitable.

Because again, it's too many questions. It's so hard to keep. people's attention. And if you put them in a situation where they're like, Oh, I'm interested in learning more. So they watch your masterclass or on their sales page and they're seeing all these different offers. It's confusing. And now they have to make another decision.

They're just going to check out. Now, that strategy, however, can be effective in a live launch. because you're there, it's all live. you're doing whatever doing

every day to clarify specific questions about what the tiers are and. You have all this stuff happening to support that.

And so it can be successful, but it really is about just simplifying things down to the basics.

Trudy Rankin: You mentioned the fact that in an evergreen funnel, and it's very true, there's nobody there to answer the questions. would you typically say that the information that's wrapped around that evergreen funnel has to be much more detailed in terms of, dealing with [00:24:00] objections, answering questions, all that sort of thing?

How do you do that in a way that's clean and elegant and simple?

Caitlin Bacher: And so I'm glad you said that because the other side of things is that you don't want to be overly detailed, right? Because there's a difference between detailed versus effective. And ideally, you want to give. And again, this is that part that just takes time and it takes the practice of doing it to figure out just how much information to give your audience because if you give too many details about like, how And I guess what a detail is, like you can think of me, perhaps I'm like a freak, some frequently asked questions, and maybe you have five or six frequently asked questions.

Well, you could get really detailed and put 30 frequently asked questions, like on the page, but it just it ends up being overwhelming for people. And so by having the funnel running and collecting feedback and watching what people are. emailing you in [00:25:00] about because even though you're not there to answer questions live during that webinar or whatever it is that you have happening, people are still going to find you and ask you, they're going to email you or they'll send you a DM or whatever.

And so that's when you have to weigh like which objections you should prioritize on being the most. vocal about overcoming, right? And to not really I was, it's interesting because I definitely when I work with clients, there's definitely some people who they cannot focus on any detail.

Anything, they just need big picture it's they'll get so overwhelmed. And then there's other people that they cannot make a decision without all of the details, right? And I feel like I'm somewhere in the middle, so I can go back and forth. But the thing to know is that the people who love big picture stuff get real annoyed with too many details.

And the people with too many details are like, Why are you leaving out so much stuff? I need to know this and this. So I think that you just have to [00:26:00] find that sweet spot with your audience to really understand like, what is the least amount of information I can give?

If it's, frequently asked questions or something like that, that will help them make a decision. And then, give people who might still have questions a clear way to ask you, right? So there can be those little pop up widgets that say, hey, any questions that if that's on your sales page, then people can click through and maybe it'll be connected to your DMs or maybe it'll be connected to your email.

So you might not be able to get back to them instantly, but you can, get back to them.

Trudy Rankin: Okay, now that, that's really helpful, I think, for our listeners, because that can be really confusing, that whole, how much detail, how detailed do you get, versus how annoyed do people get if they have to wade through this massive, long, great, long, wad of information that's on a landing page. I'd like to come back to something that I think ignored until the last minute with evergreen funnels and [00:27:00] that is how you get traffic to the website or to the landing page. Because depending on where people are in their learning journey, they might never have done ads before or they're new to a particular way of doing things.

How would you typically, advise people to put together a strategy for getting people to the landing page?

Caitlin Bacher: Yeah, well, I definitely don't advocate for people to start off with ads right from the start. it can be really stressful. it adds a different kind of pressure, right?

Because it's not just the pressure of, oh, I want to make more sales. It's I have money going out the door that's feeding this traffic. And the cool thing about using organic traffic strategies is once you figure out what performs well organically, then you can take some of that and amplify it with paid traffic when the time is right.

But in terms of Organic content. I'm a really big [00:28:00] believer in, starting with a routine or a system that you are going to be able to follow through with, because there are so many different options and ways for you to write a blog post and repurpose it here and then do this and do that there's so many different

ways that you can get to, but if you're starting out by doing something like that, you're probably not going to follow through with it.

And the most important thing that you want to be able to do with that organic content. whatever it is, if it's like a podcast or a live stream is to be consistent so that people are able to hear the same thing in. a myriad of different ways, right? And I know the kind of content that I recommend people start with is not to creating a podcast or a big YouTube show or something like that, because it takes a lot to produce something like [00:29:00] that.

But to start off with. Just, picking a platform, whether it's TikTok or Instagram or YouTube or wherever it is, and just committing to showing up. every day there, right? And it might not be fancy. It might just be you. Like maybe you're just going live. Maybe you're creating a short like a short form video, but the most important thing is that you are able, you're able to really communicate The problems that people are experiencing in a way that makes sense to them so that they don't feel like you're talking over their head.

You feel like. They feel like you're in their head and they're like, how did you know that? Or why, that kind of thing. So I'm a big fan in one organic content, whether that's like short form content on social media, podcast, blog, blogging is great because that does not require a lot of production.

And you can [00:30:00] easily share that all over social media. And then the other thing that I would say that is really helpful is relationship marketing. So networking with other people, leveraging their audiences, they can be, whether it's like they're a one time affiliate for your program or whatever, You're not paying someone until the sale is already made.

So it's less risky than paying for ads up front and then hoping that make a sale. And those relationships are great. Like you can grow so quickly by, And again, once you have some kind of automated funnel or something built out, it's easy for other people to share it. It's not and they can do it at a time.

That's right. They don't like, if you're on the launch model and you're like, well, I would love for you to be an affiliate, or I would love for you to share this, but you have to do it, July 13th through 21st. They're like, well, I can't do it then. Then they're just out of luck,

Trudy Rankin: Actually, that's a really good point, and I'm smiling a little bit to myself, because at the [00:31:00] moment, I'm doing a collaboration with

somebody where, we're basically going through all of those questions and things like that, live trainings versus evergreen trainings and all that goes with that.

I have lots of questions, but we have time for probably one more question and basically I'm curious I've heard this strategy on another podcast and it's been sitting in the back of my mind.

the strategy is that you use affiliates to drive people to your course, whatever. But the different part of the strategy is that you give that affiliate either all of the revenue from the sale or most of the revenue from the sale as a way of building a list. So this would be a strategy that you would use if you were probably getting started Have you ever used a strategy like that or what do you think of that as a strategy?

Caitlin Bacher: So I would say that's the exact kind of strategy that sometimes when something like that gets shared on a podcast, it's easy for someone to say, oh my gosh, well maybe that's what I need to [00:32:00] do.

Like I need to start doing it this way. But it really depends on your business model. It could be, you could pay someone, take all the money, right? Take a hundred percent or 75% whatever of the affiliate fee, if. You have a next level offer or something else where that's where your profit is.

Cause then it's just like acquiring a customer, right? Cause some people do that with ads too. Like they'll have some kind of like a trip wire or something else that covers the cost of ads. And then the cost of the bigger thing is where all the profit comes from.

There's so many nuances to that. And what I don't want for people to think is that, now I need to create a next level offer and a this and a that, or whatever, like all these things. You can get to a million by selling one course with one funnel consistently over time, like being able to, make little tweaks every week.

It's not like you're just setting it and forgetting it from the beginning. But so that would be my thing. It's basically What is the cost to acquire a customer? What's the lifetime value? and so [00:33:00] potentially that could make sense under a very specific set of conditions.

Trudy Rankin: Yeah exactly. And I think going down the affiliate route or having affiliate partners who promote your stuff is a bit of a next level strategy to know what you're doing. And you had to have already done a certain amount

of work on your course and your funnel for it to actually work, but it is an interesting strategy.

And I, I think it's always worth thinking about, well, what's the best way to build my list of people? At what point in time would I use a strategy like that? It doesn't even make sense for what I'm offering. That's been really interesting, Caitlin. I'm fascinated. Like I said, we could talk about this stuff for a very long time.

Could ask lots of questions. If people were interested in finding out more about how you can help them, or if they just want to get in touch, where would they go?

Caitlin Bacher: So we do have a free masterclass called How to Generate Launch Sized Revenue Without Launching. And you can also, if you go to my website, caitlinbatcher.com, you can find that there. I do have a [00:34:00] podcast. it's a short podcast. The episodes are like 10 minutes and it's just me going on about different topics every other week or so related to, sales and marketing and evergreen. But yeah, so caitlinbatcher.com.

Trudy Rankin: Excellent. All right. I will make sure that those links get put up in the show notes. thank you so much. It's been really interesting and I know that the listeners will get a lot out of it. Thank you for being on the podcast.

Caitlin Bacher: Thank you so much.