

Monica Monfre - Wellthy

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Welcome everybody to the course consultant show. I'm here with a very exciting guest and I've got some really exciting news. Monica from teach wealthy coaching is actually here with me today and I'm so privileged to share that we have agreed to be co-host. Yeah, so the course consultant is growing and I met Monica a while ago online and we had some similarities in the teaching background. And so I wanted to bring on another teacher who is passionate about helping you grow your business, actually building out curriculum that people will complete, not only that, but also filling your pro through social media. So Monica, thank you so much for joining me on today's show. I'm so privileged to have you to talk all about how you landed more clients with your most recent launch, a really big launch and would talk about numbers in a little bit, but also how you grew your launch from the first launch, which was quite a different number. So Monica, thanks so much for being on today's show.

Monica

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Hey melody, thanks so much for having me. I'm super excited for like our new endeavor and just excited to be here, talking curriculum courses, all the things with teachers. I think so often we feel as teachers, like there's nobody else like us, and it's so nice to know that there are other people out there who will there left the classroom. We're still in the classroom, more thinking about things like curriculum, which like lights us up as teachers. So super excited to be here.

Melody

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Yeah. Yeah. So one of the things I really wanted to introduce you about is share with you with other people, how amazing your last launch was. So could you share specifics as much as you can about your last launch, how much revenue did you book and then also was there payment plans. If there, if there was, you can share, you know, what the payment plans were or not, and then you can also share a little bit more about what was exactly the offer itself. Like what were you selling at the time? And then we'll talk about strategies and how other people, my might find how they can grow their own enrollment processes through social media. And of course, building up to a fantastic experience with the course.

Monica

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I love that. So the biggest launch that I've had, which was my most recent one, it did take a little bit of a break was in February. I had a \$25,000 launch. I'm excited. It's like it amazes me, right. It was like a huge part of my business. It was, you know, a quarter of my business in a year. And the launch came about, it was really a very short launch. I think I seated the offer and by seating I had told people it was coming and it was totally done organically. I did all of my sales via either in Instagram live or instead of my Facebook group, I was bringing in, I didn't really know how many people I had. I said eight to 10. And I remember saying to my coach at the time I had got to six people and it was like two days before.

Monica

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And I was like, I think I'm gonna be done with my launch. Right. And she was like, no, keep going. And literally signed 10 people. The last person signed the day before the program started. So the offer was \$25,000. There was payment plans. So I had like half the people do pay and fall and half the people did payment plans. And I, I do in two payment plans, which I don't really love that I did, but I had one that was four payments. And one that was eight payments, a little bit of an extended payment plan. And it was, I think for me, it was this idea that most of the people

who had done it, who signed up for this were people who were already inside of my circle. I think I only brought in one or two new people who were outside and it just showed me the importance of the, a launch.

Monica

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Sometimes we think our numbers matter that we have to hit so many new people, but the people who said yes to this particular offer had been inside of my orbit for six to 12 months, the majority of them. So when it was a, yes, it, it, I actually think I had the easiest sales calls, which looking back now, I kind of wish they'd been more difficult because most so the people were already a yes, because they knew me. It was just a matter of like getting on the phone and explaining to them, you know, what the offer was exactly what the container was gonna be. And when the dates were gonna be, and the offer was called the launch visibility and growth accelerator, which was a combination of Instagram, how to create a course of and launch it right really quickly and how to get more visible.

Monica

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So I think it, it was the other part that was easy about this is I actually did a beta launch of it once before. So people were in there to really come in and not only sell themselves in their programs, but to understand how I got massively visible, how I showed up on Instagram, how I was doing lives, how I was doing Facebook, how I, at that point clubhouse was brand new. So how was I showing up on clubhouse and the majority of the three month container focused on that? It ended up, I ended up having to add extra time to it because just some, some personal things that happened. And that's something I think is really key to like what we launched and when we sell some, sometimes I don't think it ever should shift, but sometimes it has to shift just because of our personal life. And what was nice is that of those 10 women, I wanna say six to seven of them were educators. So about 70% of the people inside of the offer were either still in the classroom or had just recently left. So there were some Goodwill, right? When you're a teacher and things happened, there was some Goodwill that happened inside of that container.

Melody

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That's exciting. And I really like that. So when you had your launch, you mentioned the beta launch. So was the beta launch, like how long prior to launching the full scale launch and promotion? Was it like a year before, or how long ago before was that launch

Monica

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Melody? I'm such a messy launcher. It was, it was in November. So I had done like an eight week version of it. And what was nice that I think this is where teaching comes into play is that I already know how to create curriculum really quickly. So I had the curriculum, I tested it and then I revamped it and I realized that in order to get the transformation or in order for my clients to get something out of it, it had to be longer than the eight week version of it. So I let the people who did the eight week version also come to some of the other sessions that I had in the second round, just because I felt like I added new things in it. And I didn't wanna say like, oh, you can't be in here because they, again, they had mostly been people inside of my community, which to me is what has always made launching a little bit easier is that I work so hard to create a community that when I do go to launch something, generally people are like already ready to say yes, I would say most of are 70 to 80% of people who have already been in my community or have already previously bought from me.

Melody

00:06:44

Yeah. And I think one thing I wanna emphasize is that you had already built and established your brand. You had already created and cultivated this relationship. And I know that you mentioned previously specifically clubhouse else as one of the, the places where you were showing up. Can you talk a little bit more about the strategy of your steps right before the launch happened with clubhouse? Or you mentioned also Instagram.

Monica

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Yeah. Oh my gosh. I feel like you you're so good in podcasts and I haven't yet like dove into that. Cause it feels what's hard for this planning. Right. So what I always tell people sometimes like never launch like me and also like always launch like me, if that makes any sort of sense, because I was like, oh, I have this. I wanna put out to the world I'll ruminate forever. So basically seven to 10 days, I was like, I'm gonna do Instagram lives and go on clubhouse and just talk about it. And what was really powerful is that I was attracting people who were also kind of like busy and not sure that they could fit it in. So by me doing exactly what I was telling 'em they could do, I was showing that it's possible. And I think that's really important for me as someone who still is full-time inside of the classroom and looking to move out is that I'm testing the things that I wanna teach people because I wanna make sure they work.

Monica

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So for me, clubhouse was maybe a day or two scheduling the room. Even sometimes I wouldn't schedule the room. I was like, oh, I have an hour and a Sunday afternoon, let me go in and, and create a space and not care about the vanity metrics and same thing for doing my Instagram lives. And I was like, oh, I think, you know, I, I go live every Tuesday inside of my Facebook room. And I was like, well, if I'm gonna go live in Facebook, I can also maybe go live two days book for on Instagram and then not get caught up in how many people came to the lives. But instead get caught up in like talk for 10 minutes, make a call to action and then repurpose that content. So for me, that worked really, really well. And because I know I'm not, I'm trying to get better about emails and all of that.

Monica

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But the they, things that I knew worked for me was getting a camera and talking to people. And so when I leaned into that, those are my strengths. That's what I like to do. Then I had a better launch than trying to do a webinar. It's it's not my thing. And I know it works for a lot of people, but the biggest thing I learned from that launch is lean into what works for me. And don't give up even like, if you don't have your numbers, like don't call quit and tell like we're business owners, we decide when the launch is over.

Melody

00:09:07

Yeah. And you know, it's so funny that you, you said, oh, you're so good at POS podcasting. I feel like I'm, there's moments where I feel really, really happy with where the podcast is. And like right now I feel really good about it. But then there's moments where I'm like, I'm drained from this and I need this like a reset. And so I will actually stop podcasting whether, because I'm working with clients one on one, or I'm repositioning myself. And so, you know, like you said, there's so many times when you have to evaluate, like, what are my strengths? How can I lead into my strengths and how can I market in a way that feels good for me? And, you know, having spoken with one of my other good friends, Danielle ER, now Danielle Cobe, she was working full time. And I mean, this lady can hustle, but I mean, we all have different stages of what a launch process will look like, what feels good for us.

Melody

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And also just realizing that we're humans, we're human beings. There are things that happen. And I think I really, really already talked with you a little bit about how back earlier last year in January and into February and March, I had a family member have a illness and it really took me out of business. I legitimately did not, you know, offer any new products. I had to pull back on my delivery for some programs I had already launched because I was heavily depressed. I had a lot of grief that I had to go through. I was in counseling and you know, I'm very fortunate that this family member's a lot more healthy. However, that being said, we are human beings. And if you have a team, the same thing might, may happen. If you are a solo business owner, that's especially going to be challenging.

Melody

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And so finding ways that we can create businesses that are resilient, that are sustainable and that we can figure out that didn't work, you know, like that's, there's gonna be times when you have a launch and you're like, well, they didn't like that. And you know, you're like, was it the offer? Was it the pricing? Was it the messaging? Did I not market it the way I've marketed it before? So it's always kind of like this, you know, ongoing experiment, if you will. And then finding something that works over time is something you can build. So, so, so Monica, thanks so much for opening up and tell talking about that because I think that's a really valid question and concern that people have is, well, do I have to show up live? What if I feel really good? I'll give you another example. You know, you, and I know another coach and consultant who is very introverted, pretty much does focuses on a few social media marketing posts.

Melody

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And, and then email marketing is their primary marketing platform. And then some referrals, they do it excellently, you know, and I thought, oh, that's how I should market. And then I tried, it got some success. And then I was like, you know what? I actually land clients when I'm on YouTube and I'm on the I'm, I'm showing my face and some people just don't wanna do it and they're not gonna mark it that way. But I found that that works for me. And my leads say, when they come on a call, I saw you on YouTube. I saw you on my Facebook group going live. I saw you on Instagram going live. And I'm like, okay, well, it worked. And so finding those numbers and looking at the analyzing where your leads come from, I know it's, it's an ongoing process. Right? So,

Monica

01:12:20

Yeah, it's so, and I think what you said too, there is so important is that we don't have to be experts in everything. I think I've worked with a coach before was like the only, you know, this is how you sell, you sell doing a webinar. And I invested a lot of money because she was like, it's gonna work for you. And I didn't two or three times. And I was like, it's not working for me. And what it's important though, for me as someone. And I think this is where I could have looked at, like that was wasted money, or I could look at it as like, I understand how a webinar works now. So I can share with the clients who come through my program, if they don't like live launching or they don't like doing something, but it it's also recognizing that we can try it and not like it. And it's still an okay way to launch. It's not, there's not one way. And I think that's what I also really, and I know you do this really well. And I do, this is like, there's not one way that works. And in different seasons, like if I maybe I won't wanna be going live at some point. And so I know other tools that I have, but for me in this season of my business and with the audience that I've built, they definitely respond when I show up live.

Melody

01:13:22

Yeah. And, and I think that it is, like you said, you know, there's different phases of your business. And I think what I wanna emphasize is that it's all relational. Right. You know, because when I see you go live in your Facebook, you're calling people's names out, you're saying yes. So, and so I know we were talking about this earlier, grab this information, go do this thing. And you point them to a specific call to action. And while that's like really strategic, it's also like really normal. Like we are human beings. We have relationships. We wanna build up a friendship. And if you, as a friend are recommending product or service or something that you offer to make my life better, and I have this mutual sense of trust, and I've developed that trust, it's going to go farther. And so inside of my customer service re excuse me, customer success manager services, I know that it's so important to look at the entire customer journey, right?

Melody

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So once somebody has purchased from you, they are, are five times more likely to buy from you. Again, people who are repeat customers can become customers for life. And what beauty is that right? We can actually grow and develop somewhat over time and in different stages of their business, different stages of their life. And so I really love that. You, you talked about that. So do you have any tips to share in terms of like social media marketing, a

program for someone who maybe has launched before, but they wanna be more strategic with their plan for their group program, their membership, or a new offer that they have?

Monica

01:14:49

Yeah. Oh my gosh. There's so many tips, but I'm gonna do two right now. Cause I know we're gonna be talking about this for a while, but the two I would have is decide where you wanna be your home platform. I always call it like a home platform and then I have my commuting platforms and then post there and then use the other platforms to drive traffic there. So you mentioned, I mentioned clubhouse. We mentioned clubhouse earlier, but that's not my home platform as much as I show up on clubhouse. And I love it. I really love Instagram. So I'll post my content on all of my content on Instagram and then use clubhouse to send traffic from clubhouse to Instagram that's and I think it's the same thing. When you use ads, I'm not an ads person. So I don't know, you know, this idea is that I have something in one location and instead of just going to that location and like over like repeating it over and over again, I go to other locations and push people to that.

Monica

01:15:43

So that would be my big tip is pick two platforms and know which one is your home. And then which one is the one that I call it a feeder platform, but which one is gonna then do traffic for me, clubhouse to Instagram has been my customer journey of late. And also it saves time because on clubhouse you can now re get replays. So I can take that same room that I did on clubhouse, repurpose it to something else. And as a busy teacher, and I know, you know, this when you were teaching, like if I can do one thing once and then use it again, it's beautiful.

Melody

01:16:16

Yeah. And when you create something, especially, you know, in teaching that can also feel your marketing efforts, like I love infographics and aids and all that stuff. And I think what I've really have loved over the last year, once I've really started looking at product selection for my programs and also marketing them more efficiently instead of focusing on building a new program, which ironically I am building a new program, yay. Is, is looking at what assets do I have? You know, can I grab this infographic from this presentation, pop it into carousel post. And I, you know, look at this question that I'm getting like five times and put out an FAQ on the sales page, you know, and repurposing stuff that you already have. Cuz I mean, we already put so much work in developing whatever we're doing. Why not actually use that to help market and give people a full experience. Obviously everyone's like, there's a balance between selling and, and giving away everything for free. And that's not what I'm advocating. What I'm saying is more reusing what we have already created in a way that won't make us think and create something from scratch or build the will again, instead of actually using what we have. So you talked about clubhouse.

Melody

01:17:32

Yeah. Yeah. We talked about clubhouse. We talked about social media and driving people. I know that you talked about the platform and I remember you talking about the audience generation and you have different places like, you know, Pinterest and you know, know maybe you're posting your real to Pinterest or you're you're posting on YouTube, but your home platform like your, I, I think you said theater is, is going to be kind of one place. And I love that because so many people are like, I need to do five things. I need to go on LinkedIn, Twitter, Instagram, YouTube, all the places. And then we get overwhelmed. We don't move forward and we can really track our ROI as much. Or, you know, if we have a team, we can look at it analytically, but you have to look at everything and it can be pretty overwhelming. So where can people like find out about what you do, where would be a good place to send people to, if they're like Monica, get your so amazing. I really wanna learn how to strategize these parts of becoming more visible in my business.

Monica

01:18:38

Yeah. So the best place is my home platform, which is Instagram. It's just at Monica Manfre, which is M O N I C A, M O N F as in Frank, R E I got married, but I didn't change. My husband changed my name on Instagram because I changed it on Facebook. And like, people were like, who is this girl? So I just like, we're just gonna keep it when I've been, when I branded myself on. So Instagram is the place and I love the DM, just DME and say, Hey, I heard you on the podcast and the course creator podcast with melody. And what I love about that is little head secret. It is by me telling that to someone, I cannot track how I'm getting leads and I can also reach out and be like, Hey melody, like your listeners are reaching out to me. I think it's so important when we don't, it's hard on social media to track how you're getting your clients or where they're coming from. So I say like GME, where I, where you heard me on and then I can really stand, what did I say there? What, what were you talking about there? It makes so much more sense. So that's the best place in Instagram.

Melody

01:19:39

Yeah. And then could you share like any success stories that your students have had, like a story that really stands out that's made you excited to support the, the clients that you support?

Monica

01:19:50

Oh my gosh. I just learned, there's so much more to this story that I just learned today. So one of my clients does energetic work and she had been doing realism. We were talking about them and she was getting frustrated. They weren't working. And she had like 700 followers and she messaged me one day. She's like, oh my gosh, my real is going mini viral. I just gave 700 more followers. And then like an hour later, she's like, I now have seven more followers. Her real went to 1.5 million views, I think. And she gained 13,000 followers today. She messaged me and said that Carmen electr, remember Carmen Electra from like, I think it's MTV had taken her real and reposted it on her account. So that I think to me as a real, really good example of somebody who was doing all the things and taking all of the feedback and just testing it and wasn't afraid of like what could happen and seeing her blow up, like she's more followers than I do.

Monica

02:20:46

But seeing her blow up has been really fun. And what I love about this particular client is every time I'm in a clubhouse room or on Instagram or someplace, she's always shouting yet. And I think that's a huge part of my brand is I wanna shut up my clients. And also I love when they show up and without like a pitch, they're just like, this is, you know, listen to what Monica says. And I feel the same me about you because I have to say melody, I did your course myth. And it was so much fun to like grab something. And I really loved so many of the resources and I tell everybody like, you have to go check out Melody's cos it was so great. So to me, it's just, how do we like work with people and celebrate them and lean in to the resources that everyone has. So that was a fun story.

Melody

02:21:31

Yeah. No, and I, well, the reason why I wanted you to be a co-host Monica, just one, number one, you are just so warmhearted, not, not only just warmhearted. Of course, you're very, you know, you have expert knowledge on social media, but you're just such a powerhouse. And when you go live, I really like the energy that you bring. And so I was like, no problem. Monica's gonna be great on the podcast. I don't have to worry about training her, how to like be on the show. She already speaks to people all the time. And I think that when it comes to the course creation part like the curriculum, that's also a great tidbit that you know, very extensively. So Monica, thank you so much for being on the show. If you are watching the recording on the podcast or on YouTube or on LinkedIn or on Facebook, please go check out.

Melody

02:22:20

Monica's training, the close friends training. I'm gonna share the link with you. That's WW dot Monica, monterey.com/close friends. I'll share the link in the description on YouTube. Grab it in the comments below on

Facebook. Make sure that you grab that link to free training. You'll be able to learn how to leverage your close friends, to market your business, your offers, your programs and your services. Thank you so much, Monica for being on today's show. I am very excited for this at broadcast and I can, can't wait to bring you on more for the upcoming season three of the course consultant show.

Monica

02:22:55

Yay. Congratulations on season three. I'm so excited to be a part of it.

Melody

02:22:59

Yeah.