

It Matters What Your Course Looks Like

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SPEAKERS

Bethany McCamish, Melody Johnson

00:02

Welcome to the course consultants show, a show dedicated to help you launch your online course with aim.

00:08

Get ready to hear from successful course creators who ditch

00:11

the nine to five day passive

00:12

income on their couch and took charge of their dreams. here's your host, Melody Johnson, professional online course designer, and lover of all things chocolate. Hey, yo, it's

Melody Johnson 00:24

melody here, just popping into your earbuds, your laptop or your phone, wherever it is that you are listening to. If you are brand new to listening, go ahead and skip over a few minutes to the main podcast interview with my good friend, Bethany. But if you've been following me for a while, I suddenly stopped podcasting. But good news is I am back on track. And I actually recently just finished my launch on the business of courses membership. And the business of course, this mastermind, yay. And so I'm going to share more about that on the separate episode and also in some separate resources. But I thought I would just tell you, I'm back, ready to take action and ready to give you some more great feedback and support on your course launch. So without further ado, let's get back to the episode.

Bethany McCamish 01:19

And that's when I got my first design client, someone was like, Hey, can you help me design this project design this website? I was like, Yes, I will do that. And then over time, I built that into a full fledged business that replaced my future paycheck and I was able to take it full time in 2019. Now so that is

like, in a nutshell, my little messy, whiny journey all the way to where I am now which is offering branding and website design primarily through Bethany works.

Melody Johnson 01:48

Thank you so much for joining me today on another episode of the course consultants show. I am so very excited today to talk with a good friend of mine, and branding expert, Bethany. Bethany is joining me today to talk all about how you can brand your online course. And even if you're not a graphic designer, you can't hire a graphic designer, but you want to have an on brand beautiful course that you can scale your business with. Bethany is going to share exactly how to do that. So Bethany, thank you so much for joining me today.

02:21

Yeah, thanks for having me. I'm so excited to talk about this. I can talk about branding and design all day long, all day, every day. So this is very exciting for me.

Melody Johnson 02:29

Yes, I'm so very excited to have you. And I want to actually take a moment to share a little bit more about you and how you got started with branding. I've known you for maybe two years now. And I recall from when I first met you you had you know you have multiple businesses to tell me for people who are brand new to you. How did you get started in this line of work and in your business online in general?

03:01

Yes, absolutely. So I'm the founder of Bethany works, which is a full service design studio. That's my primary business. That's my hub where I run everything out of right now. And I specialize in offering psychology backed branding and design for purpose driven businesses so they can stand out. Now my road to get there was very windy because as anyone knows, small business entrepreneur, that the road is just a hot mess sometimes. But what I've learned is to really embrace that. So if we back it way up, I started my undergrad was in Bachelor of Fine Arts. That's where I first got started in design. I was working for small businesses and within the industry offering design services. And then I went straight from undergrad to grad school into teaching thinking that I'd have so much time to pursue my art and my my own personal Fine Arts outside of teaching photography and graphic design. That was not my reality. But I started a side hustle at the same time as teaching that side hustle had nothing to do with art, if you can believe that. It was personal finance, which, you know, is a little bit opposite for most artists. But I was talking about personal finance. And some that is how I got my first client was someone's on my blog, and they were like, Hey, your I like your writing would you write for me? I'll pay you and I was like, Yes, I will do that. And then then it just like, kept going from there. Was I in love with personal finance, writing? No, but I was like, This is cool. I'm a teacher, I can use the extra income. It's gonna help support my other passions. And then once I got to know this online community, which was really a diverse community of people offering a lot of different things. I was like people are making real money online and then they started to get to know me and knew that I had a background in InDesign. I was teaching design. And that's when I got my first design client. Someone was like, Hey, can you help me design this project design this website? I was like, Yes, I will do that. And then over time, I built that into a full fledged business that replaced my future paycheck. And I was able to take it full time in 2019.

Now, so that is like, in a nutshell, my little messy, whiny journey all the way to where I am now, which is offering branding and website design primarily through Bethany works.

Melody Johnson 05:18

Awesome. Yeah. And I'm so very excited to talk about branding, because I actually get this question quite frequently from clients. And for people who don't know a little bit more about my story. I'll just say just a quick little note, I actually had a similar experience to Bethany where I started out in corporate I was doing instructional design. I had a little side gig where I had also a personal finance website. That's how I met Bethany, we met at a conference called fin con back in 2019. I think, I'm not sure I think it was 2018, I think something like that. Oh, my gosh, yeah. So So I met Bethany at the conference. And I similarly was working a full time job, I saw that people are making money online. And then people were asking me questions, hey, do you make online courses? How do you do that in your day job. And so it kind of converted my little blog about personal finance into creating online courses. Later on, I actually started an agency where I help people create and scale their online courses in an agency forum. And I actually hired Bethany on to help me along with several other people. And so from that point, my business has evolved and changed in that time actually converted my agency into more of a consulting business. And I found that that gave me a lot more space to create the kind of programs that I wanted to, without having to rely solely on the one to one work. But I have Bethany on today to specifically talk about branding, to go back to what I was saying this because people don't realize that when you're making a lot of assets, like workbooks and slides, and videos, and everything, basically, for your website, you have to have a consistent brand. And I'm not a branding designer. And so I'm really excited to talk about your framework, Bethany, when it comes to creating an online brand course. So tell me a little bit more about how you help people with this process to create a beautiful brand, not only for their courses, but just for their business in general.

07:27

Yes, absolutely. So I specialize in psychology backed design. And what that means is that I take color theory, I take archetypes that have been established for a long time, I look at demographics, and psychographics. And I put together an entire brand strategy that basically affirms all the visual choices that you have. So that's my unique framework and process. And I like to tell everyone, any one of my clients who come to me for custom work is that we never start with design, we're never going to do that. Because that's what should be the result of your strategy. And if you're not able to work the brand strategist like myself or someone else, then the first thing the very first thing you need to figure out if you're going to be adding on products, courses, whatever it might be, is, who you're serving. And I know that melody and I have a lot of overlap on this topic in particular, but you need to figure out who you're serving. And then secondarily, you need to figure out your brand personality and mood so that you can know how you're going to show up for who you're serving. And those two coincide. And that's like your very basic mini mini strategy that you can kind of do on your own or figure out on your own if you can't work with a brand strategist. Before you even start looking at all of the design components and visuals. Those are just two things that you've really got to nail down. So for the second piece of it, the brand personality and your mood, I actually have a free quiz. It's a brand quiz, and it lines up to the brand archetypes and I did not come up with those those were originally coined in the 20th century by Carl young and he did a lot of research on the idea that we automatically connect with certain personas

we know certain personas through history through time through movies, we know who the rebel is, we know who the jokester is we know who the hero is. And if you can align your business and brand with those archetypes purposely, intentionally, then you're making an easier connection with your audience, you're paving a path for them to get to you, which is something that you really should be considering at the beginning of building any of your, you know, assets or pieces like that because you're automatically laying the foundation for people to get to you. Now, when you are figuring out your brand archetypes, it can be kind of challenging because there's 12 of them, and you want to also stand out so you don't want to just pick one. So my quiz actually will give you your topic. too, and then you figure out how to marry those together in a way that's really unique to you and, and your specific business or brand. And when you're thinking about those archetypes, each one's connected to a human desire. So we all want love and acceptance we all want to be seen. And it was each one connecting to a human desire, you can think about, okay, what is the people I'm serving? What am I offering them? What is my promise to them? And how is that fulfilling that need or desire, and that will tie in with your brand archetypes. So you're kind of creating this really solid personality, that will back up how you're going to show up. And I think that this becomes most challenging for people when they're like, well, I'm all of these things. Yes, you, as an individual, as a complex human, have certainly been the rebel before, you've certainly been the hero, you've been the lover, you've been all of those. But you have to think about your offers and your business individually, separate from who you are as a person, especially at this point. And then that can be so hard for solopreneurs. But it's just really an essential step to take. And that's going to inform how you're talking to people the copy that you choose the words that you're going to use for calls to action, and your visuals, things like your color palettes, your fonts, your photos, all of that.

Melody Johnson 11:17

Yeah, and I like that you mentioned that because one thing I noticed about creating landing pages and websites, because I do all of my own web page design, I've actually had Bethany do parts of my website beautifully, by the way. And I recommend Bethany for people who want to hire a website designer for a full, you know, if you do need a website, but one thing I noticed is that when you're first trying to create an online course, you want to actually not just think of who you're trying to attract. But also how is it that your branding is going to actually draw people away who aren't a good fit. So for instance, you know, there are some people online who primarily work with female identifying people. And so they might use color palettes that are associated with femininity, possibly pinks and lighter pastel colors, cool colors, other people might attract people that are really focused on luxury, you know, things that are much more high class elite, fashion forward, you know, so their colors might be bold, in contrast, you know, very striking. And so, you know, I was talking with a friend, and I was talking with her, and she said, You know, I really want to track this person. And we went through describing what this person's day to day process looked like, what is their job look like? But more than that, I said, well, who is it that you want to work with? I get who you're trying to attract, but who is it that you want to work with and who do not want to work with? So you know, that might actually influence adding memes, you know, so this person was wanting to be more playful. She wanted to attract people that were fun to work with. She didn't want to attract somebody who just had the money who just fit the ideal client avatar type. My husband just jokes around about saying avatar, because he always thinks about the movie Avatar. And he's like, okay, melody, I can't take you seriously when you say avatar, because I think of the movie Avatar and I think, a new person. And so um, anyways, that's a whole nother story.

But I think it's really important, as you said, Bethany to think about who you are attracting and that psychology it's so very important and influences so much of your your presence, online social media, website, courses, etc. So tell me more about this psychological process. You've talked about the archetypes of bed, and I will for sure mentioned that quiz, and share with that link with people. Once I publish this out into the online space. What would people need to do if they once determine their archetype? What's that next step look like for them?

14:02

Yes, absolutely. Okay, so you've got your archetypes, you're going to marry them together. Now, before I get into that, I just want to say I love your point about figuring out what is not YouTube. Because a lot of times I think it's easy, a little bit easier to lean into like, okay, here's what's not working for me. Here's what I don't like. I think this is really special. When you're developing your brand lexicon or your brand copy messaging, the words that you'll be using regularly. I always work with my clients and say, okay, make a list of all the phrases within your niche within your industry that are overused that you don't like that don't appeal to you that don't work. And that's such a good place to start because then we can do the opposite of those and get all the antonyms and be like okay, so this is probably more like the words or phrases that you do want to use. On top of that when you get your archetype you can align your words and phrases with that archetype. So the ruler archetype which like you said, there will be a color Call it for that it's luxury. It's elite, it's meant for high end, it's like Mercedes Benz, you know, it's going to attract a certain type of client cardi, a jewelry kind of thing. So you're going to look at those bold colors, metallics, neutrals, things like that. But then with the copy of a brand like that is not going to have a Toyota THON, right? Those are very different things. I think car brands are kind of fun, because you can like, look at the exact type of client, like, they're not going to have a budget deal, they're not going to have anything DIY, because that's not their customer base, they're gonna have mender members only, they're gonna have limited access kind of things. So that copy is going to be totally different. So when you're thinking about your archetypes, you can kind of think about car brands I like to use like Tesla, Jeep, Toyota, and Ford are all selling to very different people. And so, you know, is there a need for all those types of cars probably, but they're each going to sell to a very different people with a very different marketing strategy. So all of that ties in together.

Melody Johnson 16:03

This episode is brought to you by the business of courses membership, if you're sick and tired of high ticket group coaching programs that end in 997 to 9971997, anything that ends on a seven really, I think you know what I'm talking about here, then I would absolutely love to have you join and hop inside the business of courses membership, I have over six plus of my best online courses, plus weekly coaching to help you grow your online course revenue step by step. Not only will you get access to me inside of a private Facebook community group, but you'll also get access to online zoom chats. Yes, I will actually be there in person live to answer your questions. So you can pick my brain on any upcoming and current marketing trends. For course creators looking to take their business to the next level with their online courses. So if that sounds something you're interested in, go ahead and click on the link in my description in the podcast. And I love to see you hop inside and join today for as little as \$7 you got the head just \$7 the strategies I teach inside this group has helped me scale from zero enrollments to 1100. Course enrollments on my platform Not to mention over 1500 Yes, that's right, enrollments overall,

inside of my very small audience, so you can still learn how to grow even as a new online course creator. Hope I can see you inside. And now back to the show.

17:43

But you're going to marry your archetypes. And this is how you are unique, right? Because if you just have one, then there'd be hundreds of the ruler archetypes and no one would be really quite unique. So you have to and you marry them together. And I wish there was like this perfect formula for how you marry them together. But there's not it's like a relationship. They're all different, right. So the way that you put them together is really dependent on which way you're leaning more towards. So when you get your results, it'll tell you like an overview, your unique gifts, your brand voice, and how you can show up in your visuals. So for me, I'm the expert and the Explorer, those are my two archetypes. And I come across with the expert in my copy and how I am speaking to people and how I present ideas around branding. When I show up in my visuals, it's definitely more the Explorer archetype. And that you can see that in my greens and my earthiness and like using certain copy words like on earth all tie those together. So you kind of have to decide how that's going to happen for you and how it's going to look best and serve your business best. But at least you have like the starting place to build those pieces. I will say once you've kind of started thinking about that you need some like basics before you're ever going to build a course or a product. And you need those nailed down like chiseled into stone. You need your fonts. And and please only have two fonts, I know that there are so many cute ones on Canva. And and everywhere but two fonts, that's all you need. You need two fonts, you need to have a color palette, and you can have up to six colors. But usually it's just good to keep three to five, especially if you're trying to put together your own branding. And then you want to have your your marks which would be like your logo and you want to have a few versions of those you won't have your main logo and then a few sub marks, which just means like different variations of that. So when you figured out who you're serving, how you're showing up, and and what your archetypes are and what those tie to then making those decisions about your fonts, your color palette and your marks becomes so much more intentional. Going back to the ruler archetype example, if I'm choosing my thought, I know that a sans serif font is at Classic, elegant font, right? It's what you see on a lot of like high end wedding photographer websites, that sort of thing. So if I choose that font, I know it's going to automatically align with that archetype. And automatically, like start, start creating cohesion amongst my business and my brand all together. So that's how the psychology of it starts tying to those visual elements. And then we already talked about how color palettes each are kind of tied to a specific archetype as well. And then when you're using these things, once you have established your fonts, your color palette, and your marks, then you need to use those and only those. And I think people tend to be pretty good about using their logo regularly. But when it comes to colors and fonts, I this is a huge brand mistake I see all the time is someone grabs whatever template is cute on Canva, or over or whatever program they're using, instead of sticking with their fonts sticking with their color palette. And you can stick with your color palette by using the hex code, which is like a universal color code, it comes in, you know, with every color you could have, you'll have a hex code attached to it. And you would copy and paste that into whatever design program you're using. You do not grab the little dots and move it to like the color that's kind of close. Because it's not going to be the exact color and you want to stay on brand. Throughout all of it. It's just it's so essential.

Melody Johnson 21:25

Yeah, no, that's great. So I know, Bethany, that you're an expert, when it comes to branding, web design, and the psychology that is backed by this archetype framework. For people who are listening, many of them are actually online business owners, and maybe just feel overwhelmed by the whole process, you know, how do they make a cohesive, go through the motions of setting all of this up in their online course and make sure that it's consistent. I know you and I were talking briefly about web design when it comes to limitations with fonts. And I know you I think you have a resource in one of your courses or programs. Tell us more about you know, anything that you currently offer to help people who are just stuck with this whole branding thing? And maybe even some tips or resources on how to get started without feeling overwhelmed with branding.

22:24

Yeah, absolutely. And, and branding is a it's a huge thing. And it's a pretty big deal. I mean, big brands have teams dedicated to it for a reason, and dedicated to staying on brand. And I think staying on brand can be one of the most powerful things you can do because you're leveraging design consistently within your business. So I do you have a course it's called the on brand blueprint. And that course teaches you how to stay on brand and your visuals and your messaging, it dives even deeper into all of the things that I've touched on. And it's totally self paced. So you walk yourself through all of the activities. And basically by the end, you're you've put together your own type of brand guideline that you're going to come back to. And and I would say that would be the key pieces, it's going to take some effort and some work initially. But you're going to put this all together in a document, right? You need to have it down on paper, so that when you go to create anything in your business, you come back to that every time Okay, what are my hex codes? Here they are, I'm gonna copy and paste them. What is my font? Oh, yeah, it's Montserrat. And I use that every time and semi bold and I just know it. So once you have done it, once it's on paper, it's like it's done. And you just always come back to that again and again. And you don't have to like kind of sit there with all this frustration. But putting that together can be super hard. So my on brand blueprint helps you put that together, it helps you pull together, whatever you've had, like, if you haven't worked with a designer, but you kind of put something together, or you did and they gave you just a logo, like this is the course for you because it teaches you how to create cohesion as a whole. And if you have a platform that doesn't let you customize things, which a lot of course platforms I know don't. I ran into some issues. I'm I have my courses on Thinkific. And there's some areas where it's like, oh my gosh, I just as a designer is like what do you read? I can't make it exactly how I want it, you know? So if that's the case, there are some tips and tricks to make sure that you're still staying on brand, you're still showing up looking like your brand, even when it's not like something you can perfectly customize because the platform has limitations.

Melody Johnson 24:27

Yeah, and I actually I was talking with another designer about this and you know, one thing that she had done was she actually I know is a little bit of a pain but she ended up doing a very manual way with some of her graphics where she actually exported PNG files for the the types of you know, words you did to have to do some like resizing and formatting inside of the lessons. But I know that nowadays on Thinkific they have an app marketplace and I believe the power up option created by Rob has an integration with a Allowing you to use more specialized fonts. I haven't personally used that. But I do

know that there are options out there. And I know other course platforms like podia have a lot more flexibility with that kajabi. And also think if ik Do you know require some more advanced coding where you can hire a designer to actually do some more HTML and customize the look and feel a bit more, but I found for me, you know, most people are just looking for the content. So as long as you have clear way to express your brand with the right colors, and then have course materials like my workbook, I don't feel like it's so big of an issue that people ask for a refund but it's more so about making sure that your content is more aligned with itself versus like struggling to maybe find a coder to fix the fonts in your platform. But yeah, I do you think that's great, so awesome. So Bethany, I really appreciate you sharing all of these tips and strategies to get started with branding. And I love all of the different things you mentioned about psychology definitely felt like I learned a lot this session. Any other ways for people to get in touch with you or find you out? Find out more about your business online?

26:13

Yeah, absolutely. So I'm on Instagram at Bethany works design I'm on there all the time. That's my main platform. And then of course you can go to Bethany works comm you can email Hello at Bethany works calm and I will certainly get back to you. And then yeah, if you have any questions about my courses, you can reach out that their courses dot Bethany works.com

Melody Johnson 26:36

Thank you so much, Bethany. I appreciate it. Absolutely. Thanks so much for having me. Thanks so much for being here.