

Colo Your Dreams Podcast – EP64

Elaine Lou Cartas: Hey, Legacy leaders, guess who has thrown themselves into my podcast again? Thrown. Yeah, thrown themselves, you

Monica Schrock: know. I'm back. I'm

Elaine Lou Cartas: back. Yeah. Monica Schrock. And if you remember from the last pod, we're just, no. We're a few, we're

Monica Schrock: several. The last one was introvert, networking as an introvert, and the one before was.

Monica Schrock: Neurodivergence. And

Elaine Lou Cartas: then the one for that was with Giuliana. Yeah, Monica's just gonna be usual.

Monica Schrock: Yep, I'm gonna be a regular. A regular. Yeah, and following up on the last

Elaine Lou Cartas: The following up on the last episode with Monica, who is an introvert, a proud introvert, look at them just self promotion and saying, Hey Elaine, like I should be a monthly guest.

Elaine Lou Cartas: I'm like, we should talk about something

Monica Schrock: every month.

Elaine Lou Cartas: So what are we talking about today,

Monica Schrock: Monica? Oh yeah, we're talking about, In both of our businesses, we don't launch anymore. I launched once, you've launched several times. there's many reasons for that. And we're going to talk about those reasons, and how we stopped launching, and why we love that, and who it might be right for.

Monica Schrock: Or, because some things you have to launch, obviously, it's not a business model for everyone. Correct. And

Elaine Lou Cartas: here's what I also want to precaution. We're not here to push an agenda of anti launching, we believe you have, agency and choice to choose whatever you want, but this might come up too easy.

Elaine Lou Cartas: If

Monica Schrock: you don't, if you don't want to, there's some options. Yeah. don't,

Elaine Lou Cartas: or just, observe, because you don't have to worry about it and that's not what you do for a living. Exactly. I would love to know, Monica, just in case this is the first episode, no one has heard of you before, but they'll get to know you.

Elaine Lou Cartas: Who are you? What do

Monica Schrock: you do? Hi, I'm Monica. I am a marketing strategist and copywriter. Been doing both of those things for about 15 years or a little more. Freelancing, working with and for non profits, most recently an NBA basketball team so yeah. Been doing this for a while, love it, continue to love marketing and continually educating myself on it so I can do great things for my clients.

Elaine Lou Cartas: Yeah, so Monica's an introvert, a human. Yes. A constant guest here. I like, think of those like NBA TV shows, right? oh, here's Monica

Monica Schrock: again. Yeah, with my segment.

Elaine Lou Cartas: Yeah, I'm a correspondent here. And grateful to have Monica as my marketing strategist, my client, and my friend. So just in case, basics, what is launching?

Elaine Lou Cartas: We're not talking about rocket ship launching. So what is it? Let's not talking about that.

Monica Schrock: And I think it's we're not talking about launching a business because you do want to launch a business if you're just starting a business. But if you're already a business. Launching would be if you're coming out with a basically you'd launch a new program, right?

Monica Schrock: If you have a coaching business or a service based business or a membership or a course, something like that you'd launch it in the beginning. But then this is we're talking about if you're launching it, like every round that you're doing the program, right? If you have a group program a mastermind, yeah.

Monica Schrock: A membership, like exhausting where it's you just have an open and close period, Every month, every couple months, however many times a year, where you're just launching over and over again, and then in between that launch, you're planning for the next launch, so it just like never ends, right?

Monica Schrock: There's this limited enrollment period. That's like a launch period, I would say. We are talking about. Yeah.

Elaine Lou Cartas: Yeah. And technically we're launching this I wanna call this like our birthday segment podcast episode. 'cause this is coming out after both our birthdays Us Yeah. , yes. S Energy.

Elaine Lou Cartas: Energy is here. We would,

Monica Schrock: we would not launch our S Energy. We're just like, we don't wanna do it. We don't wanna do it. We're just gonna roll with it. We're gonna see what happens. But no, there is strategy behind this. We're not only rolling with it. we've got ideas and experiences and we know what we're doing when we're not launching.

Monica Schrock: So that's what this podcast episode is about for sure.

Elaine Lou Cartas: Yeah, and I figured, for my birthday podcast episode, as well as Monica, a week? Are we a week difference? A week. Yeah. Two week difference? Week. A week difference. Oh,

Monica Schrock: my God. November 24th and December 1st? Yeah.

Elaine Lou Cartas: Start the best month ever. Don't you love the Sag energy?

Elaine Lou Cartas: But, okay, so let's talk about both of us when we have launched before, what worked, what didn't, and I also want to talk about, like, how it's shifted in this marketplace as well. Yeah. Yeah. This is my second business my first business, I was a fundraiser. And as a career and business coach, I have a mastermind.

Elaine Lou Cartas: I still have a mastermind, but I used to launch it. And what I mean by launch is marketing it every six months. So yeah, a ton of content to put out there. I remember constantly being on Facebook and Instagram. For anyone that follows human design, I'm a projector. Going

Monica Schrock: live with your clients, getting all the testimonials.

Monica Schrock: Yeah, all the things.

Elaine Lou Cartas: I also want to share. I was in my twenties when I started my business. I am in my thirties now, so the energy is a little different. And that's another thing too, is like acknowledging where are you at life? What stage are you at? How much capacity do you have? Maybe you have something personally happening in your life, whether it's a loved one or just.

Elaine Lou Cartas: Personally for you, you just don't want to do so much. And for me, I just found myself completely burnt. Like my business doubled in 2020 and I got burnt out and I knew what I had to do in terms of launching. But I'm like, I was exhausted.

Monica Schrock: Yeah so much energy.

Elaine Lou Cartas: Yeah, I would love to hear your Perspective as well because you launched a membership before and how was that for you?

Elaine Lou Cartas: It made you realize that just wasn't your thing.

Monica Schrock: Yeah. I also have had two businesses. One is the marketing business But when I was 25, I started a product based business like body care. So I will say I launched every time I had a new product for that business, which is why we're not talking about that because you do need to launch new products if you have a product based business.

Monica Schrock: that's very

Elaine Lou Cartas: important. and it's a perfect example. It is Q4 right now. iPhone is literally launching their new iPhone. And, you know what? Another thing to notice with iPhones, The messaging is get the better camera phone because they know that's what converts. Monica, continue. Did I?

Monica Schrock: So yeah, when I think it was 2019, I was like, let me like do something where I can help more people because usually I have.

Monica Schrock: One on one clients because I do a lot of like implementation, so I only have so much capacity for clients every month and it's a pretty low capacity because like it just takes a lot of work. So I was like, ah, maybe I could do something people really respond to my marketing consulting, just giving.

Monica Schrock: advice or feedback on copywriting or anything like that. So I was like, I'll start a membership. I did launch that. I will say I'm not like I can launch, but I've never been super committed to it because I actually just have never liked it. So I launched in November, 2019, I think around my birthday a membership for

introverts who are introverted entrepreneurs launched, did a whole, maybe a couple of weeks where it was like, it was the first time.

Monica Schrock: So it was like a lower price and then the tiers went up. But I never launched it again, like it was just always available and that strategy didn't necessarily work because I didn't put the things in place to make it work and I, it's just it was one of those things where I learned a lot from that.

Monica Schrock: Because I'm like, cool, I don't want to launch things all the time, so I need to put like some strategies in place that have me getting, clients while I'm just doing my thing.

Elaine Lou Cartas: I'm curious you've shared in a past podcast episode, go check it out, that you are neurodivergent, right? Yeah. You have ADHD, you're bipolar.

Elaine Lou Cartas: Do you think that comes into play? About why launches don't work? And I think it's important for folks to listen here who might relate to you or identify with you. Why didn't it work for you? And how were you able to not judge yourself for it to not work? And I only say that not because you judge yourself.

Elaine Lou Cartas: you don't give a fuck and you come in as you are. But it's really easy for us humans to judge ourselves when everyone else is doing this. But you just don't want it. You want to be a rebel.

Monica Schrock: Yeah definitely. I'm, my mental state can be unpredictable which is why it's important for me to have consistent things happening that I don't have to be so present for.

Monica Schrock: And that's the biggest thing. Cause if something, if a wave, like an episode comes over me for associated with bipolar disorder, like I'm not going to be able to do it. I'd have to stop in the middle of it. And if I'm relying on that for a bunch of income, that's like a huge problem for me.

Monica Schrock: I'm screwed. and I can't be. Yeah.

Elaine Lou Cartas: And you can't control what's going to happen in current state of affairs. Yeah. Oh my gosh. So much has happened in October of this past year. And it's if you are launching and selling, it's like as if you are ignorant to what's

Monica Schrock: happening. Yeah, and that's a hard thing too.

Monica Schrock: Yeah, you can't control the circumstances in the world, like you said. for me, it was like, I need something happening in the background, always, so I don't have to put so much energy into launching. And then, if I can't put that energy, if I'm in like a really low depressive mode or something like that. Then I won't be like, oh my gosh, I needed this like money to get myself through this time and I couldn't even do it. and I think there's like the ADHD thing of sometimes not being consistent, which is also if I'm launching something and not being consistent as a marketer, like I know that's not going to work, right?

Monica Schrock: I can need to be consistent if I'm launching something. At the end of the day, I tried it once, and I immediately knew I didn't like it. And I've helped other people do it, and if they're into it, it's cool. If this is something you want to do all the time, it

Elaine Lou Cartas: can work. Yeah, we are not anti launch here, just want to remind you that's not what we're

Monica Schrock: trying to do here.

Monica Schrock: It can totally work, but if you're more like us, and it's too much energy, and you would rather be, putting like little irons in the fire everywhere, and then seeing that come to fruition. That's more of my style at this point, I think it always has been especially to what's the word?

Monica Schrock: Support my mental health. launching is exhausting and if I'm putting myself in that type of, energy too often, I'm just gonna get burnt out. I just know myself. Which is exactly

Elaine Lou Cartas: what happened to me. I felt like I was having a mini launch every single month because I used to do the free monthly events and

Monica Schrock: So you're launching that event.

Monica Schrock: you get done with one and you're launching the next one. And

Elaine Lou Cartas: then And then before, I used to do Instagram stories, talking in it, just all of that. I think I probably do stories like twice a week now. And not even with my face in it. Just exploration to target. Yeah. So it has nothing to do with my business. But It was just so exhausting for me, so Yeah. I would love for you to share even the opposite end of it. obviously, we've talked about how launches don't work for us now. I'm also very mindful and open. That may change in the future. Yeah. But, as of this present moment, this doesn't work for me now.

Elaine Lou Cartas: What type of businesses, I know we talked product based, would launches work for?

Monica Schrock: Yeah obviously, products, like we said before, launches are pretty necessary. to, I, I think there's obviously an argument for, if you're a coach and you have a contained group that is only a certain amount of time.

Monica Schrock: you have a program that's three months long, and then people are leaving that program, then, yeah, you might have to look, if that's the business model, So I think it really depends on... The business model versus what kind of business it is, Yeah. You

Elaine Lou Cartas: know, what also made me decide to not have a launch is I was realizing my type of clients, they come where they're at, like they may not be ready to do something in January or in June.

Elaine Lou Cartas: Yeah. And they come where they're at. And I was scared that because they came at different levels. Or different experiences or something else that was different that they learned from me that it wouldn't actually help. So you, I tested it. So I just want to say you don't have to decide, you have to test it.

Elaine Lou Cartas: So I had clients from different levels to, starting or making six figures, making 800k this past year and seeing how, I was able to put them in office hours, he they were able to hear each other's problems and solutions that were helpful for them, but at the same time provide one to one individualized attention, so Yeah.

Elaine Lou Cartas: I was able to figure out how to create that, but also we worked on creating a marketing plan on how to make this sustainable. So you're my marketing strategist, what do you want to share that we did to make sure we

Monica Schrock: didn't launch all the time? Yeah. I think we focused on we're on this podcast right now, right?

Monica Schrock: there's... On our birthdays. On our birthdays. There are val there is value you can add to like folks like business and life that really Gets them to know you, which was a huge part of doing this podcast, right? I think you wanted to give something accessible, but not have to give so much energy as like a free event launching.

Monica Schrock: Oh my gosh,

Elaine Lou Cartas: this is less energy for me.

Monica Schrock: Yeah. And you get to tell everyone. you're not launching every week that you're telling people there's a podcast episode. You're just telling them there's a new podcast episode. Hey,

Elaine Lou Cartas: but if you want to schedule a call to work with me and Monica, go to meleemoo.

Elaine Lou Cartas: com forward slash call, but that's another thing too, is that even any marketing materials, whether it was a newsletter or podcast, it would give so much value and reflection. I just got an email cause a podcast came out today as a reporting. About how my client Eva was able to change careers successfully and I shared my personal story and someone just responded, Thank you so much for giving like value based reflective emails instead of like junk mail shit.

Elaine Lou Cartas: I was like, oh, thank you so

Monica Schrock: much. That's huge, right? the big thing we focused on, and again, these are long term strategies. I just want to say that, Oh, this was

Elaine Lou Cartas: not overnight. It took us a while to grow this.

Monica Schrock: Yeah, and we're all about like sustainable and foundations and strategies. I will say, We focused on long form content, which short form content does not replace long form content.

Monica Schrock: giving people these juicy podcasts and newsletters, and even if you have a blog, it's a great place to give people added value. I got all

Elaine Lou Cartas: three. Yeah, we got all three. And So does Monica. So does Monica.

Monica Schrock: Yeah. true, So we were focusing on those, and it brings in, consistent, qualified leads.

Monica Schrock: Correct. Because you're putting out this great content. And that is one of the biggest strategies, you want to consistently be working on getting qualified leads onto your email list. Let's talk about an email. Email list, crucial to not launching all the time. you can launch with an email list, absolutely.

Monica Schrock: Why are

Elaine Lou Cartas: emails so important? Because

Monica Schrock: they are, emails are so important because you have a platform that you can... Communicate through that is not an algorithm is not determining who many, like who sees your, content, which is 1%,

Elaine Lou Cartas: 1 percent usually is what's usually the average for emails when people open it.

Monica Schrock: Yeah, maybe like 15 to 20, maybe 15 to 25 percent and you're up to in the 40%. Hey, 50, 50, 50, we did get to 50 a couple of times this month, which is very exciting. But, so engagement rates are higher, conversion rates are higher. People have opted in to hearing from you more, which is just my sell to email people more.

Monica Schrock: I don't know how much you're emailing people. I would guess that it's not enough. that's just my guess. Yeah,

I

Elaine Lou Cartas: go once a week. Sometimes I do twice. Once a week, twice a week, totally fine. I actually want to reflect, when I think about launching, I remember like launching so much. It was like spammy.

Elaine Lou Cartas: oh, Elaine's in launch mode. She just sent like 20 emails in a week.

Monica Schrock: Exactly. Exactly. Which is exhausting. And people are whoa, what's happening here? Even if they asked to hear from you, they're like, whoa, So I think it's, it's that consistency. And again, like sometimes I can't be consistent.

Monica Schrock: But you don't have to beat yourself up for not being like... Every single week, like if you miss a week, just keep going, but emails are really important part of your funnel. It's not, emails aren't a, to me, they're not a top of funnel, like they're a mid, like middle of the funnel. They're nurturing people to get to conversion.

Monica Schrock: Like what does

Elaine Lou Cartas: that mean? Sorry. Yeah. You're sorry. Marketing. Yeah, I know. What's top of funnel, middle funnel. What are you talking? What is a funnel? Go ahead. Yes. So a marketing

Monica Schrock: funnel. So the top of funnel. Is where people are like where they're meeting you essentially like where did they find you and where are they getting engaged with you a lot of the time social media is the top of funnel it's, free, quote unquote, it's free in a way for the organic content, but a lot of people find people on social media, that's like the top of funnel, they're following you, and then there's that next step in their customer journey and for me, I always suggest that email is the next step because then you can really map out what that journey looks like once you once their email and first name, last name or whatever is in your CRM, your customer relationship management platform or your email marketing system. So that's the middle of the funnel. And then once they convert. Which, podcasts could be top of funnel or middle of funnel since you have them going out in email. Bottom of funnel is a sales page and a conversion, So we're going from them finding out about you, them getting to know you more, and then them converting into a sale.

Monica Schrock: that's what that is. Email's crucial to that funnel and I will die on that hill forever until email is obsolete, which I don't know will ever happen. But it's really when it comes to not launching, the big thing is nurturing your audience and getting qualified leads. So focusing on those long term strategies for us with you, with your marketing, I think is huge, especially SEO is a big one, like working with an SEO expert and really becoming like searchable for people.

Monica Schrock: And we worked on your brand messaging, and we honed it into who you were really looking for, what were you looking for in a client, and who was looking for you, and we matched those things together with really clear messaging that we plastered everywhere. Yeah. So people would get it. They would like

Elaine Lou Cartas: self select.

Elaine Lou Cartas: and not through a launch. What Monica is meaning is like every email we use the word sustainable. Yeah. Every podcast and if you notice every marketing, I talk about, hey, go to my, that's another thing for all you business owners. Make it consistent. Like we were talking about another client where they have a membership or put your membership button everywhere.

Elaine Lou Cartas: Everywhere. Like I have my call button everywhere. Or In the emails, the invites to, book a call is the same sentence every single time. Yeah, literally.

Elaine Lou Cartas: The same sentence. Yeah, because

Monica Schrock: you want it to be.

Elaine Lou Cartas: Yeah, you want it to be Nike. Just do it. Are we annoyed?

Monica Schrock: No, just do it. It's funny, I just got a sticker that says just try.

Monica Schrock: Which is hilarious. Very on brand for you. Very on brand, but yeah, I'm gonna do the thing I always do too with the messaging. Like you do not need to change the one sentence. if you're inviting people for your, to your membership, for instance, and you have a one sentence invite. Use that sentence everywhere.

Monica Schrock: Use the sentence to book a call everywhere. we put that in every single one of Elaine's emails. Every single one. No matter what it's doing. Whether it's sending a podcast episode, whether it's a newsletter, whether it's a sales email, they all have that one sentence because it's been tailored to the person that Elaine wants to work with.

Monica Schrock: So I think, Creating messaging that is clear, like super clear, and using it over and over. Marketing and branding exercises in repetition. We need to be repetitive. We need to give people the chance to work with us everywhere. And you will not have to lunch as much if you're always giving people the invitation and the option to work with you.

Monica Schrock: always.

Elaine Lou Cartas: I was in Tanzania. I don't know. I think it was 10, 10 sales calls. I wasn't in front of my computer or phone. that was 10 sales calls scheduled. Because

Monica Schrock: your long form content was going while you were not, and you weren't even on social media. No posting.

No

Elaine Lou Cartas: posting. Everything was working for me.

Elaine Lou Cartas: I recorded the podcast episodes ahead of time. My team took care of like scheduling the emails and drafting. I drafted it still I just moved into my home and sure October's a little slower, but I still had sales calls coming in. Yeah. And another thing, they self selected out. Exactly. Which is what I need.

Elaine Lou Cartas: I canceled sales calls because they didn't go through our process of filling out the form. Yeah. Or they just weren't a good fit. And nothing to do with them.

Monica Schrock: We're just not a good fit. Exactly. And I think, if you're a service based business like me, where I can only take on, you can only take on so many clients too.

Monica Schrock: But because I'm implementing, I really can only take on so many clients. Like I'm writing emails and putting them in email marketing systems. Then, what, is there anything better than having a waitlist?

Elaine Lou Cartas: Dude, yeah, no, I agree with you.

Monica Schrock: Yeah, people want to work with you so bad that they got on a waitlist.

Monica Schrock: I You know what? I didn't even tell you this. I get asked that. People are like, do you have, do you, are you still taking on clients? Do you have capacity? I haven't had that happen until this past year. Yeah. And that is a huge win. Huge win. Yeah. Because I want people to know I'm hot shit. Or we're hot shit.

Elaine Lou Cartas: So I can't say just me. We

Monica Schrock: do. We do want people to know that we're hot shit. Because we are. I want people to know I'm good at what I do for sure. For sure. And it shows too, I think, that you prioritize clients and giving the best service possible. Correct. So I'm not going to just take on if I know I'm at capacity and, by the way, I know we're throwing a lot into this episode, but.

Monica Schrock: If you're at capacity and you're not pricing your services enough for you to make a living at a certain capacity of clients, then that's something to revisit, too. if I'm taking on a lot of work because I'm pricing it too low... that's, yeah, that's not helpful for me. I'm going to burn out.

Monica Schrock: So it's make sure you reverse engineer the income you want to make each month and your packages to see if it's even possible for you to take on that much work. Love that you

Elaine Lou Cartas: said that, and I've done a little boo I'm actually in the middle of the mistake, but like, when I came back from Tanzania, And it's okay, but like when I came back from Tanzania, because you go on vacation and you're like, why the fuck do I have to work?

Elaine Lou Cartas: I saw these animals naked and free.

Monica Schrock: Yeah, I saw giraffes in the wild. I don't want to work.

Elaine Lou Cartas: How do I give myself back time? you've always been a coach for my clients giving office hours, but then I hired Juliana for project management, Irene to do intuitive guidance and I didn't increase my prices.

Elaine Lou Cartas: Because I added them, but I said, because I wanted my time back. So what I'm even doing right now is I'm actually looking at my numbers because I realize oh, wait, my profit margins aren't as high as it was earlier this year. What happened? Oh, I made these choices and mind you, I had to honor the contracts I gave, but moving forward, I'm going to have to increase my pricing because it's not an healthy profit margin that I would like

Monica Schrock: it to be.

Monica Schrock: Exactly. So yeah. Pricing your. Your, I always ask people when they're like, I want to make 10,000 is always like a number that people go for. Which is fine, but it's also okay. So if you want to make 10,000, how many clients is that? And some people's prices are so low that they're like, that's that many, this many clients.

Monica Schrock: And I'm like, can you even do that much work in a month? And then they're like, no. I'm like, okay, then you need to up your prices. you need to figure out how much work you can actually do or, lower the income goal if that's what it is right now, if you don't feel comfortable upping your prices.

Monica Schrock: But it's everything hangs on you having clear goals. In your business and in your marketing and I think that's the biggest thing, if you want to stop launching think about what your income goal is, look at your packages, see how many of those you need to sell, how many you can do, and then really look at how many, I always, I, when I work with clients and they want to sell a certain amount or they want to get to a certain, I'm like, cool, if you want to sell, if you want 10 people to buy your package how many people do you need to reach?

Monica Schrock: what's your conversion rate been? With getting leads and then converting those leads. Because you need to know those numbers. Otherwise, you don't know how much you need to do. You don't know how much work you need to do to get people in the door. And if you need, if you don't need to do as much work, I don't do it anymore, then it's I know I don't need to reach a wild amount of people.

Monica Schrock: because my conversion rate's really high. I just know I need to get this many people. on my vibe check calls every month, and I'm gonna convert 8 out of 10 of them, most likely, because that's how I know what happens, because I get qualified leads from people who trust me, so I don't have to worry so much.

Monica Schrock: About whether or not they're going to convert or how many people I need to talk to because I'm confident in my process to get on those calls with people. Yeah. Even for me, like I know I just have to convert three to five clients, but I actually want to be vulnerable and thank you, therapy, for helping me heal this.

Elaine Lou Cartas: Always, yeah. But I didn't necessarily, when I did do launches, it wasn't just being caught up on the trend of launches. I think. I'm just being honest and maybe I'm gonna say this and it's gonna trigger you, but my intention is not to trigger you on a podcast, not you, Monica, I'm talking to our listeners, but I was just like, oh my God, I got sold in this, you need to have more, clients, more money.

Elaine Lou Cartas: Oh, yeah. And thank God I went to therapy. I'm like, wait, why am I? Into this like messaging of more also means like

Monica Schrock: capitalism rules everything around us, right? it's never enough

Elaine Lou Cartas: Wait, I am enough What is? Enough not necessarily for my ego, but enough yeah for bills and for my capacity to serve my clients in a high quality Like I joke around with people now.

Elaine Lou Cartas: I'm like, um, I know like I see the schools have their own problems But this is just a great metaphor. I'm like, yeah, I want to be like Harvard. I want to serve X, limit a number of clients and not courses because they're at a 2 percent success rate.

Monica Schrock: You have to spend so much money, you have to reach so many people.

Monica Schrock: I

Elaine Lou Cartas: care more about success, right? MIG, this is what works for me. it could work differently for other people. And I do have courses coming out, I'm working with companies on it, but that's a relationship. But they're launching it. Yeah, I'm not

Monica Schrock: doing it. They're launching that. They're launching it. Also, memberships and courses are not passive income, so I just want to put that there.

Elaine Lou Cartas: Ooh, a controversial statement. they're semi passive, maybe, but like. Why is it not passive?

Monica Schrock: a lot of the time, courses might be more than memberships, because memberships involve a lot of the time, calls, and hot seats, and all these, things. But also, if you're launching them all the time, it's not passive.

Monica Schrock: you're launching them all the time. What is the

Elaine Lou Cartas: definition of passive? Not doing any work and money coming

Monica Schrock: in. Yeah, literally doing no work and money coming in, yeah, Is someone selling you courses and memberships being passive income? no. by definition, they're not. But also, it's, there, there's, that's only half the story, right?

Monica Schrock: Because the other half of it is that you have to reach a lot of people, especially if you have a pretty, low priced membership or course. the amount of people you need... To get into a 49 membership a month. There's a lot of people, depending on your like goals, but the amount of people you need to reach to get to that number is gonna be, you're gonna need to pay for ads, you're gonna need to like, have this wild network.

Monica Schrock: I would

Elaine Lou Cartas: love, obviously we have a lot of BIPOC folks listening, right? They want their services to be accessible. Yeah. So they're scared to provide. A service that is a high amount and they want to do a membership or course and unfortunately their intention for doing a membership, of course, maybe because of I want accessibility to others.

Elaine Lou Cartas: So with that in mind, as they're thinking about how they want to build it, can you just show, share the reality of what that means that they have to do? Cause people talk about Hey, make it accessible to 49. It'll be so easy, but then it's 49 times. 10, that is like five, is that

Monica Schrock: 500? Yeah, 490. Yeah.

Elaine Lou Cartas: Okay. Thank you for out Asian ing me,

Monica Schrock: but continue. Oh my gosh. I'm all for that. My membership was a similar situation, because I do, like, high ticket is, Relative, but yeah, I definitely, my my lowest, product is a thousand dollars for a marketing review. and then, you can hire me for a lot more thousands to do, implementation or, it's just not accessible for beginning business owners or entrepreneurs, like those types of things, right?

Monica Schrock: I totally get that. That's why I did my membership. And, I will say, if that's why you want to do a course or a membership, I would not necessarily make it a part of your income goals.

Elaine Lou Cartas: what I mean? So I think you'd have to So it's an extra fun money that comes. Yeah. Not to What I'm hearing is not to be dependent as its

Monica Schrock: main source of income.

Monica Schrock: Not to be dependent on it. Because if you want it to be accessible, then making it accessible and making it harder for you to make income, it's I talked about some of this today. It's like What they say on airplanes, like you have to put your mask on before you help someone else like that, so if your mask isn't on, if you're not making enough, like income.

Monica Schrock: To make a living and you're already giving, an accessible thing, but you're relying on that to make you income, too. It's gonna build, resentment towards that product. The more energy you put into it and the less people, you're getting in there, it's gonna be... It's not gonna be where you envision it to be.

Monica Schrock: So I think if it's an accessible product... I don't think it should be a part of your like income stream goals at the end of the day. if you make money off of it, that's cool. But the whole part, the whole point of it, I think is like you're, if you're thinking of it as like a giveback or something where you're like new entrepreneurs or whoever you're serving who are like having a hard time getting over those humps that you know they're having a hard time getting over.

Monica Schrock: that was my thing with introverts. I know exactly. The things that are holding them back, right? So I was holding space for that and I think you need to have the expectations set. In the, these are, this has to be a low lift thing for you to be doing the rest of your business, and that's okay.

Monica Schrock: maybe you're giving out lessons once a month and you're doing a hot seat once a month, and that's enough. Like you were saying, this, podcast is the way that you make your, knowledge accessible, right? It doesn't have to look like a membership or a course, but I would just think about it And if that's the purpose of it, then treat it like that, and don't treat it like the main source of income

Elaine Lou Cartas: in your business.

Elaine Lou Cartas: And all transparency, I am not dependent on my podcast to bring me money. No. But it's doing two things. One, I do get clients. I'm not gonna lie about that possible. But also, it weeds out people that May not be a good fit for me. And two, it's accessibility. I had to cancel about three calls this past week, three sales calls. Just because when they filled out the form, it just didn't meet in terms of how much my services are. And I'm like, no worries, but here's my podcast where I offer free and accessible resources.

Monica Schrock: Yeah. Yeah, and if you want a free resources, like you could make, you could make basically courses and put them on your website as free.

Monica Schrock: I know a lot of people that put free resources up. That if people, if they want to give folks those tools, give them to them, like that's, totally great. You could have a whole free resources and honestly, people are probably more likely to work with you when they're ready. If you're like doing these things with no expectations of something back but when it's

Elaine Lou Cartas: yeah, that part, no, I was listening to a great podcast and he was talking about the best thing you could do in life is have low expectations for all of your relationships so that when you have a nice surprise, They bought you a cookie you could be like

Monica Schrock: excited for it. Oh my gosh. My life is totally low. It's No expectations until something happens because that's just yeah, like I don't want to put myself through that letting myself down when I don't need to be letting myself down, but I feel that and respect the wanting to make things accessible.

Monica Schrock: I think you just have to look at your business model and make it fit within there. So you're taking care of and you're not resenting that part of your business model. Yes.

Elaine Lou Cartas: Which is a lot of the work that we do with our clients, of making sure, what is your vision? What's your life look like?

Elaine Lou Cartas: Like I know what time you don't take calls before 10, if I remember. I

Monica Schrock: don't. Yeah. Cortana, yeah. Also, because I like to be productive in the morning, and to me, calls aren't productive, I'm like, cool. Usually people don't even do it until 12 or 1, which is totally fine, because I get a lot of work done in the morning.

Monica Schrock: That's when I'm productive. That's when I can write. As the day goes on, I can't. So I'm like, put my calls in the afternoon, because I'm just useless in the writing situation in the afternoon. I

Elaine Lou Cartas: was. I know we're like, this is because we're such close friends. I was talking to a client and she was like, I need to give feedback to my husband.

Elaine Lou Cartas: And, or he blew up on me because. He wasn't expecting, I was like, what time did you talk to him about this challenge? He's yeah. Oh, after we talked to the kids at 9 PM, I was like, that's why did you tell him you're going to talk to him that time? No, but it's the only time I have available.

Elaine Lou Cartas: It's you treat it like work and ask Hey, we need to talk about this. When are you free? Like end of day, whether it's work or personal relationships, like people are ready to wind down because they're over the day already. Exactly. Let's go back to launching, we like diverted, but there you go, that is us. For those that are interested in wanting to do a launch, because they're just over how much energy it takes and they don't want to post a lot, what tips and advice do you have for them?

Monica Schrock: Yeah, I would say. So we're talking about, these are long term strategies. So I, my strategy always is to not put all my eggs in one basket ever, which is why I think

Elaine Lou Cartas: diversifying, what you're

Monica Schrock: doing.

Monica Schrock: Yes. Diversifying where you're getting clients, where you're getting leads. I like to think about, the network I have and what makes sense and how I can. So like for me, for instance, like I have a service. Base business people can buy an hour of my time and I can do some strategy with them or they can put me on Retainer for email marketing or consulting or copywriting or I do one time projects So my stuff is all over the place and I like to be all over the place I don't like to choose one program to do I don't like to I like to be all over the place in different industries doing different things For lots of people, because that's where I thrive. I'm a manifesting generator. I'm like, I'm multitasking, I'm going in all kinds of directions. Which there's nothing wrong with that. And you need to be strategic if that's something you're doing. So I don't want to launch because sometimes I'm like not doing the same things. I'm not always selling the same programs.

Monica Schrock: So what I do is I really put myself out there as a person who does. Email marketing and copywriting like that's what I do, and I make it very clear like I have like my website is very clear about it Like, everything's very clear about what I do, and so I make sure that everything's set so it's not confusing.

Elaine Lou Cartas: I just want to repeat that, make it very clear. I put this as a joke, I was talking, yeah, titles are actually important because people are searching, right? So let's say you're an owner for a plumbing company, are you going to really call yourself, fairy pot duster? people will know what that means, they're going to think that you're, yeah, that's going to, they're probably going to mean, something else to them, but, So for me, it's just very straightforward, WOC business and career coach.

Elaine Lou Cartas: And when you Google that, WOC business coach, I am number one after ads. It's consistent all over my social media too. So be consistent. So I just wanted to emphasize that. That was so important. Keep

Monica Schrock: going. It's so important. Like me, I'm like marketing strategist and copywriter, marketing strategist and copywriter.

Monica Schrock: And that way people are like, okay, And marketing can be very like vague. So then I'll go deeper, like on my website or other places. this is what that means. I can. Do your email marketing. I can write it, build it, send it. I can write your sales page. I can write, Oh my god.

Elaine Lou Cartas: Wait. That was really good.

Elaine Lou Cartas: You need to probably put that in website. Write it, build it, send it.

Monica Schrock: Oh, it's in my new, my holiday season email campaign. Oh, okay. it was really good. It was really good. Yes. I just wrote it, which is what I was thinking about. Okay. I was like, that was so dope. I just

Elaine Lou Cartas: wrote it. Oh my god.

Monica Schrock: Okay, keep going.

Monica Schrock: Yep, yep. I said plan it, write it, build it, send it. That was what it was. So good. Email marketing.

Elaine Lou Cartas: I don't know if you could all tell we're like in love with each other. Yeah. We talk over each other. Continue,

Monica Schrock: continue, So be very clear about what you do. And if you have a niche, be clear about who you do it for.

Monica Schrock: And be careful with terms that aren't widely known by people. for example, sometimes people are like, Oh, I'm a business coach for soulpreneurs. Which isn't, A word that everyone knows. It's like a made up word, one, but two, one, it's

Elaine Lou Cartas: everything is made up. yeah. for sure,

Monica Schrock: for sure.

Monica Schrock: But Yeah. You know what I mean? It's not like a commonly known thing. And you could do that, but you'd have to put a lot of emphasis on having a definition of what that means. go ahead.

Elaine Lou Cartas: No, perfect example. We're talking about it. I don't care. We're still brainstorming and workshopping it, haven't did the 100 percent yes, but we're even thinking about the name of this podcast.

Elaine Lou Cartas: Yes. because I'll be transparent for those that want to start a podcast. This is not a SEO friendly, like what does color your dreams mean? Yeah. What does that

Monica Schrock: mean?

Elaine Lou Cartas: Yeah. I will still keep it as the name of my mastermind, Color Your Dreams Mastermind. Go to elainelou. com. Cause the color your dreams

Monica Schrock: movement was like a whole, yeah.

Monica Schrock: What you

Elaine Lou Cartas: built. But in terms of podcasts, like I'll be honest, I did it one time, like I was in grief because both my grandmas died. So I went on Spotify. I was like grief podcasts. I'm like, wait, if I'm doing this. Yeah. Yeah. Someone's probably looking, W. O. C., Podcasts, Business, I'm like, ugh. Yeah. See, I'm gonna be sharing all my mistakes here.

Elaine Lou Cartas: They're not searching for color reviews. No! Who's searching for that? unless like I'm a big name. like Oprah. The Oprah. Yeah.

Monica Schrock: Unless you're just a name. Yeah. Unless you're a name, a recognizable name. But even if people, aren't searching for business advice for solepreneurs, Yeah. They're not.

Elaine Lou Cartas: People don't know what that is. By the way, we are not making fun of you if you use this messaging, but you just really have to think about your ideal customer and within the niche and industry you're in. Sure, you probably hear that from everyone in your industry and niche, but are they your client?

Elaine Lou Cartas: Are they your potential

Monica Schrock: client? I always ask my, cause I've, yeah, and again, no judgment. I've run into many people, I've worked with many people that use, words that are like, let's say, let's call them mashups, mashup words. And I, the, question that I ask them is, do you think your ideal customer is coming to your profile and knowing what that means? Yeah. And most of the time they say no, and I was like, okay, that's just information then, if you think they know, then keep it. keep it. Do your thing. If you're confident that people know what that means, if they'll come here and be like, I know first glance that I get that. Not reading a bunch of your content, but like first glance are drawn to it and understand it, keep it.

Monica Schrock: But a lot of the time people are like, Oh yeah, I don't think they know what that means. And that's because of the experience they've had with it, right? Is there's confusion around it. clarity over clever is always, the thing. So be very clear about what you do, if you do it for, Certain types of businesses or, customers that have or clients that have specific challenges.

Monica Schrock: Say that if you have that, I don't really have that because I am a person who loves variety. So I just say what I do for like brands, people, nonprofits, whatever, So be clear about what you do. And I think it's

really important to like long term strategies. If you're someone like me, who's a service provider, looking for, and I will say this, I've said this many times and I'll say it again, looking for complimentary service providers that need your services for their clients as well.

Monica Schrock: huge, That we have

Elaine Lou Cartas: each other. Exactly.

Monica Schrock: That's why we have each other. If people need a business or career coach, Elaine's who I'm going to. If someone needs a copywriter or a strategist, I'm who Elaine's going

Elaine Lou Cartas: to. We just, throw each other clients. not aggressively, but with consent.

Elaine Lou Cartas: Yes. Yeah. I'm like. And I,

Monica Schrock: I'm in many, I have many like relationships with service providers and some doing the same thing that I do. Yeah. Someone who does, exactly what you do is not your enemy, like at all. Like they're not your competition. There's plenty of work to go around, I promise you.

Monica Schrock: And not everyone's a good fit for you. So if you have people who you know would be a good fit for some people that you're not, oh my gosh, you're throwing each other clients that make sense for each other. The dream, Right. And even recently I had a recruiting firm reach out to me because they need freelancers for like the companies that are, that they represent, that pay them to find people.

Monica Schrock: And I know that they found me on LinkedIn and they looked at my profile and because I'm so clear about what I do, that they reached out because like that, that messaging is consistent. So I think. Looking for relationships that are complementary to your business is huge. And then, yeah, focusing on some long form content, building an email list, getting people, nurturing people, so when they're in their, part of the journey where it makes sense to work with you.

Monica Schrock: They're there, or when they meet someone else, like your, name is top of mind because you've been giving them so much value. You drop in their inbox every week and you give them some marketing tips or whatever you do. And then someone's Oh, I need email marketing. They're like, Oh my gosh, I know someone.

Monica Schrock: It's yeah, relationship building, nurturing, but really it's about finding ways to connect with people who compliment you. And also, this is. This is a huge one having a great service or product. No, I just have to say it. Actually being fucking good at what you do. That's what Monica's trying

Monica Schrock: to say.

Monica Schrock: I just have to say it, like thinking about and I will say that like In my ups and downs of being a service provider, I have missed deadlines many times. And I've probably been harder on myself than other people are on me about it. And I know that it's still okay because people still give me work.

Monica Schrock: So again, we're our like biggest critics. I've missed a lot of

Elaine Lou Cartas: deadlines when I've asked them to review things. And I still pay her every month. whoa.

Monica Schrock: We're doing like same day stuff. So I'm going to get... Give myself a little grace on that. But no, I do. I absolutely have.

Elaine Lou Cartas: But you're good at what you do.

Monica Schrock: I absolutely have. I am ADHD. I'll be in like bipolar episodes and who knows. I do, I am on medication by the way. But it's not medication is not a perfect system to like how you're feeling and what you're doing. So I even told myself Like, getting out of the NBA job and coming back into it.

Monica Schrock: I was like, cool. I have this opportunity to reposition myself now that I'm back in, the freelance world full time. cause I never left, it was just now it's full time again. And I'll be transparent. My... Now, I was like, okay, now with clients, I want to be, because I can do things really well really fast because I have ADHD, so I procrastinate, the shit out of everything and I still do it really well and I like leave it to the last minute.

Monica Schrock: I've done it for my entire fucking life. My entire life and I know people like listening to this, like a lot of my friends are the same way. I know people are like, yeah, that's me too. We don't like it. It's not something we like to do, right? It's stressful. It's like we can only work under pressure. I hate it.

Monica Schrock: So I'm challenging myself in this new chapter of full time freelancing that I'm going to be really good at what I do, which is... I do that all the time, but I'm also gonna be really fast at what I do.

Elaine Lou Cartas: Yeah. that's my new goal.

Monica Schrock: Done is better than perfect. Yes! I'm gonna be, I was like, cool, I'm gonna be the person that when they hand me something, I'm gonna get it done in the next few days, and then it's gonna be done.

Monica Schrock: And they're gonna be impressed, because it's gonna be good, and it's gonna be fast, and that's how I'm gonna reposition myself.

Elaine Lou Cartas: what I'm getting from that, make a name out of yourself. It's not just like your messaging, but actually be fucking good at what you do. yeah.

Monica Schrock: Marketing can't fix a product or service that doesn't really work.

Elaine Lou Cartas: That's the question. I am going to be very transparent. That's why I question when I see some service providers. They're marketing so much. And I'm like, Because for you and I, majority of our, yes, I do podcasting, I get clients through SEO, but majority of our clients come from referrals. Yeah. That's the next big thing.

Elaine Lou Cartas: So when I see a lot of market, and that's a best compliment because your service is actually good. The best. Yeah. Yeah. But if I see someone marketing so much, I was like, okay, what the fuck's wrong with them? Yeah. Like, why is it not working? I don't know. It's a question. Why are they showing the same three client testimonials and it doesn't change.

Elaine Lou Cartas: And in all transparency, that's why every week when I do my emails, there's a new client win that I share. So it's consistent.

Monica Schrock: It's the credibility. It's the, but referrals come with credibility. So that's the thing too, is if you have. Product or service and in the beginning you might be testing that I've done like products services where

I'm like that didn't really work because of XYZ and I changed it because this works more for my clients now that I know that didn't really work for them.

Monica Schrock: So I think it's really tweaking your process and figuring out what works both for you and your client and then you're going to get more referrals so even like a client. I just got 2 days ago who I met in a Facebook. Oh, yeah again Facebook groups if you're a service provider like. Wild. People are on there, looking for, marketers and copywriters and social media people.

Monica Schrock: Just to, plug that. It's pretty wild. Find local business Facebook groups in, the city you're in. I think that's a good one. I've been getting some clients here in Portland because of that, which I haven't really had local clientele before. So that's interesting, but the person I got on the call with, she was like, are you sure you can turn this around?

Monica Schrock: it's really, we have a week turnaround because it's like a holiday, like a Black Friday thing, So I'm like, I looked at the work, I made sure I could turn around, turn it around, right? Because I don't want to over promise and under deliver. at all. Don't want to do it. So I made sure I could because I know what I can handle.

Monica Schrock: And... In that moment, I'm like, in the call, she was like, 'Cause I'd love to refer people to you. this is our first call. So I'm like, okay, this person's looking for help, and this person knows people who are also looking for the help that I provide. I'm gonna crush this. Pressure. Yeah, I'm gonna crush this.

Monica Schrock: I do love the pressure. But I'm like, I'm gonna crush this project. she wants to keep working with me, and so the people that she obviously has to refer me to... Also want to work with me. So I think it's like looking at those opportunities, like really,

Elaine Lou Cartas: Yeah. Really looking at them. And actually being so good at it.

Elaine Lou Cartas: So there's a company that works with you, I've, shared it with you, but that works with like fortune 100 companies and sells courses. It's funny. It's I don't do courses, but companies reach out to me. So anyways, think of them like as an agent and I've done, I did one course, but because it was so easy that I did it.

Elaine Lou Cartas: They actually asked me that same time as you're working on the first course. Can you do two more? And then literally today, they emailed me and said, We need a fast turnaround of doing a course by January for... Yeah. Insert big famous company name. Can you do it? I'm like yeah. Yeah. So then you're like, yeah, those opportunities you jump on, right?

Monica Schrock: But the reason

Elaine Lou Cartas: why they come, I feel like this podcast title needs to be like, edited to actually be fucking good at what you do

Monica Schrock: to get points. Or be clear about what you do, what you're doing

Elaine Lou Cartas: for. Yeah. Yeah. and another. Sorry. Go ahead. No, go ahead. Go ahead. another thing, this is not business focus, but another thing that both of us have is we are both trauma informed.

Elaine Lou Cartas: That was a training that both of us invested in and paid for so that we could make sure we're holding safe space for our clients. And sure, we are not a therapist, but we, when you talk about business, whether it's marketing or strategy, yeah. It becomes personal. It is. Yeah. Like my client today, when I was talking to her, this is, why is it not working?

Elaine Lou Cartas: I'm like, sometimes it just stops working and it could be, yeah.

Monica Schrock: Yeah. And it really is. I think also like when I think about. because I don't take calls. People can't just book a call on my website, by the way. For anyone who doesn't want people to just be able to do that, I don't do that. People have to fill out my contact form and tell me what they're looking for before I give them a book a call link.

Monica Schrock: Because for me... I want to make sure that time is used well, and if I don't want to work on the project, I can introduce them to someone else or whatever the next steps are, but I will say because of that, and because I'm so clear on my website about what I do and on my LinkedIn, and when people tag me, I'll come in and say exactly what I do, in Facebook groups, people are ready, like I honestly have never had anyone not want to work with me after a Vibe Check call, maybe they haven't because of the price point, But even then, that's very rare because I already have, I have, starting at prices on my website.

Monica Schrock: People can look at my website and see where those prices start, So they can, they know where I'm at. So I think it's really like clarity and it's really about setting yourself up for people to know what you're about. Like honestly, on my vibe check calls, I'm like, why do you want to work with me?

Monica Schrock: that's my question.

Elaine Lou Cartas: You know what? I asked that question too. I'm like, why do you, why should I choose working with you? I put so much time and energy. Why? Yeah. Yeah. So, I was like, Monica, before you hit record, Monica, we need to make this like 20 or 30 minutes. Dude, we're

Monica Schrock: the worst. How did we just talk for almost an hour?

Monica Schrock: Like we're so wild for that.

Elaine Lou Cartas: It's our birthday.

Monica Schrock: It's our birthday zone. We can do like whatever we want. I

Elaine Lou Cartas: would love for both of us to share the sentiment. Any last words in terms of not launching? Yeah. Yeah. But we don't do it or

Monica Schrock: text. I think when it comes to it, comes down to it, and I think we, I've said it many times on this like in the last hour, but I just, it's what needs to happen is get really clear and granular about what you do, write it in a sentence and be able to share that sentence wherever you go and tell people what you do.

Monica Schrock: All the time. All the time. And I know that's a hard thing and I'm sure there are lots of like obstacles where people, I know people go through it. Part of my job is to help people tell people that they sell things because they don't want to tell people that they sell things. You have to if you're going to have a business.

Monica Schrock: The biggest, the most important thing to do is to tell people that you have things to sell. and it's you're just inviting people. This is I'm a broken record with that. You're just putting out the invitation. Yeah. You're not forcing anyone to do

Elaine Lou Cartas: anything. That's exactly what I was. I had another session with a client today and the word sales was really icky to her.

Elaine Lou Cartas: I'm like, you know what? Why don't we just reframe this and let's call it an invitation. You're giving him an invitation, And how

Monica Schrock: you It's so interesting though. What is icky about sales?

Elaine Lou Cartas: It's probably capitalism. Yeah. It's the market of sales. But like

Monica Schrock: before there's commerce, right? Like you were selling Like you were selling apples out of market.

Monica Schrock: Like That's sales, I know, I get it, I get reframing it, but I think also it's like really just taking away this like icky vibe off the word and like knowing that's, that is what we're doing. We're selling what we have to offer. Yeah. So yeah, if you want to call it an imitation, but it's just so interesting to me because I'm like, we do it all the time and we're sold to all the time and we don't think that, I don't think that everyone selling to me is icky.

Monica Schrock: I barely think anyone ever is. If someone's being to be fair, I don't follow a lot of, bro marketers or any of that stuff, so I'm not seeing that type of content. But if you think about it, are you ever oh my gosh, they sold that to me, that's terrible? no. Probably not. I

Elaine Lou Cartas: have been.

Elaine Lou Cartas: I just, I wanted to learn it, but there was, I'm not going to say names or give any clues, but I was very curious. So I spent a very small amount for this masterclass and oh my God, the way they were aggressively pushing and marketing, they're like, Hey, if you get on a call, we're going to give you our free, schedule a call with one of our sales reps and you're going to get.

Elaine Lou Cartas: A free insert bonus and I wanted the bonus. I didn't want the call, right? So I got the bonus and then they're like aggressively texting and emailing me like Hey, like you haven't scheduled your call. I'm like, oh, I'm not interested then why did you schedule a call? It's because I wanted the fucking bonus Yeah, I was like I scheduled the call and then I canceled it

Monica Schrock: Also, that's a lesson in itself, right?

Monica Schrock: Like in a way for them like giving free stuff doesn't always give you Get you qualified leads say that again

Elaine Lou Cartas: like yeah,

Monica Schrock: let's talking about that. We were just talking about this. Yeah So if the whole that is incentivizing the call with a bonus that people just want the free thing.

Monica Schrock: There's nothing wrong with I mean you're giving it away don't be surprised if they don't want to go farther into your like funnel if they came for the free thing And it's that's not always A good strategy. Yeah. It's not always a good strategy because sometimes people just want the free thing and you do have to account for that.

Monica Schrock: But if you're trying to get people on calls, the, a free thing to getting on a call is like a big gap. That's a huge gap. They should have been on like an email list or something like that and then sold the call. That's too much of a job. I

Elaine Lou Cartas: know for you and your strategy, you have the form. Very, it works for you.

Elaine Lou Cartas: For me, I have a call. but, I'm gonna give the word but. In the sentence, if you look at my emails or even in my podcast episodes, hey, if you want to see how it looks like to work together, schedule a complementary, legacy business and career review call at elainelou.com forward slash call.

Elaine Lou Cartas: The keyword is if you want to work together. I'm not like, hey, Schedule a free call. And that's what I used to do. Yeah. Yeah. And that was not getting qualified leads where I feel, I felt resentful. Sure. I had 50 sales calls like within a month, but like how many of them actually converted and that was my bad.

Elaine Lou Cartas: So I want to do yeah,

Monica Schrock: go ahead. I was going to say in my, once I. So yeah, I do the form. You totally don't have to only do the form. I just don't want people booking random calls on my calendar. This is not how I work. what I

Elaine Lou Cartas: do after is when I book the call, people have to fill out my form within 24 hours.

Elaine Lou Cartas: And if they don't,

Monica Schrock: I cancel it. Oh, that's a good strategy. Yeah. For me though, if I just, honestly,

Elaine Lou Cartas: I'm just being transparent with this in the podcast. I do that because even if, yes, I do cancel it, like they're on my email list. And sometimes they need to get to know me a little more and then they book a call when they're ready.

Monica Schrock: No, that's, a great point. I think for me too, when I have them book a call if I'm interested what I do say is I put, I also put in the process, this is what's gonna happen. you're gonna tell me a little bit more of the help you need. we're gonna talk about that. And then I am going to pitch you something at the end if it makes sense.

Monica Schrock: I am, like, that's just, and I think it's being very clear, right? It does not have to be ominous. You do not have to feel. Some type of way around doing it and speaking of trauma informed if you're being very upfront in the beginning that I will be Pitching you part of my services if it feels like this is a good fit because you are here for me to support you if That makes sense You're telling them right away if people don't want to get on a call and have me be like Oh, I think this email package would work for you because you want XYZ then they're not going to I already told them I'm gonna tell you Yeah.

Monica Schrock: So it's that's really, selling doesn't have to be invasive or like intrusive or I don't know, I guess ignorant might be the word. It can be very like open and inclusive and informed and it really is all about communication and you really can't over communicate when it comes to that.

Monica Schrock: No.

Elaine Lou Cartas: Yeah. You can't, and I want to give two action items for all of you. Yes, go ahead. Monica, you were sharing about like the consistency of the messaging for that one sentence. I talked about the one sentence when scheduling the call. One is, whatever your call to action is, like whether it is a call, a form, joining your membership.

Elaine Lou Cartas: Put it everywhere. Yeah, don't just do one button on your website. No, everywhere. Single webpage. Two or three times. Yeah. Make it stand out. Put it on your social media everywhere. Yeah. So that is my,

Monica Schrock: oh my God. On my homepage, the link to the contact me form is probably on there seven or eight times.

Monica Schrock: Yeah, for sure. Go to

Elaine Lou Cartas: go to elaine lu.com. You will see my call button everywhere.

Monica Schrock: Yeah, or even if it goes to my sales page, which is a Google doc, by the way. Yeah. The first link is to, to the contact page. You can, book a call with me on there. Yeah. Yeah. I was

Elaine Lou Cartas: auditing. we were talking about, I was auditing a client's website and I was like, I'm confused.

Elaine Lou Cartas: Like it just needs to show membership like everywhere. And I was like, isn't that too much? I was like, no, it might look like too much, but you need to make it so simple and easy for your audience and client to know. Yeah. So Monica. Yeah. Yeah, obviously. I want to share two things, one about possibly, working with us, or two, they just want you, which is totally cool, because we're in a loving friendship here.

Elaine Lou Cartas: Exactly. if people want to work together with us, I would love for you to share what they receive from working with both of us together.

Monica Schrock: Yeah, when you work with both of us, which is through Elaine's program, they, you'll get to have monthly office hours with me and the rest of her group and the opportunity to have a one on one session with me.

Monica Schrock: How many, how often they get one? It depends on their contract. Okay, depending on the contract. So you can get a couple with me or one with me. And that is us in tandem, which is always great. And then you can also find me at MonicaSchrock. com. That's where everything I do is in here and

Elaine Lou Cartas: you can see it.

Elaine Lou Cartas: spell that because sometimes people forget the H. Oh

Monica Schrock: yeah, Monica M O N I C A Schrock S C H R O C K dot

Elaine Lou Cartas: com. It's because Monica gets mad when I spell her

Monica Schrock: last name wrong. No, it's a silent C. I don't, I'm not blaming anyone. The C is silent. But yeah, I have you can set up a strategy session, 90 minutes with me for 400.

Monica Schrock: And from there, there are consulting packages and email marketing. Strategy and planning, writing, building, sending. Oh my god, so good. Dude,

Elaine Lou Cartas: dude, trademark that. It is so good. I will. I'm not even kidding. That's not it out.

Monica Schrock: And if you just want to see what I'm about and you just go to my contact page.

Monica Schrock: Hit me up. I'm always open.

Elaine Lou Cartas: Yeah, so if you want to work with both of us go to elaineloo.com forward slash call. And look what we did throughout this podcast episode. I just kept saying the link. see, I'm

Monica Schrock: You've said it like three or four times! Yeah, I'm doing exactly what you said.

Elaine Lou Cartas: But, now it's time for you to do it for your own business.

Elaine Lou Cartas: Oh, yeah. anyways, us Sagittarius

Monica Schrock: Happy birthday to us. Happy birthday to us. Me entering my late thirties, which is, yeah, it's great. I'm excited.

Elaine Lou Cartas: What is, I've never done this in a podcast episode, but just because of our birthday energy, what is your birthday intention, wish, whatever you want to call it for the year?

Elaine Lou Cartas: Have you thought of it? I haven't. You haven't? You have? No, I have not. Okay. Sagittarius, last minute as

Monica Schrock: well. No, totally. Yeah. Totally. I know my intention because I started it two months before my birthday, which is that I want to build A life, but in this case, specifically, a business that supports my mental health.

Monica Schrock: So I'm being very intentional about how I go about that, and that is my intention for my 38th year on this planet. Is that now I know way more, now that I am diagnosed with bipolar and generalized anxiety and ADHD. I know a lot more about it from the last two years of being medicated and figuring out what works and what doesn't work.

Monica Schrock: So now I think I'm on the trajectory of really creating a business model that works for my brain.

Elaine Lou Cartas: If you haven't checked it out yet, check out, I don't, I need to I'll put it in the show notes just in case, but check on our other podcast episode on Monica talking about what do you do if you or a friend has ADHD or neurodivergency, it's really great.

Elaine Lou Cartas: Yeah. It's a

Monica Schrock: good one.

Elaine Lou Cartas: Great. Now I put myself on a spot with my birthday wish and my intention. Similar to you in that I just really want to be more intentional of every decision I make. Yeah. Not the small ones like I'm drinking tea, but who gets to be in my energy? Yeah. And not just client, but friends or how do I want to spend my time, even if that means taking a nap?

Elaine Lou Cartas: Absolutely. Monica, it's a pleasure. Always a pleasure. Thank you for not listening to, Hey, what are you doing in 20 or 30 minutes? I appreciate it.

Monica Schrock: Thank you. Yeah. Thank you. Thank you so much for making it this far. Yes.