

## Simple Content

Season 1 | Episode 5 | Lisa Johnson

Ann (00:00)

You are listening to Simple Content, the podcast for entrepreneurs, creatives, and anyone who dreams of making money whilst doing what they love. I'm your host Ann Martin, a copywriter, author, and content expert. In this podcast, I'll be sharing my own experiences, plus having conversations with some of the world's most inspiring content creators and industry experts. This is your one-stop shop for practical PR marketing, business and self-development advice. Put the kettle on, settle in and get ready to listen, learn and feel inspired.

Ann (00:39)

Hi Lisa Johnson and welcome to the Simple Content podcast. It's absolutely fantastic to have you here.

Lisa (0:045)

Thanks for having me. Excited to be here.

Ann (0:49)

Yeah, I'm super excited to chat to you today. As you know, I've been in your world for a while, and there's almost so much value that you give. So I'm super excited for the listeners to enjoy this episode today. But before we get started, can you give us a bit of an introduction to you and your world?

Lisa (1:03)

Yeah, so I am a business strategist. I generally help people with the more passive or semi-passive income side of things. Whether it's memberships, courses, masterminds, different kinds of business models, as well. And I've been doing that now for just over six years. I'm also a mum of 11 year old twins. We love travelling so we're always off travelling to different places. But yeah, it's been a wild, wild six years of helping other entrepreneurs.

Ann (1:31)

And you mentioned passive income there. I would say passive income is probably the thing that you are most known for. But passive income is a phrase that's thrown around online a lot at the moment, isn't it? And we know that nothing is truly passive. Nothing is you know, when people tell you that you don't need to work, then you can make loads of money. Well, that's not the truth. And you're very transparent about this, aren't you? I mean, I know that in your book, you talk about the myths around passive income. You talk about the systems and processes that people have to set up, that audience needs to be grown, amongst all of those other things. So how would you explain the realities of passive income to somebody who doesn't know anything about it?

Lisa (2:11)

Passive income is simply not trading time for money. When we look at what we do normally, in the normal way of working, someone asks you to do something, whether you're a website designer, or you're a personal trainer, you go do something, and you make money for that thing. So it's your time and then you go do something else for someone else and then you make more money. I realised really early on that wasn't going to work for my lifestyle. And so I realised that I wanted to make passive income now passive isn't passive straight away. Exactly what you said. You don't just suddenly sit on a beach and money rains down on you it's just not like that. What happens is you create an asset and that asset is worth something. So let's say you create a course. Now if you're creating a course, that's not passive, you have to write the course, you have to grow an audience, you have to learn how to launch. It becomes passive after you've done all of those things. So for instance, I now put out a course called One To Many once a year, and every time I put it out, I make a couple of million and I haven't done anything different. I've used the same course that I've already written. I've used the same marketing that I've used now for three or four years. Nothing really has changed. I might tweak some things, but it's semi-passive now.

Ann (3:25)

And talk to us about One To Many. So you just mentioned an amazing number there that probably feels for a lot of our listeners, that is out of reach for them. Talk to us about what goes on behind the scenes with One To Many and what strategies you use to kind of get that out into the world.

Lisa (3:42)

It didn't start out at like 2 million. Yeah. The first time I put it out, I think I made £60,000 and it's gone up and up and up. The more I'm doing it, because my audience is growing, but also because I started using affiliates a couple of years ago in 2020. So I realised that people that had taken the course already, were raving about it because it had helped them make money. And so I thought, well, they can sell it to their audiences that I've taught them to grow. And so that would make more sense and I could reach more people and so that's what I did and then I reward them for doing it. So they get 50% of what I earn. It worked, you know, it went from a £360,000 launch at the beginning of 2020 to the £2.5 million launch at the end of 2020. And since then, it's always made somewhere between 2 and 3.5 million.

Ann (4:30)

Take us back to the very beginning then because if somebody is thinking about doing what you've done, I mean even when you said there oh it was just £60,000, that I mean £60,000, that's a lot of money to some people and I think people want to know, what did Lisa do before she was making the big bucks? What did she do right at the beginning?

Lisa (4:51)

Okay, so right at the beginning, I was working as a personal assistant, a VA, for a housing company. I had twins. I was £30,000 in debt, and I realised I was going to have to get myself out of that debt and I couldn't keep working how I was working because I wasn't seeing the kids. I went through a tiny period of single parent-ness. I was like, I need to do something about this. So what I actually ended up doing was working nine to five and then starting a side hustle and in that side hustle I was actually a wedding planner. That side hustle was for about three years and the first year I failed completely, like completely failed. I made every mistake and because I didn't know anything about business. No one teaches you this stuff like in the normal world and so it wasn't making any money but it made me realise that if I wanted too I could learn properly about business and turn the business around. And so I did. I started going to all the free webinars and challenges and, you know, like we do when we first start, we don't have the money to do courses, and reading all the self development books in the library. And I turned that business around. It wasn't making a huge amount but it was making enough that I could leave my nine to five and then people started asking me how I'd done it and all the things that I'd read in all these books. I started saying, well why don't you do, I could look at the person and go well, the reason you're not making money is this, this and this because of what I learned.

And I was doing it in a way that didn't use jargon. Just told people exactly what to do. No what do you think you should do stuff just go and do this thing and they would do it and come back to me and say I've just tripled my revenue. That's weird. And this happened over and over again for free. And so it dawned on me after a couple of years that actually I was much better at this than I was at wedding planning. So I gave the wedding planning business away in a competition and instead I started telling people what they should do in their business. But this time I was charging for it. I started that in 2017. And everything changed from then because in the first year, I made £220,000 in profit which was more money than I've ever seen in my whole life. Like it was crazy money but I was working one to one because I didn't know about any other business models. So people would come to me. I put my prices out like three times in a year until I was charging like 10 to £12,000 for a few hours of people spending it with me. They were making more money and so more people said I want to work with you and I can't work with any more people like I'm getting up at six o'clock in the morning, and going to bed at 11 o'clock at night. I've given up a nine to five to work double the amount of time and I've never seen my kids and my new husband. That isn't what I wanted life to be like and so I was thinking how do people do this? I feel like just giving up because I'm working all the hours and yes, I'm making some decent money but when do people ever have time to spend the money. All I'm doing is working and I paid off the debt. So then I was listening to a podcast and on that podcast they were talking about passive income. They were arguing about whether it exists and I got listening. I kind of started thinking there's something in this like, maybe it's real, or maybe it's the other person that was saying it's not real, maybe it means something and so I started looking at all the different business models and I put half of the money that I had made in the first year into learning about different business models, usually passive income stuff. So whether that was cryptocurrency which I decided not to do or drop shipping or affiliate marketing or courses or memberships. And I slowly in that second year learned, added stuff in, got rid of some of it because I didn't think it was very good tweaked some of it to make it better and by the end of that first year when I was working 80 hours a week, making £220,000. By the end of the second year I was working about 30 hours a month, I was making over a million and that showed me that actually this passive income thing yes, it should be called something else it should be called leveraged income, not passive. There's nothing passive about it, but it was going work for me. And so I started teaching people that side of things, like when you're not spending any time with your family, and all your time is going on business and you're making a bit of money but you want to make more money and there's no way to scale it because

that's what had happened to me. How the hell can I ever make more than 220, I have no more hours in a day. There are different ways to do it. And so that's what I started teaching and from then, over the next four and a half years I earned £50 million and it was mind blowing.

Ann (9:17)

It's an amazing story. And when people come into your programme, so when they come into One To Many, for example, do you know, right, this person is going to make it or this person is not going to make it? Do you have that sort of sense as soon as you start to meet people in your programme?

Lisa (9:32)

I know usually within about the first two months, it takes a little bit of time, and it's nothing to do with how clever they are. It's nothing to do with their idea what their idea is going to be for their business. It's nothing to do with any of that. It's to do with attitude. Immediately I can tell if somebody is like, I'm going to make this work. It's non-negotiable. And when they fail and everybody fails on their first launch like I don't know anyone that doesn't fail on their first launch. And if they fail and they're like, oh, well, it doesn't work. The programme doesn't work. I'm giving up. They're never going to make it. But when I see people fail and they think okay, what have I learned from that? Oh, I should have done this more or my audience needed to be bigger, or I should have put more effort into this part of the launch, then I know they're going to make it because that's what happened to me. I learned from my failures. And that's really important. It's a CEO mindset that not everybody has.

Ann (10:25)

It's really interesting because I also think a big part of your role is community and when you look at the world that you've created, you've got a huge online following, people rave about working with you. There's a lot of people who love you. There's a lot of lovers out there, but there's also people who are kind of haters as well. Those people who say things about you, not so kind things. What does that feel like? Because I know that you've been bullied in the past, online bullying is rife at the moment. How do you balance the love with the hate?

Lisa (10:54)

What I realised over the years is that you can't have people that love what you do, without having the same amount of people that you repel, by what you talk about. One of the things that I talked about really early on and still talk about now is integrity in the industry. It means that sometimes I won't work with some people. I've sacked clients because, for instance, they might be in a mastermind with me telling me they're not making money and asking for my help. But shouting out there on the online world about how they're hitting six and seven figures. I can't work with people that lie about income claims that lie about what they can do. Integrity is so important to me that it's meant that I have made a lot of people unhappy because I won't work with them if they are doing those kinds of things. I'll also call out things in the industry that are harmful to my audience. I don't care if they're doing stuff that doesn't affect my audience, but my loyalty is to my audience so if they need to hear about stuff that's going on, I'm going to talk about it. That doesn't win me friends. As you can imagine. Lots of people don't believe that you should call things out in an industry that has bad practice and you should stay in your lane and all of that kind of stuff. But I got duped when I first came into the industry by bad practice that I had no idea was a thing, you know people using invisible offers and pyramid schemes and NLP techniques to sell you things, and I was prey to all of that because I'd been bullied when I was younger. As a vulnerable person, that sense of needing to belong meant that I spent a lot of money, to con artists, very quickly. And I want others not to do that. And they will just do it if somebody isn't talking about what happens. And that has meant that people don't love some of the things that I do and I'm alright with that. You know, being a CEO, you can't do what you do, and need to be liked, there is no one that makes change in this world that is liked by everybody. And it's more important to me to make change and to be seen as somebody who is a real thought leader than to be liked.

Ann (13:07)

And do you think when those comments first started coming around, did you go and put your pyjamas on and go back to bed and think this is terrible? Yeah. Do you think your response to those comments has changed? You've got a thicker skin as you've become more experienced in business?

Lisa (13:25)

Yeah, and it's not even about having a thicker skin. I don't think you have to grow a thicker skin. I think what you have to do is realise who you are. And I think at the beginning when I'd say something and people wouldn't like it because I was calling out

them essentially even if I didn't. I've never said a name never called out anyone and said their name ever on social media, but people identify with the people I'm talking about, you know, if I'm saying you shouldn't be using pyramid schemes and someone's using a pyramid scheme, they're going to go after me and they're going to make sure their followers go after me. And I know that that's going to happen. And at the beginning that made me hide, and I'd cry and I'd be like, this is too hard. And then I nearly left the industry after the first seven months. And a mentor of mine said you can either quit as everyone does when they get to this position because they're talking about things that are going to repel people. Or if you believe in it enough, you have to change it from the inside. And the only way you're going to be able to do that is to make a lot of money so that people listen to you, and show that it can be done in a different way and then start talking about it and so I decided to do that, made a lot of money and then started talking about it and no one does, by the way after seven figures because we're told by people that are making eight figures, not to talk about anything negative, because that way you lose money, and it's true. If you're always positive about everything. When you're over seven figures, you continue making seven figures. If you start talking negatively, you are likely to have a drop in income because you're always going to repel somebody that would have maybe given you money. I don't care if that happens. I don't care if I lose all the money. That's secondary to what's important to me, which is changing an industry that's going to blow itself up with its own con-artistry and unethical behaviour. It's more important to me to change that, so you know that's what I started doing and I lose money because of it. Definitely, I've definitely lost followers all sorts of things, lost investment. I don't care.

Ann (15:28)

That's so interesting that you're talking about pyramid schemes and dodgy practices and things because when I was thinking about speaking to you today, I was thinking about the messaging that you're using online, basically red flagging schemes and scams that you think people will be vulnerable to. I wonder at what point does a coach or a business leader become almost like a cult leader? You know, they have a kind of cult following and it becomes unhealthy. Do you think there's a tipping point there?

Lisa (15:55)

Yeah, I think the tipping point is when you put money over morals, and I've been in that position where I could have just shut up and do the thing that everyone else is doing. I knew, probably three years ago that if I started talking about manifesting, spirituality and

the law of attraction, I could make eight figures very, very quickly. Lots of my coaches told me to do, because that's what would made me the money. But I don't believe in it so why would I do that? And then another time somebody said to me, invisible offers are the thing right now, if you put out a course and just say, I'm not going to tell you what it is, but it's going to be £2000, and then tomorrow it's going to be £3000. You will make multi-seven figures in a day with your audience. And I knew that to be true. But I'm not going to do it. Now if I had done it. That's the tipping point. That's when you are a cult. I grew up a Mormon. I know cult-like practices. I know exactly how to do it. I am trained to be able to use hypnosis and NLP if I want to, to con people into buying things. That's the reason that I know other people are doing it, is because I've seen it. We know exactly how that cult mentality works. I know the exact words to say to make people who have had trauma in their past buy from you. It's a vulnerability thing. It's trauma marketing and it is very easy to do once you know how to do it. I refused to do it. And the people that don't refuse to do it, that's when they tip over the edge. And they know. I don't believe anyone does that and doesn't know that what they're doing is wrong, but I think in their head, they're going, I'll just do it for a couple of years, make a few million and then I will, I'll give money to charity and I'll do all the good things. I just don't think it has to be like that. You can have a multi-seven figure business and sleep at night. Like you can do things the right way and I think things are changing. I think people are savvy. I think that new people come into this industry knowing what's going on, they can see it and they want a different way they want to learn, a new way of doing it. I've had lots of people come to me saying I was going to quit the industry because I didn't like that I was going to have to use these sleazy ways of selling. And then I saw you doing it and you were doing it really differently. And now I think, okay, I can do it, then. That's all I want to show. There's a different way.

Ann (18:10)

That makes a lot of sense. And I think from a personal perspective as well, like you say, you want to be able to go to bed at night knowing that you've not ruined these people's lives. That actually they come into your world and they're better for that, rather than worse.

Lisa (18:25)

And it doesn't mean that you don't have boundaries. You know, people often say to me, but that means that you know if you're talking about integrity all the time, it means you have to refund everyone that wants it and you know, have people walk all over you. It



doesn't you can have really strong boundaries. People know that my boundaries are good if you don't do the work. You're not going to make the money and I'm not taking that off. That's a you issue. You're still going to have to pay what you owe and that kind of thing. I'm strong on those boundaries. It doesn't mean that you have to be weak in some way. It just has to mean that everything that you do has to come from a place of integrity. So if somebody has got a course, and then they're saying, well, I don't want to pay you now. You have to treat everybody the same because integrity means that's what you have to do. You have to follow your own policies and not say to one person you can have a refund because the sob story is good enough, and to another person who's not. If you have integrity, it might actually make things very easy in running a business because everything's uniform.

Ann (19:23)

Now we've touched upon six and seven figures there. Talk to me about the messaging around that because I've noticed lately that your content doesn't focus on that financial milestone anymore. I wonder if that was a conscious choice and also why you made that choice?

Lisa (19:39)

Yes, we decided in August of 2022 that we were no longer going to say multi-seven figure this or that and we would still openly talk about money because I think it's really important that as women we do, but that won't be our biggest thing that we talk about. I was on a success train that people put me on in this online industry, especially in the sort of, I'm not a coach, but as a strategist I'm linked to coaching and in that industry, you kind of are fed this message that success is six figures then seven figures, then multi seven figures and getting a number one UK podcast, then getting a book deal. Then getting a Sunday Times bestseller, then being invited to Necker Island. It's like a path. I had ticked all the things off and I'd got to this point where it was like right, Necker Island, lets go, and something happened that gave me an epiphany that I didn't want to be on this train anymore, that actually it wasn't my version of success. I was living anymore. I was living everybody else's version of success. And I was looking at the people that were at the next level for me, the eight, the multi-eight figures. None of them were happy. They have so many problems in their lives. They were making money but they weren't happy and I realised I didn't want to follow their footsteps anymore. I'd followed up to a point and now I thought there was a better way to find happiness over money, because money

won't bring you that. It will give you opportunities, but it will never make you feel fulfilled. And so I got off the train and part of that getting off the train was we need to show others that it's not just about getting to these arbitrary figures, because otherwise they're going to get there and we go, I've been following Lisa and I've got to multi seven figures like she told me to do and I've got the best seller and all of the things and now what now I'm not feeling fulfilled, and I don't lead people the wrong way. And so for me, it became more important to talk about happiness and talk about how you can have a thriving business and have freedom and to talk about purpose a bit more. Why are you even doing any of these things in the first place? And to talk about what a life well lived really means and it doesn't mean money.

Ann (21:52)

And you mentioned there about the eight figure people that you were looking up to. I'm interested to know sort of what's your enough point? What is the number in your head that you think, at this point I'm going to walk away, that is enough money for me? Do you even have a figure in mind that would be enough?

Lisa (22:10)

I would have done, but it kept moving. So at first it was I need to make £2000 a month to cover what I earned in my day job. And then it was six figures, and then it was seven figures and then it was multi-seven figures and then it was eight figures, until I stopped. I was like what am I chasing anymore? And now it's completely different because I now know that I will be as happy if not happier with zero, because I've been there before and I was happy. I thought that money would change that happiness and make me even happier, but it didn't. And so now that I don't focus on that, my enough point is fulfilment. When I feel like I've achieved the purpose that I'm here to achieve, which I think is changing this industry for the better.

Ann (22:52)

And also I think, probably in your life, you've realised that your most precious commodity is time. Time is more important to you than anything.

Lisa (23:00)

Yeah, because you don't get that back. You can make money, you can lose money, you can make money again, it doesn't really matter. Once you've made money, you know that

you can make money again very quickly. Time is so much more important. And you know, my husband had cancer last year, that was scary. My best friend died in January. Time suddenly has become 100 times more important than it was before. I do think it's really hard to hear this when you've got no money though. Because people did tell me this. What I'm telling you, when I had no money, people were saying to me, you're chasing the wrong thing, you're going to keep, you're never going to feel satisfied because you're always going to have a new goal. And so you'll never feel fulfilled because you don't really know what your purpose is. Money alone can't be a purpose. Like yeah, I reckon I'll be alright like I think I'll be happy once I get you know this amount of money, and they were right and I didn't listen because it's hard to hear it when you've got nothing and you're struggling. But actually when I think back over my life, some of the happiest times, the joy filled times were when I was dirt poor and had nothing and growing up in a council house. There were times that I was really happy. There were times when in my 20s I was bankrupt, living in only one room because I couldn't afford to put the heating on in the other rooms. But the picture I have is of me laughing with my friends. Like that was happy. So once you know that, once you realise that happy comes from the simpler things that we don't realise, it's freeing because there's a lot of things in this online world that you can be scared of if money is your goal. You could be scared of being cancelled. You can be scared of talking about what you really think. You can be scared of sharing your views. You can be scared of a launch not working. You can be scared of failure. Once you don't have that worry you will live your life as if you've already been cancelled and that is quite nice.

Ann (24:57)

And we spoke about mindset earlier, we touched upon mindset, and you have had challenges in your life. And I wonder if there were moments of sort of self sabotage in your early business life where you thought I can't do this, I need to go back to my nine to five job, and what helped you to move forwards from that place?

Lisa (25:17)

I had to do a tonne of money mindset work when I first started. My biggest thing wasn't strategy. I was already smart. I just didn't know it. My biggest thing was mindset because you know I grew up poor. I was bullied for being poor. And therefore in my head rich people were very bad people. And I didn't want to become one of those and that stopped me constantly. I didn't know this it was subconsciously I was stopping myself from

making money because of all sorts of thoughts, people from where I come from, the council estates, don't make six figures. 'Money doesn't grow on trees' stopped me for a long time. 'You have to work really hard to make money' stopped me for a long time. There were so many things that I was self sabotaging because I didn't really deep down want to have money because then I felt I would be one of those bad people and it took a lot of work, but I actually think now I look back the money mindset isn't the biggest thing. For me. It was a CEO mindset. I think that money mindset gets you so far. But eventually if you really want to make a lot of money and make a big difference and make a big impact a CEO way of thinking is needed when I look at people in my life who have found it relatively easy to make six and seven figures. I found it relatively easy once I was on the path. And I look at people that are really trying hard and struggling. They're doing the same things. The difference isn't money mindset, it's CEO thinking. From even before I made my first six figures, I thought about my business as if it was multi-seven figures. I was making decisions as if I was already there, to do with failure, not being scared to be unliked. All of those kinds of things mean you're thinking about your business already as a CEO. And I think that a lot of people think they call themselves a CEO but they think of their business as a self-employed person. And that is quite different as a self-employed person you care about the money you're making in the next month because you need to pay yourself. As a CEO you're thinking of what's happening over the next two years. And you're working on something that's forward thinking. Yes, you've got to do a few bits now to keep you going. But it's what's out there in two years time that you really care about. The thing that I'm about to put out, two years ago I was thinking about and I've been working on it the whole time. Like it's not just about showing the world what you're doing now and external validation. It's about something bigger than that.

Ann (27:55)

Can you tell us more about that? What are you bringing out?

Lisa (27:57)

Yeah so on the 11th of October, so depending on when this podcast goes out, may already be out. I have a new business that I'm bringing out called That Strategy Co, one of the things that I realised was really important to me was I was moaning about how lots of people in this industry, they wanted to work in the online industry, which is great because it's a multi billion pound industry and of course they want to, but they didn't know what they wanted to be. So what they were doing was just being taught how to sell

a 10k package. No one knew a 10k package of what. They were just selling a 10k package to help other people sell a 10k package. It was like a very warped pyramid scheme. Or they would just come in and say I'm a coach, but they didn't really know what that meant. They were just a coach because that's how you make money online. I thought they should have the opportunity to have a career online where they can actually grow a business that is really good and impacts people and then I was seeing the other side of it, which was people basically saying that they were accrediting people that were certifying people in a certain thing, but they were not regulated. And so they were literally printing out certificates in their bedroom, you know and certifying people that didn't feel like integrity either. And then I saw businesses saying I really am looking for, I don't know, a copywriter. I'm looking for a social media manager. But they couldn't tell who was good or bad because everyone was certifying people from their bedroom, because I wasn't going to keep whinging about this. So how about we solve the issue and so That Strategy Co will have a suite of CPD accredited certifications in everything from becoming a copywriter, launch strategist, business strategist, social media manager, all these different things, community and membership manager so that people can have an actual career and be put into a directory where businesses can go well, I know they've been taught properly, because it's CPD regulated within Lisa's company, That Strategy Co and she will have taught them about integrity and ethics because no one teaches that part. And we're going to teach it on top. So yeah, we've got three parts of the business that will be the first part, come and get accredited. The second part will be now, grow your business now that you have become a whatever you've become, grow your business and that will have the kinds of things I already do now for visibility or one to many for passive income. And then next year, we'll have an agency where we'll be able to take the best people that we've taught, put them in the agency so people can come in and get things done for them.

Ann (30:25)

That's fascinating that you've split it into those three parts. And I wonder is this you future proofing your business so that you can take a step back and leave it to other people?

Lisa (30:36)

Yeah, a little. I think it's future proofing the business from the industry too. So one of the things that we haven't got an accreditation for is coach. I want to move away from that side of things because of where it's going. And there's so many documentaries coming

out on the con artistry of coaching and it's going to affect us whether we like it or not, even those of you that are doing amazing things out there with coaching, it's going to affect you. So I think it's a good idea to accredit people with a regulatory body and move away from that side of things and turn into a fully fledged training centre that will stand the test of time.

Ann (31:15)

And accreditation is really important to you and I think honestly one of my biggest pet peeves is in the online space that we're in is that it feels like we are in this echo chamber of, everybody's a coach, and this sounds bad, but it's almost like, every man and his dog is becoming a coach. There's no accreditation, there's no, people are becoming coaches who have no business experience and are coaching business owners to do certain things that they don't actually have the experience of doing. I find that very frustrating because I think people who come in to the business world who are new, look at this messaging on places like Instagram and feel like, oh I need to get a coach, because that's the quick path to success.

Lisa (31:01)

And actually it's not the way. What they should be doing is having a strategy and in that strategy they will see gaps. So if you have a strategy day with yourself and you think here are the things I want to do in my business over the next year. I can't do those things because there is a skills gap. I don't know how to do launching so that's something I need to fill. There's a person gap. I don't have a social media manager and then buy the things that you need for the gaps. Buy a sales person or someone to teach you sales. Buy a course on launching if that's the thing that you need to know. Just hiring a coach doesn't do anything. Most of those coaches don't even know how to coach, let alone have a business themselves. You would never go to a personal trainer who had never done any exercise but for some reason in this industry we think it's absolutely fine to do that. And I think this is why, I'm not a lover of regulation, there is regulation that stops a lot of things. I don't think regulation is necessarily the way but there has to be some middle ground. Accreditation, certification, standards. Our tagline for the business is 'a new standard in online education' because the standard has to be there and the standard right now isn't there. I have been somebody even in the last year who has paid £75,000 to something that was all hype and nothing in it. All fluff, all just smoke and mirrors. And you would

think at my level, I would not be susceptible to this kind of stuff, and I am. And if I am, then other people who are just coming in to this industry definitely are.

Ann (33:40)

Now lets briefly talk about launching. We could do a whole podcast on launching couldn't we but I'm aware of time. Lets have a quick chat about launching. In the business groups that I'm in on Facebook there's a lot of chatter around services are harder to sell at the moment. You need a large audience or a very engaged audience to have a successful launch. Have you noticed a shift recently in launching? And what's changed?

Lisa (34:06)

I think launching changes all the time. I think one of the problems that we've got is that we're still learning how to launch from people who were really good at it 15 years ago and are still teaching the same things. It has changed. I don't launch the same way I did this year as I did last year because things move all the time in our industry and in every industry it does. Things that have changed this year in launching. People are saying launching is dead and launching it hard, we haven't found that to be the case. I just did a £300,000 launch without giving a sales page out, like a pre-launch. I haven't found it to be more difficult but I have found that I've needed to adapt to it. So for instance in a launch two years ago I would've expected everyone to come in in the first hour of launching and actually that happened before, we made a million pounds in the first hour. That would never happen now. What used to happen was people cared about the bonus, the first 24 hour bonus, they'd all want to rush in. No one cares about that now, no one really cares about the bonus. They will only come in to things if they think it's right for them, which is brilliant. I love that people are being more discerning. I love that they are taking their time to think about whether they need this particular thing rather than going in because of FOMO or because of hype. It's a great change. But what we are seeing in the last three launches that we did, three quarters of the people came in on the last day, not the first day. And what that does for a lot of people that are launching is their energy changes. They start to think oh no, the launch hasn't worked. I've got no-one in the first 48 hours come in, it's flopped, but you cannot think like that now because actually if you do, your energy will change and you won't put the effort in and then it actually will flop. Whereas if you think, mostly if they are coming in on the last day, you can still do an amazing launch with people coming in on the last day. That's your urgency is that it's only open for a week or however long. So launching is changing all the time, the ways that people are

launching, some are working better than others. We are so lucky that we have about 4000 clients at any one time so we get to see what's happening, the trends in launching. Really quickly we can see what launches are going well, what launches are working, what's not. We took our launch this time from four days down to three days because we could see that three days was working better than four days in all of our clients launches. So you just need to be able to adapt. Personal outreach is massive now. People are craving the connection from the person they are buying from. We've seen this in things like Amy Porterfield's launch, so with DCA, if you look at her launches two years ago she was barely in them. It was just a send out an email to your list and get all your affiliates to do it and there wasn't much of her in the launch process but I think what happened is people felt too far away from her. She's not in the thick of it with them. Whereas this year she's just launched and it's video after video after video of Amy. And you can see her there and you can see she cares. And I think that has done wonders for her. I've seen how many people have gone in to that launch and it's definitely working. And I think people need the connection with the person. We can't walk away from it and go, oh my team is doing it, that isn't how launching is supposed to be.

Ann (37:23)

And one of the things that you've utilised really well is using a Facebook group and you've built a really strong community on Facebook but for me now I think, Facebook groups, there's so many of them. There's just Facebook group after Facebook group. Are Facebook groups dead and what can people do on Facebook to really stand out, in amongst all the noise?

Lisa (37:47)

I don't think they're dead because I still have clients making most of their money from Facebook. What I do think though is that if you're going to do a Facebook group. A, you have to love it. Most people do it because they feel they should. They don't love doing it so they resent doing it and that shows and secondly you have to stand out as a Facebook group. If you're just doing another Facebook group and you're doing the same old posts that everyone else, it's not going to work. Your content pillars have to be really interesting, not just to your audience but to you and you can tell when it's not and people are just doing it. But I don't think you should rely on one way of doing anything. A Facebook group on its own isn't going to work. I massively believe in a multi layered visibility strategy to include Facebook, maybe Instagram but mainly your email list, maybe a



podcast. Thinking about these other ways that you can get people to see you. I think the days of just being able to put a post on social media and that's it, are gone. That is a saturation point if you want to see it that way. I do also believe though, having seen it happen, that it doesn't matter how saturated the market is, if you're good at what you do and you are strong with your messaging, then you will just walk right through, and surpass everybody. You've seen people do it. You're like, where did they come from? They do exactly what I do, how are they making this much money so quickly and why does everyone want to work with them? It's because they're really strong on their messaging, they're using secondary messaging. They're not just talking about what they do, they're talking about what they believe in, what they care about. People care way more about that, than about what you do. They're showing their personality, they're showing who they really are, and they are not scared to be disliked. People pleasers have a real hard time with this bit.

Ann (39:30)

I mean I struggle with that. Have to be honest. I struggle with the people pleasing part. The thing I struggle with is that I want to give all of myself. I want to give everything to my clients. I want to make them happy and the people pleasing part I think is quite difficult because again it's about boundaries but it's also just sharing your honest opinion isn't it.

Lisa (39:55)

Yeah and I think that you should give everything to your clients. You absolutely should do that but what people are doing is giving everything to people who are not clients and who are also not telling the truth about how they feel about things, because they don't want people to dislike them. We've all heard don't talk about politics or religion or anything else online. Do the opposite. Talk about exactly what you think.

Ann (40:16)

It's really interesting because I put a post on Instagram a while ago and it said Nobody Cares About Your Six Figures. Right. And it was a response to everybody talking about how to make six figures and the nonsense that goes around that and that is probably one of my most engaged Instagram posts that I've ever put up there and I had people direct messaging me saying I don't think you should be saying that, it's negative, it's this that and the next thing. And it took a lot for me to post that but I really thought, do you know what, I feel strongly about this, I'm just going to put it out there.

Lisa (40:55)

And that's ok. Yeah, we write about stuff to do with money. People don't agree with it. There's a lot of, you should have as many people disagreeing with you as agreeing, but it's still engagement, and it's still a conversation and a conversation is needed. And it's okay for people to disagree with it and go, oh, that's negative. You shouldn't put that out there. They're not the people that are going to buy from you. But there's someone that was thinking exactly the same as that at that time that's only going to buy from you. We don't need everyone to like us. We need 5% of people to like us, and it doesn't matter what you do. Look at someone like Andrew Tate. I mean, he probably has 1% of people liking him, but look how much money they're giving him. Like it doesn't matter how many there are. If you're strong enough with your opinions, and you stick to your real true principles and you live by them, you will make money.

Ann (41:45)

Now let's end with this. Lisa, as we started, I said that you're very used to being interviewed, you know, you're used to people asking you questions. So I wanted to give you a moment at the end with this thought. What is one question that you genuinely wished more people asked you and give us the answer to that question.

Lisa (42:07)

I think it's, what has made you happy? Everyone asks, what has made you the money? As if that's the same question as, what has made you happy? And it's not the same question. I wish people said you know, over the last six years, what made you happiest? Because then I could say, family, the friends I've made, the impact. And they'd see it wasn't the money. And then they might do something differently than I did along the way.

Ann (42:35)

Brilliant. Lisa Johnson everyone.

Lisa (42:37)

Thanks for having me.

Ann (42:40)

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