

Transcript of Call with Agnes, Yvonne & Colleen

- Colleen: 00:00 Hi everyone, it's Colleen from Online Coach Support. Today I'm speaking with Yvonne and Agnes so hi ladies welcome to the call
- Agnes: Agnes - Hi Coleen
- Yvonne: Yvonne - Hi Colleen.
- Colleen: 00:13 So why we are here today is because Agnes with her trilogy of books in regards to her law of attraction series and we'll get Agnes to say a little bit about that, but also with Yvonne with her business and it is You Deserve Riches and how we're trying to also manifest money into our lives and business. So just quickly Agnes can you give us a little bit of a walkthrough and then can you ask Yvonne in regards to, you know, helping her with the law of attraction side of it and where we need to go as well.
- Agnes: 00:49 OK. Sure. I started off in 2013 and after having done a coaching course, started writing stories of manifestation and the stories included what someone wanted, what they did to get it and how long it took them to get there. Now it started off as one book and then it's now become two books, 30 stories each and they 're up on Amazon and they're for sale. Now from that it didn't do very well. It started as a very, very, very slow burn. Then I hopped on YouTube, started doing a couple of youtubes and now I've got 7,000 subscribers. Now that there's a lot of content about the law of attraction, the books are selling. So the first thing I did didn't actually work that well, but now that there's an audience, now the books sell because it's something that people want to read and as people get to know you, they are more willing to engage in whatever you're selling. - a service, a product doesn't really matter.
- Agnes: 02:07 So I think that what was really, really significant in getting my business from not working at all to working as a full time thing, which it is now, is looking at how can I solve a problem or how can I help somebody get to where they want to go through a product or service. So thinking about that and then doing more and not everything I do works. Some stuff works, some stuff doesn't work at all. Some stuff works amazingly, which I never even thought was even important. So you gauge, you throw seeds out, you see what sprouts, and then you start to go in the direction of what people are needing and asking for. So the things - I'll just give you a quick one minute "What I do to actually create money from my business". I am a product and I am a service. My service component is email coaching, face to face coaching on Skype. I also make money from Google as my YouTube channel is monetized. And I also now, the product part

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of my business is selling courses. They're not paper, they're not posted. They're online e-courses done by video. So it costs me very little to create. It takes time, it takes my energy, it takes my knowledge, but it doesn't take me outlaying anything. So when I first started this business, it was really important because I didn't have any money to not be investing in things when I didn't have the money. I used what I had, I did a little bit. I use what I had to do another inch. Since 2013 up until now, It's all been that way, so getting from totally zero to now a full time income, it's that thing of having three or four things that actually create income and it's listening to the people that I work with as to what they would like next so I get a lot of my information, not just by me doing what I want to do. I'm still interested in the subjects because it's all under the umbrella of law of attraction

Agnes: 04:36 I started off in one direction and I'm totally gone in another direction because I've been guided by the people that want to buy the products or services. So I think that Yvonne would be the very first thing I would say to you. Start off with what with what you think, but then when you talk to people and hear and you get orders and things start coming in, listen to what people are asking for and see if you can follow the threads a little bit in relation to what they're in from that. You kind of doing free research. They just give you information as you talk to someone about an order or you do something with somebody, you get a lot of information from that one person and then the next person, and then after three or four years it's hundreds of people and that information is what created my business because if I'd created just what I wanted, I wouldn't be operating at all because what I was thinking of doing, which was career and money coaching is only like about five percent of what I do.

Agnes: 05:39 So be prepared to take left turns from the client's input. Yeah. So Colleen what was the next thing we were doing?

Colleen: 05:52 I was just going to mention that Yvonne's new business is You Deserve Riches and so what she has done, and I want to tell a little story that since I've been working with Yvonne as well. So Yvonne's business is You Deserve Riches. We've worked together to say, well, how can we help manifest money and abundance into the lives of our coaches, into their businesses as well and we came up with having like the money frame that you can see behind me. Yvonne's got it behind her. We've got sheets and everything as well. We've got table runners and things like that, so that is the money side of it and since I've sort of surrounded myself with the products of Yvonne's, money is

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coming to me in different ways which was unexpected to how I thought it was going to happen, so you're waking up in the sea of money with lying in the sheets and everything, but then what we want to be able to do is also allow the coaches to showcase their other businesses by creating banners that are suitable for them or that's got their logos and their designs and that. So you've got the two products, you've got the individual customised products that Yvonne would like to make for other coaches and stuff that represents their brand, but then you've also got the money in the Australian currency which is nice and pretty, that is sort of bringing and manifesting the money into our lives and our businesses. Yvonne, did you want to add anything as well?

- Yvonne: 07:29 We're just excited about the fact that we've printed the money on fabric and we can make lots of things and yes we're open. I'm open to anything. You know, if someone wants to come to me and say, well, you know, I would like you to manufacture this, sure. Anything that they need and the idea behind it is to help people with the law of attraction, you know, providing them with products that they can use because it certainly does make a difference like making your bed with the money sheet and crawling into bed and lying there and snuggling and thinking, oh I'm just sleeping in a sea of money, you know, it does make a difference. And as Colleen said, you know, she's had hers for a week and she was starting to feel the benefits and then see the benefits of doing it. Yeah so that was the beginning. I mean it was a long time ago that I came up with the idea of making the Australian money on sheets, but yeah, it's just come to fruition now. But it is a good thing. And having it around you in your own environment just helps you.
- Agnes: 08:50 Yvonne, can I ask you from where you are, how do you actually connect with customers at the moment.
- Yvonne: 08:56 I'm not connecting with customers anywhere other than through the Members at the moment and also definitely I liked the idea of doing videos and doing possibly action videos. Yes, using the money first. That's the starting point, the money and the law of attraction. Yeah.
- Agnes: 08:56 Can I make a suggestion?
- Yvonne: 08:56 Yes,
- Agnes: 09:25 Because your product is highly visual, there needs to be a connection with customers on visual platforms like Instagram and like Pinterest. Both of those accept video content now. So

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there's gotta be a point where you connect visually because my background is interior design and doing displays for homeware stores. Selling requires visuals with this part of your business. So there has to be some place - I can tell you my website does not create money for me. My website is a shop front that I'm waiting for people to walk past. If they do, they do. If they don't, they don't. I make 100 percent of my money from YouTube, which is my visual platform where I give value to customers. So if we translate that for yours, there has to be where you are on the. The website will obviously be for people that want to click on and get more information which is a good place to go to, but you've actually got to capture people's attention before they go to your website and walk past your shop front.

Speaker 2: 10:42

So as a suggestion, I would spend less time on Facebook, which is just socialising and people really kind of look at me stuff, mostly and I would go to platforms where people go to look at visual images, which is Pinterest and Instagram. Then I would connect with customers on a platform like Etsy. Etsy you immediately sell from and you're immediately connecting with people looking to buy. OK. I would withdraw my energy from non-income producing activities and put my energy into income producing activities, which is, you can put up and it doesn't have to be a lot. You start with Instagram or Pinterest, you put up one photo a day or you put up seven photos a week. You just make a commitment that I'm going to photograph a bed with my stuff on it or I'm going to show a banner that I did for someone and I'm going to make a video about that and explain what other things I can do to help another customer So you've got to engage with the customers and what you can give to them so that they will walk towards you. So if I was in your shoes, I would look at those types of things and put my energies into the income producing activities because I see - Colleen and I had a conversation about the thing that a lot of the coaches do is they don't put their energies into income producing activities. They get lost in all the creativity, which is what I did as well in the beginning. A lot of us are creative, but the creative part is the part we're good at. It's the connecting with customers and potential people to purchase what we sell that is our downfall and that's the area that we need to as coaches work on how do I create an audience that is potentially capable of purchasing what I have to offer. That's where the energy needs to go.

Yvonne: 13:00

I got the gist of what you're saying and very good advice. It sounds very good advice and Colleen and I had been talking about Instagram and whether Pinterest would be a place to put it because we were a bit concerned of, you know, getting copycats. That was the only thing.

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- Agnes: 13:20 I mean I have that with my business too and I just don't worry about it. If people want to follow what I do and some people have actually copied a lot of stuff that I do, in the sequence that I do it, I think they're not me. They're going to do it differently. Good luck to them. There's enough for everyone you know, and the thing is if someone does actually steal your visual idea, you just send them an email and say, hey, that's actually not cool and I'm going to be looking at what I can do and you sort of just give them a little bit of a slap, a 3D slap.
- Colleen: 14:02 I think with you mentioning Pinterest as well, because Pinterest is aligned more with YouTube because I notice with YouTube now it allows you to share straight to Pinterest. With YouTube, if you create a video for Instagram, that has to be under a minute so you can still post a little one on Instagram, which she can then put to YouTube if it's that one minute. If you try and go the other way from YouTube to Instagram and it's over that minute, then it will cut it so it's only whatever bit can be, but straight from YouTube you can share straight to Pinterest, which seems to be pretty cool
- Agnes: 14:41 It is. It saves a lot of time uploading twice. You just. Yeah, you just click and go and Google + as well. You know, we've got so much. Yvonne, the great thing is there is so much you can do for free. You don't need to be injecting and investing and putting all this money in and it's causing you financial stress. You start small. Once you get a little bit of money coming in, you, you have a look, you do a little bit more and you let the business grow with your, well using the law of attraction, the money on your own business while you're doing the actual product.
- Colleen: 15:18 I was so excited and especially once Yvonne had sent me the money sheet, the fitted, beautiful money sheet and you can have different coloured backgrounds and stuff and then I had the pillow cases. And then I said, well, I'm getting order for my kids as well. I said, I'm going to be your first major customer. I've got five kids (grown ups) so each one of them had have got for their Christmas present a queen size money fitted sheet and the pillowcases. So that's what I just thought I was creating the video for Yvonne as well and we had a little chat before and just surrounding, every time I go into the office. Every time I go into the bedroom, every time I go out to the kitchen table and there's the table runner and stuff because we're trying to bring that in as that gift for the Members as well so that they have something that's visual for them to manifest that money in and yeah it is amazing. It's subconsciously, it's like you know, how we get told with our vision boards and everything like that, but

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to just say, yeah, money comes easy to us or whatever and you're surrounding yourself in a very high energy.

- Yvonne: 15:18 My spokesperson
- Agnes: 16:27 Yeah, she's done good. When I saw your product Yvonne, my first thing was gearing it towards teenagers. I don't know why but it's like that could be a little..
- Colleen: 16:42 Like savings and budgeting and for holidays and their car and you know, surround yourself with money and yeah,
- Agnes: 16:42 And I think teenagers, you know those images.
- Yvonne: 16:42 Very interesting.
- Agnes: 16:54 If you're doing some kind of promotion, you can start promoting it obviously through to the teenagers. Teenagers have their parents that probably pay for a lot of stuff, but
- Yvonne: 16:54 That will be more through Instagram and YouTube.
- Agnes: 17:11 YouTube would be good to. You could do like, it doesn't have to be long. You'd literally ...
- Yvonne: 17:18 I'd like to learn how to make videos that are a little bit different, like get creative, but also use photographs, images and have them kind of rotating and flipping and things like that.
- Colleen: 17:34 There's lots of apps and I used one for your video before with the Ripl app and you can put your apps in and it sort of goes through and you can add some extra text and stuff that way, so ...
- Yvonne: 17:49 It's just learning first. You have to learn it first and then you can get creative
- Agnes: 17:52 In the meantime. You can even do it really simply Yvonne. You actually dress up a room with lamps turned on, a beautiful bed, feature cushion and you walk in the door and you just do a pan around the room. That would be so easy to do on your Ipad or your phone and you can actually talk over the top of what you're seeing.
- Yvonne: 18:16 Yes they are the type of videos that appealed to me, not having it in front of my face.

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Agnes: 18:16 Exactly.

Yvonne: 18:16 What's in the background and scanning around and yeah.

Agnes: 18:27 Yeah, and the thing is Yvonne you don't need techy skills to do that, you just hit the camera and you record, like you can already start with that before you get the techy skills. Always start with what you've got. And we have such good technology. I mean I did videos on my Iphone 4, but you can start where you are with what you've got. You don't need to go I have to get the website, I have to get this, I have to get that. You know, I still do copy and paste on my emails because my website's under construction right now getting all fixed up. So people just email me directly, I just respond and then I email, like it's really basic and I'm still doing well using extremely basic manual systems so it doesn't have to be super high tech, straight up

Colleen: 19:22 So you have done some beautiful pictures with the different backgrounds in regards to your sheets and you know, so we had them and then like with what we are hoping to do is as well with the other banners that people want with their logos and things like that. So once we started getting a few other banners created and we can have the little video that saying that you're making this for say for my website, or for Agnes' website or whoever's website, or for their branding and their logo and then it's sort of like you're taking the video, a bit of a snapshot that you made it all up and that you're ready to send it off and then you know from the other side of it, that's what you can also be asking as well. So Hey Colleen, or hey Agnes or hey whoever whenever you receive it, can you, when you're opening up the box and putting it up, can you the straight a little quick video or something like that. That would be great. That would be really cool.

Yvonne: 20:14 Yeah, absolutely.

Agnes: 20:17 But Yvonne you could start today selling on Etsy straightaway

Yvonne: 20:17 On Etsy.

Agnes: 20:17 Yeah.

Colleen: 20:24 I haven't gotten the experience in Etsy but I thought that we can have a look at that together if you want.

Agnes: 20:29 If you can do Ebay, you can do Etsy. It's very simple and I'm Colleen, as you know, have very little techy skills and Etsy is amazingly simple. You upload photos, you put your prices in,

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you put your contact details, you hook up a PayPal or something and off you go, you're done. Then what you got to do is start to distribute your Etsy link.

Colleen: 20:29

Yeah, through Pinterest, Youtubes and stuff,

Agnes: 21:03

I'm happy to, once you get something visual, like a, whether it's a video or photos or something that I can promote it to my 7,000 subscribers. I will do a YouTube and then I'll say, hey, this is a great product for you people that need some kind of... and I will give a little blurb and then I'll put your link down below and then 7,000 people will have access to your products through my YouTube channel. So I'm happy to do that, once you're ready.

Colleen: 21:03

Fantastic

Yvonne: 21:36

Colleen, I have to get cracking

Agnes: 21:48

Get cracking! Every time you go to do anything, say to yourself 80% income producing activities, 20% techie stuff on websites, creating... It's got to be 80/20 so that you get connected with the world. That's most important because you could be amazing at your product, but you have done nothing with your connecting and your product sits there on the shelf.

Colleen: 22:20

I'm going to wrap it up, but one thing is in regards to the Etsy side of it, one of the things Yvonne was worried, she said like she closed down her business because of all of the techie aspects and stuff and that's where I also mentioned to Yvonne that Agnes, to how well that you have been doing with using YouTube, how well you had been doing with just your email marketing as well. You know that they have emailed you and then you just respond to them and you haven't got caught up in all of the marketing, bright shiny object syndrome and you have to do this and you have to do that and you have to do this. So yes taking a leaf definitely out of your book. Following a bit of your advice with the Etsy side of it and getting it and ...

Agnes: 23:01

And Ebay too Colleen. Those two would be fantastic I reckon for what Yvonne you're doing because you're tapping a global market. You're not just tapping the little shop in your suburb in your country. You're opening up to - All you need is .05% of the globe and you'll be wealthy and not able to keep up, you know, so yeah, it's, it's that thing of what your energies into where the majority of the people are and start with yeah cause EBay or Etsy are visual platforms, they sell products. Not services as much. It's product based.

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Colleen:	23:44	I am going to be putting the links below and hopefully that we will be able to capture some of it. So I'm going to put Yvonne your links in, in regards to if anyone is interested in getting a banner made or one of the money products and, Agnes I am also going to have reference for your, your website and your YouTube channel as well so that people can be jumping onto your channel.
Agnes:	23:44	No worries.
Colleen:	24:06	Thank you so much ladies and have a good day.
Agnes:	24:06	You too
Yvonne:	24:11	Thank you. Thank you very much.