

#106 Million Dollar Micro Business with Tina Tower

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SPEAKERS

Michelle Glogovac, Tina Tower

M Michelle Glogovac 00:01

You're listening to the mind simplified life podcast and this is episode number 106.

M Michelle Glogovac 00:12

Welcome to the mind simplified life podcast, a place where you will learn that your past and even your present. don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you will take you on my own journey. This is my simplified life.

M Michelle Glogovac 00:46

Hey friends, welcome back to another episode. I'm your host, Michelle Glogovac. Many of us thought that taking courses ended when we finish school. But if you're in the online space, then you know that there are courses launching daily on every topic and subject you can think of. Heck, I even have my own course on how to launch a podcast. Do you think you have what it takes to launch a course? How about one that can make you a million dollars. Tina tower is my guest today. And she is a coach to online course creators, entrepreneur, Speaker podcast host and mom of two. She's one of my friends from Down Under. So just getting to hear her talk is a total treat. But here's the amazing thing about Tina, she wrote a book called million dollar micro business. And this is what I'm going to coin as the Bible of how to create an online course. Yes, there are courses on how to create a course out there and they'll cost you 1000 bucks. But this is the first book I've seen that gives you hands on knowledge and a study guide that you can keep referring back to. Tina is sharing with us how to decide what your course should be on who course creation is not for, and how to make it simple and affordable for you and your students. Let's get course creating. Hi, Tina. Hello,

T Tina Tower 02:11

Michelle. Thanks for having me.

M Michelle Glogovac 02:13

Thank you for joining me. It's morning for you. Right?

T Tina Tower 02:16

It is nice and early in the morning.

M Michelle Glogovac 02:19

And I'm almost wrapping up my day here. Can you share with everybody a bit about who you are since obviously we're not in the same timezone?

T Tina Tower 02:28

Yes, sure. Um, so I'm Tina. Hi friends. I have been in business basically my whole adult life, I started my first business when I was 20. And I ran a retail toy store, I've run tutoring centers. And then through tutoring centers, I started writing curriculum. So by training, I am a primary school teacher. And so that's the thread that's kind of led throughout my whole life is this whole education teaching aspect. And I started licensing my curriculum, then I went to franchising and I built quite a large franchise company, and then sold that back in 2016. And then didn't know what I was gonna do with my life. So I started coaching and consulting, to help other people build their businesses. And it was supposed to be just while I kind of found what I wanted to do like that next big business. And so I kind of tripped and fell into this wonderful world of online courses. And oh my gosh, did I fall hard in love. So I've been running courses now only for three years. So not not a super long time. But we traveled around the world for a year with our family back before the pandemic like ruined everything. And it was a beautiful way to be able to like test out that location freedom and if this thing can really work and how we were going to do that and build that. And I still remember my first ever course launch and it made \$11,000 in a week, which I know is not like massive numbers. But to me, I was going with how hard in a traditional business I had worked for \$11,000 this was like groundbreaking. I was like oh my gosh, this is

M Michelle Glogovac 04:11

11,000 is really good. Because if you compare that to a corporate job, you're really not bringing that whole right in a month. Yeah. Yeah, I'm not making six figures. That's not what you're bringing home. Yeah, net in a month.

T Tina Tower 04:23

Yeah, I'm talking about you know, when people talk about online courses, and they throw around ginormous numbers, like a six figure launch and a seven figure launch, like \$11,000 is a much compared to that. But it was it was the the hook that that showed me what was going to be possible with it. And so I've kind of been building on that. I now help primarily women who are on kajabi, which is the software program that we house our courses on to build the business behind the online courses in their personal brand, and have just written a book about it also.

M Michelle Glogovac 04:56

M Michelle Glogovac 04:30

Let's talk about the book. Yeah, yeah, and Yeah, we have to talk about the book your million dollar micro business, how to turn your expertise into a digital online course. And friends, I read the whole thing. And it is your guidebook, it is what you would go to school to get in order to launch a course. It's got everything.

T Tina Tower 05:18

Oh, thank you. That's so beautiful to hear. Yeah, it was your one of the main reasons that I wanted to, well, first of all, I love books, books, too. Yeah, it just it blows my mind still to go. You know, when I was building my business in the early days, you couldn't afford coaching and programs and different things. But the IP that you can get from someone for \$20 in a book is incredible, like the best minds in the world, you can get everything wrapped up in this beautiful little package. And so I really wanted to contribute to that. But I also wanted it. There's a lot of books, you know, you read in a bit fluffy in going there, they leave you feeling really good, but you still left going, Okay, but how do I actually do the thing? And yeah, so I really wanted to try and do a book that was really inspirational. And I've got success stories in there from people that have done really great things in my own story in there. But I wanted you to start and finish actually knowing, okay, this is how I can do it. And I can actually launch a program.

M Michelle Glogovac 06:18

And it truly tells you a to z, I've launched a course now I did it in collaboration with someone else. And so she knew really what she was doing. And I was kind of like fumbling around, you know, okay, I'll do it. And then she was like, No, we make this easy. And it ended up being very easy. I wish I had your book prior to if I didn't have her next to me, you know, launching the course. Because it seems so overwhelming. You're like, where do I start? And I don't know how to do this. And, you know, you just you get that whole mindset, You're overthinking everything. And you truly break it down into notes. Really simple. And I want to say one of the biggest things that I loved in your book is that you said to shorten the course. Yeah, and you are all about making sure that the students who buy your courses actually complete it and learn from you. Because I think in this day and age, there are way too many people who are like, well, I'm just gonna put a course out there. And if you finish it, yeah, if you don't have time you

T Tina Tower 07:21

will completion, right? So like 3%, really, really low. And, and this is I do hear that a lot in going you know, it doesn't matter if they do it. They just have to buy it. And that is not not a good business strategy for the long game.

M Michelle Glogovac 07:37

We want people those are the people that keep pushing courses out.

T Tina Tower 07:40

Yeah, yeah. But if you people don't get results, it's a short burn. You know, you see people come into the industry and they kind of flash in the pan they build out really well because they're great Instagram marketers or whatever it is, and they're there for kind of a year or two and then disappear because if people aren't getting really great results, there's only so long that's going to

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Michelle Glogovac 07:58

last. So how long is a good course you know, what's the what's the proper length? Yeah, sorry,

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Tina Tower 08:04

well, there's no proper length. One of the best things about online courses is you make the rules up so you can decide to do it whatever way you want. And there's so many people doing it in such different ways. But my recommendation for everyone when they're brand new into it, is to start with something like a 30 day course or a six week course or maximum eight weeks because otherwise it gets too big and I talk to people that have been sitting on a course idea for like a year or two years going I want to do this but I've got to film like the next 12 months and it's this massive massive project that if you start with something simple then you can go to market you can get some results for both the customer and for you which will build your confidence and then you can go on to the bigger programs after that as well.

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Michelle Glogovac 08:48

And I love that you say you know you don't have to make this a big investment for yourself like don't go renting a studio I love the sample or is like \$4,000 a day because the course that I did since it was on podcasting and every podcast from my closet, I recorded all of my videos in my closet. Oh my gosh, I love that surrounded by my clothes, my bathroom, my shoes, it's all in the videos.

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Tina Tower 09:11

Yeah. And you know what's interesting is what I find with our clients a lot too is the ones that are super super polished. aren't as engaging as the ones that are like a crappy sound crappy video yes doesn't work you need to have some level like keep it professional. But also you don't have to go like that whole studio quality read from a teleprompter perfect lighting, sort of thing like one of my ones that I get the most feedback on is the first course that I made. We filmed in Thailand while we were traveling. And there is literally while I'm filming a monkey climbing down the tree like trying to steal the camera. And I decided not to edit it out because I was like that's really quiet like you're not gonna see that on many videos. It's entertaining. So yeah, you can like be big yourself one of the one of the biggest keys to success in online education space is by being you like there are competitors for everything like take yours for example in in your course on how to do podcasting. Like there's tons of courses on that, but what's going to set you apart is you and how endearing and real It is to be recording in your closet. And so I love that you embrace that because that is what makes it special.

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Michelle Glogovac 10:23

And my only trick was that I had like, different shirts lined up. And so I changed my shirt every few videos. put my hair up, put my hair down. You don't know that I did them, you know, all within a two day span.

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Tina Tower 10:37

Yeah, yeah. I mean, some of them like I wear the same thing in a lot of my videos to go like this is my uniform for this program. Just makes it

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Michelle Glogovac 10:46

like that idea. Oh, that's smart. Okay, for the next time I do a course that I won't even worry about changing my outfit.

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Tina Tower 10:52

No. Just makes it easy. Yeah. However you can make it easy for yourself is always going to be a good thing.

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Michelle Glogovac 10:58

You coined a term that stood out to me as soon as I saw it. Oh, that's so good. edutainment. Yeah. Yeah, share about that, please. Because I love it. I'm like, Oh, yes.

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Tina Tower 11:12

Yeah. So that was way back in my tutoring days was, you know, we we used to have children come in. So what we specialized in was was kids that kind of got around that prep to middle school kind of kind of area, and we're really struggling with learning to read. And so they would come in at 678 years old, and their confidence was beaten down. And they would be there just going like the negative self talk, like I'm stupid, I can't do this. Everyone's smarter than me. Like, it's just heartbreaking when you're sitting there with that. And because they're not loving schoolwork, if you go about it in a really kind of clinical teacheri manner, it's not going to work. And so what I used to train our tutors in was, you know, education, but also entertainment. And this is where we started saying entertainment was if we're starting to make it fun. And before we hit play, you know, you and I were talking about our mutual love for the Wiggles. And but you know, that is like entertainment, kids will watch that, because it's really engaging. And so we used to introduce lots of different things that would provide that entertainment value at the same time. And it's no different with adults, we can think would change very much, but if it's not entertaining, then people are going to tune out. And that is, you know, for some people, it's it's comes naturally, there's a bit more showmanship with that. But for others, you've got to really channel How can I make this engaging and entertaining so that people keep watching because that is one of the keys to that course completion, which will then give you those beautiful testimonials, give them those results that you promised them, and then it will go on to bigger and bigger things.

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Michelle Glogovac 12:51

I love it. It was something that really stood out to me. And it's so clever. I loved it. It's cute. Yeah, yeah, let's talk about say somebody is listening. They are newer to the online space. And they want to do a course because I think that in the online space, it's like, oh, of course is the next big thing. Like that's what we got to have or you know, I got to start a podcast. And there's all these things that we think we need to do. What would you tell someone they should start thinking about first, when they want to launch an online course say, you know, they just started so they don't have a huge email list. They're like, there's no way I'm going to make a million dollars off of my course. How do I even start, or should I even

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Tina Tower 13:32

start? Yeah, yeah, great questions. Yes, I can talk about this for the rest of the day. So I think, um, look, I think one of

the hardest parts is that it's, it's hard at the start when you're starting from zero, there's no getting around it. It is simple, but it is not easy. And sometimes I think too often, especially if you look at you know, the gurus on Instagram, it can appear like it is really easy. And then when you get into it, and it's hard, you feel like you're doing something wrong. And then a lot of people will get disheartened and quit because they're like, gosh, it's so easy for that person. But for me, this just feels like such a slog. Like I've literally got one person on my webinar, like How is this even gonna grow from here, and that is totally normal, like that is at his heart at the start and there's no getting around it when you're starting from, you know, say you've come from a corporate role, and you're starting this whole new thing and you're like, Okay, I'm going to make myself a personal brand. I'm going to come out and start there's no one watching this nobody there. And the internet is such a busy noisy place that it's not build it and they will come you've got to go out and get them and you've got to start putting massive effort into building that list. And I think when you first beginning social media, I mean what we have access to in our pocket is like insane for anyone who has been in business for longer than 10 years like they just did. Mind is blown by how much easier it is tapping into social media. But again, it's effort, it's doing a lot of live video so that you can connect with people, it's spending time, you know, being social on social media as well. So that is where I would start and the first thing I would do is build a really great lead magnet so that you can start building that list because the list is one of the most clear determinants to the success of your your course launches. And the first one here, it's just going to be an experiment because you're going to have to learn the whole process you're gonna have to learn how to go live on Facebook or YouTube or whatever your channel is, and then how to run a webinar and, and how to do onboarding and all of these things that are so foreign. And so I think it's good that it starts small because you don't want to fail in front of hundreds and hundreds of people. So you can experiment with that. And then so I think build your list a little bit first, but not too long, like a good three months is plenty to kind of launch not to crickets, but to have a little bit of a base there for that first first kind of run. And then I would get on other people's podcasts first because that's a really beautiful way to expand your reach and also to practice your thought leadership and kind of organizing how you're going to present your story and your thoughts and and that takes some practice as well. Before you then go okay launch the course and then start your own podcast because your own podcast I mean, you know this more than anybody Michelle, but your own podcast is like I cannot tell you we recently did did one of our course launches. And I think it was about 37 38% cited the podcast was where they found me first like that's a huge Yeah, sharing. Yeah. Because the podcast you can connect with people like you see, a lot of people grow and I have a lot of people come to me that have, you know, 10,000 20,000 followers on Instagram, but they're getting quite small course watches because they're being really entertaining, but they're not really you know, like showing their expertise and that that credibility there as well. Whereas with a podcast, I can see people that have heard like a modest kind of couple 100 downloads a week, they're having great course launches because those people are really engaged with what they're saying and respecting what they're going and doing.

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Michelle Glogovac 17:19

I love that you mentioned that because you will see since I have to do a lot of podcast research for my clients I will see that you know, there's some influencer who's got 70,000 followers and their podcast has two reviews. Yeah. And I'm like ah you're not promoting this very well at all you know there's something to it and it's not like they started yesterday and it just launched but you know it doesn't correlate at all so it's not always the one number you know, it's the person behind it and how you are engaging with your listeners and your audience.

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Tina Tower 17:54

Yes, definitely. Yeah.

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Michelle Glogovac 17:58

I love that so how do you come up with the idea of like what's my course going to be?

T Tina Tower 18:02

Yeah, okay, so I think what is now it has to be a good cross section I know that you know, it I think do what you're already good at what you're already known for. If you still love it and this is especially true for people coming out of like employment coming out of corporate or coming coming out of a job and going you know, often they'll go I don't want to do this anymore, I want to do something totally fresh but if you can build off the skill set that you've already got on what you're already known for, you're halfway halfway there already because you know you don't have to start that reputation from scratch. But if you like you know what if I have to talk about these one more time I'm gonna stick forks into my eyeballs then start again

M Michelle Glogovac 18:45

Don't waste time you

T Tina Tower 18:47

know just start from scratch better to start now and then in a couple of years time but you do have to be really passionate about it and love it because I do think that as time goes on as well, people's bullshit meter is high like if you're just trying to sell something but you don't really believe in it. People will smell that a mile away and you need to be able to talk about it again and again and again and again and again and answer people's questions and do that without any loss of enthusiasm and so you have to really really intrinsically love what you do and believe in what you do as well so I think um, you know, what you know is good, what you really are passionate about and then the third one is what people will pay for because there are some things that are harder than others you know, there's some things that are really easy to sell and there's some some courses that I say from people going you know what that's it's gonna be a slog, it's gonna be a really hard one but then there's also surprisingly, a market for the most obscure things

M Michelle Glogovac 19:49

wasn't the eyelash or eyebrow one? Yeah,

T Tina Tower 19:52

like how to do your brows like what even is that? Or there's, you know, the lady who had a million dollars teaching other florists how to Go to flower arch, you know, like really something simple and so nice, but there is a lot of people that want to know how to add that into their florist business. So yeah, there's, you know, there's some things that you'll think of and, and this is it comes back to what you were asking before about, like how big the course should be, and to simplify it. So if I use that florist one as an example, she could have ran a course, like her temptation. She's an awesome florist could have been on how to run a great florist business. And you know, she could have put everything in there by getting inventory and how to merchandise it and how to price it and do all of that. But because she picked just how to build a flower arch, it went so much better than the whole big kahuna course, because it was so specific. And specificity wins often in both when you're doing lead magnets when you're promoting a webinar, and when you're doing programs as well, because people are searching for the solution for that exact thing.

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Michelle Glogovac 20:54

I love that because you're making lightbulbs pop off in my own. You touched on payment. So when we think about how much of course is going to go for. And I'll give you my own example of myself. So I was going to do this podcasting course on my own. And I was gonna price it for \$97 because I thought oh, it's not too bad. And you know, maybe after a while, I might bump it to 250. And when I collaborated with this other woman who is an influencer, she she's got many more, you know, followers and email subscribers than I do. She's like, Oh, it's \$1,000. And I went, are you kidding me? Oh, yeah, it's \$1,000. And so I made a ton of money. You know, she was behind it, too. Yeah. But, um, you know, I didn't go in with that mindset of like, \$1,000 Yes, I know, it's worth \$1,000 I know that, you know, the years it's taken me to gain this knowledge is worth someone paying \$1,000 for it at their fingertips. But, you know, how do you price your course? And, you know, do it with confidence?

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Tina Tower 21:59

Yeah, it is, um, Louis is one of the trickiest parts, it's probably one of the most common questions that I get asked, because it's not like, you know, when I ran a retail store, you'd buy something for \$2. And you'd sell it for four, like, it's a really simple equation. But with online programs, there's no like a four week course cost this a six week course, because this like it's really taking into consideration. It's a values exchange. So where a lot of people come into courses, because they're trying to get from one on one consulting to one to many. And so in that kind of case, you know, people are so looking, they're so used to exchanging that time for money, they know how much time it will cost to be able to deliver that. And so when I talk to people, they're going well, it's six hours worth of content, so I charge this per hour, like that actually doesn't matter anymore. It's completely money for value. So people are looking at it going a course is simply a transformation promise, it's going, I want to get from A to B, and you're the person that can get me from A to B and it's worth this much to me. And so the the downside of that is things that can get a financial return. So like your podcasting course, business courses, your anything that can get a financial return, you're going to be able to charge more for then like the lifestyle things with things like you know how to grow an organic garden, or things like that. super valuable, but those courses are usually going to be around the 297 they're usually not more than \$1,000 because people aren't getting a financial return, where it's

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Michelle Glogovac 23:35

still really big \$3 2000 to learn how to make an organic garden. Yeah, like a lot to me,

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Tina Tower 23:42

Well, I did, I did a program and it was 599 for my organic garden and I loved that because they were the best ones that I could find they taught me like when to harvest my broccoli and winter feed my tomatoes and do all that and I loved it because I was looking on YouTube and it was all very scattered and I couldn't find the kind of linear continuity and so I wanted a really paced out like self explanatory course that I could play on my iPad while I was in the garden and pick the right things and that was worth it to me and it's their course is actually huge. So you know, it's looking at that sort of thing and going what is that value proposition but also positioning to so for a membership, for example. So if I use my I've got a membership called her Empire Builder, which is for women who are course creators. So it's very niche they using kajabi they building on personal brands, so it's not for everyone. But the positioning of it, it's 15 \$100 a month and that is an expensive membership. It's not the top end, but it's it's a significant investment. And one of the reasons we chose the higher price point was for the positioning was we knew that women that were doing well in online courses wanted to connect with other women that were doing well in online courses. And so by positioning it like that we didn't have the startup so we didn't have the people that weren't

super serious about their Everyone's really ambitious and really determined to do well. And so positioning can be a thing too. And then it's a volumes game. So I've got a friend of mine, Leoni Dawson, who all her courses are \$97. Now she could charge 1000 2000. for them. They're amazing value packed courses. But she likes to play the volume games. So she runs small Facebook ads to them. Well, she used to now she just does email advertising, but she runs them. And she's making about one and a half million dollars a year through \$97 courses, because she knows Yeah, and so she does a lot through Google because people will look for that specific thing and see it and go \$97 like it's not there's no thought involved, they'll just grab it and then it will go on and then people usually get so floored by how much value she puts in her \$97 course that they go and grab their other courses as well. So there's a lot of different strategies that you can use but when it comes to pricing, I think choose what game you want to play so choose like the the that low price high volume game, or choose the more premium products that have a lower quantity but a higher price point and higher touch points because they're two very different businesses.

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Michelle Glogovac 26:12

Would you say creating a courses for everyone or who should just not create a course

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Tina Tower 26:17

Yeah, I wish I could say yes. But no, I do think everyone has the potential to create a course I think everyone has amazing expertise locked inside them. That would be an amazing course the hard part about cost creation is that it's not just about what you know, but you've got to be able to market it and this is where I think it's not for everyone is I see so many people that are so smart with so much to give they care so much about helping other people and serving and making a contribution to the world but they are not willing to market themselves they're not willing to own their personal brand and that makes it near impossible because you can't sell it to anybody and so it's like these fields of work and dreams of people putting all this time and effort and money into creating these courses but then when it comes to it not marketing and then like the cruel twist of fate is I see other people that really shouldn't be telling other people what to do they have no credibility no expertise but man can they market and so part of mine is going in the people that like have the integrity I'll show you how to do the marketing like let's let's do this but that is where I think it's not for everyone is for some people it is actually like going live on a social media platform is like never gonna happen the barrier is just too far there so you've got to have the open mind and and think of it from a customer point of view of going if you want to serve people you have to show up so that you can serve them and only you can be willing to do that

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Michelle Glogovac 27:55

I love it I love everything that you teach I really really love that you put it into a book yeah there's you know there's other course creators who teach you how to create a course and you do mention some in your book that you know your fans have your fan of and you know they're big names but personally I would get your book before I would go spend \$1,000 on some of those courses yeah

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Tina Tower 28:19

well now you can get the whole the whole guide book for 20 bucks

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Michelle Glogovac 28:24

yeah and it is worth it you guys have to get it you know in print I did the ebooks I read through you know for the interview but I'm like oh I would go back and write notes take notes.

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Tina Tower 28:35

Yeah digital resources as well did you see those in the ebook so if anyone gets it if you go to million dollar micro business there's a whole lot because a lot of it is like pricing and putting your course outline together there's all downloads that you can get as well

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Michelle Glogovac 28:49

yes and then you've got the the guides and stuff within you know the take a moment and think about this write this list down Yeah, yes that was all in there. It's it's absolutely phenomenal. I can't tell you how much I appreciate that you put such valuable knowledge into an actual book that they thank you well I appreciate you giving us more

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Tina Tower 29:12

I will this is it and this is what I'm like I'm like Thank you Michelle because it's it's been we've been out for three months the book and it's been on the bestseller list in Australia ever since it came out which I'm super stoked about but I'm a nobody in the US

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Michelle Glogovac 29:29

as you are somebody

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Tina Tower 29:32

who like nobody knows who I am in America so it hit it hit like number 52 on Amazon the day it came out and then just just tanked really fast and I'm like you know what it needs to grab grassroots so that more people can tell other people about it and share it so I really appreciate you you know taking a punt on an unknown Australian in the US thank you

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Michelle Glogovac 29:51

oh no your fellow business chicks. You are not alone. Can you tell everyone where to find you please?

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Tina Tower 29:59

Yes sir. Instagram is where I'm most active, which is Tina tower, or you can find my website Tina tower.com. But if you're looking at getting started in course creation, just go to million dollar micro business.com and grab all the freebies, because that will give you the best start.

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Michelle Glogovac 30:14

Thank you so much. Thanks, Michelle. Really hope Tina got your wheel spinning because she certainly got mine going and maybe a course or two will be coming your way from me in the next year. Let's stop overthinking things like creating a course. I think it's high time that many of us, myself included, recognize the value and knowledge we can bring to others. And why we're the best people to put that out into the world. This is your reminder that you can do it. You can create that course you can teach others what you know, you are the expert. It doesn't have to be complicated or extremely time consuming. It just has to be authentically you. Let's go teach the world what we know and make some money while doing it. Until next week, my friends, you are an expert. You have something to share and you deserve to make money while sharing it.