

S04 E06

BEHIND THE MEMBERSHIP

TRISH BLACKWELL
COLLEGE OF CONFIDENCE



Callie: Welcome to Behind The Membership season four, episode six. And in this episode, I'm talking with Trish Blackwell, a confidence coach and creator of the College of Confidence. Funnily enough, Trish's biggest challenge with her membership initially was actually having the confidence in her ideas and what she wanted to create. Something that she was able to overcome in order to build a thriving membership site that's now been running for over three years and is continuing to grow and evolve.

In this episode, we're talking all about how Trish overcame her original doubts, how the membership model has allowed her to three times her private coaching fee, while still helping even more people. The challenges of running a business with small children at home and how hiring support for her community was a game changer for her membership. Plus of course, so, so much more. So let's dive in.

Speaker 2: Welcome to Behind The Membership with Callie Willows, real people, real stories, real memberships.

Callie: Today I'm joined by the one and only Trish Blackwell from the College of Confidence. Thank you so much for joining me on the show today Trish. I am really looking forward to talking with you about your membership.

Trish: Thanks Callie, this is the best way to wake up for me. I've got a cup of coffee. You're, gosh, just one of my most inspiring mentors when it comes to membership stuff. So thank you. I'm really excited.

Callie: Oh, well, thank you. And so if we dive straight in then, could you tell us a little bit about the College of Confidence first of all? So what kind of membership is it and who's it for?

Trish: Yeah, so it is a membership for faith based women who want to step out of self-doubt, self-limiting beliefs, overwhelm, busy-ness, perfectionism, anything that is holding them back and step into really their most confident limitless selves. One way we talk about it is it's like the Netflix of mindset training. Netflix of your mental workouts for people who realise that, "Gosh, my true level of success in life really does start on the inside. It goes from the inside out."

We are about three and a half years old. And gosh, it's been an amazing journey, and a journey of a lot of lessons. What's interesting is it's a lot of go-getters, high achievers, there's so much potential. And we all have that, that's all of us. And it's like, "Gosh, why do we get blocked sometimes?" And so the College of Confidence helps people get beyond that block.

Callie: That sounds great. And so where did the idea to actually create the membership first come from?

Trish: Yeah, so I have been a confidence coach for, gosh, I think I'm going on about technically six years. Full-time, five years. Prior to that, I was a personal trainer for almost a decade, and I was transitioning from personal training to my own online business and I knew I wanted to reach more people, right? And that's why I actually started my own podcast, the Confidence podcast. And that was going well, reaching people. I was doing one-on-one. My model was some coaching programmes, some online coaching programmes and then one-on-one, which obviously there's a point that you can't scale that. And also when I went full time with my own business, it's when I was pregnant. So here I am new full-time business, I left my six figure salary job and I have a newborn and I'm trying to do one-on-one calls, and I had some postpartum.

So there was this, come to Jesus moment my husband and I had where we're like, "Well, this is just not scalable. Your one-on-one is great. You're a really effective coach. How do you help more people?" Right? "And the whole point of you leaving the fitness world and going into online business was to help more people." Well then like girl, we only have so many hours in the day. With nanny or without a nanny.

And so the idea started to grow there. I can remember some times on vacations where we would sit down and we would brainstorm. We could do this college thing and maybe it's like one-on-one level, and two-on-one level, and three. We just started brainstorming, but it felt so big that it got put off for two years because, one, I didn't know the tech. I mean, I understood the funnel and how to drive the

traffic in people but I had some disappointing sales and experiences from the programmes I was selling, so as a confidence coach, it's ironic that I'm like, "Well, I didn't have the confidence to do it." But I will tell for those of you who don't know what I do with my work in confidence coaching and know how I coach.

Trish: I coach on transparency. And I think the key to confidence is that everybody should know that we all struggle with it. So I'm very open about the fact that as a confidence coach, I didn't have the confidence to do it this way. So that is how eventually... And then when I was pregnant with my second child two years later, we were like, okay, something's got to give and this is the best way. So I used that pregnancy to really start the launch. Well, maybe he was a newborn, he was a newborn because we've been going for three and a half years and he turns three in a couple of weeks. So my math is off, but I'm not a mathematician.

Yeah, so that's where it started. Out of necessity as a mompreneur going, "Okay, someone's got to get it." Right? "And how do I really help people?" I think the other trigger point for me was the less my time I had, the more my one-on-one coaching rates increased the price and I was pricing people out. And I had to, and then my heart bled for that because I got into this to help people, right? And so I wanted to offer a product and something at a price where people would be like, "Oh, I could just substitute my coffee every day for that. I truly can afford that." So that was another huge driving factor.

Callie: Awesome. And so do you still offer one-to-one coaching or other products as well? Or is it just the membership now?

Trish: Yeah, I do. About two times a year I launched a programme, and then I do one-on-one coaching. What's interesting is I've cut a very specific limitation on hours. So I'm very select in who I work with. Actually, the College of Confidence as an option has actually helped me 3X my costs on my one-on-one coaching. So now my one-on-one coaching truly has become a high ticket offer. And at that point when it's very easy for me to set aside an hour to work with somebody and my family can arrange for that when it's at that price, and it's been a really good benefit too. I offer my College of Confidence students, a partial discount on my one-on-one.

So it's actually deepened their engagement in the community. I'd say half of my one-on-one comes from within the college and the other half is from people who are truly like, "I don't have time for a membership, I'm not going to log in." And I respect that. There are certain things that I am a member of a lot of memberships. It wasn't until Mike actually was like, "Here all the subscriptions that Callie and I have." And I was like, "Oh, that's a lot." And I went, "Wait a second." Remember that where you guys were showing the logos. And I was like, "Oh, that's ridiculous." I was like, "Oh, hold on. That's me too."

- Trish: It was a really aha I think. My own subscription behaviour obviously is different per thing. So I respect when someone says, "Hey, I actually just want that private one-on-one." And so I want to continue to offer that, but as my time becomes more scarce that price will grow too. So that's been a huge benefit to my overall business that I didn't expect that would be a benefit of doing a membership.
- Callie: Yeah. So having that low cost offer for people that can't afford those services has allowed you to really go high end with the actual one-to-one.
- Trish: And then in total, authenticity and I can truly say, "Yeah, I want to help you." And you say, "Well, here's my coaching rate." And they're like, "What? I thought you said you wanted to help people." And you're like, "But I do. Oh, I have something that's a 10th of the cost of that. You're going to get actual personal support from me as well in the College of Confidence." And it's like wanting to buy a luxury car and then someone's like, "Or you could just drive it." It's just this, "I got good news for you." So that's been a comfortable transition.
- Callie: Awesome. And you mentioned there that you launch a programme a couple of times a year as well. Is that linked to the membership or is that completely separate?
- Trish: Right now it's completely separate. But I'm thinking I might link it, and it's something I might brainstorm with you later. Yeah, it's separate but we've had people go into the launch and then become members or go into launch and then go, "No, I want some one-on-one." So I don't know if I'm doing effectively yet, but what I do and the more I'm in my own business and doing this online journey, it's exciting because I'm finally at the confidence level where I go, "Oh, failure's just feedback. I want to try this and we can always pivot." And so I'm excited about the pivoting potential of those programmes. Right now, I know I'm not maximising, what I can be doing for my overall business plan with them, but I'm excited about what I know I can do.
- Callie: Awesome. And it gives you that starting point, as you say, I love the saying failure is feedback because yeah, it's a lot of the time you have to fail at something in order to find what really works.
- Trish: Exactly. Yeah.
- Callie: And so can people join the membership at any time or do you run on a launch cycle with that?
- Trish: Man, yes, they can join it any time. Girl, the amount of hours I've spent listening I'm sure like you guys, I'm fascinated at just the two very, very separate schools of thought, right? And I see the pros and cons of both, and I know people who do both

and I have loved both. And then I realised, I have a pretty high strung enthusiastic personality, right? On a daily basis. I have done some launches and it's not healthy for me. I will not sleep. I will do all the things, I will disconnect from my family. So my long-term vision is truly just evergreen, woven card all the time with a quarterly exciting launch of some capacity.

Trish: So right now, we're doing a 14 day challenge and inviting non-members and that's a trial with a potential for upgrade and that two week period I can do. But my personality doesn't. I've learned with a good lesson that it doesn't work well for me. And then one thing I loved about you guys is that I could just join at any time. As a consumer, my experience with you gave me a lot of confidence and I liked that feel. And that really solidified my decision in how I was moving forward with the College of Confidence.

Callie: Awesome. And I think what you said there about understanding how you work and what works for you is so important as well, because it doesn't matter if somebody tells you that this is the one way to do it. If it doesn't work for your personality, or for what's best for your members, then it's not going to work for you in the long-run.

Trish: Yeah. And I will add, so some of my one-on-one clients, I coach a lot of entrepreneurs, writers, athletes, leaders, some really high achievers on how to get to the next level. And I have one particular client who is a launch coach and has been a part of a multiple multimillion dollar launches. And I've heard her chaos and worked with her on just the life coaching element of like, "Okay, I need you to sleep. I need you to say hi to your husband." Anyways, I've seen the really deep insight and I was like, "Whew!" And it's supposed to last. I just saw a good look and I was like, "Oh yeah, that's not for me." And I have that, ooh, I love to work a little too much and I also want to live and I want to remember why I do my business in the first place.

Callie: Awesome. So what would you say has been your biggest challenge with the membership over the last few years?

Trish: I love this question because it's going to sound like an oxymoron. I think my biggest challenge was my confidence at the beginning. It was so lacking, again, oxymoron because my whole membership is on confidence. But I wasn't confident that it would work for me. I wasn't confident in wrapping my mind around, yes, I'm going to get my first 50 members and that's going to become a hundred in that. Now, I'm really believing forward that thousand mark. It's getting my confidence in the vision of what I know is possible and really that was learning to reframe what we talked about with failure is feedback. And that, especially in this business, something that somebody does is going to work brilliant for them, and that we

could literally just copy the same thing and it's not going to work for us. And that's just how the cookie crumbles.

Trish: And so I think I've learned to go, well, what you guys shared with that at retain that it's a marathon of really... Joining the academy was huge for me in realising, okay, it's just a marathon. There's no right way to do this. That gave me the confidence to go, "Oh my gosh. I thought I just wanted to give it a try. Oh, didn't work as well as I thought, I guess something's wrong with me." Or, "I'm no good at tech." Or whatever it might be. And so that lack of confidence at the beginning, it's so refreshing for me to remember because I can then go, "Okay, look how far you've come." And before I think it was just like, "Well, let's try this in my business and now this the core of my business." And so there's a big mental shift there.

Callie: And so I'd love to know with that challenge of confidence, how long did it actually take you to get the membership up and running from having the idea? So I know you mentioned, you originally thought about it and that was a couple of years where you thought about it. When did you definitely decide, this is what I'm going to do? How long was that process for you?

Trish: I would say probably six months. It was probably a six month process and the most challenging part for me was, my tech team, so to speak, is an overworked friend of mine who has a very demanding family and also a full-time job. A lot of it was waiting on the website in that end, and where I think I could have accelerated, it was just to go, all right. When there's something to be said of, I'm going to go all in, I'm going to pay 10 times more than I'm paying my friend and I'm just going to go. You burn your ships. I'm going to hire this designer and we're going to turn this around in a month versus six months. So that was the lesson. That's what I would do differently in the future, but six months.

Callie, I had a really solid email list. And so it's so funny as I tiptoed my way in and I started with a solid number of members. I had a lot of yeses and yet, I was still discouraged. And so for me, the process was breaking the comparison. I had to break, well, they're doing this. Why are they? I've learned in to be successful membership owner, that your membership is going to look... It's like your little community. It's going to be different period. And so not compare, to not expect to be perfect. Oh, I cannot tell you how much you guys have helped me with understanding that churn is part of life.

When churn would happen, I would cry. Because it's so personal to me. This is confidence coaching, it's life coaching. So when somebody would cancel, I was like, "They think I'm terrible, they don't like me." And so I had a lot of work to do on no, that's actually statistically speaking, you just need to anticipate in this expected. So I think that was a really important part of the process. I just had to live it, I had to grow with that.

Callie: So if those have been the challenges for you, what's been your favourite thing. What's made it all worthwhile?

Trish: Oh my gosh. Well, consistent revenue that is that automated, it's that. And then when my marketing and my plans are going well, and you see this, just giving yourself a raise, giving yourself a raise for doing the same amount of work, that is extraordinary. But that's from the financial side, exciting. And also, I think my favourite part is knowing the potential. I know you and I were messaging about, okay, where I can go next. And I actually now really see that. And we're creating our systems and I mean, I'm really next levelling it and I've got my team and my systems. Now I understand, "Oh yeah, I can scale. And we can 10X this." And I really believe that I see it happen, right? That is exciting. So that's my favourite part.

But then we had a call last night with 35 members for one of our live masterminds and it just made me sit back, I didn't fall asleep because I was so excited about people's wins. And you guys see that. The engagement of members and community. I sign off, I'm like, "I love you guys." I'm like, "Oh my gosh, should I be telling you, I love them this much?" I'm like, "Yes." In a pandemic world, we need to all be telling people we love them, right? But it's like I truly love seeing the connection and the breakthroughs. It's truly becoming the community that I want it to be. And that's just so deeply intrinsically rewarding.

Callie: I love that. And so while we're on the topic of community then, how do you run that community? What kind of community does the membership include?

Trish: Yeah, so the membership includes live calls. Typically, we're doing two to three, now we're doing four in the world of COVID just trying to shuffle a little bit more. So four per month. And then we have a Facebook group, we have an on, so where we spend some time experimenting with an actual forum embedded within the College of Confidence, and there were also Facebook. Our Facebook group is incredibly dynamic, super engaged, super people posting all the time. And then tried to migrate them back to the forum and they're just not biting, they just don't care.

So I would like to say for the record officially, we have both methods, but it's Facebook. And so on Facebook right now, I've got two main community members. I've got my main community manager and my executive assistant who helps moderate, make sure everyone answers. We have a policy that you will get support with an answer within 24 hours. And then we have another girl who is our chief encourager, so to speak. So we call her chief encourager, and she's also in there. And that was really helpful for me to get a team engaged because I was missing things and people were falling through the cracks and I really want people to know that they are not a number, that they are an essential part of our community. And

so to get that feel, we've got to be engaged for them. So I'm so thankful for those two girls who I brought onto the team. Yeah.

Callie: I love that term chief encourager. So with those team members for the community, were they people that you brought in from the community itself? Were they people already you knew? How did you go about hiring them?

Trish: Yeah, there were people I brought in from the community, which was just a gift, right? I love people who say, "I think I can help you." The first person said, "I would love to work for you. I'd love to be your assistant. How can I help?" But of course, when you haven't brought on help in that capacity like, "No, no, it's okay." And it takes some time, it takes some overcoming of, "Well, I guess I could outsource this and I could outsource this." And I got to be honest, Callie, I am not a lazy person, but I am lazy when it comes to, oh, well, I got to do a loom and teach you how to do this. And you're like, "Oh my goodness, Trish, it's 15 minutes of tedium to free you from 15 hours a week in the future. Just do it."

So the onboarding of somebody, that actually probably kept me back for six months. And so I bit the bullet and binding that anytime I'm like, "Oh, I'll do this task." I'm like, "Don't do it girl." I have to like pep talk myself. So the first she started that and the other one came from within, and then of course I have a virtual assistant who I sought out to do some of the other stuff. So cumulatively, it's been a combination, but mostly internal.

Callie: Awesome. What else are you doing to help retain members and keep them happy?

Trish: Yeah. It's a good question. Well we're playing around, we're experimenting. Having our chief engager and chief encourager, she is tasked with coming up with ideas. So on our Asana page, the main three of us are constantly going, "Well, what if we did this? And what if we did this?" And so right now we're doing member student spotlights. And so students spotlight, they are applying and basically the idea is we want to hear, I celebrate not only just the breakthrough, we celebrate people's champagne moments, but we believe that there are micro milestones. We measure real success. And I'm a marathon runner. So when you said memberships are a marathon, I'm like, "Preach. Yes." Right? That really resonated.

So I want people to know confidence is a marathon, changing your life, increasing your happiness, whatever your goal is, getting the next job is a marathon. For our members, our students spotlight, we had people apply and then my girl, she goes to the applications and it's great because we have great testimonials that way as well. And then when we highlight them, we do this once every six weeks and they get highlighted, they get to do a live IG coaching with me. So they know the value of what that is. The thing is they have to be willing to do with publicly, right? It's not just public within the College of Confidence, and then in that we've been using that

to market. I want people to see me on screen with somebody and saying, "Well, what about this?" Just hear an actual insight of what is it like to be a College of Confidence member?

Trish: So they get that and then something on Amazon. I think everyone can shop on Amazon, right? So an Amazon gift card, and then they get a check-in call with our chief encourager. So they would do that two months later. So that's been really well received. We do a monthly champagne moments thread where we're like, "If you get a win, I don't care how big or small it is, you're writing it down." So we're doing a lot of that engagement.

We're doing random giveaways. Right now we've got an action challenge where we're showing up live and doing more things with more specific set workbooks. And I'm doing more random Facebook lives for them. We've done gosh, some buddy, buddy accountability things, matching members up. One thing we haven't done that I'm excited to do, especially when it is, I know if people might be listening later, but in the time of COVID that we're in right now, I want to do a happy hour. And you guys did that, right?

Callie: Yeah.

Trish: Taken that idea and I wanted to show up, but I didn't. So believe me, even if your members don't show up doesn't mean that they don't love it and that they appreciate it. And they're like, "Oh man, I love this membership I'm in even though I'm not participating in the things I love, it's still builds value." I experienced that from you and said, "Okay. So if I offer this, what does that look like and how am I going to do that?" So we're going to keep playing around with those ideas and I think for me, the biggest step forward in that was not putting all the pressure. It wasn't Trish needs to come up with these ideas. It was team Trish can come up with these ideas, right? And that has just been, I think it's been a big turnaround for me in the past year.

Callie: I love that. And so if that's how you're looking after members and getting members engaged, what are you doing to actually get new members in the door? What's working for you when it comes to marketing?

Trish: Yeah, for me, marketing right now is the smoothest part of our funnels probably from my podcast. And so the Confidence podcast, I've been doing it for six years and I would say most consistently that is where people come from. What I'm seeking to do better in the future is to really drive... And we're doing webinars and they're working, but I need to drive more traffic to them. So trying to get detailed into the analytics of it, which is not where I thrive. So I finally, Callie, I've hired somebody. I've finally hired somebody to help me with this. So we're in the process of rolling that out. I'm excited that in the next few months, there should be some

change in that. So really driving very specific call to actions from the podcast. I'm posting all the time, all the time, all the time, all the time on social media, right?

Trish: If you looked at my social media, you would probably go, "She loves social media." I don't, but I do it because I know it works, right? So that's been the impression. Instagram, I mean, you hear it and people say it, but it does, it works. It's tedious, but I've gotten some really, really great conversations happening within the DMs that people are like, "Oh, okay. I'll go right over and join." And you're like, "It's that easy?" It's that easy.

So that has been really taking my Instagram more seriously. So that has been a good shift. And I'll tell you, I forgot about how effective Facebook lives are for me. I got lazy girl. I got lazy because I got lazy. You and I were talking and we just moved. The house we were in before my office wasn't very private and with a two year old and, well, then two year old and four year old, and a dog who barks at squirrels. It's like, you go on Facebook live, you're going to be ridiculed because it's just going to be one minute of something good and then nothing, right?

Our new house now has a door that closes for my office, right? And so I am showing up more, I'm already seeing more engagement and more people going, "Oh, you know what? I've been wanting to join the College of Confidence." So I think, yeah, just consistent effective use of social media has been really good. And then our webinars, when I drive the traffic properly, bonkers, it's great. So I got some work to do on doing better driving to the traffic. But that's what I guess, going back to what we said, that's what's exciting about a membership is can see where you can grow and make it better. So that's what I'm going to do. I need to just dig in and do it.

Callie: Yeah. And I think from the outside looking in, one of the things I think from seeing your social media and things like that, is that your personality is so important in terms of members connecting with you and getting to know you and feeling comfortable in joining the membership. And I think you do a really good job of how you do use social media for that. And just how you do promote your membership on social media. I think you do a great job of that. You're a great example.

Trish: Thank you. I think for talking to the, I didn't have the confidence to say this, I didn't want to talk all the time about the College of Confidence. You know what blew my mind? It was about a year ago, Callie, that somebody said, "Your podcast is life. I spend every morning binge listening to shows." Or, I mean, it was like a listener, who's like, "I'm in all the way." I want to work with you. How do I work with you?" And I was like, "Well, join the College of Confidence." "Oh, what's that?" And I was like, "Oh my gosh." I literally mentioned the College of Confidence probably five times randomly and fluidly, not annoyingly, but fluidly through the podcast all the

time. It's in my emails yet this supposedly mega fan was like, "Oh, ooh, oh! Well, maybe I should do that."

Trish: And that was my big aha. That was my big aha that finally gave me the courage to go, "Okay, you're going to talk about this until you're blue in the mouth and make the cows come home because you think you're saying it a lot and you're never saying it quite enough. That was it. That was business changing for me.

Callie: Yeah. I think that's a huge thing and a really important point though. You can think you're talking about it too much, but they'll still be somebody who, as you say, is a mega fan but doesn't actually know.

Trish: Oh, you have a membership? Oh my gosh. And just encouraged though to go, "Okay. It looks like I've got to keep doing it."

Callie: Yeah, definitely. And so something you mentioned earlier in the call was that you're doing a 14 day challenge at the moment, which I think you said you're doing it as a trial for the membership. So is that something where you've opened it to the public, but it's taking place inside the membership?

Trish: Correct. Yes. So the past challenges I've done have been really effective. No, you know what? They've been quasi effective. Let me say that because I've gotten engagement, we've done it through a free Facebook group. It's a great lead generator, but my conversion for members at the end... I mean, it wasn't bad, but it wasn't what I know it can be. So I thought, this is my attempt to go, what if I switched it? And so it's a \$1 for 14 days to get people to go, "Here you get all access." And then I threw in \$400 more of bonuses.

So not only do you get the challenge, not only do you get access to, gosh, we have 40 something courses in the college. You get everything, of course, I don't want to overwhelm people. But you get all access plus these \$400 bonuses plus what you actually want, the actual challenge and you can just cancel, right? As we record today's the last day for people to enrol in this. So I'm excited to see how it goes.

So far, the people who've signed up have been super engaged. And this is also the first time I've had a challenge where I have the team Trish, so to speak, helping engage these people. So I'm excited to see what that's going to look like.

Callie: Awesome. I look forward to hearing from you how that goes. So when it comes to the actual membership itself, so you mentioned courses there and obviously we've already talked about the community side. So if somebody joins the membership, what do they receive A, first of all when they first joined and then on an ongoing basis?

Trish: Yeah. When they first join the course, there's an onboarding sequence. So welcome. They get a Bonjoro video from me. They also get one from our community manager. Mine's a few minutes, two minutes. Hers is five to 10, not five, but all the details of, "Look, we don't want you to overwhelmed, we're just going to lay the land out for you and we care about you." And then there's an automation sequence that goes the whole onboarding to make sure they feel comfortable to suggest courses, to suggest where to start, to explain how we train our brain, how we can turn around a thought and how you can... We teach the general.

And then within the ongoing, well, there's a new member course. So we direct them to a new member course. Thanks to the academy, I've learned that the value of a roadmap. So we have a roadmap and we have a course generator and that was where you helped me with some of the ideas of how to get that going and it's been really, really well received and very helpful to, hey, if you want to specifically work on your body confidence or you want your career confidence, you enter that in and just push the magic button and you're going to get your list of what your agenda should be.

So every six weeks we release a new course. I would say ongoing we release new course every six weeks and we have a quick win course, like a micro course every probably six weeks as well. So every three weeks, there's new content of some capacity coming out. Of course, we have the community. And then we have a whole resource involved. So basically what I took was my three years of business before here, took all the products. I had CDs and this. And is that okay, we're going to lump them in and just give them away. So somebody could get lost in those in a good way.

We have a section where someone's like, well, I just know I'm like... Because we have so many people that come in and we've got people who have crazy amounts of confidence. Just want to go next level and we've got people that base and that's been one of my challenges. I think you and I've talked about that, I retained was how do I market them both and how do I serve both? And I want to market to the higher but when somebody comes in lower or mid that I have a new section that has the resources to go, "Here are the basics. You need the basics? Don't worry about this stuff. Come start here."

So we're working on really directing members of where to go because it's a lot, there's just so many places to go, we don't want them to feel lost. And then of course we do live calls, so live calls, mass friends, and sometimes we alternate live calls or open Q&A, ask me anything. Or it's, here's the theme, I'm going to coach you on a live coach for 30 minutes and then we'll open up Q&A about that specific topic, right? Or I might say, "Hey, here's the challenge. If you're willing to share, let's talk through your scenario." So that has been helpful to add some variety in the way the live coaching goes too.

Callie: Awesome. So you're offering a lot there and something you mentioned a couple of times was if people want to focus on this confidence or that kind of confidence. Confidence is such a huge subject. I'd imagine you have people with all different aims and goals. So is that challenging having that very varied membership base?

Trish: Very hard. I spent one whole year, it was last year where I actually said, "All right, okay. I'm going to split the membership. I'm going to have three tracks you can enrol in and they're going to be smaller price points. And you can either go social confidence, self-confidence, or career confidence, or you could get the whole shebang." Right? "You can come in and do all access at the current price."

Callie, it was so confusing for people. It was so confusing. I thought, I just knocked this out of the park, it's going to be brilliant, right? Especially because the price point dropped but it was a nightmare. It was a nightmare for me because I was... Anyways, I always had people emailing me back and forth for days over, well, I don't know which track to take. I can't afford all three, but I don't know if I need more social confidence or body confidence. And you're like, "Oh no, just pick one."

So that was a good lesson to me to go, "Okay, well, if you confuse, you lose." And I was confusing people. So I think my biggest challenge has been how to not confuse people and I'm still working on it. We're reworking the sales page now, trying to clean it up, tear it down and just really, really say wherever you are, here are the fundamentals. And I in my private coaching business like I mentioned, I've worked with some people in Hollywood, I've worked with some Olympic athletes. I work with million dollar CEOs. Those are high-achieving confidence, but the tools and the strategies and the mindset skills that I do with those clients are the same thing that I use for a client who comes in and just says, "I feel like a wallflower. I don't like speaking in public." Or something very extreme.

I realise I'm actually just coaching them on the same things. And so what I'm starting to do, I think that's helping simplify and clarify is here are the confidence fundamentals. Here are the foundations of being a confident person. You start here. If you're not journaling, if you're not doing... These are the habits of, basically the habits of highly effective people, right? And let's talk about habits. Let's talk about consistency. I'm going more conceptual. And then trying to create more specific courses too. If you have this specific need, this course is for you. If you have this specific need, this course is for you. So we're getting there. We're not where we need to be, but we're definitely making progress.

Callie: That sounds great though. And I think it's great that you tested the option of actually getting people to pick as well because at least now you know.

Trish: I did not feel great testing it. But it was an expensive lesson, but a good one.

Callie: I was going to say, at least you haven't got that at the back of your mind now though. Well, what if I did this? What if I did separate products? What if I did X, Y, Z? You can cross that off the list.

Trish: Yes, exactly.

Callie: Something I noticed on your sales page as well when I was having a look before the call is that you mentioned on that you give a percentage of your income to charity.

Trish: Yes.

Callie: Which is, I love that. So is that something you've always done or did that start once the membership became more established?

Trish: We just started this in the past, really I think the beginning of 2020. And I don't really know how much it resonates with people, but for me it's important that people know that's the core of what I want to do with my business. I want to be able to give away a million dollars. That's the big dream, right? And so, I just wanted people to know that's my heart behind my business. With confidence, the charity in particular I picked is a anti-human trafficking charity. And so that concept of freedom really resonates with me. And I have a tattoo that says freedom, right? That's not tatted up, but I got this tattoo that says freedom because I think when you have confidence, you're free. You're free to be yourself, there's freedom that comes with your potential and all these.

So the concept freedom, I did a lot of thinking about what I want. I love this charity. How do I really pick one to make sure this part of my business is aligned within that when I realised, "Oh, freedom." That could resonate. And I want people feeling good about the investment that they're making. It's freeing themselves and they're helping free people who are stuck in human trafficking and slavery.

Callie: Awesome. Yeah. I love that. It's always nice when you can give back to causes you're passionate about anyway, but the fact that you've made it front and centre as part of your mission as well, then, I really love that.

Trish: Thank you. Yeah.

Callie: So let's talk life as a membership site owner now. We've already mentioned that you do have some team members helping you. Do you have a fixed routine when it comes to your daily, weekly, monthly tasks? Or do you fly by the seat of your pants essentially?

Trish: Second one. But good news, we're not doing that anymore. Yeah, I definitely was flying by the seat of my pants. Honestly, I just felt like it was out of necessity, but I

was using it as an excuse. Well, I'm a mompreneur, my kids sleep, and lack of sleep, it was just you never knew what to get. And so when I realised for me to go next level, I need to treat this next level. And so that's when we incorporated more with air table and sauna and systems and oh, it's tedious. I'm having my girl go through every process. We are outlining it and videoing it, and it is not sexy, but it is sexy because it's going to take us far.

Well, I've five people total that now we see all the tasks and I gave them visibility to see my tasks. I gave myself deadlines for specific content creation and check-ins and oh my gosh, Callie, when I say this is in the last 15 days. So this is so new but even in doing this last two weeks, I already feel like my stress level has gone down, my confidence about how we can do this, how we can improve has already gone up and I'm still fumbling as I go with it. So I'm really excited about the structure. And it's so funny because it took me this long to realise this, but I would say that my success of my podcast, the only reason my podcast was successful is because when I started, I said, "Okay, every Tuesday I'll release the show, no matter what. I will release the show, every Tuesday." That made sense to me.

I was very clear. I told people publicly. It's amazing what simple systems of, I will do this every Tuesday or this every six weeks, and now I'm finally doing that with a membership and I'm thinking, "took me a couple of years to put that together. But here I am, at least I'm learning, right?"

Callie: Yeah. I think initially at first as well, you have to get more of a feel for what you are doing in the membership and stuff before you can put lots of routines and processes around it though.

Trish: Yeah. That's true. Thank you for making me feel better.

Callie: And I'd love to know. I know you've mentioned it a couple of times, you've got young children.

Trish: Yeah.

Callie: So how does the membership work around them?

Trish: Yeah, so that was a big challenge. Well, for instance last night my husband is out, well, he's not out of town, but he's working evenings in a week for a very unusual reason. So he was out of the house last night from 6:00 p.m. to 3:00 a.m. And so that's all the things. But I had a live call. I had a live call with my members and so I did have to push it back. It was supposed to be a specific time when he would have been there. And also non-COVID world, I would have had a nanny, I would have a babysitter. This is also a unique season because where I live in Virginia, we're in a hotspot, so everything's pretty still locked down. So I had to put my kids to bed but

then just hope and pray that they didn't start screaming or they didn't get out of the rooms and come down and interrupt my call with 50 people, right?

Trish: So that was risky. That felt risky. So of course there's this flexibility, but it was fine because it gave me a rush. Let's see if this works. Let's see. So I'm a morning person. So for me to do a live call at 9:00 p.m. my time was really during coffee at eight o'clock. And that's because I want to always show up. So I have to make some of those modifications. A lot of times I'm waking up at 5:00 to get some of my content planning out and that the other thing for me again, it looks very different when I have a full time nanny or we had structured preschool, but things are up in the air, we don't even know if school's happening this year. My daughter's supposed to go to kindergarten. It just so uncertain.

So I'm crazy about nap times. My five year old doesn't nap but she stays in her room. She knows. So there's certain things. I think the blessing of trying to do this with kids is the stuff that you have to do. You don't have the luxury to go, I'll wait until I feel like it, I'll wait till I'm inspired. If they're watching their 20 minute learning cartoon, I'm like, "Okay, go girl. Girl, it's time, go." So I've learned that quick flip of you need to go hop in that Facebook group and do a live and do 10 things, and it doesn't matter if your hair doesn't look good, it doesn't matter if you brush your teeth today, just go, right? It's good because it forces me to take action even when it's not convenient. Am I looking forward to them being in school and a little bit older, so I don't have to do that? Oh yeah. But it's a good skillset I'm learning.

Callie: Yeah, definitely. And so overall then what impact would you say having the membership has had on your life and business so far?

Trish: Oh my gosh. It has changed my business. It has given me core confidence in my business. I mean really in what I know I can make my business, what I know is possible and you guys have shown me that, and also I think what gives me that courage is like, "Oh, when I have a question, I don't have to figure it out on my own. I now have people, I now have a community of the Academy that I can go ask. I can go ask you." That has been life changing for me. So knowing that I can grow my business this way, but also, it's the excitement of what I can be able to provide for my family.

We really enjoy international travel as even with young kids and that's really important to us. And so the whole goal is to be able to be location independent and to retire my husband. And I do believe that I can retire him. And so formulating that game plan, and then also I think for me, it's the deep soul stuff of knowing, I am offering people something that everybody can afford. It breaks my heart when people who I wish I could get help, but I can't. Or people who want to go get

therapy, but they're like, but I don't have insurance or in the states we have insurance problems, other people might not, but that's a messed up system.

Trish: So there are so many people that want to do something. Want help, want change, want support, or just a cheerleader. And they've been marginalised so much because of a financial situation. So the joy I have, I feel like my business actually serves the world because I made something affordable that typically would be very high priced.

Callie: I love that. And so is there anything that you actually wish you'd known earlier or that you'd do differently if you were starting again?

Trish: I'm not trying to promote what you guys do, but I wish I had known about you two years earlier actually, because I was overwhelmed. I was overwhelmed and I didn't have the big aerial vision of what really is possible, what's normal, to not personalise churn. And I wished I'd had just more confidence sooner to go, look there's no judgement, there's no failure, try things, just try things. I think I was doing that, but I wasn't going with total boldness. So I think I had wished I had been just a little bit more bold and done some of the mindset work around, yeah, girl, you can do this. Why not you? Right? A little bit sooner.

Callie: And actually you have mentioned a couple of times about the confidence issue early on. Was there a particular point at which things tipped for you and you were like, "Actually, you know what? Yeah, I'm good. This is good. This is the right thing. This is what I'm doing now."

Trish: I think after I got one full year of content. I think Callie for me really was, and this is encouraged me to hopefully someone who says, "Well, I don't have this great setup or I can't because young kids or I don't even have an office." I think the reality is that where we were living before it really was less than half amount of space. I truly did not have an office. Some of my live calls, I would find a field and sit in it while my kids were at a babysitter or I did calls at Starbucks. I mean the professional level of like, "Ah." But people kept showing up and I was like, "Okay, well." You hear the cars going in the background, but you're still showing up. I mean, I was recording my podcast, but I was doing those at 4:00 or 5:00 a.m.

I think it was exciting to go, if you can do this with subpar conditions and you did for a year and most people stayed, right? Most of my original members are still members and you're like, "Okay, Trish, that's feedback. Take the feedback and now leverage it." I think that was exciting to go, "Okay." The confidence changed when you said, "Oh, I can keep doing this." I think I was wondering when I started, "What if you run out of ideas?" Right? And it's funny, because I have not run out of podcast ideas. I clearly like to talk. Why do we think that sometimes? I think it's learning. That first year taught me to trust myself.

Callie: Awesome. Yeah, I think that's such an important point about trusting yourself there and yeah, just, I love that you might not have felt confident the whole time, but you kept going and you kept trying things, you kept doing it essentially to get to that point where, yeah, you could have that confidence.

Trish: Well, I like that you said that because one of the things I teach is, because I did it because this is a confidence principle. You don't have to feel confident, you just need to do confident, you just have to keep doing, if you keep doing, you will be confident. So I knew that. And so I implemented that and then it works.

Callie: Yeah. You're kind of your own case study there as well.

Trish: I am my own case study. Sure, that's a great to say it. I am my own case study, yeah.

Callie: And so last question as we start to wrap up then. I'd love to know what your goals are for the College of Confidence moving forward. Where would you like to be in 12 months time, say?

Trish: Ooh, I want to 4x my membership, 4x my number of members, we've talked about that. And I have a plan. So I'll tell you more about that later. I'm very excited about this. I'm actually getting to the point where I'm excited to try things. Let's see if this works and let's see... I'm excited about how do I get... It's my job, it's my professional obligation, if I truly want to change people's lives to this membership, it's my obligation to care less about my own ego or what people might think and get in front of the people, right? And just offer them as an opportunity.

So yeah, I want to 4x the number of members. And I want a long-term plan on how to take that and grow it to five. I want to get to five to 10,000 members and I really, really see that as a possibility. And I would love to bring, I think a big goal in the next two years is that my two main girls, I want to employ them full-time. I want to employ them full-time at rates that I would want them proud of, right? I love them. They've changed my business for me and I want them to be full time.

Callie: That sounds awesome. And yeah, I'm really looking forward to helping you and watching you hit those goals as well. So if someone wants to check out the membership, where's the best place for them to do that?

Trish: The best place is collegeofconfidence.com super easy, pretty simple.

Callie: Nice and easy. Awesome. Thank you so much for talking with me today Trish, it's been a pleasure talking with you. Yeah, as I said, I'm really looking forward to helping you hit those goals as well.

Trish: Thank you Callie. Likewise, this has been a great way to start my day.

Callie: That's all for another week. Thank you for listening. I hope you enjoy Trish's story and the great insights that she shared. I love that Trish's embraced a test and see approach rather than being tied to specific ideas or scared to make changes. As she says, failure is feedback and while there have inevitably been things she's done like trying to sell different membership tracks that haven't worked, many of her ideas and tests have paid off well or paved the way for even better things.

Trish has big goals for her membership and I have no doubt that she is going to achieve them. If you want to hear more from Trish, then visit collegeofconfidence.com or head to the membershipguys.com/btm38 to find all of Trish's links as well as the transcript and show notes for this episode. That's all for me for this week. Thank you once again to Trish and I'll be back next time with another episode.