

Ep154 Rose Radford

Tue, 8/10 10:49PM 26:35

SUMMARY KEYWORDS

people, evergreen, launch, week, deadline, client, business, evergreen webinar, messaging, bit, model, agency, conversations, month, instagram, ads, typically, audience, automation, funnel

SPEAKERS

Rose Radford, Britney Gardner

Britney Gardner 00:01

All right. All right, Rose, I am so glad to have you on the know like and trust show. Thank you for coming. Thank you so much for having me. It's great to be here. So I'm really excited about our conversation. I was really interested in the idea. And then when we first spoke last week to kind of set this all up and everything, you and I just we meshed so well, I think we think very similarly on a lot of subjects. But you have a huge amount of expertise in an area that one I'm interested in. And that too, I know my audience is interested in there because they've told me so I'm really excited to hear your take on on having an evergreen model not going through the I guess just the the trials and tribulations right of the up and downs of launching. So if you could just give us kind of a brief story on how you got to be where you are today. I think that'd be fantastic.

Rose Radford 00:53

Yeah, absolutely. So I sell high ticket group coaching programs on evergreen. And often when I say that people are like, Oh, my God. And it's been a really interesting I'd say 12 to 18 month journey of discovering this as being the the way of doing business I absolutely adore. And I've done the launch rollercoaster that you mentioned, I played that game. And I look back at my cash flow over the last 12 to 18 months. And realize that when I was in launch mode, my cash flow was up and down all over the place, we one month it was 30k. another month, it was three and cash flow might not be an issue for some people. But for a lot of entrepreneurs in the online space, it can be really hard to then make

commitments to pay team members invest back in the business, when you've got up and down cash flow created by a launch roller coaster. And it can also be an emotional roller coaster, too often our emotions can be so attached to money. And then I look back at the cash flow where things are really stable wire is doing 20k months in pounds, about 30k in dollars really consistently. And I realized Hang on a minute, what was I doing that I was doing evergreen marketing and selling high ticket group coaching programs on evergreen. And for me right now, high ticket is 12,000 pounds, which is about \$16,000. And just being able to sign one new client a week can be life changing for lots of people in their businesses. And I like to aim between one and five new clients a week. And we have a lot of flow in that way. Now we have a we have a high ticket offer and a low ticket offer. They work together really well. Just using evergreen marketing, I might watch at some point if I fancy it, but I will not be dependent on launching to make sales and decent revenue in my business anymore. Because the Evergreen way is just so much more flowing. I tend to have a family way of doing business as well, which I really enjoy. And so I'm yeah, I'm a big advocate now for high ticket coaching on evergreen, even though people feel as though it's not possible, we've been able to prove that it is.

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Britney Gardner 02:59

So one of the reasons I'm so interested in this conversation is because I feel like in my own business, and really just the world in which I live. I'm fighting a bit of an uphill battle on the education around automation, because it can have a bit of a skeezy reputation for lack of better word, right. Yeah. And and you and I did not create that reputation, right. Like we've been aboveboard, we do things ethically. And we come at it from a good place with good motivation. But you know, a lot of other people maybe didn't have that same ethical line. And, and now it's kind of on us. The onus is on us to educate around how automation can provide you as a business owner an easier way to gain clients, but also do it in a way that feels good, right?

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Rose Radford 03:50

Yeah, absolutely. And one of the things I didn't want to do with having a very evergreen model is to just rely on automation that then felt very impersonal. And if anything that we don't need right now as a, as a species on this planet has been at home for the last 18 months, I think we don't need is more impossible. So we're craving more connection with people. So I've ended up testing and I'd like to think pioneering almost some of the more personalized way of doing evergreen things like following up in the Instagram DMS when people provide their Instagram handle as they sign up to our evergreen webinar. And that's been really powerful in doing a lot of things such as increasing conversion, as well as allowing us to get to know my audience way faster. And that builds a lot of connection. It

shows I actually care. They haven't just ended my funnel and now I'm trying to sell them something. We often ask questions around like what's going on here right now? What are you working towards? What are you struggling with was no free resources. Sometimes we've got something on hand. And that's such a nice way of nurturing an audience and I don't have a big audience have a very modest sized audience. So building that connection feels great Now, a lot of People say, okay, that's not scalable to be messaging people on Instagram. Well, do you have to have an infinitely scalable business? If you want to reach seven figures? No, not when you've got a high ticket model in place. So actually building those relationships in some way, like the DM is really, really powerful. The other thing I'll say is more than the dams, the more we're able to see whether the messaging on the front end with our ads and our landing pages, is bringing in the right people on the back end, we made a big change last week, because we realized we were pulling in the wrong people like, Oh, hang on a minute, we changed the targeting skewed us massively. So having that feedback has been really nice to make changes much faster.

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Britney Gardner 05:39

Right? Like, I like the specifically I like that you're mentioning that close and, and timely feedback, right? Because one of the things that the launch model as a whole really falls down on is if you're only launching, you know, three times a year or whatnot, that's only three times for you to really make messaging changes and making a messaging change. Mid lunch, is probably the most stressful thing I can think of. So, you know, being able to have that feedback is obviously really helpful. But I feel like it's it's affirming on both sides, right? So you found out that you guys changed some ad targeting, and it was delivering the kind of people that just aren't going to be best served by what what you have in the marketplace, right? So you're not just, you know, changing the messaging so that you get the right people, you're changing it so that you're not wasting time of people who have better offers elsewhere?

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Rose Radford 06:29

Yeah, absolutely. I found myself sending people in the DMS to somebody else.

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Britney Gardner 06:35

It's not working. I mean, that's not a good long term strategy, obviously. I'm sure somebody else was very, very pleased for that week, but



06:44

I really enjoyed that. Yeah.



Britney Gardner 06:47

Yeah. So So how are you? You know, you're talking about high ticket coaching programs, you know, you're saying it's about 16,000 uS 12,000 pounds, you know, British. And I mean, that's, that's a good chunk of change. And typically, most advice out there in our world is going to say that's the kind of thing that shouldn't be evergreen. That's the kind of thing that should be done differently. And you're finding great success by having Yes, the Evergreen model, but pairing it with that close, personal, you know, attention from you, not from some random team member or some some random bot even.



Rose Radford 07:26

Yeah, absolutely. I love it when people are saying you should be doing this. And then you're off doing something else like, well, this is working over here. And it just goes to show you that we get to build businesses in ways that really service. And if a launch model really doesn't work, there is an alternative way of bringing great clients into your business. I've ended up working with a lot of mums. I'm not a mom myself yet. But the Evergreen model is really attracted mums into my audience and into my programs, because they can see how that works with family life a lot more. And they're realizing that they can still sell programs for 5k and 10k. And more even without launching. So that's really nice to know that there is a different way of doing things.



Britney Gardner 08:06

So with that, because obviously I'm a mother, anyone who's listened to the show before has heard me say plenty of times, I work no more than 20 hours a week. So the launch model is very difficult for someone like me to embrace. Obviously, there's a reason I'm having you on this on this episode. But one of the biggest caveats in my view, at least for for the model that you're talking about, is if you don't book a client in this next week, and you're like, well, it's only one week, it's no big deal. And then you know, you don't book a client in the next week. And then that stacks up to three or four or five, suddenly you've gone a month without any income. And you're kind of just back to that, you know, roller coaster of cash flow. So how do you handle things like that? How do you first of all teach around it? But how do you handle it in your own business?

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Rose Radford 08:54

Yeah, absolutely. So we've been signing at least one new client every week for over 20 weeks now. So we've got a lot of systems in place that allow us to focus on doing the things that bring the results in. So growing, our email list is key at the moment, and then growing one social media platform, which is Instagram for us and focusing our energy and efforts on there and not spreading ourselves too thin. And if I feel as though there's not enough sales based conversations coming in, and calls coming in, I'll have certain tactics, certain strategies in place to say right, let's generate some more conversations. It might be emailing my list or really short email saying, Hey, I'm looking for a specific number of women who want to create this specific result. If that's you, just drop me a message or reply to this email and I'll share the details with you. It's a great way of generating more conversations because sales is a contact sport. I think sometimes it's easy to forget that and that contact does not include contact with yourself. We're not saying the clients that we want to, we've got to make more contact and that conversations, whether it's in the DMS on calls or Anyway, I really and so, I will do things like I'll jump on live. And I've now developed a way in which when I go live, we end up with an inquiry into my Instagram DMS. Now sometimes I'll get a little bit dare I say cocky, and I don't follow my own method with going live. And we do end up with an inquiry in the inbox and like, Oh, I should have just gone back to a method of doing this. So I'll do things like that, I'll go live a little bit more and just generate those conversations. But knowing what works for you your energy, your style of being your clients, is really important to then know how to generate these conversations, when you're thinking I actually haven't signed in the last couple of weeks, I need to do something about it.

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Britney Gardner 10:42

That's okay. So that's a really good point. So you've got kind of a framework, right? So you, you have various different methods, if you want to call them that, of increasing visibility and increasing awareness, those methods typically lead to a certain number of sales conversations in the DMS. And then from there, you're going on to book at least one client a week, and obviously at the at the rates that you're talking about, that's a very healthy income for almost anyone really, it'd be hard, I'd be hard pressed to figure out someone in my world who wouldn't be okay with that. When, when you were developing this whole system, right? So you you've done the challenges, you've done the webinars, you've done all the different kinds of launches, I assume all the different kinds. When you were developing this, and you looked at your data, and you're like, Okay, the the times I felt best, we were in some sort of evergreen promotion period. How did you go from that point, to figuring out these methods and strategies that are actively leading to sales conversations, because I think what I'm really trying to get at here is a lot of the programs, I've seen online, a lot of the coaching, and certainly a lot of the free content, which may or

may not be true, of course, that I've seen online, it talks about, oh, you just do this, and then, you know, the sales calls, they just appear. And I look at that from the strategic critical challenger point of view, as I look at those things, I'm like, yeah, so things don't typically just appear. I mean, we're not sugar ants, you know, following a sugar trail, right? But so much of the things out there are like, well, you just do this, and then everything else just kind of happens. So where are the dots here that are connecting that place where you had the realization to where you are right now?

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Rose Radford 12:35

Yeah, okay. So it definitely across an ecosystem in my eyes. So for for me in my business, and what I also teach clients and help them figure out what works for them, it looks like things like problem awareness content. So really increasing the awareness of your clients problem in written content, typically, belief shifting live streams. So really being able to move people down that by a decision making process when you're going live, and you're talking to a belief that you know, is any right in client's mind, and then be able to unravel that a little bit for them and share a new perspective, which then moves him down towards wanting to work with you, if that's the right fit for them, and having our email list grow every single day, and doing that with the Evergreen webinar funnel, we do run ads, but we do it profitably, which is really important to say, because I think people get very scared about the idea of going evergreen having a webinar funnel thinking, Oh, crap, I've got to spend 1000s on ads now. And no, it's scaled in a way that's really profitable. I assume your audience probably know that. But just in case anybody scared about using ads, you do it in a way that's profitable again, you put \$100 in you get \$1,000 back. And so yeah, I'd say it's an ecosystem. Now to answer your question around how did I go from realizing Okay, evergreen is what we want to do. Now let's go for the Evergreen. To begin with, there was a bit of testing to be done on the webinar storyline. I do live webinars and master classes, whatever want to call them typically did them every other month previously, and I found I wasn't getting the conversion that I wanted to on them. They just something wasn't landing. So I decided to ditch the other storylines that I'd learned from people like Russell Brunson, or other people that we've probably heard of in the online marketing space and decided, I'm going to design my own storyline around a webinar that I feel is going to really speak to my at a plan and leverage both the belief shifting stuff that I do and the live streams and core messaging. And we end up with a fantastic conversion rate on that was like great, we're heading out whatever creating that. For some people, they have to do a few goes around the block with the webinar to figure out okay, this is what's actually converting now but others you hit it straight out of the park the first time, I like to test a couple of times anyway. And then we turned that evergreen and started building out the rest of the funnel from that. And one of the things that I really like about being evergreen that's different from launching is being able to make one

change every week, and having 12 weeks or more of those one incremental changes. It just puts you in a completely different place. 12 weeks later, where the coach that is launching is gonna be testing their strategy, as you said, every couple of months, I'm not really getting much chance to see whether it's working or not, maybe changing the messaging haphazardly in the launch. So yeah, I like the fact that we get to make those incremental changes in the Evergreen approach.

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Britney Gardner 15:21

I love that what you just said. So, you know, 12 weeks of small changes, you know, one change each week, because I'm a big believer in the, you know, 1% better every day kind of idea and model, right. And I don't remember the exact numbers, I think it's like, if you do 1%, better each day for a year, you end up like 330. I don't even remember what it ends up being. It's a crazy high number, and you're like, can I even be more than 100% better than I am today? Is that like, a mental thing. But you know, you you're giving a 12 week framework and 12 weeks is totally doable for anybody, especially if you're like, Okay, this week I test this next week, I test that next week, we're going to move on to this other area. And then I assume you can probably start retesting some of them if you so desire.

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Rose Radford 16:04

Yeah, absolutely. And I think it takes a bit of self discipline to know you want to change one thing a week, because we often like to change three or five, particularly if you're in your funnel, and you you really enjoy being in ads and you enjoy marketing, you're probably going to want to change lots of things in one go, I've had to really learn one one a week, then track the entire data. Sunday afternoon is my day to day. Like right now I know what I'm changing for the week ahead. And that feels really good to me to be able to track that improvement over time.

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Britney Gardner 16:33

So what kind of team is required to to run this kind of operation? I mean, automation, always is going to have a lot of moving parts. But you know, you're talking about spending a fair amount of time in Instagram dm. So that's, that's a one on one time thing, like that's not something that you can really outsource? Well, in my opinion, at least to to the the personalized level that you and I are talking about. But you know, we're talking about ads we're talking about



17:02

one second.



17:07

That's where



Britney Gardner 17:11

we're good. Sorry about that. We're talking about so many different moving pieces. And I mean, I I'm very good at managing a lot of moving pieces. But even I can't manage all of those moving pieces, even for one final time in there.



Rose Radford 17:33

I have somebody who does two hours a day in my DMS right now, she has certain language and scripts that say that I have given her and she has great conversational aptitude. So that's important things. I'm going to do videos with you. And she will go and follow up with new followers. She'll go say hi. And then she'll find people to me that are worth me doing a voice note to you and things like that. It's a bit of a tag team effort. I probably spend half an hour maybe maximum an hour a day in a DM If required, if it's busy. I'm not typically at the weekends, I split nothing especially. So yeah, it's very manageable. And having something just do two hours a day makes a huge dent on on the DM volume. And then in terms of the funnel itself. And this is really interesting question, right, because I have been working with a marketing agency in the next couple of the last couple of months. And I'm leaving the agency and at this month, and I found that I was doing a lot of the legwork myself and the assets that I was creating. So the ad creatives, the landing pages were doing really well and better than some of the ads and the creatives that they were creating. And as I actually I'm looking at ROI here. Yeah. So as an example, I created an infographic that did really well on my Instagram account, let's put on an ad, let's see what happens. It was smashing out the park, we then had the agency create 12 or more new creatives to see whether we can beat that infographic I made still can't beat it, like weeks and years later. So actually, I need to trust myself a little bit more with this, I think it's really important to be able to empower yourself as an entrepreneur with the knowledge to know whether the ad targeting is a little bit off or to know what to look for in a landing page and how you might have to tweak the conversion of it to think okay, that means that's my messaging right now, how can I create an ad creative around that, and yet it creates it does require a bit more time. But I'm a big fan of polling experts Don't get me wrong working with me and then teaching me things. But I've just found the

investment. The marketing agency hasn't had the ROI that I really wanted. So we might try again with an agency. I'm not sure but I'm looking forward to take it back on my plate for a few more months to see what happens. And then go from there. And it's interesting, a lot of people will say to me, but could I when they're considering working with me because I just get an agency to do this. I said, come and do it first yourself as learn the pieces. Then when you hire the agency, you'll know why things are



19:55

going a bit awry and



Rose Radford 19:56

you'll be able to either fix it yourself or redirect them and you Be able to get better results from a marketing agency from that place.



Britney Gardner 20:04

So you actually just answered the question I was gonna ask you, which is whether you would consider an agency again in the future. And I asked that from a curiosity point of view, because I'm a big believer as you are, it sounds like and learning how to do something yourself first, maybe not at a full mastery level, but at least knowing the whys of how certain decisions are being made? Like, how do you know if a marketing agency is doing a good job? If you don't know, the mechanics of what they're doing? Right. And, obviously, I mean, you've found that you have a pretty good idea on the messaging that's working. And you know, they're not able to beat your own controls, which is a huge win for you, by the way. But you know, the amount of work, I'm curious to see a few months down the road, whether you'll be in a place where you're like, no, I really don't want to have all of this back on my plate. I do want someone taking care of at least the execution of it, if not the strategy.



Rose Radford 21:02

I think that's the thing. Yeah, it's the execution piece, which takes time loading the creatives up with the ads manager, getting the thing launched, being able to tackle the data, like there's a lot of pieces that actually I could probably give to somebody that ID to train up or somebody doesn't, it doesn't need to be a whole agency. So yeah, I probably will end up back with more support in that area. But I'm looking forward to having it back on my plate for for short term out anyway.

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Britney Gardner 21:27

It'll be fun to see. I'm kind of curious now. I'll let you know. Yeah. And so is there anything else that you have for us like anything else that that you feel has been integral to you making this transition? It going well, for you? And you know, now teaching other people how to do this as well?

R

Rose Radford 21:47

Yeah, absolutely. I would say the biggest was lots of there's lots of limiting beliefs that hold people back from making this leap. And so your high take on evergreen, one of the biggest things I find most interesting is the belief that people need to have a deadline, like a march deadline to be able to say yes to themselves and invest in your coaching program, whatever it is that you're selling. And I have a client that said this to me. And then And then during my program, I was like, this is fascinating. So if you're following people, let's say James Wedmore, or manifestation variable, and it's sort of the big people that do a million dollar or more launches, you're going to believe that you've got to launch and give people a deadline, because that's just what you're seeing. I found that actually, the high ticket client mentality doesn't require a fake deadline, to make a decision. And instead, they're more empowered in the decision making process, they know they want to invest in the thing, it might not be a natural thing, thing for them. And in that situation, what we do is say, put a deposit down, get started next month,

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Rose Radford 22:48

go on your vacation, go do the thing that you want to go do in the next few weeks. And we'll get you started later on, rather than a deadline being required to get them to make a decision.

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Rose Radford 23:00

So yeah, that's been my experience from a high tech client mentality perspective that they don't need what can sometimes be fake deadlines, to get them to make a decision. They really need to be supported in making that decision for themselves and finding out what the best time is for them to get started.

B

Britney Gardner 23:15

I could not agree more. I'm not a fan of deadline funnels, I don't personally respond well to that I like to take time to, you know, think about things that I'm doing. And and I like, I

would like to say that it's all from being financially sound, and you know, all that. But most of the time, it's just that I generally find I don't think clearly when I see Numbers Counting down at me. And it's not just a business thing, right? My husband and I were considering buying a house a couple months ago, but the market by us is like ridiculous right now. And every time we found one that we felt we liked that fit our needs. The real estate agent was like, oh, and the offer acceptance deadline is at midnight tonight. And I was like, No, I'm just not, I'm not going to buy like this. So we were like, we'll just do it next year. We're fine. We're fine. where we are. Oh, yeah. But I feel like you know, that kind of pressure people, while some people will say on for it in their personal life, but a lot of people won't stand for that in their personal life. But then when it comes to online business, it seems like that's all people are willing to do. And and from an ethical point of view from for me, at least. It's not the kind of business I want to be part of.



Rose Radford 24:28

Yeah, I totally agree. And I think people are getting really wise to it. They know that there's this deadline about say 24 hours a day on a deadline funnel. Like I could just go back through your funnel with another another 24 hours to make a decision by the audience. I think that in the online space it just yeah, we're getting more and more used to it and I'm responding probably a lot less to it. I'd also say that if somebody made a decision in that like last minute like Oh crap, I'm



24:54

not sure



Rose Radford 24:55

what to make decisions me and they say yes, they're gonna have they're gonna I believe a likely a higher likelihood of having that buyer's remorse feeling. We don't want that.



Britney Gardner 25:05

No, we definitely do not. And rose, this has been fantastic. Thank you so much for just being open and, and answering all the questions, but also just showing our audience that that you can run your business in a way that feels good for you that works with your lifestyle. And just because other people say, No, no, this is the only way it works doesn't mean you actually have to listen to them.



Rose Radford 25:30

Yes, absolutely. It gets to be different. It gets to be a way you get to run your business in a way that feels good to you. And there are more options than just launching if that doesn't serve you.



Britney Gardner 25:40

So if someone really wanted to learn more about this, this way of doing business, how could they find out more?



Rose Radford 25:46

Yeah, so the best place to head to would be [Rose radford.com slash step up](https://www.rose-radford.com/step-up) so it will one word, and that's gonna send you straight to my evergreen webinar funnel. So you get to experience that one. And there's a really great short training there all about high ticket group coaching programs, what that looks like, isn't something we'll dive into much today. So if you've got questions around what does high tech actually looks like I can a group coaching program, go there. And and then also the Evergreen element of it as well. And if you've got questions for me after listening to this, just come and hang out on Instagram with me. So I'm at I am rose Radford, and yeah, drop me a message and I'll drop your boys Novak.



Britney Gardner 26:25

Perfect. Rose. Thank you so much. Thank you for having me. It's been great. All right. Awesome.