Speaker 1: Welcome to Build Your Tribe with your host Chalene Johnson.

Chalene: Ladies and gentlemen, you are listening to a live interview that I am doing with the First Lady of Periscope, Kim Garst. Now, I'm recording this live, so we're going to be able to go back and read people's live comments of this interview. I know this is crazy. Then the interview appears, or at least the audio of that interview, will appear on my Build Your Tribe Podcast. This is another reason why, listen entrepreneurs, those of you building a business, Periscope is dope. You've got to get on Periscope for so many reasons.

 I wanted to have Kim on the show, not just because she is the First Lady of Periscope, but because I think Kim, you are what so many other people want to be. They want to be an expert. They want to share their knowledge, but so many of you, and I'd love to find out if some of you feel this is the case, you feel like almost uncomfortable calling yourself an expert because there might be somebody else out there who's got more followers, or who's been doing this longer.

 The very first thing I want to ask you Kim, is you've recently created an academy for Periscope. Is that true?

Kim: Yes, that is correct.

Chalene: I'm like "Is that true?"

Kim: I just wanted to focus on something. I have never said this, so can I say it?

Chalene: Please.

Kim: Periscope is dope.

Chalene: Periscope is dope.

Kim: I was focused on that. I was like "I got to say that." Yes, I do have a course. It is Periscope Profit Machine. It is built specifically for those who want to leverage Periscope for business. Whether that's to drive more traffic, leads, sales, to build a brand, et cetera. It's basically about getting out there, and connecting, and building a community, or a tribe on Periscope just like you would on Twitter, Facebook, et cetera.

Chalene: Now, this is a course that you've created for a program that's just recently come out. First talk to me because that takes some balls right?

Kim: Yes, it does.

Chalene: Another way to say that I guess, is I know there's going to be people who are like "Wait a second. How can you be teaching this when we're all learning it?" But thank God there are people like you because you save people like me, entrepreneurs, you save us time. I don't want to have to figure this out. I would rather go to an expert who's been there and can share with me their best tips and resources, because time is money and you save me time.

 How did you quiet, because I'm sure you had them, how did you quiet those moments of self doubt like "Maybe I shouldn't do this."?

Kim: One of the value propositions, I think, sometimes is opportunities show up in your business. You either decide to take them or you don't. If you let that "Oh my goodness. I don't know enough yet." Mentality kind of control the direction you head, then you are, of course, missing a golden opportunity. I decided not to do that. I'm very up front about the fact that Periscope is brand new. I am literally building my own case studies very publicly and transparently. I'm sharing things that I do that have worked.

 Whether it's 100 new opt ins off of something, or 180. I actually got 180 off of something the other day, just a strategy that I used. The key that you said is, I took what I knew at a basic level and shortened the learning curve. Then I'm continually building out the course as well with proven strategies. That's my biggest thing. That's kind of my pet peeve in life. I want to make sure that I'm sharing things that I am doing, not what I've heard Tom, or Sarah, or Mary do. I want to be able to say "I've done this. It worked. I would encourage you to do it as well."

 The course itself was an opportunity, and a way to help shorten a learning curve for all the people that are flooding onto Periscope.

Chalene: Kim, can I ask you a quick question? You said "I'm going to share what I do. I'm going to share what I have practiced and what's working for me. I'm not going to share what other people are necessarily teaching." My question there is, I have a couple different academies and most of the knowledge that I have is a collection. It's not all my research and data. I'm taking information from the experts. In fact, in the Marketing Impact Academy, I refer to you as my go-to person on Twitter.

 I'll say to people "I can't be a master at all of these things, so let me share with you some of the top tips from my favorite experts. I follow Kim Garst on Twitter. I follow Natalie Jill on Pinterest. I'll share some of the things I've learned from them and give them credit." I wonder, do you do that? Do you share like "Okay, I learned this from so and so."?

Kim: Yes. Actually, great point. In fact I did that this morning. I learned something amazing yesterday from Mark Shawl and I gave him credit for that. I tired it myself though, to make sure that it worked, but I absolutely do learn from other people. I credit you for things all the time. One of the things that I learned early on from you was, when you first got on Periscope, how you positioned yourself. Your body, et cetera, in front of the camera.

Chalene: Interesting.

Kim: I've referenced that several times.

Chalene: I didn't even know I was doing that.

Kim: Yes, it's a natural thing I think because you do so much video.

Chalene: Yeah, probably.

Kim: I thought that was just really clever. I've referenced that several times, so absolutely. I definitely learn from other people. I don't know it all. Don't even begin to know it all. Nor do I claim to know it all. I basically pick up things from others and say "I learned this from so and so. I implemented it. It worked in my business."

Chalene: I think that people struggle with putting themselves out there as an expert. Sometimes people even struggle to call themselves an entrepreneur. How is it you've been able to overcome the perhaps self doubt, or maybe you didn't have self doubt in feeling as though you're worthy, or that you can call yourself an expert, and quieting that fear that someone might say "Well, I know someone that knows more than you."

Kim: The reality is that somebody, somewhere always knows more than you. I am one of those people that really don't care for the term "expert". It's like "Ugh." But it's part of positioning in business and you do have to say you are an expert. The reality is you do have an expert level of knowledge that somebody else doesn't have. That's the key in my opinion. You know more than somebody else, so technically you are more of an expert that that person is. There may be somebody further down the line than you that might have a little bit more knowledge than you.

Chalene: So what?

Kim: So what? You are absolutely going to attract the people that don't know as much as you do. They want to know what you know. Don't devalue your knowledge. In fact, I've been in business online for 20 plus years. When I realized that my knowledge was way more valuable than the services and products that I sold, that's when my business exploded. You have to embrace that you know more than somebody else and they're willing to pay for it.

Chalene: That's right. That's so incredible. Let me share with you an experience I had when I first started watching Periscope. I think this is going to help those of you who are listening and struggle with that thought that there are other experts, or there is someone who was there before you, someone who is already quote unquote "doing this", so why would they want anything from me?

 Well, when I first jumped on Periscope I was trying to figure it out. I hadn't stumbled upon your scopes yet Kim. I stumbled upon another marketer who was doing a lot of tips on how to Periscope. Then I, of course, found, I was like "Oh, great. Kim Garst is here too." I started watching yours, and I started watching his. He's got great content, so certainly an expert too, but it's the way you deliver. I connect with you. I love that you speak openly about your faith. I like who you are. You know, you are an expert at the way you do it, and that works for me. The way you teach works for me. Your kindness comes through on camera. That works for me.

 This other person was super knowledgeable, but I didn't connect with him because he is constantly using profanity. You'll probably figure out who it is now. Constantly using profanity, and super cocky, and ridiculous. I was like "I'm sure you're an expert, but I'm looking for a different kind of expert." Don't be afraid to become the expert because you're not the ultimate expert, you're the expert at the way you do it, at the way you deliver the content. It's so important that all of us understand that there's somebody who wants it delivered to them, taught to them in your style. The people who are attracted to you and are most comfortable learning that way.

 Let me ask you this. You are creating, you've created this program, that walks people through the process. Is this ideally geared towards entrepreneurs?

Kim: Absolutely. I guess anyone that's technically wanted to learn how to use Periscope will get value out of it, but it's absolutely geared towards entrepreneurs, small business owners. For that matter, I think there's even application for brands if they ever wrap their heads around the potential of Periscope. For the most part it's a do-it-yourself course where people can learn the basics, kind of jump the hurdle of Periscope.

 I loved what you said about people learning from you based on, you attract what you put out there is what I kind of think. I love that you can get on Periscope, and bring your business onto Periscope, and just have that personal connection with people, and not have to be worried about whether you're doing it like somebody else. Just be who you are. There's no hiding behind Periscope. There's no hiding behind the written word. You are going to attract people to you just based on how you show up on Periscope. I just thought I'd circle back to that.

Chalene: So glad you said that. There are people who are listening to this who are not interested in Periscope. However, they are interested in creating their own academy, tutorial, some type of online program where people can learn from them. Whatever it is. Maybe you've mastered your success as an MLM-er, or you've figured out how to launch your own podcast. Maybe you figured out how to monetize a blog. You're thinking to yourself "Well, there's people who've already done that so I don't know if I should create an academy around it. It seems like a huge undertaking."

 But for those people who are considering creating an academy, a course, selling their expertise online, what I love about your story Kim that's so inspirational, and if you don't mind I want you to walk us through. How long did it take from the moment you said "I'm going to teach people how to do this" to launch?

Kim: Well, you're not going to believe this, but this is true. We have a team meeting every Monday morning.

Chalene: How many on your team?

Kim: We have about 7 to 9 with outsourcing.

Chalene: Okay, are all those people local? I'm sorry to interrupt, but these are my questions.

Kim: No, it's fine.

Chalene: Are those people local or is it people who are Skyping in? Is some of your team remote?

Kim: Some of my team is remote and some are physically here in our Tampa office. We had a team meeting and I said Periscope was not on our agenda. Not at all as it relates to anything. I got on the team meeting that morning and I said "You guys aren't going to like to hear this, but I'm going to just set my foot down and we are going to do this. We are going to do a Periscope course." Everybody was like "What?"

Chalene: This is how long ago?

Kim: This was 3 weeks ago.

Chalene: Wow. Oh my god. So loving this.

Kim: Yeah, 3 weeks ago. It was a Monday. I said "Guys I think this is a phenomenal opportunity. I've been watching it. I've been scoping a little bit. I think that being on the forefront of this, again leveraging the fact that I have a social platform already, not necessarily expertness in the Periscope space, but I certainly knew a lot more than a lot of other people." As we learned and did things, and then I shared those things, I thought it was a great way to leverage my case studies, continue to build value into the course, which is what I do. I update the course every week frankly.

Chalene: Do they have to pay for those updates?

Kim: No, I just roll them into the course. So far I have not added an additional fee.

Chalene: We should just say, to protect you at this moment, we should say "at the moment". The time is to get in now because that is an amazing value.

Kim: It is. I do 1 extra training a week of things that I've learned, and do Q&A's once a week with everyone. Then I have a private Facebook group that's kind of a 4 block bonus that comes with the course. We are going to charge, if anybody wants to stay in the community, a small fee after that because they do get the value, added additional content, et cetera. The actual content though, all the videos, anything that I do an upgrade in the course just comes with the price as it is right now.

Chalene: The takeaway from Kim's story is that just 3 weeks ago she said "I get this. I'm seeing something special. I think I'm seeing something that maybe other people haven't yet grasped. I can serve my community, and I can save them time, and I can do the research for them. I've got this idea. It's a new platform. I want to be that go-to person." This is just 3 weeks ago. You have that meeting. What's the next step?

Kim: Just thinking back, actually the course has been out for 3 weeks, so 4 weeks. It literally took me a week, all of us. I was like "Everything gets set aside guys. We are going to do this course." From the layout, the design work on the back side because it's a membership site, everything. All of us went all in. Literally, almost 24/7 to get the course out the door by Friday. This was Monday morning and by Friday we had a course that we took to market.

Chalene: Amazing, which is very inspirational, but let's tell people what does that look like? Do you first sit down and say "Okay, here's what I think people need."? How do you break this down? When people are thinking about "Well, yeah I know a lot about getting a kid a sports scholarship." Or perhaps "I know how to build an MLM team. I know network marketing. I'm just not quite sure where to start in terms of creating my course." What did it look like for you Kim?

Kim: Let me tell you a little secret because I started with the basics. What do people need to know? Then what about the progression of it from a business standpoint? Business ideas, how to grow your list, how to build a community, typical things that you do when you're trying to get started on a brand new platform. That's the way we started technically, with just a laundry list of things that I thought people needed to know. I did trainings on each and every one of those. Then the following week I went back ....

Chalene: Can I interrupt for a second?

Kim: Sure, yeah.

Chalene: You said "I start with all the basics and then I did trainings." So I really want to know. Did you first write everything down on paper? You said "Okay, this is what I want this lesson to look like, and then this lesson, and then they need to learn this." Or did you go "Okay, this lesson and now let me film it. This lesson and now let me film it."

Kim: No, I did the list first. Then I went back and started developing the training for each one of those. I wanted this to be value based. I didn't just sit down in front of a computer and record myself saying this stuff. I did Power Points. I made it look professional, put the voice over onto things that had, it's a perceived value thing for me. I wanted the course to be valuable, and not just be me talking to people. Although technically you're still talking to people. Does that make sense? Hopefully I'm making sense because it's a description.

Chalene: Well, let me ask. You said you want it to be value based, so what does that mean for you as a consumer? I think the same thing. When I do a program, when I do online training, I want to hear the information on video. I want to have the ability to listen to it on mp3 because that's how I learn, and I also would love a pdf, or I love academies where I get something like a little checklist where I'm like "Okay, cool. I got this. I got this." You know?

Kim: Yes. Basically, when I say I want it to be value based, I wanted it to be more than somebody just sitting down and, you can do that on Periscope. You can get on Periscope and hear people say things, right?

Chalene: Right.

Kim: So how can you show up and give more value? We do have checklists, we have bonuses. For example, just getting people started on what do they say when they first get started? We have a checklist for that. A scoping kit, what kind of equipment do you need? Just the basics of the core things that you really have to have to get started. Then, again, making it a little bit more professional looking with the add on of having it not just be me talking front facing. I am still talking it, I'm still explaining it, but not making it Periscope-ish.

Chalene: Got it. That would be my next question. For those people who are considering creating an academy teaching their knowledge, do you have to use really expensive equipment, and did you have to hire a filming crew?

Kim: Okay, no. That's the beautiful part. Literally today there's so much technology at our fingertips that you don't have to have a lot of skills, or fancy equipment, to do amazing things. You can sit down in front of your phone today and record training that's multi-purpose. You can multi-purpose that content. You can record the training, you can do the mp3's, you can put those recordings, or those videos up on YouTube or put them in a membership site, however you want to do it. There's just so many ways and it's so easy today to create content that's value based without a lot of background stuff.

Chalene: Can I ask where you're hosting the academy?

Kim: Sure. I have it on my website. We have a training site where we have all of our products, our training products. We use iMember, so it's a membership site.

Chalene: Got it. They can't find them on YouTube. That means once they purchase then they're sent a password, and a sign in information. Then they can only see them on your membership site?

Kim: That is correct.

Chalene: Cool. I'm just curious if you looked at any other membership sites. We love Kajabi. That's where we want to share my answers. That's where we currently host all of our academies, on Kajabi. I'm just wondering. Use your mic on your phone's earpiece for better sound if you have nothing else. It's on your earring? Hmm. I wondered if you looked at any other membership sites like Kajabi.

Kim: We have actually. We ended up sticking with this one because we have several courses. I have an inner circle, social selling inner circle. We do a ton of training in there. We have what's called a plug in. It's a plug in called Learn Dash that lets you progress through our trainings at a way that you can kind of see. You can track your progress. It's kind of like a university style where you do 1 lesson and it says "Okay, you have a progress bar. You can go through the progress." It's just so much easier, I think, for people to kind of keep track of where they've been and how much farther they have to go.

Chalene: For those people who are considering putting their own online academy together, the membership site that you use, can you tell us the name of it again? And roughly what does it run?

Kim: Learn Dash, this is what's so really neat guys. You don't have to have a high end membership site, like Kajabi. I don't think Kajabi is that expensive anyway, but literally with a plug in you can do a lot of the membership stuff that you would traditionally do with some of the higher priced types of membership sites. The plug in that we use is Learn Dash. It's a Word Press plug in, so if you're using Word Press, very easy. I'm not sure off the top of my head. I'm not sure how much it was, but it's not expensive.

 iMember integrates very nicely with it. It also integrates with InfusionSoft which is what we use to manage our email list. It doesn't take a lot to make that work. Even, honestly, with some of the smaller email management clients you can still leverage those and tie them in. AWeber, Mail Champ, et cetera.

Chalene: Very nice. My next question to you Kim is, you sit down and you develop a plan for what this course is going to look like. You set for yourself a fast approaching deadline. That's key. Why is it you gave yourself 1 week as opposed to a month?

Kim: Well, because frankly from our end there was so many other things that we technically had planned. This threw a monkey wrench into the normal course of what we had already laid onto the monthly calendar. It was a total overlay, and basically push forward of other things that we had moving. By me kind of saying we're going to do this, and incidentally, I will say this too, my entire team, most of my entire team thought I'd lost my mind. They did not think that Periscope had legs. They really thought I was totally overshooting it and had lost my mind. They have since reconsidered.

 It's been a very fast 3 weeks. As you probably know, Periscope has added a whole other layer to our business that we just did not anticipate. It's a good layer. It's an absolutely amazing layer. One of the things that I'm seeing you do, and I'm really stepping forward in, is how to take this time that we spend here on Periscope and repurpose it in some other way, exactly what we're doing right here, right now, recording this for a podcast interview. Maybe cutting clips out of this to put on, since we're also recording it can we repurpose this content in some other ways? I think that's the key frankly. Don't use Periscope to be 1 more thing. Instead figure out how you can leverage that same content in some other way on your other platforms.

Chalene: Hallelujah.

Kim: Yeah. The value proposition to Periscope is, in my opinion, that community, that tribe, that value proposition where they can get to connect to you and you're connecting to them. It drives relationships so much deeper, so much faster. It is also driving sales so much faster. It'll build your list so much faster because, again, it's that personal connection, but at the same time we're busy. How do we take 1 more thing and say "Okay, do I have time to do that?"

 When you approach it, if you're brand new and you're listening to us now and you're saying "Should I even bother with this?" Make a plan before to do some other re-purposing things. Take the same content. Take your blog post and talk your blog post for crying out. Drive traffic back to your blog post. Whatever it is, don't make it 1 more thing for you. Just make it a repurpose of something you're already doing.

Chalene: I love that you just said that. If I were to sit down and be given the assignment to write a blog post about any topic, like the topic I gave last night on how to create a [freemium 00:26:13], that would probably take me 5 days, but if you put me in front of a camera and say "Just explain with your passion and your excitement what you know about this topic" I can kick it out in 30 minutes on a Periscope, send that transcript off to Elance, elance.com, and have it transcribed from anywhere from .50 cents to $1.00 per minute. Let's say for $30.00 I now have a transcript that's longer, and probably even better than what I could write as a blog post, and then I can just clean it up a little bit and turn it into a blog post.

 All of this stuff can be repurposed and that's the key. Kim sat down and she said "All right. I'm going to give myself and my team, which is such a blessing, this fast approaching deadline and we are going to not only create this, we're going to film it, and we're going to offer it in less than a week's time." She worked around the clock to to that. Now, were you by yourself when you were filming this? Did you use an editor and post? How did that look? What did that look like?

Kim: Yes. I closed the door to my office and just recorded everything. I actually created the entire content for this course because I was the only one who knew anything about it. I did pretty much the entire content creation, recording, the whole 9 yards. The team did the front facing stuff. Making things pretty, making sure that our membership area was right, and it worked, and the funnels are built out in InfusionSoft, all the pieces that go with to make sure that we could roll this out.

 Since then, interestingly enough, we have gone back and re-organized the course. It didn't hold us up from getting it out the gate, and out the door, and making sales. Then we've come back. We've refined it. We've made it better.

Chalene: Refined the program, is that what you mean?

Kim: Correct. We organized it better, kind of made it more module based with the actual videos inside of those modules.

Chalene: This is great, I have to say. Did you hear that you guys? It doesn't have to be perfect. Get it out there. I always say you can't fix something that you've never released. Everything I've done, the first 20 times was terrible, including every single Periscope and everything else I've ever done in my life. You got to do it so you can fix it. What you just heard Kim say is "We released it because we knew people needed it. Perfect or imperfect, people needed this. Once they got it we took their feedback. We were going through it ourselves, and we just keep making it better." Don't let your perfection paralyze you because you can improve everything as you go. Customers love that. When you take their feedback and say "We're doing this because you told us that's what you want."

 The next thing I want to ask you Kim is, once you decided "Okay, I'm going to create this course." How did you determine your price point?

Kim: Basically, we wanted to go out with something that was affordable for who we thought was on Periscope. Let me explain that real quick. There's a lot of social platforms where you don't really know. You reach a broad audience. From what I could tell from the folks that were coming onto Periscope there was a lot of just regular people. Small business owners, entrepreneurs, [solo-preneurs 00:29:47]. They were intrigued by the concept. Yet they weren't quite sure yet. Did they want to sink money into this? Do they want to do it?

 We basically came out with the thought process of where we would do an anchor price, or an introductory price of $97. We would raise the price to $147 after a period of time. We have kind of met around this and talked about this for some time, and I think we're going to leave it at $97 for the foreseeable future. We may, at some point, raise the price because I really do want to add some additional value to the course, specifically things like [sponsorships 00:30:30], how you get sponsorships for your scopes because I think there's a big, it's kind of like live TV right? On live TV there are sponsorships.

 The things that I see a lot of that build presences on social media, we sell our influence cheaply. We recommend products, we recommend services, we recommend tools all the time. I think that there's going to be a lot of people, especially early adopters, those people who are on Periscope right now who are building communities. There's going to be people that are going to come in behind us that are going to want to get in front of the audiences that we build.

Chalene: For sure.

Kim: I think there's going to be an amazing opportunity for some sponsors.

Chalene: My next question, for people who, again, aren't on Periscope yet but considering setting up their own academy, once you set up the price point, you're like "Okay, this is a platform where people are probably skeptical. It's not proven yet. I'm going to pick a price point that's right based on the newness of this platform, what I'm going to provide for them." Did you then say "Okay, if my price point is anywhere from $100 to $150, therefore I should give them X amount." How did you decide how much content to give them?

Kim: Basically, I wanted it to be not just the basics, because the basics I could go to YouTube or anywhere and try to get the basics. I wanted to tie the basics into the business application. That has been my focus all along. Even today when I was sharing a specific tool or resource that I learned from Mark Shawl, it's again what's that business application? It's not so much for me to say "Okay, here's how you get on Periscope. Here's how you start your scope." Although it's an important piece and you've got to teach that, it's like "What else? What's the business application? How do you grow your list? How do you drive traffic to your blog?"

 The reality is, in order to create sales leveraging social media, it's community building. It's engagement. It's having traffic. It's content driven. If you don't have great content, you don't show up and deliver the goods, then who's going to pay attention? Then you have to have a conversion process. You have to have a sales funnel. It's a process and it's pretty encompassing. It's got a lot of stuff that goes with it.

Chalene: It sounds like it's very heavy. It's got a lot of content. I'm not to put words in your mouth, but it sounds to me like you said "That's our price point and I'm going to give them everything."

Kim: That's pretty much were I'm at. You said something that I really want to key in on. That is that we are at the very early stages of Periscope. A lot of people may not even know the value proposition yet. Sometimes it's hard to have that value proposition, or charge something, a premium price, for a value proposition that they don't understand yet.

Chalene: True, this is very true. You've got to look at "What is the value of this?" Don't worry so much about "Well, can I charge this much if it doesn't have 55,000 videos? Can I ask for this type of a fee to consult with me?" If your information is going to save people time, money, and help make them money, what is that worth? That's how you set the price. It's not always easy to do because I think we all feel sometimes guilty, like we're not worthy. Have you ever experienced those feelings Kim?

Kim: I think we all do. You got to love your haters, honestly. Somebody always has to poke and say "Well, why is that person qualified to do a course, or speak to this, or whatever." The thing that I have found over the years is you can't let that detract you. You just got to get out there and realize always that you know more than, like I said before and Chalene said it as well, you know more than somebody out there and they want to know the knowledge that you have. They're willing to pay for it as long as you deliver great value.

Chalene: I really would like to talk about questions related to creating your own content and your own academy if we could. I know you've got a lot of questions about Periscope. We'll do a follow up I'm sure, but for now I'd love to have you ask those questions, those of you who are considering creating your own content and perhaps becoming an expert in selling an academy, or your knowledge, your expertise, your services.

 The first question, which I think is a great one is "How do you know what your niche or expertise is? How do you choose a topic?"

Kim: Well, we all know something. One of the things, when somebody asks me this question I say "Well, what question do you get asked the most?" What do people want to know from you? We all get asked questions in our area of expertise. People are constantly saying "Do you know how to do this?" Or "Do you know how to do that?" I think that's the root of it. What is it that people want to know from you? Then how do you impart that information?

 I also think there's a huge value in listening to what your community is saying and asking from you. Not just the questions that they're asking you personally, but how are they engaging with each other? What holes do you see in their knowledge? Sometimes I see a lot of people who say "I know what they want. I've got this." Then you design products and services for what you think they need, and you don't spend the time to really listen and say "That's not what they wanted at all."

 You find yourself falling flat on your face when you build a course that is not really what people wanted. It's important really to pay attention and ask. That's the third tip I have. If you can't identify what it is by them asking you questions, or listening, ask. Ask.

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