

Speaker 1 ([00:06](#)):

Nothing like starting off the recording with a sneeze. No big deal. It's hilarious. Okay. Goodness. All the notifications I,

Speaker 2 ([03:15](#)):

Hello.

Speaker 1 ([03:19](#)):

Hi, how are you doing?

Speaker 3 ([03:25](#)):

I thought I was going to be less sleepy because since the time changed for you guys, it's now 8:00 AM instead of 7:00 AM but no,

Speaker 4 ([03:37](#)):

Yeah, I understand it. My husband and I often joke that I have sleepy bitch disease and it's accurate. I love that. It's so true. I could sleep 10 or 11 hours a night and be totally chill. It would be great.

Speaker 3 ([03:55](#)):

I same. Yeah,

Speaker 4 ([03:59](#)):

Especially now, I feel like with the election news and everything, I feel like my body's like, we just need to hibernate. We need to hide for a bit.

Speaker 3 ([04:08](#)):

Yeah.

Speaker 1 ([04:14](#)):

Jasmine? Hello? Hello.

Speaker 2 ([04:22](#)):

Hi. Okay.

Speaker 4 ([04:23](#)):

We will give people another minute or two because I know with the time change, it's a little weird and also with the election stuff, people are probably a little out of their routine, so we'll give people another minute or two, but then we will hop into teaching for this week.

Speaker 2 ([04:42](#)):

Yay.

Speaker 4 ([04:44](#)):

Also, I just have to nerd out for a minute. Do you guys know Leoni Dawson? She sent me a mug.

Speaker 5 ([04:50](#)):

No. What are the things that it says?

Speaker 4 ([04:55](#)):

It says you've got this. You can make magic and miracles happen. The stars are singing your name. You are utterly loved and adorable. You are blooming like a wildflower. So I'm in her brilliant life and biz academy, and we were on a call and one of the questions I asked was like, I'm trying to write this fiction book and it's so hard, feel so stupid. And she was like, okay, write the first page and send it to me. And so I did. And so she was like, the way her advice was just write the shittiest first page you can, the worst first page possible. And so I just wrote it and it sucked, and I sent it to her and she sent back. She's like, get better at being shit at writing Megan. And then she sent me a muck.

Speaker 5 ([05:46](#)):

Oh, that's so cute. I love the vibe of Leone Dawson. It's so affirming and generous. Yeah,

Speaker 4 ([05:59](#)):

She's very generous with her time, with her joy. Yeah, I'm a big fan.

Speaker 3 ([06:05](#)):

Yeah, me too.

Speaker 4 ([06:09](#)):

We like Leoni for sure. Okay, well, we've given people a couple of minutes and there's always the recording, so let's go ahead and dive on in. Let me share my screen. So this week we're going over module four. Is that right? It's okay, sorry. I was like, wait a minute. Yes. So this is all about practical sales tips that actually align with your leftist values, and it starts with something that might not feel very practical. It might feel very mindset based, but I think it's hugely practical, and that is the difference between ask culture and guest culture. So if you haven't had a chance to read this, I'll go through it really quick, but ask culture means if somebody needs something, they ask for it. So if they need to ride to the airport, they say, Hey, can you take me to the airport? If they need help with their homework, they raise their hand and ask the teacher if they need a raise at work to afford childcare, they ask. Then there are those of us who grew up with guest culture, which means if you need something, you receive it from others when others offer. So if you need a ride to the airport, they mention that they need a ride, but they don't ask you wait for the offer.

([07:18](#)):

If they need help with homework, they may intentionally look around, look confused, tap their pencil. They're trying to be offered help. So if you're an asker, you might think that guessers are passive aggressive, and if you're more of a guesser, you might think askers are just straight aggressive. But the truth is both are totally neutral, both are good in some ways and bad in others, and at the end of the day, neither one is better than the other. I think we live in a very guess based culture that at the same time, demonizes passive aggression. So it's super unfair. It's a very lose lose situation in my opinion. In theory, we say, oh, askers are better, but in practice, most people are guessers, and so it's very unfair. There's not a lot of winning here, but that's why I say they're both neutral. It's fine, no matter which one you are. Personally, I by nature am an asker, but I grew up in guess culture, which means I'm always doing the guessing stuff, even though asking would feel more natural. I think that's a lot of the cases for people who grew up autistic.

([08:27](#)):

So this applies to how we make sales. That's why I bring it up. Do you want to receive sales clients and customers after calling attention to yourself and your offers? Do you want them to offer to you or do you want to ask for sales clients and customers directly with no room for fluff or distractions? Again, neither one of these is better than the other, right? You may have heard differently. You may have heard like, oh, you need to provide value and wait for people to approach you. Or you may have heard that you need to give people a specific call to action and tell them to buy basically. And honestly, you don't have to do shit. Okay? Trying to be a guesser when you're really an asker or vice versa is only going to make sales harder. So oh my goodness, Grammarly does not like my writing Anyway, so let's talk about how to ask for money, how to receive money, and how to decide what to do with which. I am also going to add something in here that I didn't put in here that Georgina and I were talking about on their Voxer hour earlier.

[\(09:28\)](#):

Sales is a lot like the movie pitch. In the movie hitch, he talks about going in for the kiss, you got to go 80, but you've got to let her go that last 20, or maybe it's 90 10. You know what I mean though? It's like a ratio. You can go in and as I dunno, hitch is a very heterosexual movie, but as the man, you're supposed to lead and go in, but you've got to let her come that last 20%, right? Sales is a lot like that for many of us, and you have to figure out what that ratio is. So if you're more of a guesser, maybe you go in 60 and you let your people come 40. If you're more of an asker, maybe you go 90 and you let people come in 10, it doesn't matter in the sense that there's not a correct way to do it.

[\(10:12\)](#):

It matters in the sense that there's a correct way to do it for you in a way that feels best for you and for your clients. If you work with people who have been through abuse, you might have to go 90 because those people have had their trust shattered. Or let's say you work with entrepreneurs, entrepreneurs are often willing to go almost 50. They're going to meet you where you are because they want the solution anyway. Anyway, just stuff to consider. So oftentimes people intuitively know if they're an asker or a guesser, but if you're not sure where you fit, ask yourself, if I could have things my way, would I rather have help offered or would I rather ask for directly what I want? So that is just a simple question to help you determine which one you are. If you're still not sure you might be something different, how do you prefer to have your needs met?

[\(11:07\)](#):

Is there a system that you follow in most situations to ensure you get what you need? It's totally fine if you're like, I'm not really an asker or a guesser, I'm something else. That's totally cool. Once you identify how you try to get your needs met, come up with five affirmations about it. What makes this method so effective, helpful, positive, et cetera. So this is something that I think a lot of trauma survivors get a lot of shit for. We're often called manipulative because we are, but we're not manipulative in the sense that we're trying to con you or pull one over on you. We're manipulative in the sense that we were taught that the world is unsafe, and so we're trying to control as much of it as possible. And so I know this is something I've had to work on in my marriage for a long time, is this idea of I am allowed to have my feelings always, and there are times when the way that I feel is an attempt to control the way he feels, and that's not fair.

[\(12:09\)](#):

And so we've got to find way is for me to express my emotions. I don't have to bottle them up. That's never the answer in my marriage. Never, ever. It never helps us. But we do have to find different ways to express things so that there's still room for him to be authentically himself. So anyway, little side note. So how to ask for money. So regardless of whether you're an asker or a guesser, you have to ask for money. You just have to do it your own way. So let's talk about how, so how to ask for money. If you're a guesser, you might be like, this is counterintuitive, I'm a guesser, but even guessers have to ask at least somewhat. So I recommend remembering that when you make sales, you're not just asking for money,

you are also offering something in return. So if you're uncomfortable making direct sales because it feels like asking, it can be helpful to change the perspective and consider how it might feel for a customer who's a guesser, who's looking for a solution to the problem they're having.

(13:05):

They don't feel like they can ask directly for help, which means if you're waiting for them to reach out to you, they're not going to. So you have got to offer your services or products more directly leaving space for them to be a guesser. So if you start to feel pushy or aggressive, especially when you know you're not really being that way, it helps to put yourself in the customer's shoes and ask how you can help your fellow guessers out there. So practical tips. You need to decide if you want to be a business owner or if you want to be a content creator. They are really different, and if you guys want to talk about the differences, let me know in the chat, that's fine, but they're really different.

(13:49):

If you're acting like one, but you're expecting the results of the other, you're going to end up very unhappy and your people might end up unhappy. So that's that tip. That's something I've been going through at the moment. Then you want to ask yourself, if someone wanted to know what I offer or if it can help them, but we're too afraid to ask, how can I give them that information in a clear and easy way? Next up, you want to repeat yourself, okay? No one is paying as much attention to your business as you are. No one is reading every email, listening to every podcast, watching every short. No one is doing that, or very few people. And guess what? The people who are doing that want to be doing that because they're a super fan, you need to give them more content. It's fine to repeat yourself.

(14:35):

Seriously. Seriously, fine. Next step is fall in love with your offers. So that talking about them feels less like asking for money and more like creating a community of people who are all super excited about the same thing. This is hard to maintain this love for your offers because they do become mundane over time and they're supposed to become mundane. That's the point of systems. But at the same time, we do need to keep that spark alive. So think about your relationship with your business like a marriage. Yeah, is it going to be as steamy as when you first got together? Maybe not, but that doesn't mean you let the love die, right? So there's got to be a mix, okay? Practice receiving money without having to ask. So every time you find a penny on the ground, I want you to thank the universe or God or money or whatever. If you believe in something, thank it. When your electric bill is just a little lower than it was last month, be like, hell yeah, I turned off those lights. Look at me. Go whenever you make a sale, without trying, do not tell yourself it's a fluke. Remind yourself that every sale you make is the result of your hard work. Whether it's hard work you did today actively selling or hard work you did three months ago, making high quality content that attracted the new customer.

(15:46):

Sales are never a fluke. You did something right. It just, maybe you didn't do something today. Now for our askers in the group. So if you're like, no, just let me just ask for what I need, please, because then I'm happy you are not having to guess. It feels way more direct. Totally fair. So how can you ask for money? It's one thing to ask for a ride to the airport. It's another thing to ask for money that without which you won't be able to pay your rent. That's a totally different situation. How can you make sales using your more natural asking tendencies? Just as I recommended for the guessers, I recommend that askers who are anxious about sales, imagine the askers in their communities. So if someone is used to asking for what they need, how can you make it, excuse me, easy for them to do that. How can you curate a brand that is approachable? What can you do to demonstrate that you are comfortable providing what people ask for? Whenever you start to feel like your people are trying to make you guess what they want, remind yourself that you are an asker. Just ask them, what do you want? What are you willing to pay for? How can I help you? And then do that. Leave space for your people to ask for what they need.

[\(17:00\)](#):

So some practical tips you want to do frequent q and as or consult calls that allow people to ask their questions and allow you to ask your questions of potential customers as well. You want to ask yourself who, what does this sentence even say? Ask yourself who you often ask for help from. That is a disastrous sentence, and I'm so sorry, but basically, who do you usually ask for help from and why do you ask them? What about them makes you feel comfortable coming to them with your needs? Try to identify common characteristics and then find ways to replicate those characteristics as long as they're in alignment with you and your personality and your brand. Establish yourself as someone who provides for people when they ask for help. You don't need to be an expert with a million degrees in order to just help people, right? I'm not saying you death to expertise. I love experts, but you don't have to be one in order to be a helpful human being.

[\(17:54\)](#):

So practice asking for money with honesty and transparency, but not necessarily desperation. This is so fucking tricky, especially when you actually are desperate, right? It's so hard. So it's okay to let people know that when they buy from you, it supports you with rent, childcare, food, savings and more. But you don't want to make your people feel responsible for your wellbeing necessarily, or at least not solely responsible. If they don't buy from you, they're personally cheating you out of a meal because that our people don't buy from us in order to pay our rent. Our people buy from us for the ways we can help them, but sometimes when we get scared and we get desperate and money's really tight, we forget that a little bit, or we find it hard to focus on the value we're providing because we're so desperate for the value we need them to provide us, right?

[\(18:47\)](#):

I really recommend taking the pressure off your business. In this case, what I did for a while when money was really tight is I worked Instacart, which sucked. I hated it, but honestly, it got us through a tight three or four months, and I did what I had to do basically. And I understand that there isn't, Instacart's not an option for everybody. You may not have a car, you may not have a driver's license or driving may be terrifying for you, whatever it is, but I think there are often little ways to make money here and there. You can sell things, you can freelance, you can do Instacart or GrubHub or whatever. There are little things here and there. You just want to take the pressure off your business a little bit because when your business feels super pressurized, your people feel that, and people don't.

[\(19:38\)](#):

People want to support other people, but they don't want to feel obligated to support other people, which we can get into a whole moral discussion there, but it is, in my opinion, pretty much a fact that people don't want to feel like they have to buy from you to, you know what I mean? It's almost like people would rather donate than buy from someone who needs the money for rent, which is crazy, but that's a whole other thing. Anyway. So you also want to ask yourself, if someone was asking for help with the problem that I solve, would I be one of the first names that comes to mind as a person who helps with that problem? This could be top of mind for Google, social media, word of mouth, or another avenue, but in some way, you want to be one of the top five people that others think of when a problem or worry is discussed.

[\(20:26\)](#):

So just start curating that identity within yourself. I'm one of the top five people that people around me tend to think of, okay, sales tips for anyone, regardless of whether you're an asker or a guesser, there are some sales tips that apply pretty universally, especially if you are a leftist. If you see capitalism as a problem to be solved or burned to the ground and want your own business to avoid the pain capitalism causes, then these tips are for you. First, don't fucking lie, please. This should be really obvious, but honestly, it's not. There is a lot of marketing advice out there that is basically telling you to lie to your

people in some way. Think of false scarcity, false urgency, and false importance. Those are all three things. We're going to break down here.

[\(21:11\)](#):

So this doesn't mean you can't close doors or limit signups or let people know how good your shit is. It just means don't lie about it. And this is where I think people get so caught up, they're like, well, I don't want to oversell it. I don't want to oversell it. Well, don't undersell it either. That's lying too. Let's just be honest about what it can do. Okay? For example, I have a group coaching program about executive dysfunction. It helps people be more productive in a way that works with their brains. However, I never ever promise that I will cure or get rid of their executive dysfunction. In fact, there is a section on my sales page that lets 'em know I cannot do that. This is good for them. They have an honest view of what they're buying, but it's also good for me because it means they won't be disappointed when they join because I didn't falsely inflate the important scope or capabilities of the program. You've got to think of the longevity of your business. It's not just about making that sale. The relationship with that customer doesn't end when the sale is made, especially in a group coaching program. That relationship keeps going, and you've got to be able to provide a good experience. And if you falsely inflated things at the off, you're going to have a hard time following that up.

[\(22:22\)](#):

You also do not want to create false scarcity. If you really honestly only have capacity for three, one-on-one clients or are only accepting 10 people into a group for whatever reason, that's fine, but don't say there's only three spots left. And then when you get those three people say, oh, two more spots became available. That feels very disingenuous. I mean, there are times where it happens and things shift, things change, but don't make a habit of it. I would argue, please, finally, let's not do false urgency. Okay? This doesn't mean you can't do open closed door cart or that you can't use timers or anything like that. It just means be transparent about what those timers and countdowns mean and why you're using that. So in my experience, people don't buy unless there's a deadline. It's not that they don't want it, it's just that they think they'll do it later and that they never do, and they never get the help that they need. So timers and deadlines can actually be super helpful for your people. We just don't want to be really pressury about it. In my experience, I have used short timers before, like 20 minute timers, and then I've had people reach out and be like, Hey, I have a DH, adhd. This felt a little gross. I have issues with impulsivity. Could you maybe not? And I thought about it for a little while and I was like, yeah, I can. Let's not do that.

[\(23:35\)](#):

So I'm not saying I'm perfect or never done this or whatever. So it's fine if you have, but I'm going to argue maybe we shouldn't, especially if you work with ADHDers just because of the impulsivity issues that we tend to have. So you just don't want to close your cart in an untruthful way. For example, if you know you're going to open cart again in two months, don't tell people this is their last chance. Find different wording. So just be honest. Just be honest. That's all. Demonstrate your ability to help. So people want help with their problems. The best way to make sales and help your people at the same time is to show your people that their problem intimately, and you also know the solution intimately. So relatability is a really good start. It lets people know that you understand what they're going through because you've been there, but you have to take it a step further if you want to show them that you can help with that problem.

[\(24:25\)](#):

So even if you're a brand new coach, service provider, content creator, business owner, whatever you call yourself, even if you've never worked with anyone before, you can still demonstrate your ability to help through telling your own story. So how did you reckon with this problem? What solutions have you found and which ones didn't work? I personally am not a huge fan of positioning yourself as the end all be all expert, because I think we all have more to learn. We've all learned from someone who came before us who's probably even more of an expert. But you do have to establish yourself as someone who knows the

problem and its solutions well, or else why would people buy from you? And I think this is a question a lot of people ask themselves. It's like, why would people buy from me? I have nobody. I don't know anything. Then why are you running a business? Part of you thinks you do know something, right? Part of you believes in yourself. Just give them a little credit.

[\(25:17\)](#):

Just show people what you can do and show not tell is super important too. So anytime you can demonstrate your skills in solving the problem, do it. So if you're an artist who makes people's lives better by bringing beauty into them, show yourself creating art on a dark and gloomy day. If you're a life coach, show yourself having a bit of a mental breakdown and then picking yourself back up and soothing your own nervous system. Show them what you can do. Okay, sorry. Are there any questions? I've been chatting quite a bit. If you've got questions, feel free to drop them in the chat or we can talk after. This is almost done. So finally, we're going to talk about how to accept money ethically. So this is some of the nitty gritty stuff. So these are just my opinions. You are more than welcome to disagree with me.

[\(26:01\)](#):

I do not love this idea in leftist spaces that there are people who get to tell us how we should and should not do stuff like I am just one leftist, this is my leftist perspective on these nitty nitty-gritty details. Take it or leave it, right? So payment processors, in my experience, it's best to use as many processors as you can so that all kinds of people can access your work. I used only Stripe for a while, and then I added PayPal. Not only did I make more sales, but I was able to help people in countries where the credit card thing was not working. Or maybe they were a college student who, I don't work with minors, but they were a college student who didn't have a credit card yet, but they had PayPal or whatever. So I think it helps to have more options. So I personally stay away from Klarna and Afterpay because if I want to offer a payment plan, I can do it interest free myself. But if you use Klarna or Afterpay, that's fine.

[\(27:05\)](#):

I would rather just create my own payment plan personally. So I love payment plans. I think it's great for me because it helps stabilize my income month to month, which is awesome, but it's also really good for clients who are like, I do not have \$2,000 Megan, but I do have \$334 for the next six months. And I'm like, great. Sounds perfect. Let's do it. So the big question with payment plans, however, is do you charge more for people to use them? As in, do you charge less for pay in full? So personally, I don't, and here's why. I used to, but then somebody reached out and they told me that it felt like they were being penalized for being poor, and that kicked me in the motherfucking gut. I really rethought everything after that, and I changed my payment plans to be interest free, which means I just take the pay in full price and I divide it by the number of months, and that's it.

[\(27:58\)](#):

This has burned me a couple of times. I have absolutely had people who sign up for long-term payment plans and then just stop paying as if they think it's a subscription and they can just quit. I find that very frustrating. I understand why people do pay in full discounts. That's a big part of it. You get a discount for paying in full because it's an expression of trust, right? It's like, okay, I have your money, so I don't need to depend on you continuing to make these payments. However, I think I have gained a much broader audience and clientele base due to my payment plans being more affordable. And personally, I sleep better at night knowing that I'm not going to get that message again about someone feeling penalized for being poor.

[\(28:48\)](#):

I don't love when people do the pay in full discount, but I also don't judge too much because it sucks. I had someone sign up for a 12 month payment plan that just canceled three payments in. That's just money I lost, and that is frustrating, but I also, I know what feels right for me. So this is really, it comes down to what feels right for you. Okay? Discounts. How in the world do you do discounts ethically? I'm still

figuring this one out because here's the thing, places like JC Penny do discounts all the time, but then sometimes it's not discounted. You could get the same shirt one week, it's 30% off the next week it's full price. The next week it's 60% off. You just never know. And so that's very normal, but just because something's normal doesn't mean it's ethical. So I'm still with all of this, but here are some strategies I have experimented with.

(29:47):

Offer discounts on a semi-regular basis, like a department store might. Some folks are going to pay full price, some won't, but no one thinks it's unethical when Macy's, it does it. So I don't think it's super unethical when a small business does it, but that's up to you. Second is reserve discounts for people who express a great need. I have absolutely done this. This can be helpful because it allows you to include people in your offers who wouldn't otherwise be able to afford it. However, one of my business coaches pointed out that this can actually be kind of gross too, because then you have become the arbiter of who is struggling enough to deserve a discount, and that doesn't feel great. Or what if someone just didn't think to ask for a discount, but they do desperately need it, then they don't get it just because they didn't ask.

(30:35):

They're being penalized for being a guesser, and that's super unfair too. So that's something to consider there. I am still sifting through all this, but the third one is tell people you offer a specific discount to those who need it, and all you have to do is ask and then make it easy for people to contact you, apply, et cetera. This is a very transparent way of doing things, and that makes me, it also involves trusting your people that they won't take advantage of it, and trusting others around money is inherently, so we love that. Oh, did my video turn off? Why does it keep doing that? Sorry, guys. Hi.

(31:10):

So yeah, discounts are tricky. Discounts are tricky. I'm totally open to having a discussion about this with you guys too. I'm super curious to hear your thoughts, but they're tricky. Then we have scholarships, so letting people into your programs for free. When and how can you do that ethically? I have not experimented with this, but I have heard of people who do. Some people when they're launching, they announce a limited number of scholarship spots available. Some people have people fill out an application, one that does not require people to prove their need. That is another thing that feels pretty gross most of the time, is prove to me that you need assistance. I trust you. How about we enter into this relationship with mutual trust instead of mutual distrust, or they randomly select the predetermined number of scholarship winners. So all of these seem pretty fair and transparent. I have absolutely looked into them. I'm just not in a space where I can offer scholarships at the moment, but when we get there, I think it's something I want to do. Okay. Then we have our homework. So I think that's it. Betty White. Okay. I'm going to stop sharing. And we are open for questions, coaching, conversation. Anybody have thoughts?

Speaker 3 (32:32):

Yeah, I could start.

Speaker 5 (32:34):

Oh, go ahead, Georgina.

Speaker 3 (32:36):

Thank you. Yeah, so I've been thinking a lot about discounts too, and I've had experiences where, as a client, I feel resentful when I buy something full price and then they discount it. It's like, oh, I hate everyone. And I've also had the, I've read a lot about different ways of doing it, and there's this, I don't know what he, he's like a facilitator or something. I don't know if you guys have heard of him. Then he

does this summit where everyone has to pay and he says like an anchor price tag. And then he's like, you can pay less or you can pay more, but you do have to pay and you can pay less if you're marginalized, blah, blah. And you can pay more if you're have support and you're white and that kind of thing. And I don't know how it works because I haven't seen the earnings, but I kind of like that.

(33:41):

And it's like a Hoover based thing. You don't have to prove anything. And I don't know, it's interesting to see that he trusts people and it feels better. And I don't know. I've been thinking a lot about that because when I think that when people offer discounts or pay what you can, people are like, oh yeah, but I'm suffering so much. And it's like, no, you're not. You could pay more. Right? So they choose a lesser point, price point. Yeah, it's very complicated. But yeah, I think it depends on, as you said, right? We're not always at a point where we can offer that thing because we need the money. So I don't know. It's so complicated.

Speaker 4 (34:31):

SO'S so complicated. Yeah, for example, I do a pay what you want sale for Black Friday every year. Now people, I've been running my business for four years, so people who are in my world know it's coming, so they know not to buy stuff right before Black Friday, like it's going to go on sale. But people who are new to my world don't necessarily know that. And so someone might buy something from my shop the day before Black Friday, and are they going to feel gypped, but also, sorry, not gypped. I feel like that comes from racist words. They're going to feel like they didn't get a good deal, but sorry, totally distracted by using a word I didn't want to use focusing. But at the same time, I can't offer that discount forever.

(35:25):

But also I want to offer that because tons of people get access to my stuff during that time, during that three or four day window. It's huge for people, and it's also huge for me. That's a huge money maker for me. It's a very important sale for me. So yeah, I know it's weird. I do give people a heads up, or at least that's what I'm doing this year is, excuse me, about a month out. So about this week or next week, I start letting, dropping hints that a sale is coming, maybe don't buy stuff yet. A sale is coming Black Friday. And I also like to remember something I think Caitlin and I were talking about a little while back, but you got to have some trust in your people to be able to figure things out. You can't necessarily handhold them 99% of the way to a certain degree. You've got to trust them to take that 1%. So people know that Black Friday's a thing. So people who buy on Thanksgiving or the day before Thanksgiving, they know what they're up to. They just wanted it. They didn't want to wait and they bought it. That's fine. Okay.

(36:42):

So I don't know. Discounts, man.

Speaker 5 (36:44):

Anne, to jump into what Georgina was saying, I know recently in the last year you changed your business model for I think the getting Shit done program where you offer three tiers based on, I dunno how to put it, but based on where you are at financially or if you're a part of a marginalized community, have you received any feedback from that or have you noticed any changes from changing to that business model? Or is it more, I mean, I also like that kind of business model where it's like you can pay less if your financials dictate or you could pay more. So is it more like an internal change where it's like it feels better to offer that kind of price point? Or has there also been changes in how people buy it too?

Speaker 4 (37:37):

It's mostly been an internal change. I feel like I haven't made more sales or anything necessarily compared to previous years. Maybe a little bit at the lowest price point, but not by huge amounts. And I've also had,

I think two or three people this year sign up at the highest price point. So people still, they utilize the higher price point too. It's not like if you change that, you're effectively changing the cost to the lowest price, which I've heard some people say when they don't like those pricing models. But something I have heard that I didn't consider and that I'm starting to work into my sales page and my marketing and stuff, is that sometimes equitable pricing freaks people out and they don't know what to choose. It can add an element of confusion. It adds an extra choice, which people are already dealing with. Do I buy or do I not? Which is a big choice. Now they have to choose what to pay. That can make people just not buy because they're like, I dunno.

(38:37):

So something I really appreciated. I recently joined a program that had equitable pricing, and what I really appreciated was they were very explicit that this is who each thing is for. It gave examples, but they were also very explicit about the fact that the whole point is to pay what you can afford. So yes, theoretically if you're white and owned property, you should be paying the highest amount, but if you're white and owned property and you're in 10 K of credit card debt, choose the lowest one. It's okay. And they were very explicit about that, and that was really helpful, I think. And that's something I need to add to my sales page, which is like, Hey, these are the examples of who should pay what. But at the end of the day, the whole idea is to pay what you can afford. That's the point. So just something to consider, make sure you're explicit if you decide to do global pricing.

Speaker 3 (39:38):

Something else that I've seen happen recently with the search of bundles is that sometimes I want to buy something and then we're like, no, it's probably going to come up in a bundle. I'm not going to buy it. So it's like effective thing. I don't know, it's just insane. For me, the bundle thing,

Speaker 4 (39:58):

Bundles, I think, I don't know, it depends on the bundle, but at least for me, I typically will make stuff specifically for bundles, and then I don't sell it in my shop because it's worth the amount that I could sell it. It's not a freebie because you got to be careful with bundles. They don't want you contributing freebies or free opt-ins and stuff, which is fair. But I don't always sell the things that I put in bundles, or sometimes I do. But yeah, I dunno. Bundles are fun because you get stuff that you could pay for free, which is helpful. But yeah, I hear you too, where it's a little strange.

Speaker 5 (40:44):

Also, this kind of ties into last week too. So as we were going over this lesson about being a guesser or an asker, I started reflecting, I think I'm a guesser. And the reason why I think that because my husband, who is autistic has commented, we've made a communication cadence in our relationship where I tend to be a guesser. And he's like, but you have to ask me. I did not realize that that's what you were asking. But because I'm a guesser, I think I hesitate on doing anything salesy, which is interesting. And going to last session where it says avoidant attachment and business, I think that resonates with me. And I guess I was wondering if you had any thoughts on, I know doing inner work, but rectifying that avoidant attachment and being a guesser and knowing that that's your, I don't want to say flaw, but the quirk about you.

Speaker 4 (41:57):

Yeah.

(41:58):

Yeah. I think when it comes to the avoidance stuff, I think doing really, really small exposure exercises can be helpful. Really small, nothing crazy. Do not put yourself in fight or flight. That's not going to help

you learn anything because your body can't learn in that state really. So instead, really small examples of trying to approach that avoidant tendency and trying to do something different might be like you're struggling with something small. I don't know. You can't reach a mug without having to go get a step stool, for example. And instead of like, well, I'll just go get the step stool, I'll climb on the counter, I'll get it like that hyper independent thing, just ask for help. Just like, oh, can you get that mug for me? And then when they get that mug, don't apologize for taking up their time. Thank them for getting the mug and be done. And then once you do these small exposure exercises, do some EFT tapping or some journaling or just pace and talk to yourself, whatever works, and just reflect on, I asked for help. I received help, and no one in that situation was harmed.

(43:15):

I wasn't harmed. They weren't harmed. Everyone in that situation was safe and okay, consented. This is different from love I've received or not received in the past. That's a big one that I remind myself with my husband and everything is just like, your love is not the same as love I've received before. I refuse to put that layer on your love. I mean, sometimes it goes without my permission, but when I have control, I choose not to do that.

Speaker 5 (43:49):

That's actually very helpful. And the caveat, if you do ask for help, don't then apologize. Being like, oh, I'm

Speaker 4 (43:54):

Not allowed.

Speaker 5 (43:56):

That's very helpful. Small exposure exercises. Then I can imagine that after time safety is then created because of the small experiences that were safe happen.

Speaker 4 (44:14):

Trauma happens in relationship, healing happens in relationship, which sucks because trauma makes you afraid of relationships. It's dumb. It's real dumb, but it is what it is.

Speaker 1 (44:34):

Dokie. We have another 15 minutes if people have questions or anything they want to chat about, but I'm also happy to end early if people want their time.

Speaker 3 (44:53):

I just want to say something about the geter versus the Oscar thing. When I was visualizing myself, I guess,

Speaker 4 (45:11):

Oh, sorry. Your internet is breaking up a little bit. You said you think you're a guesser.

Speaker 3 (45:15):

Yeah, yeah. What I was going to say is that it feels very vulnerable to be a guesser because you have to depend on people to actually understand what you're trying to say or something. But I really like the reframe of just put yourself in the shoes of another guesser and they will love you because you're making

things easier for them. I really like that. So yeah, going back to what Jasmine was saying about trauma, I also get why is it so hard to just even ask for things or be a guesser? It brings up a lot of our traumas around giving and receiving, and in my case, boundaries are the buzz of my video game. So it's like, yeah, it makes it so complicated. Actually, I really loved the guesser and asker thing because I've never heard about it, and it makes everything more clear. Do you know where that theory comes from or who named that or,

Speaker 4 ([46:29](#)):

I put it on Tumblr, so I don't know, but yeah, I'm sure there's actual academic stuff about it, but I just found somebody talking about it on Tumblr and I was like, this is brilliant.

Speaker 3 ([46:45](#)):

Yeah, I think it's a game changer.

Speaker 4 ([46:50](#)):

If you know Katie Oso, they're a sex educator, a DH ADHD educator, mostly on TikTok, I think. I know they talk a lot about ask versus guest culture when it comes to consent and sex and stuff like that, which is super helpful.

Speaker 3 ([47:06](#)):

Can you spell that or write it down?

Speaker 4 ([47:09](#)):

Yeah, absolutely.

Speaker 3 ([47:10](#)):

Katie.

Speaker 2 ([47:15](#)):

Thank you.

Speaker 4 ([47:16](#)):

There we go. Yeah, highly recommend them. They're great. They're very cool. They have an ongoing article in Playboy now, which is super cool about disability and sex and A DHD and sex, which is super interesting. They also do a bunch of TT RPGs, so like d and d Dungeons Dragons type stuff. They're just a cool person. I was really hoping to get them for the summit this January, but they're January filled up by the time I asked, unfortunately. But yeah.

Speaker 1 ([47:53](#)):

Okie dokie. Well ask guests, sell, receive.

Speaker 5 ([48:02](#)):

Yes. This was a very helpful chat. Thanks, Megan.

Speaker 1 ([48:06](#)):

I'm so glad. Don't forget to do the homework. Don't

Speaker 4 ([48:11](#)):

Skip on the homework. It's really helpful, I think. I hope. But you want to take action Sometimes. The downside to doing courses and programs like this is you learn so much and then you don't do anything about it, and it's like, oh no. So make sure you're taking action on all of this. Maybe try to sell something this week or tweak a sales page or make a sales page. And it doesn't have to be this week either. If this week is too heavy, it can wait, right? It can wait. That's something that I think, I don't know, do we want to talk election stuff or do we are just not going there right now? How do people feel? We only have 10 minutes, so if people are like, let's not, that's fine. But also if you're like, it feels wrong to not talk about it. I get that too. I'm thinking about it. So talking about it, it just makes the thoughts out loud, right? It

Speaker 1 ([49:18](#)):

Sucks right now. Sucks right now. That's all.

Speaker 4 ([49:31](#)):

I hope that it is obvious, but I feel like with 70 million people voting for this man, there's a lot of distrust around who these people are because there are not 70 million out in Proud Trumpers. So who the fuck are you people? So just in case, just to be transparent, I unequivocally denounce that man and everything that he stands for, this is absolutely a safe place to hate on him and everything he stands for, and I would never ever vote for someone who would dehumanize you guys and yeah. Yeah. I don't know. Just so you know. So you know where I stand, love trans people, love people of a global majority, free Palestine, fuck capitalism. But I think it's so hard to run a business in times like this. How in the world are you supposed to promote your cutesy planner when the world is ending the fuck?

Speaker 5 ([50:46](#)):

Yeah. One thingful thing that I've noticed, there's been pockets of space here and in other business communities that I'm in that have just been really, I dunno, just nice knowing that there are space and pockets of people that align with values of me. One of the things that I guess I wasn't necessarily expecting the results that came, and then that made me think like, oh man, I thought there were more people like me and then who have beliefs like me. And then to be like, oh, well I think the scale is tipped the other way. I don't know. It's just been a psychological thing for me because I dunno, I just don't get it. I don't get it.

Speaker 1 ([51:49](#)):

Yeah, I think it

Speaker 4 ([51:52](#)):

Can potentially trigger some trauma stuff where it's like, oh, it is just me. I am alone. People do hate me. And sometimes that's imagined, but sometimes in moments like this, it's so real. 70 million people have decreed that they hate us, and it's like that's, that's not imagined. That's fucking real. And absolutely terrifying. I think it is helpful to have pockets where, you know, can show up and be accepted for who you are, but it's very, very ridiculous and horrible that our country is not that place and not just our country. I know Georgina, you're in Mexico, but us politics affect so much around the world.

Speaker 1 ([53:01](#)):

It's not just us.

Speaker 3 ([53:06](#)):

It doesn't make sense to me. Why? Because it's the most powerful country in the world, and why do those things happen there? It's like, yeah, someone yesterday in a group chat of mine was saying like, oh, but okay, because it only affects them, meaning American people. And I'm like, no, it affects pretty much every single country. That's what being a powerful country is. But I read something that gave me the smallest speck of hope that share, he's the same person, but circumstances are different. So maybe that means that it's not going to happen this same way, whatever he does. So it was like, oh, okay, I can hold onto that. A now is not then thing

Speaker 1 ([54:16](#)):

A what thing?

Speaker 3 ([54:17](#)):

A now is not then thing.

Speaker 1 ([54:20](#)):

Yes.

Speaker 4 ([54:21](#)):

Yeah, that's true. That is true. That does help a little bit. I don't know. I don't know. I'm not sure I'm in a hope space yet,

Speaker 1 ([54:34](#)):

But it's good to know it's there. And

Speaker 5 ([54:41](#)):

Yeah, the other thing that I have seen from people that I follow is just holding on to that you are still the same person. Your values have not changed. You can still be a light in other people's lives and the spaces that you inhabit. I follow stoicism, and that's my thought. Focusing inward and thinking about how the good that you can put out. It's terrible that it has to be like that. It's like there should be light everywhere, but holding onto, at least me as a person, has not changed. That's static. That's constant is another helpful thing. But also, I dunno, I feel like there's a little bit of grieving that has to happen and just taking it easy this week,

Speaker 4 ([55:37](#)):

I feel like this has changed me. I guess if we're talking about light, I used to be a candle and now I'm a fucking Molotov. And that's something, one of the programs I'm in, the leader gets to do an interview with Adrian Marie Brown, and we all get to watch the interview afterwards, which I'm very excited for. And we get to ask questions that the person's going to ask for us and everything because Brown couldn't make it live, but they could do a prerecorded thing. So the question I was asking was just, especially for Adrian Mary Brown, they just exude love, and I don't always that because they also exude a lot of rage. They're not love and light, but so much love. And so my question was just like, how do you prevent your rage from becoming hate? Should you prevent your rage from becoming hate? I don't even know anymore. And I don't know.

Speaker 1 ([56:44](#)):

I don't know.

Speaker 4 ([56:49](#)):

You've been turning rage into art. Yeah, I have a sticker on my laptop actually that says, I don't want art made with love. I want art made with the trauma of your childhood. Yes, that's true. Maybe I should make something. Maybe that would help me. It's not a bad idea. We could do an art session if you all wanted to. We can just get together and make some election rage art.

Speaker 2 ([57:16](#)):

Yeah,

Speaker 4 ([57:17](#)):

I might see if I've got some time.

Speaker 2 ([57:26](#)):

Yeah,

Speaker 1 ([57:34](#)):

It wasn't even close. That part wasn't even fucking close.

Speaker 4 ([57:44](#)):

And all night. My husband was like, it's okay. Rural precincts tend to get their votes collected faster and they tend to be more conservative. It'll swing back, it's going to be fine. It's going to be fine. And then it just wasn't. He's so hopeful. God bless him. Hopeful to the end. Something else that's helping. I really recommend Erotics of Liberation. That's the program I'm in is called Liberation Practice Field with Care. And so I really recommend just following them, but something that they're helping with a lot is that obviously voting matters profoundly and who's in charge of our country matters profoundly, but our work doesn't start and end at the voting booth. There's so much more, and no matter how this turned out, there was going to be so much more. And yeah, now there's more in a really terrible way, in a really scary way. But I dunno, it's helping a little bit for me with the idea that there's more work to do. Maybe not today because it's too exhausting and it's too much, but soon we will get back to the work. I got to hop off and go to my next meeting. But thank you, of course Holding space. And feel free to, I'm not really on Instagram anymore, but DM me on Facebook if you need anything. Okay, same with you, Georgina. Feel free to message me on Voxer if you need anything.

Speaker 3 ([59:36](#)):

Thank you.

Speaker 4 ([59:38](#)):

Okay, bye guys.