

Speaker 1 ([00:00:12](#)):

Hello, Aton.

Speaker 2 ([00:00:19](#)):

How are you doing? I am good. Move my microphone down to where it actually picks me up.

Speaker 3 ([00:00:28](#)):

Perfect.

Speaker 2 ([00:00:29](#)):

Yeah. Good. How are you doing?

Speaker 3 ([00:00:32](#)):

I'm good, I'm good.

Speaker 2 ([00:00:35](#)):

We're all surviving, right?

Speaker 3 ([00:00:38](#)):

Right. I feel like when people ask that question now, it's like, okay, well, besides the obvious horrors, how am I doing personally? Which is pretty, pretty good. I had a chocolate chip muffin this morning, so life is okay.

Speaker 2 ([00:00:50](#)):

There you go. Yeah. I can't remember if it was in one of the A DHD things that you did, but talking about when someone asks you how you do and you go through that mental exercise of is this a pleasantry, did they actually want to know? If they actually want to know how in depth should I go? That won't terrify them. Yeah.

Speaker 3 ([00:01:14](#)):

I like the, especially since you, me and Caitlin are all Ohioans. I like the Midwestern scale of like, how are you doing? Fine. They're actually doing okay. How are you doing? Getting by? Things are rough. How are you doing? Living the dream Nightmare town. I love that. This is weird shorthand here.

Speaker 2 ([00:01:37](#)):

Oh my God. Oh my God. Yeah. The other day I was talking to somebody and they referred to the Midwestern backwards agreement. Yeah, no, yeah,

Speaker 3 ([00:01:48](#)):

Yeah. Versus No. Yeah, no.

Speaker 2 ([00:01:50](#)):

Yeah.

Speaker 3 ([00:01:54](#)):

Oh, English is fun.

Speaker 2 ([00:01:57](#)):

My 8-year-old, it's hilarious because my 8-year-old just, we constantly talk about what a horrible, horrible, bastardized Frankenstein of a language English is because ask me about how do you spell this and I'll spell it for him, and he is like, that makes no sense. English is stupid, like Yep,

Speaker 3 ([00:02:18](#)):

Indeed,

Speaker 2 ([00:02:21](#)):

Yep. Raising a little judgmental socialist. It's great.

Speaker 3 ([00:02:25](#)):

Hey, we love it. I know the other day I was trying to get my 4-year-old to leave a place. I was like, buddy, we got to go. The girls are losing their minds, or no, that's not, I said, they're losing it. And he goes, what are they losing? Oh boy. Oh buddy.

Speaker 2 ([00:02:45](#)):

My kid was one of the few four year olds that I've ever met that knew the term colloquialism because he kept asking those literal questions. He's like, you know what? No, but you asked me to throw that to you. So I did like, okay, yes. But what I meant was, can you nicely bring it over to me? It was a colloquialism. And so people would say things to him and he'd be like, is that a colloquialism? And people would be dumbfounded.

Speaker 3 ([00:03:13](#)):

That's adorable. I love that. But he needs to check. Do you mean that literally? I need to know.

Speaker 2 ([00:03:20](#)):

Absolutely. Hi, Georgina, hop on.

Speaker 3 ([00:03:27](#)):

Hi Georgina.

Speaker 1 ([00:03:28](#)):

Hi.

Speaker 3 ([00:03:32](#)):

How are you doing?

Speaker 4 ([00:03:34](#)):

I'm still sleeping

Speaker 3 ([00:03:37](#)):

Fair, very fair. I'm down to most of this coffee, so I'm mildly awake. Alright, well, why don't we go ahead and dive on in. So this week we're doing module five. I can't believe we're already on module five. That's wild. But we're talking about designing a financially equitable product ladder. So let's just dive on in. So how do we help everyone regardless of budget? So if you run a business rather than a nonprofit, you need to charge money for your time and services. And even if you run a nonprofit, nonprofits get their money from somewhere. So money is required to make stuff happen. So how can we charge money ethically? How can we help everyone regardless of their budget? I think the best way to do this is to build a product ladder that offers a variety of price points that reach all of our people. So a product ladder is basically your offer suite. That's another word for it. It's all of the programs, products, and services that you offer from freebies to one-on-one coaching to done for you services and more. So if one of your business goals is to reach as many people as possible, which I think for many leftists, that is one of our goals, and that's not a goal for every business owner. And that's fine, by the way. So if you're starting to realize, I don't know that I want to reach everybody, is that allowed? It's allowed.

[\(00:05:02\)](#):

But if one of your goals is to reach as many people as possible, then it's important to offer a variety of products with a variety of prices rather than trying to make every offer as cheap as humanly possible. Why? Because marketing to people who don't have the money to afford you is not helpful for you or for them. It's like waving freshly baked loaf of bread in front of someone with celiacs, which is just rude, and you've got a bunch of gluten eaters behind you. So the people can't afford it. Why are you targeting them? Give them something they can use like glu free bread, a K free offer, and turn around and give the gluten bread to people who have the money and capability to consume it. So here are some reflection points. Some things I think it could be helpful to journal on or feel free to put answers in the chat By way, why do you want to serve as many people as possible? What does it mean about you? If you offer some things that some people can't afford, what could you offer that literally everyone on earth can afford that isn't free? Is that possible? And if it's not, is it helpful to strive for that?

[\(00:06:09\)](#):

Finally, instead of lowering your prices or feeling bad about them, what are some actual real practical ways you can support people in your community who can't afford to work with you? Remember, guilt is only helpful if it drives us towards action. So for me, I do a lot of work in the neurodivergent space, especially autism and A DHD. There are some people who are not going to be able to afford to work with me. I know that. So what are some real practical ways I could support people in my community? Well, first of all, I can support the autistic and A DHD people I know in real life I can come over and do their laundry for them. I can come over and body double with them while they cook. I can be their accountability buddy for projects I know they want to work on. So there are still ways I can help without charging necessarily.

[\(00:06:59\)](#):

So not every offer is right for every person. So when we talked about in module two that everyone is worthy of wealth, including you, when someone tells you they can't afford your program, that does not automatically mean you should lower the price or that you're a horrible person or that you're replicating capitalism. Money is an exchange, it's a conversation, and it goes both ways. And you are not charging money just because you are charging money, because you've put in time labor expertise into your offering, and you would never expect that for free from someone else. And therefore expecting it free from yourself is not fair either. Not everyone will be able to afford everything you have to offer. I know there are people who wanted to join this program who couldn't afford to do so, and we just need to sit with that. It doesn't feel great, at least I think for a lot of us, it doesn't feel great.

[\(00:07:57\)](#):

You're allowed to be mad about that. Sad, guilty, confused. You can feel any which way. All feelings are welcome here. Then we need to take action. So just because not every offer is right for every person, that

doesn't mean you can't make different offers, each one appealing to different people. So let's talk about the four main tiers of offerings, which are free, low cost, mid tier, and high ticket, and we'll work through them backwards. I think high ticket is the most intimidating for people. So we'll just start there and I've got a couple more reflection questions for you. Again, feel free to put some answers in the chat if you like. Am I a bad person if I offer high end services? Am I a good person if I offer low end services? Where do these stories come from?

[\(00:08:47\)](#):

How do I feel about not being able to help slash save everyone? This is a really important question, especially for the white folks in the room. We must address our savior complex, reflect on collective action. If I'm part of a whole, then I'm not responsible for saving the world in one fell swoop. Maybe it can be enough to do what I can do and trust in the rest of humanity to come together and do the rest together. Okay, high ticket offers. So if you're intimidated by starting with high ticket, that's okay. Most of us avoid high ticket because we want to make sure everyone can afford us, and high ticket is inherently exclusive. It is only right for people with a good amount of disposable income. And because you need to at least imagine what high ticket, sorry. But that's why we're starting here because you need to imagine what high ticket would look like for you even if you never want to offer it.

[\(00:09:43\)](#):

So if you charge 2000, 5,000 or even \$10,000 for something, what kind of value would you have to give in return? So I would love if you guys put this in the chat, what could you offer that would be worth \$10,000? I'm super curious. What comes to mind for you? Or if immediately the first thought is nothing, I could never offer anything worth 10 grand. It's totally fine if that's the answer. By the way, I know that's where I was for a long time, and then I finally came up with an offer that I don't think I'm ever going to do, but I came up with something that could theoretically sell for that much, probably nothing. Fair teaching people all the modalities I use over the course of a year or so. Yeah, yeah, yeah, yeah. Georgina, that's my offer too, is a full freaking year.

[\(00:10:28\)](#):

I can't imagine offering something for 10 grand for, but everybody's different and everyone has different communities that they're speaking to with different income levels and stuff, and you offer different types of value and there may be lots of people who offer that, and there may be very few people who offer that. So, oh yes, hello Caitlyn. So we're just going over high ticket offers. So we decided even though it's intimidating, even though we might never offer high ticket, it's important to at least come up with the idea of what we could offer for high ticket. So it's okay if that question makes your problem sweat, it's okay if you have no idea what you could ever offer that would be worth that much. I want you to get really creative and remember, you do not have to actually offer this. You just have to come up with the idea.

[\(00:11:23\)](#):

The whole point is to expand your imagination a little bit. So for me, if I were going to offer something for 10 grand, I would probably offer a year long retainer, like one scheduled zoom meeting every month, plus an emergency panic freakout zoom meeting each month that you can schedule as needed, plus maybe texting access to me once a week, and then maybe I would fly out to meet them in person once at the beginning of our retainer so that we could spend the day together and I could really get to know them. If you're interested in this offer, it is 10 grand, but if you're interested, email me.

[\(00:11:57\)](#):

So what could you offer for 10 K? I don't want you to move on. I mean, obviously right now we're going to move on, but when you're going through this homework and everything, I don't want you to move on until you've come up with at least one thing that you could potentially offer for a higher ticket price. So then we've got mid-tier offers. So generally, and everybody has different definitions, but the one that I've heard the most is like 500 to 2000 ish. I know some people who think mid-tier starts at like a thousand or

5,000 or something. Those tend to be the financial folks, but it just depends. It just depends. I typically think of MIDTIER as 500 to 2000 ish. So midtier are not everything and the kitchen sink, which is kind of what high ticket is, they're more like the kitchen sink plus a cool knife or two.

(00:12:49):

So for these offers, you are not offering champagne service. You're trying to offer a full English breakfast. It should be hardy, fulfilling, satisfying, but not necessarily fancy. These folks likely don't need the bells and whistles. They need a problem solved. So how can you solve the problem with them as leanly as possible? I think this is where a lot of business folks can get sort of hoodwinked or tricked or convinced that they need to offer everything, offer more, more. Sometimes people don't want more, especially if you're working with neurodivergent people, A lot of, especially A DH Ds and autistic folks. Sometimes we just want answers. We just want solutions and we want them in as few steps as possible. And actually even non neurotypical people want that A lot of the time. Mid-tier is where you offer that. So to use myself as an example, again, this program is absolutely a midtier offer both in price and in what it delivers. This program deals with a specific problem, right? Sorry, it's specific. It solves a problem. It contains exactly what it needs to no more, no less. So I would love to hear if you guys have anything you want to put in the chat of a mid-tier offer you currently offer or something you've been wanting to maybe offer. Again, once you're doing this on your own, don't move on until you've come up with something. This is my neuro spicy marketing offer. Ooh, tell me more. Caitlyn, tell me more. I love that. Can I just speak?

Speaker 5 (00:14:22):

Yeah, absolutely. Speak away. So my neuro spicy marketing, I recently changed it from three months to six months, and it is basically open access to my brain and all of the background knowledge I have from being in corporate marketing and product and brand marketing. Turned my self-employed autistic A DHD self as I learned to accommodate what I actually need in my own marketing and helping people figure out what they actually need because most of the advice out there is for neurotypical people and is based on corporate marketing, and it's \$1,500 for six months, and honestly, that is

Speaker 3 (00:15:06):

Crazy. That is such a good deal.

Speaker 5 (00:15:08):

It's bananas.

Speaker 3 (00:15:10):

Yeah, I love that. I love that and I love the way you talk about it. I love that. I can tell that it feels super aligned for you or you want it to feel super aligned either way. You're very much in the vibe. Yeah, I'm excited about it. That's awesome. How about you, Aton? Georgina? You guys got any mid-tier offers that you want to offer or that you already have on the plate?

Speaker 2 (00:15:37):

Our mid-tier is what I would say we call our classic wedding ceremony, which is your 20 to 30 minutes, like 90% of our couples book that it's everything that a Midwestern person thinks of in a wedding, get your walk down, you got a couple readings, you got your vows, any type of unity, whatever. And we've got sheets falling out the wazoo of different unity features and things like that. And it's about 80 to 85% pre-written material. Yes, there are mason jar decorations. I love 80 cent pre-written material that is then customized to every couple. And so that's why I would call that we have a top tier, which is seven 50 to a thousand just because that's what the price point of the wedding industry is kind of at. And that one is the

full themed wedding. I'm going to write a Harry Potter ceremony for this couple or lore, the rings or what have you.

Speaker 3 ([00:16:45](#)):

Okay. Just from someone who got married a couple years ago, I feel like even for a top tier that's really affordable.

Speaker 1 ([00:16:55](#)):

You think

Speaker 3 ([00:16:55](#)):

So? I think so. I could be wrong. Not affordable in the sense of why is it so cheap? I don't trust it. It's not that affordable. But if I saw a full themed wedding for a grand or less, I would be like, hell yeah, sign me up. So I think when you introduce that price point, own it, I think that's a super fair price point.

Speaker 2 ([00:17:22](#)):

You make me think I should raise the price point, so I might do that. You

Speaker 3 ([00:17:25](#)):

Totally can. You totally can. I think it just depends on who you want to work with because there are plenty of people in Ohio who have plenty of disposable income and could afford \$10,000 for a customized ceremony, but are those the people you want to work with? I don't know. Yes or no. You might have to do more of a screening process at that point to make sure their expectations are aligned with what you're offering and stuff like that. But that might be worth it if you're making that much more money or if you're like, well, no, I think I want to stay in the budget area where I can give people this cool immersive experience without breaking their bank. And how cool is that that you get to offer that? But yeah, I think you could totally go either way, but I think if it were me and I were planning a wedding and that would cover the entire ceremony. And did you say it includes decorations or were you joking about the mason jar?

Speaker 2 ([00:18:27](#)):

Oh no, I was joking about the,

Speaker 3 ([00:18:29](#)):

Okay. I wasn't sure autistic, but yeah, especially, I don't know if for the theme, if you help people source the decorations and stuff like that, I don't know. I would be so worth it to me.

Speaker 1 ([00:18:47](#)):

Okay.

Speaker 3 ([00:18:50](#)):

I mean, I'm Catholic, so we just paid our priest like 200 bucks, which I don't even think he asked for. We just gave him, but

Speaker 2 ([00:18:59](#)):

But you had to do it in the church, but you had to do it in the church. You couldn't go

Speaker 3 ([00:19:05](#)):

Outside. Oh, absolutely. Outside. I was totally on board at the time. I was very deeply Catholic when I got married. I am not so much anymore, but yeah. Yeah, yeah, yeah. So lots of rules.

Speaker 1 ([00:19:20](#)):

Yeah.

Speaker 3 ([00:19:22](#)):

All right. Well, let's hop over to low cost offers. Georgina. If you've got a mid-tier one that you want to put in the chat, please feel free. But low cost offers. This is the one that many of us are drawn to and that's fine. It's great to offer what you can for a low cost for people who can't afford higher mid ticket, but we started with the higher cost options so that they could provide context for your low cost offer. I can't tell you how many people hesitate to join my \$3 a month club, and I'm like, that's fine. You can come work with me for \$2,000 instead. And I know, sorry, I said that a little snarky, but you know what I mean? I'm like, if you want help, I'm offering help for \$3 a month. So sometimes those low cost offers do need context.

([00:20:11](#)):

People need to know that what they're paying for is valuable. People don't want cheap garbage any more than they want expensive garbage. So they need to know the value. They need the context. So remember that your low cost offer is not everything in the kitchen sink. It's not kitchen sink plus a cool knife. It is a glass of water from the sink, meaning it leads into your higher ticket offers for those who can afford to do so while still providing something helpful for those who can't afford to do so. Practically speaking, something is considered low cost usually if it ranges from five to 250 bucks or so. So low memberships, like my \$3 a month club, digital products, laser coaching. I've seen a lot of this blowing up recently, and I think that could be really helpful, where you basically meet with somebody for 15 minutes and you just knock it out and get the coaching done. And all of that would be considered low cost.

([00:21:08](#)):

Cheap garbage. Yeah, exactly. Cheap cost. You can do all kinds of things for low cost. The goal is to help people who can't afford your high ticket offers without overextending yourself. So you need to remember to value your time, your energy, your expertise, while also honoring other people's budgets. So what are some low cost ideas? I would love to hear it either in the chat or off mute, whatever works. What are some of your low cost ideas? I have a whole shop full of low cost offers. They range from \$5 to \$97 and it's courses, it's eBooks. I have a coming out as neurodivergent guide. I've got my discovery binders for people who think they might be autistic, they might be a DHD. And then in this business, the chaotic entrepreneur, I offer three card readings, tarot card readings for your business specifically. That's like 25 bucks. So yeah, there's all kinds of things that I offer. I have several \$9 eBooks. My Patreon starts at \$3. I love it. Heck yeah. We love memberships. Recurring income is so helpful. We have a \$50, just the paperwork elopement service. That's brilliant. I love that. And 125 popup mini ceremony and two 50 quick and basic full ceremony. That's basically insert name here. Fair. Some people, that's all they need. They're not looking for a super customized experience. They love this person. They want to be with them.

Speaker 2 ([00:22:39](#)):

I always get vaguely surprised, and if I'm being honest, somewhat horrified when somebody contacts me and they say, we're getting married, and I say, great, what kind of a ceremony do you want? And they say, oh, the usual. I'm like, the usual. How many times have you done this? It's not a breakfast order.

Speaker 3 ([00:22:57](#)):

Well, it depends because if you're someone like me, I grew up going to probably three or four weddings a year every year my entire life because I have 70 cousins who a lot of whom are older than me. So for me, I was like, yeah, the usual wedding, I'll take a wedding, please.

Speaker 2 ([00:23:18](#)):

Fair enough. Fair enough. And a lot of them are folks who had very specific religious upbringings. So yeah, where it's that thing,

Speaker 3 ([00:23:27](#)):

The high control, lots of rules. Well, I'm not allowed to come up with what I want. I just want what I'm supposed to have.

Speaker 2 ([00:23:34](#)):

Right, exactly. Yeah.

Speaker 4 ([00:23:40](#)):

I have a question.

Speaker 1 ([00:23:42](#)):

Of course.

Speaker 4 ([00:23:44](#)):

Yeah. So you said in the middle tier that the purpose of them is solving a problem or helping people solve a problem, and I'm sure that in this case, it's the same thing just with low tier, but it's like how do I find out the difference of the scope of the problem, if that makes sense because it's a huge problem or I don't know. I have that. I don't understand where the line is between, oh, this is going to be a low cost or this is going to be a middle tier.

Speaker 3 ([00:24:17](#)):

Well, that line is something you're going to have to find. It involves a lot of experimentation, I think. So a good example in my business is the problem of emotional dysregulation. I have been trying to help people with this for years, and I have all kinds of offers. So I have a free offer that's the mental Breakdown survival guide, and that the problem that solves is I am currently freaking out and need help. So that's that problem. Then I've got a course called Managing Mood Swings. That's like 67 bucks, so low ticket, and the problem that solves is I don't understand my emotions. I don't know why I feel like garbage. And so that helps them understand what's going on. Then I didn't have a mid ticket I do now, but then I jumped to offering a bells and whistles custom one-on-one coaching package that came with your own private podcast. It came with all this stuff, but it was like \$5,000 for 12 weeks because it came with so much stuff. It came with Voxer access, zoom and everything. It was everything in the kitchen sink. No one has ever taken me up on that, which told me that my price might be off. Maybe people don't want the bells and whistles. Maybe there's a mid-tier problem that I haven't solved yet to get people to that high tier. So you're always kind of playing with those lines and what problems are being solved.

Speaker 4 ([00:25:48](#)):

So there are problems within the problem.

Speaker 3 ([00:25:52](#)):

Problems within the problem, yes. That's how I like to look at it. So if you're dealing with executive dysfunction, you can watch my housework, hygiene and hobbies free trainings if you want, you can join the Get Shit Done Program for I have equitable pricing, so it's anywhere from 6 97 to 1297 for lifetime access, or you can work with me and we can come up with a customized plan. So I think it depends on the problem you're solving. If you're looking for practical tips for housework, hygiene and hobbies, then that problem gets solved with the freebie. But if you're looking for, I've tried other stuff and I feel like I need someone to pick apart my life and tell me what I'm doing wrong, then that person might want one-on-one coaching. So it's the problem within the problem. Yeah.

Speaker 4 ([00:26:44](#)):

Yeah. Okay, thanks.

Speaker 3 ([00:26:45](#)):

Yeah. Okay. So you might be wondering how to do it all. Okay. In theory, this is great. Offering stuff at a bunch of price points sounds like a great idea, except that you're one person and you can't stretch yourself so thin that you can't actually deliver on all of these things. This is a very valid concern. One of the reasons people don't always have a robust product ladder is because it is hard to do everything. And to do it all well, you have to consider what is going to serve your people best. And sometimes offering as much as possible is not the answer. So I know we've spent this whole module designing a product ladder, but I want to give you a permission slip. It is okay to only offer one or two things, and it is okay if those things are high ticket. It is okay.

([00:27:37](#)):

It is totally fine. Here's something I want you to ponder for just a minute. If you have \$5 in your pocket and you're walking down the street and pass an unhoused person, should you refrain from giving them that money just because you don't have enough money to end the housing crisis. If you run a business offering a service that people need and want, but you don't have the time or energy to help every single person who needs help with this specific issue, does that mean you shouldn't offer anything at all? Look, I'm not saying that we shouldn't strive to end an housing crisis and we shouldn't strive to make sure everyone is served by our business, but at the same time, we shouldn't discount the good we can do right now just because we can't do it all right now. Maybe you start with one or two high ticket offers. You scale your business to the point that you can hire a co-coach, and then you can bring on more people at a lower price. Maybe you sell three or four mid ticket things and then you're able to hire a VA and they're able to create a bunch of low cost products from your coaching. There's all kinds of ways that you can start to expand. You don't have to do it all at once.

([00:28:46](#)):

Don't destroy yourself trying to save the world. The world is better with you in it, healthy and happy. So I feel like we all really need that After the last week or so, the world is better with you all in it, I promise. I don't care how much people hate you. They're wrong. They're wrong. Okay, so that is this module homework. Obviously, I want you to share your takeaways in the Voxer, build out a couple different product letters. I recommend three. So one that's really ambitious, I'm going to do everything. Or maybe it's really ambitious with pricing. I'm just going to go and charge high ticket. I'm going to do the thing. Whatever feels ambitious to you, then one that's as conservative as you can possibly be with your money, your time, your energy, and still make an income. And then I want you to make one that sounds the most fun. Who cares if it makes money? Who cares if it's too much time commitment? This just sounds fun. Then I want you to choose your favorite bits from all three and make the real product louder. I think that's a really good way to do this here. We've got Kermit. He's very excited. And then I also think it can be helpful to journal on some of these reflection questions throughout, and that is what we've got. Do you guys have questions or things you want to chat about while we're here? We've got another half hour.

Speaker 2 ([00:30:24](#)):

I really appreciate the breakdown in this way because it is something that I've struggled with in the past because I do have that. Yep, you nailed it. It called out earlier. The white savior complex.

Speaker 1 ([00:30:38](#)):

Yeah,

Speaker 2 ([00:30:39](#)):

Yeah, real bad. But that's something where I wanted to have something for everybody, but like you said, at the same time, I was initially doing \$10 elopements and I was killing myself to make all these schedules work with people and running all over the place, and it was so infeasible that raising that it pained me to do. And now we've actually instituted rush fees as well. So if somebody contacts me and they're like, we want to get married, I'm like, okay, cool. We want to get married this week. Okay, that's going to be more because that's upend my life to do that. So that's been something that took a lot of soul searching for me, but I think ultimately is doing a disservice to myself if I'm not asking for more when it causes more stress.

Speaker 3 ([00:31:33](#)):

Right, exactly. Stress time. You have a kid, it's taking you away from family life and all this stuff, which is totally fine if you're being well compensated for it, but if not, it's like it's hard.

Speaker 2 ([00:31:49](#)):

It is. And it's funny because yesterday and today I have a whole giant financial planning online webinar thing, and we're talking about price points of financial planning for your practice. And so this is really cool because I'm going to apply this there because I have not in the past used fee-based financial planning as part of my practice, but it's something that I am doing now and apparently should get paid for

Speaker 3 ([00:32:20](#)):

Helping people with their money. I mean, you're in the wedding industry as well that finances are one of the number one reasons for divorce. And so if you can help someone with their finances, you're also helping with their relationship. You're also helping with their overall wellbeing, their stress levels, their mental health, probably their physical health. Helping people with their finances is so vital and should it cost an arm and a leg to be able to manage your money? Probably not, but do you deserve to be compensated? Hell yeah. Plus I think way more people need financial planning advice from an anti capitalist. There's way too many financial planners out there who are like, if you just do this, you can win the game of capitalism. And it's like, no, it's rigged against you. You're fucked. Let me show you how to work within this shit system.

Speaker 2 ([00:33:16](#)):

Absolutely. Yeah. It's somebody came into my office once and they said, please do not girl boss. My 401k.

Speaker 1 ([00:33:25](#)):

Yeah.

Speaker 2 ([00:33:26](#)):

Somebody came at my office and they're like, they were brought in forcefully by their spouse. And this gentleman was like, well, I just think that the financial industry, it's all rigged and dah, dah, dah. And I was like, yeah, no, you're totally right. And this guy, his jaw hit almost hit the table. It was fantastic. And I was like, yeah, no, I'm a

Speaker 3 ([00:33:45](#)):

People love when you're straight with them. Yeah.

Speaker 2 ([00:33:51](#)):

That's when I had my rainbow flag.

Speaker 3 ([00:33:55](#)):

Yeah. Caitlin, Caitlin and I had been talking about a conference I was going to this past weekend. It was very girl boss and it can never be straight with them. Very funny. But it was very girl boss, but it wasn't useless. It wasn't terrible. It was take it with a grain of salt. That's how I felt about the whole conference. I was like, okay, I can work with this. And I made a couple of really good connections, but it was very girl boss. And at one point they were doing a panel and they were like, oh, well, you can't be an entrepreneur and not be a type A perfectionist. And I was like, like, hello, type B perfectionism can suck my clit. I do not give a shit. So anyway,

Speaker 2 ([00:34:45](#)):

Yeah, the toxic positivity culture is so, so hurtful.

Speaker 3 ([00:34:52](#)):

Well, and it's toxic positivity, but it's also this weird pride in being a perfectionist as if it's not ruining your life. I hate it.

Speaker 2 ([00:35:03](#)):

I'm A DHD with PTSD. I'm perfectionist enough. Thank you. I don't need to be holding myself to your standards, asshole.

Speaker 3 ([00:35:11](#)):

Yeah. My perfectionism is, perfectionism is not about my website looking perfect. My perfectionism is about am I a good enough person to be worthy of love? We are not the same. We are not the same. So anyway, anyway. But yeah. Did you guys have questions about product letters, about pricing, about, I don't know, the weirdness of not necessarily being able to help everybody. I don't know

Speaker 4 ([00:35:40](#)):

All of the above, but I have a question. All of the above. I once read that your product ladder should be a funnel thing where if someone gets your free stuff, then it takes them to the low cost stuff and then the mid tier connecting all your offers so you can get them to high ticket. But that sounds capitalistic to me. What do you think? Is that like about practice or

Speaker 3 ([00:36:12](#)):

I've never thought about funnels in capitalism before, so I might have to think about that and let you know. In the Voxer, I utilize funnels to some degree. I don't make the most of them. I probably should. I

think it's probably gross if you're like, Hey, have my free thing, but by the way, the free thing's actually garbage. If you want real help, you need to pay. That is a no-go. But if your free thing is actually valuable and you're like, Hey, did that help you a lot? I have something that can help you more. I don't see a problem with that. I think that's just making sure people know what's on offer. Because I know there are times I would have worked with somebody if I had known about their offering, but I didn't know. They didn't tell me, and that's money they lost.

(00:37:01):

And probably a lot of speed in my own progress that I lost. I had to suffer alone or suffer alone. Sounds really dramatic, but whatever. I had to go the long route because they were afraid to sell. So I think I have funnels and I think they work. Okay. I'm working on optimizing my welcome sequence right now, which is like when someone opts in for your free thing, they start getting emails. Let me go ahead and show you guys what one of mine. So this is my template welcome sequence. So first is freebie access. Congratulations. You got the thing. Very short upfront, two or three buttons to download, nothing fancy. Then I've got chaos, gremlins, unite. This is not the space for hyper organized put together Type A folks. You have been warned. And then a reminder about their freebie and then a little bit about me letting them get to know me, and then another way to connect with me, which is my YouTube, right Then how to ditch capitalism, but still get that bread.

(00:38:11):

No, really. And then so just talking to you guys a little bit about the difference, again, redirecting them to my YouTube, a way to connect. Then we've got ring you there, and this to me was just a way to introduce them to a consult with me. And then the final one is testimonials. I want people to know that other people trust me because it just shows that you're not some kind of scam artist who's never worked with anybody before. And if you've never worked with anybody before, there are different ways to get testimonials. You can reach out to friends, you could reach out to people in this group and be like, Hey, could we do a freebie trade? I could offer my services to you in exchange for a testimonial or something like that. I have done that countless times. You can also, if you're trying to build trust, show how what you teach has affected your life. So it's not quite the same as a testimonial, but when I was first starting, my big appeal to everybody was just, hi, my name's Megan. I am a human disaster, but I don't hate myself as much as I used to. And that feels really good. And that was a huge draw for a lot of people. They didn't want somebody perfect. They didn't want somebody who was like, here's my five step process to love yourself. That wasn't the vibe. And that's fine if that's the vibe for some people, but it wasn't for my people.

(00:39:40):

But anyway, that's a long-winded way of saying I think funnels can be ethical. You just have to make sure you're providing value at every step.

Speaker 4 (00:39:50):

Yeah. Yeah. It sounds better if I think about them that way instead. Yeah, because the way they're portrayed in general, it's like extractivism at its worst. It's like you have to manipulate and everything has to be thought out as to convince people to get to high ticket. No,

Speaker 3 (00:40:12):

I have two or three thoughts on that. First of all, we never want to convince people to work with us, to buy from us, to pay us. Caitlin was talking with me about this the other day. Convincing is not the vibe. It is yucky. It feels bad to them. It feels bad to you. It's just not fun. So instead, what I have been leaning into is just enthusiasm. I genuinely really love my offers. I think this program you guys are in right now is so good and it makes me so happy, and we're learning so much together and I love it. I'm happy to sell it. I'm not trying to convince people to work with me. I'm trying to, it's less of a waiter offering you the

specials and more of a waiter bringing you a charcuterie board and being like, which one was your favorite? Let me go get you more. That's kind of the vibe.

(00:41:02):

So that was my first thought. And then I had another one. It ran away. Oh, okay. I think there are two reasons that stuff like funnels and whatever gets a bad rap. I think partially it's because there are a lot of gross people doing it in slimy ways, and that's definitely part of the problem. But I think the other problem is that a lot of self-employed people are women are disabled, people are trans folks are people with marginalized identities, and therefore everything we do is villainized. And it is so irritating. It's like, why is it so horrific for me to have a sales funnel? But you're fine buying your third thing off of Amazon this week, maybe get wrecked a little. And I'm not saying it's bad to buy from Amazon. I mean, if you can avoid it, you should, but I get it. But I do understand, and it's because we are not straight white men a lot of the time, but business owners tend to be vilified for doing things that are not bad, in my opinion, or don't have to be bad, aren't always bad. I talk about this program several times a week and they always go, Ooh, goodness, you guys. Yay. I'm so glad, so, so glad. We'll probably be launching again in January or February so you guys can all make an affiliate page so that you guys can get some of the income if your friends sign up.

Speaker 2 (00:42:39):

I liked your analogy about the waiter with the charcuterie board that particularly hit to me because I once went to a luncheon at a restaurant that I loved, and they have great stuff, and they said, oh, one of our specials today is a Cobe beef sandwich and dah, dah, dah. And I thought, Hey, that sounds great, because he didn't tell me the price. And then when I got the bill that was a \$50 sandwich.

Speaker 3 (00:43:04):

Well, yeah, it's cobe beef. That doesn't surprise me, but geez.

Speaker 2 (00:43:10):

So don't do that.

Speaker 3 (00:43:13):

Yeah, that's something we can talk about if you guys want. It's not in the program, but it's something that I think a lot of people have questions about, and that is, do you put the price on your sales page or not? I'm a big fan of yes, because I think people are more likely to buy if they know what they're getting into, but I tend to market towards autistic people, and that's just how we are. There are non-autistic people who are kind of the opposite. Once they see the price, they don't even read the sales page because they've tuned out when really, if they read the sales page and they knew what they were getting, it might be worth it to them. So yes and no. There's arguments either way, but it depends on your audience. I think for me, autistic people, I know they need to know the price or they're never going to move forward.

(00:43:58):

They're never going to reach out and ask, not because they don't want it, but because autistic people just want to be spoken to directly. Most of the time, we just want people to be straight with us and nobody is. So that's my audience. But if you're dealing with an audience of more neurotypical people or people who have disposable income and aren't sure where to spend it, that maybe you might benefit from, click here to see the price instead of putting the price up. You still don't have to hide it, but just introduce a little bit of friction to see that price. Okie dokie. Anything else that we want to talk about? We got another 15 minutes.

Speaker 2 ([00:44:50](#)):

I've done enough group therapy over the election this past week with the people around me. I don't need to torture anybody else with it.

Speaker 3 ([00:44:56](#)):

Fair, very fair.

Speaker 2 ([00:44:59](#)):

But yeah, it's a challenge. Well, the white savior thing, the white savior complex, I frequently run into feeling obligated in a huge way because I'm a white cis male, and even though I personally identify as queer, I'm passing because I'm in a heterosexual marriage. So I feel obligated to in every possible way I can to do everything that I can, and I get pulled in so many directions that it's really challenging. So I really appreciated this mindset today, and it got me thinking about a lot of different things, so I appreciate it.

Speaker 3 ([00:45:41](#)):

Yeah. Are you signed up for my private podcast by chance?

Speaker 2 ([00:45:45](#)):

I got the email and I was looking at it the other day, and I marked it as new so I could come back to it.

Speaker 3 ([00:45:51](#)):

Yeah, no, you're fine. I was wondering because I put out an episode yesterday called The Role of White Women, which I think can apply to a lot of white men as well, but as a white woman, that's kind of who I'm speaking to

Speaker 1 ([00:46:01](#)):

About

Speaker 3 ([00:46:02](#)):

How our role is not to save the day. Our role is the gross dirty work of convincing Trumpers to not be Trumpers. And I know that that sucks, but nobody else should have to do it. But also, they're not just going to change, so someone's got to do it, and the only people they're going to listen to are people who look like me. So it's my job, and at least that's my take on it, and it takes all kinds to fuel the revolution. Obviously, everyone's going to have a different role, but I think a lot of white folks right now are very outraged, which you should be. I see a lot of people saying, you don't get to be outraged. I disagree. Please be outraged. Everyone should be outraged, but we can't stop at outrage. Right. There's got to be action. And I think we took a week to grieve, and obviously if you need more time than that, you should.

([00:46:58](#)):

But I think at the same time, if you're looking for actions, one of the best ways, I have someone in my life who lives deep in Trump country. Everyone there loves him, including her husband, and she called me and another friend the morning of the election basically asking permission to vote for Harris. And I do not think that she would have had that courage had we not had tons of conversations over the years about abortion, about queer rights, about all this stuff that was hard for us to talk about because it's weird, and she lives in a place where those people are demonized, and it would be so much easier if she just demonized them too, and she won't do it partially because of her moral character, but also partially

because she was influenced by talking to me and some of her other friends. And those conversations can change everything, but it's not the cool savior position. It's the shitty in the trenches talking to people. We hate position, and I don't know. It takes all kinds to make the revolution happen. So if talking to Trumpers is not something you can do safely, obviously, but I think for me, that's something I'm going to have to start doing, and I hate it. I hate it. My attachment trauma is going to freak the fuck out. There's going to be a lot of emergency anxiety, medication involved. I can already tell, but something's got to change in this particular demographic. Something has to change.

Speaker 2 ([00:48:38](#)):

I was speaking to somebody the other day who was complaining. He said, I'm a lifelong Republican. He goes, but I couldn't vote for this asshole. And I was like, thank you, thank you.

Speaker 5 ([00:48:49](#)):

Luckily, Kamala Harris is basically a Republican. I know.

Speaker 2 ([00:48:55](#)):

Yeah. Neo, have

Speaker 3 ([00:48:56](#)):

You seen all those posts saying, if I could design the worst possible strategy for Harris to win, I couldn't have come up with something as bad as what they did.

Speaker 2 ([00:49:08](#)):

Yeah, yeah, yeah. Eventually they'll realize that someday millennials, gen Z, gen Alpha, we actually will be the ones in charge of shit, and we will have to fix this giant bed shitting that they have done.

Speaker 5 ([00:49:26](#)):

It is a giant bed shitting. I personally cannot wait for Mitch McConnell to die. I don't understand how he is still kicking, still apparently a representative or a senator, I can't remember what he is. I try not to think about him.

Speaker 3 ([00:49:47](#)):

Same. What scares me is that a lot of people, and I saw this a lot when I was teaching first year English at a university as a TA and stuff, a lot of people are convinced that racism and sexism and stuff is an old person thing, and once they die out, the problem will just be solved and we don't have to do anything. I saw this all the time in my students. They were like, yeah, but we don't. The young people we're not like that. And I'm like, I'm glad that you and your bubble are not like that, and that's amazing, but first of all, you're more like that than you think. If you haven't investigated this, that's a huge problem. Second of all, there are tons of people in your demographic who are like that and are increasingly like that because they're being fear mongered too. And yeah, it's been very interesting the last couple of days and

Speaker 2 ([00:50:41](#)):

Exactly, Georgina. Exactly.

Speaker 3 ([00:50:44](#)):

Yeah. Yeah. Latinos voting for Trump is disappointing, but also, can we blame people for the shitty ass options they've been presented with.

Speaker 5 ([00:50:59](#)):

My sibling is an educational coach in DC charter school, so they coach the teachers to teach better, and a lot of the Latino students are coming in with just misogyny right now. They're not doing racist stuff, but they're doing sexist stuff, which is, at least it's not racism because in DC most of the kids in that school are black. There's a lot of ethnic diversity. It's super inner city. My sibling has been teaching and working with students from very diverse backgrounds, and then comes to Ohio and it's like, oh, there's so many white people in Ohio. And I'm like, you haven't been gone that long. But I remember one time they flew into the Akron Canton airport, and they were like, I got off the plane. And literally was like, where are the black people? So they're so used to this other paradigm, and I'm over here, there's Trump signs all in my neighborhood.

([00:52:16](#)):

It's very white when I see, I think we have an immigrant family. I'm not sure where they're from. I haven't taken them any muffins yet. Move in across the street from us, and anytime that there's anybody who's not a white family, I'm like, oh, thank God. Somebody else in the neighborhood is a little bit different. And anytime I see a pride flag, I'm like, oh, thank God. But it's so trumpy over here, and I hate that. It's also Trumpy in DC with these children coming in, being sexist and misogynist, and they were like, I'm so glad that I've already been in these teaching trenches for 10 years, and so it doesn't affect me. Plus, so when a kid comes in and tries to be like, are you a boy or a girl? My siblings just like, thank you, and walks away and these kids are like, what?

Speaker 2 ([00:53:15](#)):

I love that.

Speaker 5 ([00:53:17](#)):

Thank you. That's a great response. Yeah. Just like, ha ha, thank you. And just saunters. Anyway. Yeah, it's rough. Like this is the white supremacy candidate. Why would you vote for white supremacy when you are not a white who wants to be supreme? And I think people just fall for the lies. I finally got an ad. Oh, speaking of the ads, I'm so glad that the ads are over, but I clicked on, that's

Speaker 3 ([00:53:51](#)):

The only good thing

Speaker 5 ([00:53:52](#)):

About this. I clicked on some YouTube video and saw an ad about a gerrymandering issue in Ohio. It was issue one. Oh, we're all in Ohio. Well, the three of

Speaker 3 ([00:54:02](#)):

Us.

Speaker 5 ([00:54:03](#)):

Oh, the

Speaker 3 ([00:54:03](#)):

Georgina, sorry, Georgina.

Speaker 5 ([00:54:05](#)):

So we all know issue one, and I saw an anti-ISIS issue one thing, and it was just false. It was just, it's just a lie about what issue one was. And I'm like, well, no wonder, because they don't have to tell the truth. Nobody calls them on lying. And so people are voting for lies, and there was a 700% increase in Google search results for can I change my vote? The day after the election results, people did not realize what was going to happen under Trump, and they voted for Trump, and people are getting laid off because of the tariff increases. People are thinking that tariffs mean that China has to pay. You didn't even ask what a tariff was because Trump says, we're going to do tariffs. You're like, well, that must be great.

Speaker 2 ([00:54:58](#)):

The lack of critical thinking is astounding,

Speaker 5 ([00:55:01](#)):

And it's also by design, because the right has been defunding public education, and so we have a huge literacy problem and critical thinking problem. Those skills are being deliberately removed from the populace so that the populace does not understand what we are voting for, and that is horrifying. I can't even imagine what the history books are going to say about this because some kid, all I can think about is some kid in 80 years being like, but if they had already witnessed these atrocities, why would they vote for something that was exactly Hitler? And the teachers are going to have to be like, because they lied and they defunded public education, so please do your homework. The fact that it is just a cycle, and I am terrified

Speaker 3 ([00:55:57](#)):

Also though, this is one of my pet peeves, so I apologize, but I know we've been defunding public education, and that's a huge problem. We're totally lacking in critical thinking skills and all of this stuff. Education does not equal intelligence, all of those caveats, but the vast majority of black folks without a higher degree still voted for Harris. So it's not just an education issue. It's a huge white supremacy, misogyny, which I know, but I have seen some posts floating around that are very judgy about people who are dumb, voted for Trump, and I'm like, no, highly educated idiots voted for Trump because they're bad people, not because they're not smart.

Speaker 5 ([00:56:36](#)):

Yes, it's both. I think that he got so much of the popular vote because of these educational defunding issues, but then you come in, you've got Elon Musk, you've got billionaires funding him. Now it's coming out. I mean, it's been out, but now it's like Russia doesn't even care. Russia's like, look what we did. And people are like, oh, I didn't even know Russia was involved. You've been like, oh, Russia is a plant for Harris. Just

([00:57:08](#)):

The perpetuation of the garbage is destroying me. And Aton, to your point where you feel like as a white man, you have to do everything. I keep undercutting and devaluing the importance of my own marginalizations and the way that I am allowed to take up space, because I keep saying, well, I am just another white woman. I shouldn't be taking up space here. I should be quiet. I should do things. And then I just sit in a dark room and eat my hair, and my partner has to come in and be like, you're important. And I don't know. I need to talk to my doctor about my medication because my anxiety and intrusive thoughts are through the roof now. Hard to be me. It's hard to be alive. It's hard to exist in ongoing history. I just want life to be boring and nice. I don't know. Maybe I should finally learn how to bake bread. Maybe I

should do the covid sourdough thing because I keep feeling like a peasant. I keep feeling like the wars are going to happen above us, and all I can do is just put food on the table and turn the lights out and pull the curtains closed so that nobody can see us here. And that's terrifying for me. Yeah.

(00:58:34):

Not just me. I keep saying, me, me, me, me, me.

Speaker 2 (00:58:37):

But it's okay to express those things. And the thing that I keep running into is when my 8-year-old will ask me things, well, he saw two yards in a row that had the vote yes for issue one and gerrymandering vote no for issue one and gerrymandering. He goes, how can that be? I said, well, one of them is lying. It's like the two guards at the door. One of us always tells the truth. One of us always lies. You may ask one question to tell. Yeah, yeah.

Speaker 5 (00:59:07):

I got to get out of here. I have my 10 o'clock writing coaching call, but really, really love, appreciate value of this group so much. Megan, thank you for making this space. I was a little distracted today because I'm deleting every tweet I've ever quote, and then I will be shutting down because effective tomorrow, everything you've ever posted on Twitter can be used to train ai. You cannot opt out, so I will be shutting down the old Twitter, which luckily for me, I don't use it that much, but there's that.

Speaker 2 (00:59:45):

I got to go do that then. Great.

Speaker 5 (00:59:48):

Maybe if you want, are we following each other on Instagram? I

Speaker 2 (00:59:55):

Think so.

Speaker 5 (00:59:55):

So send me a dm. We can cowork and just delete our tweets together. That could be fun. I'll be like, oh, that one's a banger. And PS, if you have any bangers, copy them over into a document and use them for marketing elsewhere.

Speaker 2 (01:00:08):

Oh, that's good.

Speaker 5 (01:00:09):

Yeah. Okay. I'll leave you with that.

Speaker 3 (01:00:12):

Yeah, I'm trying to get into my Twitter. I haven't gotten into Twitter in so long. That

Speaker 5 (01:00:17):

This transcript was exported on Nov 30, 2024 - view latest version [here](#).

Name I use baby, it's Twitter. Yes, it's X. No, it's not. It's Twitter and you're stupid. Right. Okay. Bye guys.

Speaker 3 ([01:00:25](#)):

Bye. All right. Yep. I also have a 10, so I have got to go. This was helpful. Alright, bye everybody. Bye.