Twitter Thread by Good and Prosper Ltd.



Good and Prosper Ltd.
@goodandprosper



1/ @fortelabs @nathanbarry Your recent YouTube interview https://t.co/hZlBpxKYcE is one of the best and most useful interviews/conversations of the last 12 months - truly excellent. I tried to leave this as a comment on YouTube but failed, so here it is as a Tweet.

2/ The exchange at minute 57 - 59 was fascinating and I agree with Nathan‘s take on this. I am an expert in my field but a digital idiot and with little teaching experience.

3/ I have been fascinated by the concept of teaching what I know and promised myself to bootstrap my teaching business when I started at a friend‘s (@kerfrie) suggestion in 2019.

4/ I began with next to zero email list (real opt ins) but 30 years of business experience and a healthy network of personal connections.

5/ I conducted two pilots (Zoom with presentations over 10 clinics plus 4 Q&A sessions) and charged a 50% discount on my target price of $2,850 per student for them and managed to recruit 7 and 13 students respectively.

6/ My first proper cohort was a reworked version of the original pilot using feedback from the students and was my attempt at a Jeff Walker style launch (pretty weak version and before I knew who Jeff Walker was) which garnered me a few extra emails (maybe 50 or 60) and 10…

7/ …students, most of whom I knew personally or who were recommended by partners. If I had waited until I had 5,000 I would
- never have started,
-never had the invaluable experience of testing the pilot in the early (very overloaded) version,

8/ - never understood the excruciating difficulty of marketing a digital product,
- never tested the concept of building affiliate relationships,
- never explored the world of course hosting platforms

9/ - never have realised the crucial difference between being an expert and being a great teacher (and not been sensitive or receptive to i.e. @bazzaruto wisdom)
- never have thought to apply for an @beondeck course creators fellowship and

10/ - never had the first $15K of net revenue to begin the bootstrapping journey.

11/ So whilst Tiago‘s point is well-taken and everything would have been so much easier had I had an audience / community of 5,000, Nathan‘s more pragmatic approach is more true to my experience, messy and inelegant as the process may have been to a critical observer.