

# FINDING BRAVE

with Kathy Caprino

## Transcript

### Finding Brave Episode #22

### How To Teach What You Know, With Confidence and Success with David Siteman Garland

Kathy Caprino: Hello, everyone. This is Kathy Caprino, welcome to my podcast, *Finding Brave*. I've created the show for everyone who longs to create something bold and brave in their life to rise up, speak up, and stand up for who they are, and to reach their highest and biggest visions. Each week I'll be speaking with inspiring guests from all walks of business, leadership, entertainment, the creative arts, and the entrepreneurial world. They'll be sharing their intimate stories of Finding Brave and offer their best strategies for building your most rewarding, joyful, and meaningful life, business, and career.

Hello, everybody, this is Kathy Caprino. Welcome to this episode of *Finding Brave*. Hope you're having just a spectacular week, full of bravery and courage and confidence. And to help that effort, I am so excited to have as our guest, David Siteman Garland. Hello, David.

David Siteman Garland: Hello, Kathy. Excited to be here. Thanks for having me.

Kathy Caprino: Oh, so glad. And we were just flipping out a little bit because we were talking about, I first learned about David years ago and it turns out it was 2013, when I featured you in my Forbes blog. Your work was helping mediapreneurs then. I just loved what you were doing. You were interviewing your, that was a podcast, not a show. What would you call that back then? Was that a podcast?

David Siteman Garland: It's funny how time flies. Yeah, so I did a podcast 2008 until 2013, interviewing all different types of entrepreneurs. Yeah, and now I brought the podcast back in 2018, but it's very different now. But yeah, it's been a crazy business evolution for sure.

Kathy Caprino: We're going to hear all about that, and what we're talking about with David and let read you his amazing bio, is how to teach what you know, with confidence and success. I work with a lot of people that have so much brain power between their ears, but don't think of themselves as having anything to teach. So, we're going to just turn that right around. But before we do, let me tell you about David.

David Siteman Garland is the creator of The Rise to the Top and Create Awesome Online Courses. David helps people create and sell online courses with thousands of students in over 100 countries who have created successful courses on everything from kindergarten teaching to snowboarding. So, we're even going to talk about how small can a niche be, and pretty small apparently. But you also sent me some really cool fun facts, David, which I know your emails always have. I love these. That you went from knowing zero about creating online courses and programs to well over a million in sales in the last 24 months. Now over two and a half million in sales, yeah?

David Siteman Garland: Yeah, and actually, now it's probably, let's see on the running total, about close to 9 million, I'd say since I started doing online courses, which is crazy. Even saying that out loud, to me, makes it... I'm blushing. So, it's one of those things.

Kathy Caprino: I can see you, and I know that you are. But I want to just tell you, you're going to blush even more. The minute I saw you in action, I knew that you had something really special going on. I think some of it is that you're so authentic. You're so open in sharing the warts and the bumps and the... so many people aren't in our world, right? So, it doesn't surprise me that you're rocking it. I also love—

David Siteman Garland: I appreciate it.

Kathy Caprino: Oh, you're welcome. That you hired your dad who handles all your customer service and is a pretty darn wonderful babysitter too.

David Siteman Garland: Yeah, he's probably, like I said, no offense to the other grandparents, who may or may not be listening to this, but I would have to put him at, he's on the number one ranking. Who watches two kids, a three-year-old and now at the time was ... Now he's almost 10 months. But he's watched a four-month-old, an eight-month. He's a machine and—

Kathy Caprino: Gosh. And he helps your business. That shines through. That's so wonderful, and we will say hi to him next time we sign up for your courses and get his wonderful customer service. You have over 3,000 happy students from around the world. So, holy cow, David, lots to teach. Let's dive right in. We didn't script this, folks. We're just going to be talking.

But the very first thing, I don't think this is on our list here. How can someone tell when they truly have something to teach that can be monetizable?

David Siteman Garland: That's a great question. There's a few things to think about. The funny thing is, when I get to answer these questions, I don't get to talk about any theory because this is all based on real stuff that I've seen from thousands of students and myself as well. What I can say is, you have to look at a few different things. First of all, is experience and then let's just call it packaging, if you will. Experience, what I've seen from our most successful students and

what we've seen with courses is that experience comes in two different ways. Sometimes it's both. Sometimes it's one or the other. And either way is totally cool. Number one, is that you've gotten the result yourself.

For example, give me a random topic. I want to put you right on the spot. Any topic. Throw something out.

Kathy Caprino: Can I talk about mine?

David Siteman Garland: Let's do it.

Kathy Caprino: Transforming your career. Just getting out of something miserable and transforming.

David Siteman Garland: Getting out of something miserable, perfect example, right? With a career. Okay. One great way that you would have credibility in that space would be your story. You were in some horrible career, you were crying yourself to sleep every night, do you know what I mean? You hated it, and you took specific steps to change it, this was the result, then you have this amazing career, right? That's kind of credibility. One, is the personal story and that's where a lot of people start, with that. By the way, that's great. You know what I mean? That's a fantastic way to start. That's where I started with my courses.

On the other hand, you also have people that have taught others in another way before creating a course. Maybe it's one-on-one coaching, maybe it's group coaching, maybe it's things like that. You can say, "Hey, you know what? I taught Sally, Steve, and Tom how to do that. And they got out of their bad careers. And now they're doing this or that." Right? And so, what I've seen is that people that create a successful course have either the personal, their story, or they've taught others, or it's both. But it has to be one of those, right? At least, you know what I mean? So, don't think—

Kathy Caprino: Otherwise, what the heck are you talking about?

David Siteman Garland: By the way, don't be held back if the only thing you have is your story. That's very powerful, right? And you can then later on, once you get some students in, then, hey, now you've got some other results as well. So, that's a great way to think about it from an experience standpoint. The funny thing is, some people get hung up and they think, "Oh, I've got to have 10 degrees on this subject and write 50 books and I've been studying it for 1,000 years." No, it's all about the results. If you've gotten the results, there you go. That's what it is.

Kathy Caprino: All right. Let me ask this, because this is a bit of a challenge. When I'm teaching, I train coaches too. The coaching world, I'm going to be a little iconoclastic here. The coaching world says, you can coach anything, even if you know nothing about it. I'm not a fan of that. I don't believe that.

David Siteman Garland: I threw up a little bit.

Kathy Caprino: In your glass. I don't buy that at all. And also, who would you want to go to, a coach that knows nothing about what you're trying to do but happens to be a good coach, or a great coach who has gone through it? So, I almost feel the same, not almost. I feel the same way about teaching a little bit. Can I just share this view and see what you think?

David Siteman Garland: Yes. Please. I got great thoughts on this, so go ahead.

Kathy Caprino: Good. Because what I see is, let's say I went through my career transformation in a certain way. I got a settlement, this, that, and the other thing. I got a master's. Not everyone can do that. Not everyone can follow those exact same steps. So, I do find that the best teacher has also had experience teaching other people from a wide range of experiences where it's not a mirror to exactly what they did. What do you think about?

David Siteman Garland: Yeah. I think that makes it only stronger. Yeah. I think that makes it only stronger. I've seen students do it across the board. I've seen people... that's a great thing. And that kind of leads to my second part of it, is what makes it a successful course is that there has to be a tangible results associated with the course, right? We call this an outcome or a transformation or whatever it might be. It can't just be something wishy washy, like—

Kathy Caprino: You're going to feel good.

David Siteman Garland: Yeah, I was just going to say that. You're going to feel better, right? That's a great one. Or it has to be, yes, you are going to set up your first advertising campaign. Yes, you are going to quit your job and have something new, right? Or whatever it might be. Okay. Now, going along with that tangible results of a course, also comes with the system of teaching it has to be broken down into steps to get people from point A to let's say Z in this case.

Because when people are buying a course from you, that's what they're buying. They're buying the results. They want to get from where they're at now, to where they're at the end, okay? Which is exactly what you kind of mentioned, is that you have to be thinking about this. Are you some strange unicorn that can't break it down into a system, right? Because the most successful people say, "Hey, this is a system anyone can follow, or anyone within these parameters can follow these." Because you don't want to necessarily market, of course, to everybody. That's a great way to sell it to nobody. We want to be specific.

But for example, if I'm teaching a course on how to touch the rim or increase your vertical leap in basketball, but I'm 15 feet tall, I'm not. Well, I just said I was, okay? That would be pretty... I'm like, "Listen, I just go up and I do a little funny hop and I put it in the hoop." Right. That would be kind of tough sell to someone. I'm not 25 feet tall, right? And so, you have to be thinking about who this market is and very, very specific about who you can teach to. A lot of times, what ends up happening when people are starting is they're teaching the people that were like them at that time. That's a great way to think about it. Meaning it's someone that, oh, basically, a lot of people, and this isn't everyone, but this is some generalizing, but this is a lot of people, they end up teaching the course that they wish they had.

Kathy Caprino: That's what I did with my Amazing Career Project.

David Siteman Garland: Exactly.

Kathy Caprino: Why didn't I have this 30 years ago? Yes.

David Siteman Garland: With me, when I started teaching courses, I was like, "Oh my God, I spent all these years figuring it out. Doing interviews and research and testing and all these different things." I was like, "God, wouldn't it have been great to have had this all in one spot and have someone help and mentor me along the way?" That's kind of a key thing to think about there.

Kathy Caprino: I love it. I want to ask this before we get into how to determine exactly what you're teaching and the niche, right? So many people get this wrong as you said, that let me make it wider and broader because I'll make more money. And it's so the opposite. But before we do that, I have to ask you this. I'm guessing, you tell me, that you're an organized person. That when you're thinking about a topic, you have an organized way of thinking of it. And I know for me, like in fifth grade, the teacher held up my notebook because my notes were in an outline form.

That is a skill that makes creating a course easier, because I can think of, "All right, personal branding, what are the 10 things you need to know?" What happens when a person has something to teach, but what I hear from my clients is, "I don't know how to break it down. I don't know how to do this." What do you teach them in how to break things down if—

David Siteman Garland: Yeah. For sure. And we call this DSG's perfect outline formula. Which is a perfect thing, which I'll share right now. By the way, let me give a disclaimer. Because like you said, I'm a very, as you know, very straight shooter with all this stuff. If you cannot break it down the way that I'm going to explain right now, it's not a good course topic. It just isn't.

Kathy Caprino: I'd like to hear this.

David Siteman Garland: I'm not saying you can't teach it in a different way or do coaching or whatever it might be. But the most successful courses, like I said, can be broken down, just like what I'm about to explain. It's a very simple way of doing it. If you can't do it, it's just not going to work. It's just the bottom line, you might have to move on to a different topic or thinking about it in a different way. It's a great qualifier, because if you can't do this, that's not the right topic, right?

What I do is real simple. I get out a sheet of paper, Word document, doesn't matter. What I do is, this going to take some thought to put into this. It's very simple, but it's going to take some thought. What you do is, the first thing is you have to think about your ideal customer. Who is this person, right? Who are they? But more importantly, where are they at right now? What's their situation right now? In your example, it would be career they hate, right? Whatever it might be. Type at the top person and career they hate. And if we want to get more specific on that, if it's women, men, if it's corporate, if it's that, that's fine, right? But whatever it is, career they hate.

Then at the end or at the bottom of the sheet you write, the results of what your course is going to be. Which would be in this case, career you love, right? So, something that whatever it might be, okay? So now you have the result. Now you've got where they're at now, okay?

Kathy Caprino: Got it.

David Siteman Garland: At this point, what did I do? Is I start writing it out. One two three four five six seven eight nine ten. Whatever it is, okay? You have to write down the tangible steps to get them from point A to point Z. Literally write them out. I'm going to make it up. Number one is you have to do some kind of self-analysis of what you liked and what you hated about your job, and what you're looking for. Number two is how to... I'm just making this up. You're the expert on this. But it's like, how to quit like a boss. Whatever it might be. How to get out there and network for the proper... whatever you're going to break down on the topic.

Kathy Caprino: Exactly.

David Siteman Garland: Every topic can be broken down like that. One of my great students, Shane Olson, I just had him on my The Rise to the Top podcast. He's a 3D animator, okay?

Kathy Caprino: Oh, cool.

David Siteman Garland: He worked at Disney, which is like a dream job, got laid off. Laid off from Disney. He creates the video game characters, coolest thing ever. So, he created a course called 3D Character Workshop. You want to talk about something specific.

Kathy Caprino: Oh, my gosh. That's sounds—

David Siteman Garland: Right? How cool is that? Not only that, he told me, which I love, it's not only just 3D characters, it's specifically 3D characters for video games, okay? So, people go into this course and have no 3D character for video game. And by the end of the course, will have a 3D character for video games. Then he branches down—

Kathy Caprino: Tangibles. So great.

David Siteman Garland: Tangibles. Now just to give you a scope. Shane last year just celebrated his one year anniversary and did over \$320,000 in sales of that course. He has made way more than he did at Disney, and he was pretty decent up at Disney with that. Just to give you a scope. But every topic can be broken down like that and what you want to do with the course.

Kathy Caprino: Let me ask this, David. Different things than we said we were going to talk about here.

David Siteman Garland: No, I don't care. We can talk about anything. We can talk about the weather, we can talk about puppies, anything you want.

Kathy Caprino: For my own course. I think the answer is yes. But this is going to be a subtle question. When you look at my course for 16 weeks, what I guarantee is if they do the work, they're going to be in a happier, more empowered, more confident, better place, whether they chucked their career or not. They're going to be in a much different place. Sometimes they realize, I don't want to chuck my career, I just hated my boss so much. Let me find a... do you find that like this fellow, how to make a 3D character for video games, do you find that the courses that create an incredibly pinpointed tangible outcome will do better than—

David Siteman Garland: I would say that is a tangible outcome. Because that's a physical something that you're creating. But at the end of the day, that has to be very clear in your marketing. About what it's going to be. Meaning at the end of our journey together, you're either going to have a completely different outlook on how you're approaching work in your career, or you're going to have a new career, right? That's a great way of saying it. Because then, it's like, okay, now I kind of know what to expect. Maybe I'm going to have a completely different thing. But yes, when we've got... again, with thousands of students we've seen all different types of things like that in that range. It's not just, oh my God, you're going to literally create a video game character, but it's something different. I would say that certainly falls under the tangible category.

Kathy Caprino: Your point is, but you must make it clear. You mustn't be promising the moon when you can deliver a blade of grass. You got to say, "This is what you're going to get. And I know you're going to get it because this is the process." I love it.

David Siteman Garland: Exactly. That's exactly right.

Kathy Caprino: All right. Now, tell us, how does someone identify that, when they're really just starting out, that perfect niche of who is that avatar?

David Siteman Garland: It's tough because here's the thing. A lot of times, it's going to take trial and error to find that perfect niche, right? Meaning quite frankly, it's one of those things that is a little spaghetti-oriented when especially if you're starting out. Because what you're thinking about right now might be very different than six or eight months from now. For me, I know personally that... and everyone thinks a little bit differently about this. Some of you might know exactly what it is right now. Like what's something that you're very passionate about, you have experience? Or even if you don't have experience, you want to go out and get experience, and you're willing to put in the time and effort. That's a good sign. Because we always make this joke that the person... let's say there's two courses on jumping higher.

Or let's use something a little less tangible. Let's say there's two courses on finding your perfect soulmate or finding a great date or whatever it might be, something like that. Well, there's one person that thinks that that can make money, and they just want to kind of get it done quickly and sort of get it out there, and they're hoping they don't have to put a lot of work and effort into it. They're hoping that that kind of works out. There's another person that's thinking, "You know what? I'm going to read every book, I'll read every blog. I listen to podcasts. I obsess on this topic.

I'm asking random people in the street where they met their spouse." There's two different kinds of thinking. You need to be in that other thinking, the second one, if you're going to win in this industry. You're going to have to—

Kathy Caprino: I'm so glad you said that.

David Siteman Garland: Yes. Because if you're going to try to mail it in, it's not going to happen. Because let's think about it this way. One, there's a lot of competition out and that's a good thing. The people that, no pun intended, rise to the top with the competition are the ones that really live and breathe and love those subjects. They're not just thinking, "Oh, this is something that can make me money, or this is something that." A lot of times what happens with someone's niche, is that in many cases, it comes from previous experience. What they've done up to this point. Is it coaching? Some of my favorite customers off some of my courses program are coaches, right? They're thinking, "I'm just stressed out with these topics and my calendar's ridiculously full. I'm freaking out about it."

That's a great market for us, because we're thinking again, "Okay, let's get you some more freedom. Let's take what you're coaching. Can we now turn this into a tangible product that you can sell as well." So, if you're a coach, consultant, speaker, author, anything like that, you've got a really nice head start on it. If you're just trying to still figure out your niche, you got to think about a combination of passions, what you're going to put your time into, you can get out there and research who are people that you follow, and how are you going to put your own personality and spin on that. That's the way that I kind of think about it.

Kathy Caprino: That's so good. I love it. I want to give a quick tip because if I'm struggling with it, I bet my audience members are. Here's what it is. I have spent so long focused on the sweet spot of women. And yet, there will be guys that will, I want to say beg, can you please let me into the Amazing Career Project course? And you know, David, when I've done it, it doesn't tend to go well for them. And I know that this is a thing for people. They think if people want it, who am I to say it's not for them? But I'm just going to give you all permission. You know who it works best for your methodology, and you also know who you love best to serve. And it's not that I don't love to work with guys one on one. But for my course, it's better when it's an assembly of women. They feel safer to say what's really going on.

Do you want to say one thing about how we struggle with really narrowing a niche? Because we think, Oh, that's being ridiculous or I'm being too selective." I think go with what you really believe and don't keep questioning it. Would you agree with me?

David Siteman Garland: Oh, God, I could not agree more with this. People get really kind of flummoxed on this. Because they think, "You know what, I'm going to take the money." To a certain degree.

Kathy Caprino: It's like why should turn away at that.

David Siteman Garland: We're very human. We're very human. That is a normal feeling. Like, oh, I should let these people in. And it always ends up exactly what you just said. It's a disaster. Because the thing is, the coolest thing I think about having an online brand of business, personality-based business, is that you get to choose who you want to hang out with. It's your choice,



right? I'm talking about how you speak about it in your marketing. And by the way, don't be afraid to deny people. Don't be afraid of it. I know it's very tempting to say, "Yeah." But if it's not a hard yes, it's no.

What we've seen too, is I wish you just have someone similar like that in our... we have a private Facebook group for creators of online courses. And someone actually had that similar situation. Actually, it was even a male, female situation. She said, "Listen, I'm looking to work with these types of female entrepreneurs in these couple of industries" that she was mentioning. She said, "For some reason, I'm getting these older guys that are in their fifties in tech industries. What should I do? But they want to buy this stuff." I said, "Listen, you need to change your marketing to make sure that you're only speaking to those ladies. I don't even care if you say, "Hey ladies" on it. Whatever you want to say on there to make sure that you're attracting the people that you want to work with. Because the last thing I'd want you to do is start working with someone you don't want to, for whatever reason." Do you know what I mean?

And so, what I'm always—

Kathy Caprino: Doesn't go well for you or for them.

David Siteman Garland: Right. What I always tell people is, "Don't be scared to put parameters and draw lines in the sand about who this is for and who this is not for. Because a course for everyone is really for nobody." And so, you really have to be thinking about that. And just, you can't be afraid. It's funny. Never, ever, in all my years of tea- I've been teaching courses since 2013, okay? Never, ever, ever, yet, it'll happen maybe one day, I don't want to jinx it, have I ever had someone come to me and say, "I think I went a little too niche."

Kathy Caprino: No, you don't hear that. Nobody says that.

David Siteman Garland: You don't hear that because... one of my students, Jill, one of my favorite ones is a great example. She teaches aestheticians, I think it is. Aestheticians, I think that's the proper term, how to do something called Russian Volume Eyelashes. I don't know what that is. Sounds awesome, right? Russian Volume Eyelashes. She teaches specifically aestheticians, how to this Russian volume eyelash technique on her customers. You're thinking they're like mind explosion. How specific can we get? Well, what happened? Her business does six figures a year with online courses. I'm thinking it was 120 or \$130,000 last year doing that. Now think about that. That is how specific. Very rarely do we run into people that are like "No, it's too specific." What you want to do is pick a lane. You got to pick a lane.

Kathy Caprino: Pick a lane. Oh, I love it. All right. Here's another thing I hear from people a lot. Tell me what you think. We were just earlier talking about the tech aspect. There's tech savvy you got to have. But before we get there, can you answer this, David? I did my first course with, you can tell I'm picking your brain for my own stuff?

David Siteman Garland: Often the best way of doing it, because people will resonate with your exact questions. I bet they all have the same.

Kathy Caprino: Good. The first course, it was a videographer came for an entire weekend and we filmed 16 modules.

David Siteman Garland: Fancy.

Kathy Caprino: Fancy. With homework, and it works. I really want to do a *Finding Brave* 10 module course in five weeks. Here's my question to you: Do you have any hard and fast... there's no hard and fast rules, but good guidelines for should we be including video where we can, and how fancy does it need to be? I'm sure that depends on the—

David Siteman Garland: First of all, you 100% want to include video in your online course, period. Bar none, line in sand. Anything less than that, the value of it will decrease in the perceived and also at the end of the day, this is all about getting your customers results. You want to give them the best chance. Because when you create video, then you easily have audio, you easily have... you can do a transcript if you want to go crazy with it, right? Once you have video, you've got that.

Now there's two different ways that you can really do that when it comes to video. Number one, is it really depends on your subject matter. If I'm teaching tennis lessons, that's going to be very different. You don't want me teaching tennis lessons, by the way, trust me. But if I was teaching tennis lessons, that's something that's very visual. I can't be doing a PowerPoint about tennis lessons. It's not going to work out well, right? What I would do is I would say, "Okay, what are my options?" By the way, people freak out about the cost of different things in this. All these things can be done for less than \$500. A lot of times with all the tech and all the different things that you can do, okay? Can you hire a video person if that's in your budget? 100%. Do you need Steven Spielberg? No, you don't. You need someone to shoot it and get the audio and send you the files. Make it very simple. So, you could do video.

You could also obviously self-shoot it. I've got a video camera right here. I turn it on. It's nothing fancy. It looks good. It's easy. I'm not a videographer. I've never hired a videographer for my courses.

Kathy Caprino: You've always done it like this as I'm seeing you with your camera.

David Siteman Garland: Very simple. Now, what I do now, that's for something that's very tangible, got to be on camera, got to show people what it's going to be. What's another option? This is actually what my courses are. I teach more business skills, online courses, things like that. A lot of times it's me behind the computer showing you something. What we do is a lot of PowerPoint and Keynote, me talking over slides, and then also screen casts where I'm like, "Okay, I'm going to show you this and do that now." I record that all on my computer. We plug it in, we use ScreenFlow. I use my microphone, I'm talking.

Now something important though, that a lot of people miss this, and this is important, is it's always good to show your face at the beginning, okay? Because at the end of the day, people are buying from you. You're the course creator. I know you might be uncomfortable on video, you might never have done video. That's totally fine, right? But think about this, they want to connect with you, they want to buy from you. So, what I

always do at the beginning and kind of end of the course, if you will, I do a little intro video. Not every video necessary, but at the beginning and I say, "Hey, hi. Here I am, human. Good to see you. I'm going to hop on my computer right now, because that's the best way we're going to do this training. But I just want to come on here, welcome you here to the first module, blah, blah, blah, blah, blah." That takes a little practice to do that. But you can even shoot that with a high-powered webcam or your iPhone if you need to, but you do not need to go insane with that.

At the end of the day. You want good audio, you want to make it simple and you want to have it where, again, keep the result in mind. That's what it's all about, that you're the shortcut. You want people to get the results as fast and as safe as possible. That's your goal. So, keep those in mind. The production value doesn't have to go crazy. You want to do your very best at it. That's what you need to do, no Steven Spielberg required.

Kathy Caprino: So love it. And for the people that say to me, I even have a course member who wants to do a podcast, and there are certain expenses that are going to have to be incurred.

David Siteman Garland: For sure.

Kathy Caprino: But if we're talking someone, they don't have a big budget, but they do want to be able to drip content to people regularly. Do you talk about here's the budget, the bare minimum budget, maybe to do in the course?

David Siteman Garland: Sure. The funny thing is, and what I do and create out some of my courses is we give them a tech guide. And also, we have several modules on it where I break down a bunch of different budgets for whatever you wanted to do, and I give all my recommended tools and we have tutorials, all that kind of cool stuff. But let me give you kind of the Cliff Notes version is that... and again, we've done this ourselves. And we've also seen this through thousands of students. One of my favorite students who now has just a bustling business, she was like, "I think I did it for \$200." Do you know what I mean? Like in terms of all this stuff to start.

Here's a good guideline that I like to tell people. I realize, these are people that are enrolled in my course. My course is 997, 1000 bucks. And so, people are investing in that course, because it's the shortcut versus trying to figure it out on their own and run into every pitfall, landfall, shenanigans, Everest here, saving yourself time there. But in terms of the actual technology software, those things are needed, I would say and I'm going to even give you a conservative answer because you can do it for less, I would say \$500 or less.

Kathy Caprino: Holy cow.

David Siteman Garland: Now here's what you keep in mind though, okay? Can you get fancier? Sure. If you're really shoestringing and go crazy could you get a couple hundred bucks? Sure. But here's what you're thinking about. You are creating a massive asset.

You're creating a product. You're creating something that you do essentially once, now of course you can update it and all that kind of stuff, I encourage you to do that. But you're essentially creating something that can then be sold over and over and over again. So, if those minimal costs scare you, this probably isn't for you.

Kathy Caprino: Yes.

David Siteman Garland: Do you know what I mean? If you're thinking like, "Oh, that's not me." This isn't going to be for you. Because what you want is you want people that look and say, "Oh my God, the upside of this could be thousands, if not hundreds of thousands, if not more." Renee, by the way, who I just mentioned, the student, she was one of our greatest success stories. She teaches stay-at-home moms how to build their craft businesses. Etsy-type stuff, quilts, and things like that.

Renee, when she took my course, it was literally one of those cliché stories that you hear. She was a single mom of three who was trying everything to... she had sold a company that was a craft company. But then went through a really messy divorce, a bunch of different things, and she was down to like pennies. She was literally googling homeless shelters at this point, in Las Vegas. She took the course. I didn't know any of this. I didn't know Renee, I'd never heard this until later on. She took my course, launched her first course, and this is a fascinating thing. She did her first launch and made \$3,000.

Here's what I want to ask you, Kathy, because this is a relative situation here. Some people would say, "\$3,000? Oh, terrible, awful, did not do a good job." Other people would say, "\$3,000, amazing. That's a great start." What would you say? What's your knee jerk on that?

Kathy Caprino: I would say amazing. And if you can make a little, you can make a lot.

David Siteman Garland: See? This is why you're so smart, Kathy. This is why you're so smart, wonderful, and beautiful. It's the combination, right?

Kathy Caprino: Whoa, sweetie.

David Siteman Garland: It's like, listen to this. That's exactly right. Because some people, we get blinded in this era of people bragging about multimillion dollar launches and crazy money and stuff like that. And a lot of that stuff is really BS. It's 000001%, okay? I'm talking about people that watch their first course and make a zillion dollars or something like that. Instead, you have to look long term. Long term at this as this is a product that you can sell over and over. Where there's 10 customers, there's 20. Where there's 20, there's 50. Where there's 50, there's 500.

The thing is, Renee had the exact right attitude. She was so excited, she sent me the now famous crying girl video. Where she's bawling in this video. She's saying that she's getting her kids some treats at Disney that she's been waiting to get them that she couldn't afford, et cetera, et cetera. This is 2015. All right. Fast Forward. Renee stuck with it. She kept working with her customers. Got more customers. Got better. Improved, improved, improved. 2017, 1.7 million in sales.

Kathy Caprino: Oh, my gosh. That's so inspiring.

David Siteman Garland: You look at that story and that is someone that you could look at. By the way, life's completely different now. Unrelated to that, she's now remarried to a great guy named Tom, they live in Connecticut now. They just built their dream home. It's a really cool success story. But I wouldn't call it completely out of the ordinary. I'm not saying everyone's going to make millions of dollars, but what I'm saying is that she had the proper attitude of saying, "You know what? I'm starting small and I'm going to build up, I'm going to stick with this." Like I said, she invested a couple hundred bucks into... she minimized everything she possibly needed to do to get it started. But she had the desire to do this and had a really strong why. It wasn't just so I can make money. It was bigger than that. That's why you see someone like her being successful.

Kathy Caprino: That is a beautiful story. We'll link to her business. You'll give us the link to that. It's so inspirational.

David Siteman Garland: Absolutely.

Kathy Caprino: You said unrelated to that, she's got a whole new world. I think not unrelated.

David Siteman Garland: It is related. Yeah.

Kathy Caprino: She believed in herself, even when the outer sign said not to. Well, I've captured 30 minutes, David. Anything else you want to tell us about courses that we don't yet know? And where can people learn and take your course? Where are we sending people?

David Siteman Garland: Yeah. If this is something of interest to you, we're happy to help guide you. We've got plenty of free great stuff. We've also got, and obviously, my paid course as well. I'd say the best place, again, if you're interested in this, regardless of where you're at now, if you're thinking "You know what? I'm a coach consultant. Kind of in that industry, and you know what? I want to kind of monetize my brain and my personality and turn it into a product." Totally for you. If you're a speaker, author, absolutely. If you're starting from complete scratch, you got nothing, you're just excited about it.

Kathy Caprino: You had nothing and look where you are now in terms of knowing about courses.

David Siteman Garland: Absolutely. We've had plenty of beginners that we've helped out. People that are like, we call committed beginners, people that are excited about this, willing to put in the work, and they've got an email list of one person and it's their cat, right? That's where we all started. Whether you're a beginner or if you've got another type of business, so maybe you're in a different type of industry, service-based business or whatever and you want to add on additional income into that business or revenue stream or whatever you want to do, regardless of where you're at, those are the kind of people we look for is those personalities, as we call them. They're personal brands, mediapreneurs, our peeps.

What I'd highly encourage, if you want to check it out, I'll give you two links, is that's cool, Kathy?

Kathy Caprino: Perfect. Please.

David Siteman Garland: Number one, 100% free training. That's going to share with you, give you kind of the outline, the basis for doing this, what you need to get done. It's called Seven Steps to Creating, Promoting and Profiting from Online Courses. Absolutely free. You could check that out at [createawesomeonlinecourses.com](https://createawesomeonlinecourses.com). That's the easiest link ever. That'll be in there. And by the way, after that training, there's an invitation, of course, if you would like to join the paid program as well and come in and join our community and all that kind of stuff as well.

And also, you can hunt me down on my podcast, blog, all kinds of other things on online courses. We've got hundreds of hours probably of stuff for you. You can check that out at [therisetothetop.com](https://therisetothetop.com).

Kathy Caprino: Rise To The Top. Oh, David, it's always so fun to talk to you. It's so energizing and inspiring. I'm so thrilled for your success and that you're helping others. I know that means the world to you. I can tell, because when you talk about these success stories, in the end, you're making a difference. You're making an impact.

David Siteman Garland: Well, thanks, Kathy. That's what it's all about for me. And that's what I love. I love doing what I love, and I love having a successful business. But what fuels me is the stories like that. The success stories and knowing what you're doing is helping people in some small or huge ways is pretty exciting.

Kathy Caprino: You're doing it in a huge way, my friend. Thank you for being here and, everybody, I hope you're as jazzed as I am. I'm heading over there and getting all the free content. Once again, I have done it before, but you can always learn. When you read this stuff again, when you're in a different place, it says something new to you. I know I have so much to learn from you, David. Thank you for taking the time.

David Siteman Garland: Thanks, Kathy. My pleasure. Thanks for having me.

Kathy Caprino: Come again soon. And anyone who's listening who believes there's a kernel of an idea that they have something to teach, I hope you'll jump on it and go to head over to David's links that we're connecting to below. Be brave and teach what you know. All right everyone, have a great week. See you next time.

Thanks so much for joining us today. Please don't forget to check out [findingbrave.org](https://findingbrave.org) for more programs, resources and tips. Tune in next time for your weekly dose of *Finding Brave*.