



channel mastery

Channel Mastery Podcast, 146: The Launch of the Multi-Channel Marketing Academy, a replay of The Outdoor Biz Podcast with Rick Saez and Kristin Carpenter

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Rick: Hey everyone. Welcome back to the outdoor biz podcast. I'm talking with Kristin Carpenter again today. The second time she's been on the show encore performance, and I'm really excited because we're going to dive a little deeper into her recently launched Multi-Channel Marketing Academy that Verde just launched. How's it going, Kristin?

Kristin: It's going incredibly well. I'm so happy to be here.

Rick: Yeah, yeah. Good to have you back on. I think your first or second guest has made a, an encore appearance, so thanks for that.

Kristin: I am proud!

Rick: Me too. I am honored myself. So, let's start out...Why don't you tell everybody a little bit first about what the Multi-Channel Marketing Academy is, and then we'll dig into the deep dive, give them a reader's digest version of what it's all about.

Kristin: Okay. So the Multi-Channel Marketing Academy is actually our first immersive digital training. So it's a digital product that we have produced at Verde Brand Communications. It ties together the work that we do on the Channel Mastery podcast, as well as the work that we've done and do at Verde in terms of service providing and helping our clients who are all specialty brands, basically, you know, really laser focus their efforts on exactly who they want to serve, where they serve those people and kind of really supporting them through the entire discovery, sharing, nurturing, and conversion process, whether that's online or offline. So we created it because, yeah, we really needed to create a solution. I have so many things to talk about today so I'll stop there!

Rick: And it's a changing world, right. I mean, what people did 10 years ago is completely different than what they need to do today, so,

Kristin: Or last or January of this year!

Rick: That's right. Yeah. Right. Exactly! It's changing even faster than that. So what was the

inspiration? Did a brand inspire you to do this? Or was it multiple brands or something that you were doing outside of Verde that you were, you know, doing personal growth thing? What was the inspiration?

Kristin: Well, that's a really good question. So, in 2014 I actually signed on to do my very first online program. I actually got a business coaching certification. It was a year long. And through that process, you had to actually create like a website and, you know, exactly what the business was going to be as part of getting your certification.

And at end of it, I had all of those assets, including the framework for a podcast. And I decided I might as well just do this because I love coaching and business consulting. Obviously I do a ton of that at Verde. And so that's how it started, but I have to tell you, I was in the marketing portion of that training. And I remember just being like, Oh, I got this! When I got those two modules, I was like, I'm sure this is going to be easy.

online And it was like a brand new language. I was like, what is going on here? And it was marketing versus brand marketing. That's when I became obsessed, because I started to really look around and check out some of the examples that were shared such as Amy Porterfield, such as James Wedmore.

They have audiences of people that are 300 to 500,000. And I was looking at some of our dear beloved brands and they had 70 to 100,000. If they were lucky everybody was in the same bucket. They weren't segmented, they weren't doing anything, but putting their stuff on sale and emails. And I realized there's got to be something here. Especially as brands were starting to go direct. That was obviously quite controversial back then they were looking at it, you know, and, and really starting to make the change there. So that's when I really became obsessed, but I am a personal development junkie. I will, I've told many of my friends, like one of the reasons I train on my bike so I can listen to podcasts.

Rick: That's funny. I am too, and I don't have a long commute anymore. So I'm missing out on the podcast piece. But yeah, my bookshelf is littered with all these stuff by, you know, Tim Ferriss and Pat Flynn and everybody that's Chase Jarvis, you know how that goes.

Kristin: We are kindred spirits.

Rick: That's right. That's right. So when did you know, it would be a course as opposed to a series of blog posts or a book? I mean, because even the, even when you were in this program, you knew how the outdoor industry and the places that you were working operated, did you know, immediately was going to be a course or did you think, man, maybe I'll do some blog posts through Verde and we'll see how it goes or maybe I'll write a book. How did you decide on that? Was it, this hit, you like a light beam, like a lightning bolt. It's gotta be a course.

Kristin: Well, first of all, I really I'm working on a book that just doesn't seem to want to get

published. I actually came out that year 20, the winter of 2014, 2015 Verde produced an entire free audio series where I interviewed a lot of manufacturers and I'd say 95% of the avalanche safety professionals in North America. And we created an audio like a, just a ginormous list of content on, you know, trying to basically create clarity around the way to kind of be prepared to go into the backcountry.

And we offered that for free. It didn't even tie it to like growing our email list. Like none of that, we just offered it for free because I, I immediately fell in love with like the podcast medium. And then the next year in 2015, I created a course that was for specialty bike dealers to sell to women more inclusively.

And we sold exactly two of those. My dear friend, Mark Sani, who's one of the founding publishers of Bicycle Retailer was like, "You know, you really should have just put this into a book. Like they really like, they like paper" and I'm like, Oh my word.

So, you know, that was the second effort. And then the third effort was, , back when Camber Outdoors started there....it's actually the second cohort of their Pitchfest they invited me to be in there because I had actually started the little business that I started in 2014 was called Intrepid Entrepreneur. Yeah. And so I basically turned that into a podcast and I created a little course for that. And basically it, I also had a membership site and it was very small, but it, you know, I actually did a launch. It did pretty well.

And then I had 95% of the people from the course went into the membership site. And then eventually I rolled that entire thing into Verde three years ago, a little over three years ago and launched, renamed it Channel Mastery and basically started to help our clients understand how distribution was changing. And consumer behavior was changing because there literally was nothing available out there for them to tap into for that information. And that's basically where Channel Mastery came from. And then it made sense to kind of actually do a course. And I have to tell you, Rick and everyone, I literally have been working on this course for like two years. And I think I had a little bit of like imposter syndrome and stage fright and all of that, but yeah, we can get into that.

Rick: Yeah. Yeah. I'm, I'm a, I'm the same boat. I think, , my Podcasters Workshop was had is still planned to be a course video course, but it's a, it's a heavy lift. And I think all of us that do these things, podcasting courses, write books and stuff. There's a little bit of that imposter syndrome that goes on. And I think you just have to look beyond that because we all have something to bring to the table. And if you guys are out there listening and you have some ideas go for it, man, you got nothing to lose. Especially now.

Kristin: I totally agree. And , I actually heard one thing that was super helpful for me. If you look at the people that you're helping and that you're just a messenger, an instrument for them, it makes it much easier. And also if you really believe in what you're selling, it makes it much easier.

Rick: Yep. Yeah. And if you also, I think it would find helps me is you, if you think about all the

people that you help on a daily basis or a monthly basis that you don't, it doesn't even feel like helped you because there's people out there that don't know what you know, and what, you know, you don't realize what you know. So it's just, you know, we help everybody. I got a couple guys that I interacted with on LinkedIn just today that I'm going to get on the phone with them because you know, everybody everybody's starting out, especially now a lot of people looking to get into industry, shift gears, all that stuff. So we all have knowledge and it's great to just give it out there. So,

Kristin: And you do a great job with that.

Rick: Thank you. Thank you. I love it. Super fun. It's this podcast and thing is a blast for all of you that don't have podcasts, get in the game.

So tell us about the process. What is the course creation process been like? It sounds like you had the content in your head, but then you had to, you know, put it on paper so that you could speak it out and record it. And that's, that's a big lift.

Kristin: It is, and I, as I said, I had it going for a couple of years. So I had it mapped out and basically I, you know, as kind of the person... I lead the, a lot of the strategy at the agency, , a lot of us do strategy, but you know, when it comes to the bigger trends and, and evolving the agency, that's me. And I love that.

I started to notice that there wa an approach I had. And so that's basically what I put into the course was the framework for that. So it's starting from, you know, where the person is, and I also know exactly who I want to serve with this and who, you know, and basically that's the brand leader inside of the specialty brands.

Rick: Yeah. And that comes out that's you did a good job getting that out early on. I've been poking around the course myself a little bit. Thanks for the access. And that comes across early on. You did a great job of letting people know who this is for.

Kristin: Perfect. Yeah. And it's just, it's, it's a constantly evolving landscape, but, , that's basically, you know, where it came from is I've been working with that person within that specialty brand, whether it's a direct first or, or as, you know, we're legacy wholesale brand for almost 20 years. So I've definitely know that person. And there's a lot of things that I baked into the course to help them evolve and gain more respect and level footing with the rest of the leadership team within the brands.

Rick: Yup. And that probably cause, you know, you and I have been through some of these other courses and things that these other people like Amy Porterfield and Pat Flynn and people put out and, and even when you learning to podcast, they talk about, you know, finding out who your avatar is or your ideal listener, and you've gone through this experience. You knew who that person was before you've started that made it so much easier. I can imagine. Right. Knowing who you're speaking to you. Right?

Kristin: It absolutely does. And so we also had a couple of, , entrepreneurs in there who are

wearing multiple hats and maybe are better at being in the garage making stuff. But right now they also have to create the brand and do the marketing. Those folks also got some great benefit out of it, but really it is for the internal brand leader or at least it has been, you know, to date. We also had a couple of CEOs and kind of people who were in their career like fifties and sixties, believe it or not, because they wanted to understand the sense of the landscape out there. And they listened to the podcast and they're like, you know, we don't necessarily want to do the course, but we're going to go through it. So we understand kind of the evolution of it because they trust our podcast, which is great. So it ended up being, there were a couple, probably three avatars total, but really the main one is that internal brand leader.

Rick: Yeah. That's perfect. Yeah. And what about the content stack? How were those ideas developed and put together? I mean, it's pretty the video and the, and the podcast and all the, you do, you have a, you have a lot of modules and you cover a lot of ground in that thing. It's awesome.

Kristin: I do. And we try and really keep it succinct. So we have seven modules and we run the course over eight weeks and we're only going into our second cohort. So when we launched in May and I'd love to get into that story in a minute, but like basically, we knew that we wanted to have one week between, you know, a couple of the heftier modules to make sure people had time to get caught up, but it's very sequential.

And ultimately, for some people that work internally at a brand, it gave them a chance to, even if they did a refresh as recent as January, they were able to kind of go in and look at their channel mix again and who they're serving and obviously look at that through the lens of consumer behavior change.

And every single week we have a fresh report and content and training on that. And all of the modules kind of flow from there, so you poking around in the course, you're not getting that part of it, but I think you're seeing the recordings, but we do all of that.

Rick: Well, I started work, I poked around a little bit and then I started just figure, well, I'm just going to work through this thing. So I did it sequentially in order from one I'm on module three. So yeah.

Kristin: Awesome. Yeah. And I just love teaching and coaching like that. I just love it. Yeah.

Rick: So let's talk about the launch a little bit before, but before we get into the details of the launch, what was the scariest part about the launch? That's, that's a, that's like, wow!

Kristin: Well, it is, , you're really visible. And when I really freaked out was when we did the Facebook ads, I was like, Oh, for the love of God. Right? Like, I, I just don't like that.

I mean, as much as like the podcast, I'm the person who's hosting the podcast and, you know, I got some pictures done for it. We have a website for it. Like it is like too much of

me and honestly, like, I don't like that, but we don't have time to like, get pictures of everyone. And like, I mean, sometimes Rick it's like, all I can do to get that show out the door, sometimes we're great and we're batching it. Right. But sometimes it's literally all we can do to get an episode out. So we don't, you know, the cobbler's children thing can happen, but with one, you know, I was already pretty exhausted from going through COVID.

Because we launched this in May. I had been doing two to three webinars and panels a week for Outdoor Industry Association, NBDA, MGMA and then mostly for the Snowsports Industries of America. So SIA, and that was all just like COVID content that I was doing to serve because Verde couldn't make PPE.

So we decided instead to make content that could help especially brands navigating through this. We went through problems with, , you know, clients needing to pull away. We definitely experienced a lot of the same things other businesses were experiencing and we had to furlough, uh, a couple of people, it was heartbreaking. We ended up getting our PPP loan and I'm a competitive athlete. I literally treated this like a race that was about to open that I wanted to get into.

So we got that PPP loan application ready, everything was teed up in the very second we could get in, we did. And we were the first in our region to get it. So we were able to bring back those employees, but we had already moved the workload off of their plate. So I was like, well, I have something that we can do that I think is super timely right now let's launch the course. And we had like, you know, probably 45 to 50% of it baked.

And so I had to re-record some of it and I had to record a lot of it while we were marketing. And so we went ahead and just literally just went for it. Like, it's like getting a weather window and you're like, okay, we're going for the smit now. And then you get up to the top and you're like, okay, we're through the launch. And then you're like, Oh God, we have to get back down now.

Rick: Yeah. That's good. And they know that's I say this all the time on my show, it seems like, perfect is the enemy of done. Right? So you never, there's never a right time and it's never going to be finished. You're always going to go back probably and redo things and learn new things and change it. So just get it out there and, you know, build the plan on the way down sometimes.

Kristin: Well, and honestly, like we started to go through the content and I started to teach, we had fantastic guest lectures. I was doing live trainings. All of this is what we do. And I started to really notice that people were like, I mean, I've been through a lot of online courses. Some of them, I like send it, and some of them I'm like, Oh, I'll get to that later. And I never do it.

But we had like, I'd have to say 85 to 90% of the students who signed up. And we had almost 40 in there were getting everything done and super on top of it. Like they were just hungry for it. And literally like people were so involved and engaged and they got so

much out of it that now this launch that's coming up, I am like just totally fired up for it.

Like, I believe so much in what we're selling and I'm super excited about how it's going to help people. And you know, we're going to have to continually update the content, which I'm totally fine with, but that's, you know, it's great! And the team that I brought back from furlough to put on this, I told them what they were going to do. And they literally looked at me like I had four heads. They're like, what do you mean?

Rick: My next question? What was the reaction from your team?

Kristin: Oh my gosh. I mean, it just, it, they were just absolute warriors. Like they showed up every day. , they were so grateful that we were able to bring them back and stoked, to work closely with me on something and grateful that w you know, we have this great opportunity to help the agency and help people. They just were all in and we fortunately like gelled and worked really well together, but it was on some days the blind leading the blind.

And it literally, I haven't done a Kickstarter, but I would say this launch was as close to it, because we've done several for brands. It was as close to that as I think I've ever gotten in the reason that I say that as you really do get very close to your consumer, your shopper that buys the product, and you also get really close to the people who are asking questions about it. And it's amazing, like how much you learn about your audience. And ultimately this is the person who leads us at Verde. So it's, it's really great.

Rick: Keeps you on your game. Do you had any, and any of your team members take in courses like this, where they also online course gurus?

Kristin: You know, they really weren't, I'm the, really, the only nurse who is into that and that, that kind of speaks to the, like some others within the agency were just like, why are you doing this? And I was like, why wouldn't I?

Rick: I can't, I don't even want to total up the amount of dollars I spent on online learning courses from photography to podcasting. I don't want to know. Cause I just, it's awesome.

Kristin: I think so too

Rick: Great way to learn. Yeah, it's awesome. Yeah.

Kristin: And it also helps us help more people, which is really at the end of the day, that's what we're here to do. And it was, it was phenomenal. Like it was really a great way to leverage itself.

Rick: Yeah. And now that you have it out there, it's the gift that keeps on giving. Right. Because it's going to be evergreen, you're going to continue to update it, but it just is there. And people can tap into it months from now and it's still gonna be, you know, some of it won't be relevant specifically to covert or whatever, but I would bet 80% of it is going to be, they're going to get so much out of it. That's awesome. Yeah.

Kristin: Well, we're going to keep updating it too. So yeah. , yeah, I mean, it's, it's, it's still in its infancy. I mean, it's only our second launch, but I will tell you that I was very pleased with how it went and I do know that the podcast played into it. We have a platform and an audience and yeah, it's different from just the agency. Right? But when you put all of them together and have the bridge of this course, it really, it really brings it just it's a home run.

Rick: Yeah, exactly. Yeah. What was, how about the retailers and brands? How was their reaction?

Kristin: Well we had like a, I'd have to say we were probably 75% brands, 25% retailers. It was great to have the retailers in there and I'd love to have more because they were able to really work back and forth with each other. And they also got a lot out of the guest lectures that we had in a different way. And they were able to bring that back and talk about it, , within the community.

And one of the things that we're planning on doing in this next launch is really making a networking opportunity more available, like from the get go, so that people can really get to know each other. And we think that's going to become a really important part of the experience - retailers and brands really working together in that way.

Rick: You're seem to do a Facebook group for each, each launch each launch group. I bet that was hugely successful to you.

Kristin That's where basically everybody asked questions. So we were in there every day, community managing and helping people and connecting people. That was very fun, honestly.

Break for Commercial.

Rick: Did you do a test group before the launch to work out some of the bugs and some of the content?

Kristin: Well, I happen to be like a Virgo with Virgo in all houses and I'm a total type A perfectionist. So your point earlier about like, , what did you say done is better than perfect.

Rick: Perfect is the enemy of done.

Kristin: So I, you know, getting this thing across the line was that for me, and that was a big part of my mantra and what I really focused on our, this launch that we just did in may and COVID was our beta launch. Looking back on the feedback, we basically had a completed course. We have some great things that we're going to add from feedback, but it, it wasn't like we were building the content as we went, we had it, you know, I had it all.

Rick: Yeah. You had the framework here, right? Yeah. That makes sense. Yeah. Yeah.

Kristin: But it probably, maybe like that would've made sense for someone to do, but we didn't, we just did a beta launch that was more affordable because of COVID frankly, but it was the same course content. And I will say like the people in that first course got just completely a lot of support, you know, we were trying to learn everything we could from them.

Rick: Exactly. Yeah, exactly. Yeah. That's good. Yeah. And what about the retail and brand demographics who have the early adopters? Was it typical Outdoor or has it been a cross section of outdoor, bike, ski?

Kristin: We had a great cross section of outdoor bike, ski and endurance, which are focal markets and this round, we're also going to be doing some webinars specifically for pet RV and Overland, because we also display in those spaces. Yeah.

Rick: Smart. And what are your goals? What are your, what do you want, you know, what would you like to have for each course? Is it a number of people that you've served or is it content that you've covered? What what's that look like?

Kristin: Well I, that's a great question. I think that the goal is we want to launch this every quarter and we want to create some spotlight courses and then we're going to do already planning and building a membership site. So that alumni...literally almost everyone in the course is like, I'd like to stay. Like they were like, this is weird. I really want to still have my weekly touchpoints.

So, you know, that's something they asked us for. So we're doing that and I can't wait to do that. That's going to be fun. And, , you know, ultimately this is going to be a focal point of the agency. It's we have, obviously what we do at Verde is, what we do at Verde, but this is something that we're folding in as part of what we offer, because we see it as like a great way to have a lifetime customer value. So we could have somebody come in on this level and then graduate up to becoming a client someday, ideally. And we actually had two of our students become clients in this last go round, which was really amazing too. Yeah.

Rick: That's awesome. Yeah. So what do you hope the students gain from that once they go through the course, is it, is it the next level in their job or is it, just a little level, deeper level of understanding of what they're doing?

Kristin: This is, , I'm really glad you asked that because this is really important. As I, as I said, like Verde will be 20 in 2021, and that's crazy. I have worked with this leader for a long time and I've had a very close relationship with the person we serve, the actual like brand leader and also entrepreneurs, but that brand leader, whether they are, you know, at a direct first brand or more legacy wholesale brand was brought on to serve a, like a founding channel. And they more often than not, are not at the seat of the table that makes the decisions within the organization, speaking on the legacy wholesale business side, that person is so creative and such a hard worker. And ultimately what I see so much of what they're getting tasked to do is channel marketing for wholesale.

So everything that has marketing on it goes to them and, and their job is just enormous and there's no boundaries around it. And they're not at the seat with the people running the business and making the decisions. So one of the primary goals of this course, Rick, is to give them everything they need to own the consumer.

And so if there's a VP of sales, that person has those relationships manages, the reps manages that point of distribution. And if there's a direct, hopefully they're not in competition with each other, but there's a person who's working with that sales individual who's managing ecom, right? And this person should be sitting with them and working very closely with them as the person who owns that consumer relationship.

And that ultimately is it's an empowering thing. And we give that person everything they need to have, that we teach them how to report. We show them exactly how to have standup conversations and sprint meetings, and that whole nine yards is built into this so that they can actually help evolve the organization, but also take that ownership role and get that leadership role at the table with the other leaders in the company. It's very important to me.

Rick: Well, that's huge because that's huge cause the consumer drives the bus. I mean, I think, I think a lot of times we lose sight of that. You know, we get caught up in the product or caught up in, you know, the business or the profits and all these things happen because the consumer is engaged with the brand and the product. That's what it's all about. And specialty. Yeah. Yep. So you talked a little bit about what you hope they do with the knowledge, anything else along that side of it, you know, see to the table, help making decisions, help driving, you know, meeting expectations?

Kristin: People who have worked with me in the past, we'll say, you know, sometimes the best thing about someone can be the worst thing I've been told for a solid - the entire time I've been in these industries and communities - that I have a big heart. Right. One of the big things for me with this course is enabling people to...we work with incredible brands, right? And some of these brands have disruptors biting at their heels that are direct first brands that are really moving quickly, very well funded, or they're dealing with just an assortment of problems that frankly they were not raised to deal with.

And I'm not saying this solves all their problems, but when you focus on the consumer

through all this evolution, there are a lot of things that can be solved across an organization if everybody's on that page together. So that's ultimately the 30,000 foot view is - everybody becomes, you know, beholden to that end consumer or that shopper. That's what the podcast has always been about for over three years, that's what we do at Verde. And now we're teaching people to do that within the organization. It's change management through a skillset. That's basically what we're doing.

Rick: I love it because I think coming out of covert, that's going to be even more important. I think people are getting back to, you know, focusing on, you know, brands that have values and products and inspire them in their daily lives and the way that they believe in the things that they believe in. So I think coming out of this, this perfect timing,

Kristin: It really is. And you know, the specialty retailers, there's so much for them to get out of this as well, in terms of like, you know, understanding how they can work with their focal brands to, you know, work with the content. Those brands are creating in a way that's better for their consumers. , you know, every single week we're doing consumer trainings. So they understand exactly where their consumer is. , I really think it's a resource that's very needed and, , that's one of the reasons why we just completely went for it and did it in may, even though we had a lot going on and

Rick: How do we find out more and sign up for the course?

Kristin: We're going to be doing a lot of trainings and webinars specifically for the course to teach people kind of what we're going to be doing in the course. And you can check it out at www.channelmastery.com/course or www.verdepr.com/course

And you can read all of the amazing testimonials from our founding students in there. And they're very amazing and they're great brands such as Faction, Fisher Skis, Wintersteiger. Hill Abell was in there, he's a very prominent retailer from Austin, Texas. , we had some hitters in this course and they, you know, we have some great testimonials in there from them. And I think that alone will speak volumes in terms of what this can do.

Rick: Yeah, that's awesome. I look forward to, excuse me, finishing up myself. , so this next question may sound a little inappropriate, but what's next?

Kristin: Well I am... I just can't help it. I'm like a serial entrepreneur, which I think you know about me and we are going to keep growing this because I do feel like it can be a game changer in terms of linking together the work we do on Channel Mastery and within Verde. But as I said, we're going to come out with some spotlight courses.

We're going to continue to make this course better everytime we launch it. So every quarter, but at the beginning of 2021 in January, we're going to be opening a membership site, which will be a year, you know, however long you want to be in it, but a year long experience where we go, you know, into this content and ultimately support people throughout the year, which I think is great because I mean, even the people who

went through the first cohort, there have been some things that have changed and here we are coming into the budget planning season, right?

We're going to be really hitting that hard in our webinar trainings is like, how do you budget for multi-channel marketing, and then, you know, looking at black Friday, cyber Monday and the holidays and the consumer around that. We're going to learn a tremendous amount. So there's, there are things that I think are going to change every time we do it, which makes the membership seem pretty, it just is a no brainer.

Plus we have, as I said, a lot of students that were like, once the course ended, they were like, wait, we just, we really want to stay connected. And yeah. So, and it'll be a great way to network too. Everybody loves to, you know, the relationship piece is huge.

Rick: That's cool. Yeah. And you and I talked to about this whole course and podcast and, you know, digital content, digital content biz that people that you and I follow like Amy Porterfield and people we already mentioned. I think there's an opportunity for the entire outdoor industry to learn a lot from those people and maybe follow in some of their footsteps because we were talking earlier, before we hit the record button about Stu McLaren's launch for his membership program. Tell us about that.

Kristin: Well, I love to follow these people. They have been at it for a long time. You know, they have these hongous audiences and the way they do their launches is pretty masterful. And I learned everyone. I watch, I learn from, and I enjoy I'm a total nerd though.

Rick: Well I'm the same way. I mean, I, you know, I signed on for, you know, when I, when I did my first book, there was there's guys that do that. So I was following a couple of those guys, taking their courses, spending money and looking at how they launched and looking at how published. And, you know, we talked about Amy Porterfield and Pat Flynn and Stu McLaren. His, his thing was just unbelievable.

Kristin: Right? Well, Amy Porterfield, for example, and they all like talk freely about their launches and how much money they make but Amy Porterfield, I think she never goes below like three or 4 million on a course launch.

Rick: Yeah. And they put counters on the website, you see the counters, this, this is why monthly revenue. It's like, Oh my God, what am I not doing?

Kristin: Well, I think they, and you and I talked about this, like they're all working together too. So that added a long time. Yep. They have complimentary lanes, if you will, they're all helping to promote each other's courses. So there's, there's a magic to that. And a formula that I, I think they just hit because they were the first in, but at the same time, like there's room for, I mean, this is exploding. The information products, zoom, everything that we're seeing right now.

I think that what I saw online today, cause we were doing an internal presentation to

the team on this around our upcoming launch. But like this industry is literally like \$345 billion industry. And that's from a June, 2020 report. Like it's, it's big. And if you think about it, think about colleges. My son just left to go to MSU up in Bozeman.

He's doing half online, half in person. Like these kids are gonna grow up. , you know, with this as an option, I think it's only going to stay.

But my point is, is there's what over however many billions of people on the planet. And there's plenty of people out there, but the course teaches. We do this at Verde, Channel Mastery talks about this. You have to be very targeted in terms of who you're going after now. And that's the same for, you know, if you're working with us for brand communications, if you're listening to the podcast or if you're taking the course, that's where we start is really knowing who you're serving. And that I think is, you know, there's plenty of room out there for lots of this.

Rick: Yeah. Well, that's the same thing about the Outdoor Biz Podcast. I mean, it's not, it's not for everybody. It's at a, it's targeted at those folks that go into that outdoor retailer show, or that went into that outdoor retailer show. And, you know, we were back in the day, you know, hugging and slapping backs and telling stories in the aisles and drinking beers. And it was like a fraternity. And I launched this to specifically try to get some of that energy. And some of those stories that you could listen to all the time that you may not have talked to Kristin in the aisles, you mean you didn't know what was going on, or you may not have talked to Steve Barker in the aisle and found out about all the ins and outs of Eagle Creek or whatever it might be. The Thompson brothers, all that stuff. So I think we all have our reasons for doing this and the whole industry can just follow up, you know, follow right along.

Kristin: I agree. And I think it was Jeff O'Keefe, who told me in a conversation about your podcast. He said, he is literally creating like an anthology of our market, which I love.

And I see that as true. And I love that you're evolving it to all these different demographics. It's not just about people you grew up with in the industry. Like you're interviewing younger people. I just love what you're doing seriously. If this existed back when I was a raft guide and fell in love with the outdoor active lifestyle markets back in college, I would have been a binge listener to your show.

Rick: Thanks. Yeah. It's a, it's a pretty interesting group of folks and it's, everybody's been generous with the time and I think we're both doing it for the same reason. You know, we all love the industry and we all want to grow it and we all want to help everybody succeed in it and get in it and all those things. So, yeah. It's awesome. , as we wrap up, is there anything else you want to make sure our listeners don't miss out on?

Kristin: Well, I just want to say that, through COVID I saw a couple of different personalities emerge, right? One was I'm going to go into my basement and I'm going to put my sweatshirt hood on and put all the blankets over me and you can just let me know when

it's safe to come out. And then there was a little bit of a hybrid who is that person, but who was looking out of that garden window? Like, okay, I'm protected here, but I want to know how I can help and what I can do. And then there was the Kramer kicking the door in, which is kind of where I fell into it. Like I literally woke up every morning and I was like, what can I do today to help people? And it's just sort of how I was coping. And that's kind of where this came from. It did give me the swift chicken, the, you know, what, to actually get this thing launched and out the door, because I knew every like inner voice inside me was like, you need to do this. It will help people. And I'm so glad I listened to it, even though it was terrifying.

And so all I'd really like to say is when you have that, that nagging like voice inside of you, follow it. It's okay. If you fall on your face, we certainly have and continue to, and that's how you learn, but just follow it because we need innovation right now. We need leaders and we need people to try new things. And that's how we're all going to get to. I think all of the opportunity that this time presents for us.

Rick: I agree. 100% lean into it and make it happen. Yep. Yep. That's awesome. Well, we will get together again I think maybe four weeks from now after this next launch and find out how that went and, and what else is going on with Verdi and you, and I look forward to talking again. Thanks for coming on the show.

Kristin: Oh, thank you so much as always. It was a lot of fun. I appreciate you so much.

Rick: So appreciate it. Have a good day!