



## TWYD Office Hours | Jan 11, 2017

**Jennifer Kellogg (to Everyone):** 1:40 PM: love PixelYourSite free plugin for WP

**Jennifer Kellogg (to Everyone):** 1:41 PM: <http://www.pixelyoursite.com/>

**Edie (to Everyone):** 1:50 PM: Overwhelmed!

**Jennifer Kellogg (to Everyone):** 1:50 PM: Deep breath!! I've been working this for a year.

**Anna Aspnes (to Everyone):** 1:52 PM: I have yet to get started. Finding the time is a challenge. And the tech that makes me procrastinate :)

**Kelly Sroka (to Everyone):** 1:52 PM: I am JUST starting this whole process so I am really just listening today. I know I will have questions later.

**Jennifer Kellogg (to Everyone):** 1:54 PM: the forums are a great place to ask questions - anytime

**Jennifer Kellogg (to Everyone):** 1:55 PM: i started by watching a module then working on it. then watching another one. etc. It was VERY overwhelming in the beginning. You do a lot of circling back to past modules. THIS IS TOTALLY NORMAL.

**Edie (to Everyone):** 1:55 PM: Not sure what to do first. I think I have to have the class all done and prepared before I do any marketing, right? What you are all discussing is marketing your course, but I don't have one yet.

**Jennifer Kellogg (to Everyone):** 1:56 PM: NOPE - I started by building my email list. First thing I did was choose an Email Service Provider.

**Jennifer Kellogg (to Everyone):** 1:56 PM: I'm almost ready to launch and my course isn't done yet! There is no right way to do it.

**Jennifer Kellogg (to Everyone):** 1:57 PM: I started with ConvertKit in March 2016. Sent an email to my property management friends.

**Jennifer Kellogg (to Everyone):** 1:58 PM: I didn't send anothe remail until Aug (I don't reoommend this BTW - lol)

**Jennifer Kellogg (to Everyone):** 1:58 PM: Places to start:

**Jennifer Kellogg (to Everyone):** 1:59 PM: - What email service provider are you going to use?

**Jennifer Kellogg (to Everyone):** 1:59 PM: - Do the Listen to your Audience module.

**Edie (to Everyone):** 1:59 PM: I think I'm cheap. How much should I budget to get a whole course developed and marketed? Was ConvertKit expensive? I purchased Camtasia and have an website.

**Jennifer Kellogg (to Everyone):** 1:59 PM: - Run a survey to your audience to get ideas for your course or refine the topic of your course

**Jennifer Kellogg (to Everyone):** 2:00 PM: excellent start! CK is \$29/mo. But you can definitely start with Mailchimp which is free.

**Jennifer Kellogg (to Everyone):** 2:02 PM: Putting a course together can be expensive, but TWYD is great for that because you can ask on the forums if there are cheap or free choices for xyz

**Edie (to Everyone):** 2:03 PM: Great, Jennifer. Silly question - how is an email service provider different from Outlook or the email service I have with my Windows 10.

**Wellington P (to Everyone):** 2:05 PM: walking away for a couple of secs

**Wellington P (to Everyone):** 2:06 PM: I'm back

**Edie (to Everyone):** 2:15 PM: Thanks, everyone, for the help! I have to go now, but I'll keep up with the modules.

**Jennifer Kellogg (to Everyone):** 2:15 PM: Bye! good luck

**Wellington P (to Everyone):** 2:16 PM: thanks Deb and everyone

**Jennifer Kellogg (to Everyone):** 2:17 PM: thanks!