

Jaime Masters: Welcome to Eventual Millionaire. This is a new show – the laser coaching show. I told you a little bit about this beforehand, but I wanna welcome Jody Maberry on the show. You can check him out at [jodymaberry.com](http://jodymaberry.com). We were taking the sweat away because the nervousness of how this is beforehand. He doesn't know what he's in for, and I so appreciate you doing this. Thank you so much for coming on the show today.

Jody Maberry: Oh, Jaime, I'm so excited. Thanks for having me. You are the best.

Jaime Masters: You say that even before we even get started? Yes. This is perfect.

Jody Maberry: Well, I decided to say it now. I may not feel that way when we're done.

Jaime Masters: Exactly. Smart man. He's like, "I don't know what I'm getting in for," but I so appreciate you being game because it is a vulnerable kind of thing. Let's talk about your business first. Tell us your site. Tell us what you actually do, what you sell, and all that fun stuff.

Jody Maberry: All right. The site is simple – [jodymaberry.com](http://jodymaberry.com). My focus on the site mainly is podcasting because that's what I've become known for. It's not all that I do, but I decided at some point – well, I have to put one thing out there, and I chose to go with podcasting because I have eight active podcasts right now – two of which are my own, and the rest I do for other people or other businesses. Podcasting is a really big piece of what I do, which is interesting because I never meant for that to happen, but sometimes you just go with what shows up. I also do copyrighting, coaching, consulting, and helping people find the right words or stories to get out there.

I was a park ranger for eight years, and park rangers tell stories. We love to tell stories, so I have adapted that piece of being a park ranger into helping other people. That is a big piece of what I do, whether it's on podcasts or behind the scenes. I help a lot of people – former executives, usually, that have had a wonderful career and now they want to build a personal brand. They partner up with me, and we get that sort of thing going. I do a lot of wonderful behind the scenes work – a sidekick – a No. 2 – whatever you wanna call it, but it's fun to help people that have done wonderful work and have a message and help them get it out to the right people. That's another big piece of what I do.

Then, kind of on the side – this is a very small piece but a fun

piece. Since I do podcasting and use my voice so much, I do some audio work, too, which is a really small piece of what I do. Narrating audio books – I’ve had people have me narrate white papers for them and things like that. That’s been kind of fun, too.

Jaime Masters: You do have an awesome voice for that, and it’s so funny. When you’re a little kid, you’re not like, “One day,” – because I’m assuming you had park ranger goals, right – “One day, I’m gonna be a podcaster talking about this stuff,” right?

Jody Maberry: Yeah.

Jaime Masters: What I wanna do today is I wanna take you from where you are now. The universe brought you here, right? Then, go and predict the future for you as best as humanly possible, right? I know you have goals, and you have subsets of everything you wanna do. We’re gonna untangle the pieces. You and I have chatted a little bit. I made you, annoyingly enough, time track for a very long period of time, so I know exactly what you’re doing with your time and how much time of it, and we’re gonna go over all those pieces in just a second. I wanna clarify a little bit a couple things. Your goal this year is about \$250,000.00, right?

Jody Maberry: That’s right. Yeah.

Jaime Masters: Awesome. Your avatar, you were saying, is more of the CEO or executive types that are looking to have a personal brand. Is that the core avatar that we’re working with?

Jody Maberry: Yeah. That’s what I’ve had the most success with, and it just comes from who I’ve worked with in the past makes it attractive for other people to say, “Oh, you’ve worked with him. Well, I wanna work with you, too.”

Jaime Masters: Well, we wanna level up on the things that are already working, right? In general, it’s like, hey, we can go over here and try and shoot that, but hey, if there’s a deer right there – not that we shoot deer because we’re park rangers, but you know what I mean, right? Then, the goal – when we’re selling something like that to one of those people, what is the typical package that you’re selling them?

Jody Maberry: Well, it could be anything from just helping them understand what to package together in a podcast if that’s what they’re going to do. Maybe it’s other branding stuff. It could be anywhere from that, which would be some coaching sessions and a little consulting, to

bigger items like – there are a few people that I work very closely with – very intimately with – that we do a lot of work together. Podcasts – I’ll do their lead magnet. I do their copywriting and all of that because I’ve got to know them so well that I’m in their head or they’re in my head – whichever way you look at that. Those are fewer because there are only so many people I can do that for.

It goes anywhere from just helping somebody unscramble – you told me you were helping me untangle. That’s also kinda what I do – unscramble this career that they’ve had. What do we put forward now, now that I’m moving on to the next thing?

Jaime Masters: Totally.

Jody Maberry: There’s little pieces to that or big pieces.

Jaime Masters: I love this because it’s so easy for me to see and be like, okay, you are now reinventing the wheel every single time that you’re doing that though, right? You don’t have a signature program or anything like that that is a typical – okay. Let’s talk about this really quick because, if we wanna actually break down what the \$250,000.00 is made of, what I would love to do is go how many of these executives do we actually need to sell? One thing that I realized when I was going through all your time tracking, which I will bring up in just a minute, is that you’re like an agency but a one-man band. Now, I know you have contractors, but literally, everybody’s coming at you.

In order to scale – you worked 52 hours in everything you sent me, right? In order to actually scale, we either need to duplicate you over and over and over again, which, if we could do that, cloning would be a wonderful thing – we can work on that – or we can do the systematic approach to this, which is making more of like an agency model. That being said, I wanna make sure and clarify that that’s the goal that you wanna go down. Okay? If you were to have your dream of this next \$250,000.00 that you’re gonna be making, and you’re selling the perfect avatar that you really, really want, what is the thing that you’re selling them, and what is the price point?

Jody Maberry: I don’t know if I have the answer I should be able to give you for that. That’s the thing. We guys sent you – I worked 52 hours and still felt like I fell behind that week.

Jaime Masters: Yeah. I can tell.

Jody Maberry: That's what most weeks are like, and I realized – working with you so far, just to get to where we are, I have started finding things. I'll do something, and I'll say, "Jaime's gonna tell me not to do that." I'll already send something over to Chelsea, for example, and say, "Chelsea, I can't do this anymore. Can you do this?" Already, I've started to look at that.

Ideally, what I think I would like for this to still work out and to grow – to get to my goal – I think I still need to be the face and who people interact with because that's one thing I've realized about my business is people come to work with me because of me more than what I do. I still need to be the one they interact with, but I don't need to be the one that does the majority of the work. I still am doing both.

Jaime Masters: Ding, ding, ding, ding, ding.

Jody Maberry: See what you've taught me already, Jaime?

Jaime Masters: Coaching session over. Perfect. Okay. When I was looking through your notes – and I'm gonna pull this up. Let me pull this up right now. I reorganized your toggle, and we're gonna go ahead and put this up. Everybody that's listening, too, can go grab how he did this. I think it's [eventualmillionaire.com/speedofimplementation](http://eventualmillionaire.com/speedofimplementation). What I did – and I wish I could show you my screen right now, or I probably could. Your admin work – out of that 52 hours, you did about eight hours of admin work – what I classify admin work, so email and that sort of stuff. I took all of your information and like rejiggered it.

You're doing about 25 hours of client work, right? That alone is almost all of your 40 hours for the entire week. Yet, both of those things you could actually have somebody else do almost all of them except for when you're actually on camera. Imagine having an extra 20 something hours a week in regards to that. I'm gonna read through the rest of the pieces, so you can actually see because I have a couple other things to say. Learning – you had two hours, which is totally cool. Marketing, which I include social media and your own podcasts – so, client work is what you're getting paid for. The marketing side I know you do a Jody Maberry podcast, so that was about five hours-ish.

Plus, you have that new product program, and I'll talk about that in a second. That was seven hours worth, but in a week, you only did

an hour and a half-ish of sales. When we actually start looking at like how are we literally spending our time, it's really eye-opening, especially because what I consider – and you're not gonna like this – a hobby is over two hours also, which is the parks and rec podcast that you have, too, which we talked about a little bit. I love hobbies. Don't get me wrong, but it is not indirect. It's a separate entity besides your actual business. Does that make sense?

Jody Maberry: Yes.

Jaime Masters: Yeah. You're like, "Thanks. I knew you were gonna say that, Jaime," but hey, if you wanna keep it as a hobby, I totally understand. Just know that that's two hours plus a week. Is that typically a week show?

Jody Maberry: Yes.

Jaime Masters: Okay. That's eight hours a month, side note, okay?

Jody Maberry: Yeah.

Jaime Masters: When we start going through that, tell me a little more about your team because I know we have Chelsea, and I wanna start rejiggering and doing some low hanging fruit on what we can do in regards to that. Tell me who you have on your team and if we can level it up, especially if you've been thinking this whole past week, "Hey, maybe I shouldn't be doing this piece." Can someone else on your team do it?

Jody Maberry: Well, as far as the team goes, Chelsea is the main piece. She's wonderful. She keeps me together, so Chelsea is the main piece. We've got a graphic designer, and we've got someone that helps with web stuff. A copywriter.

Jaime Masters: Okay. Cool.

Jody Maberry: A pod – which I used to do all of that myself. It wasn't until just recently I said, "I can't. I just – I need a little help." Then, after he wrote copy, I was like, "Oh, this is kinda nice to not do this."

Jaime Masters: Right? You're gonna have a lot more of those moments coming up by the way, but yes, continue.

Jody Maberry: A copy editor – just somebody that will only go through and say, "Hey, make these adjustments." That's the only role that she

---

currently does. Then, somebody that does smaller projects – a college student. She just does some smaller projects. She’s fairly –

Jaime Masters: What is smaller projects? Yeah. What does smaller projects mean?

Jody Maberry: I recently had her – as an example, I had this list of Disney related podcasts, and some of the people I work with and myself would be good guests for that. I gave her the list and said, “Get me the contact information for all 50 people,” so she does projects like that.

Jaime Masters: Okay. So VA, research – that kind of stuff, right?

Jody Maberry: Yes.

Jaime Masters: Okay. Perfect. Okay. Anyone else?

Jody Maberry: I’m trying to think of where I was. That’s –

Jaime Masters: I’m good at interrupting. Watch out.

Jody Maberry: But that’s –

Jaime Masters: I’ve got your team list over here, too. Yeah. That’s just about it.

Jody Maberry: Oh, okay. So that’s just about it.

Jaime Masters: See? We prep. I was drawing a little picture, so you can actually see it, right? That’s you, right? Literally.

Jody Maberry: That is me.

Jaime Masters: You’re in the middle, and everybody is coming to you. Not only do you have that, you even had managing in there a little bit, too. One of the biggest things that I like to do, especially in regards to this, is ask you about where you wanna go. You know you can’t be at this level like this anymore. You either have to work more, stress out, and kill yourself, or do something different, right? You’ve already – especially since you’ve talked to me the last time, you’re a little like, “Okay,” right? That being said, what the heck do you actually do? Yes, delegating is important, but to me, it’s more than just delegating because delegating – giving a couple people – you still have this happen.

Even if you delegate more, it’s gonna – especially when people

that haven't managed a lot before do this, it keeps bouncing back, right? You actually get more stressed occasionally when you're delegating because we have problems letting go as entrepreneurs. Who knew? What I wanna do is sort of put a better foundational structure in place for your time. You tell me about Chelsea. You say that she's an A, and you absolutely love her. I know we went through some of those things before. You told me before that she actually has more time. Did you chat with her about how much time she actually could be working for you?

Jody Maberry: Yeah. We did talk a little bit, and she said she could add a few more hours a week if that's what we needed, which I'm sure we could.

Jaime Masters: Let's talk about the client work and the admin work. If we were to go through – and I know I have some of the breakdown, but I want you to sort of bring it up. On the client work side, because that's a huge chunk – 25 hours – how much of that is essential that is done by you, and how much do you think in hours-wise you could actually delegate if you had the processes so they actually did it to your level of excellence?

Jody Maberry: Of those 25 hours, I'm gonna guess there are – and I'm just kinda making this up because I didn't keep track of this. Let's say, of the 25 hours, there's five hours where I needed to be recording with them. If that was podcast work, let's say in a week there was five hours I needed to be recording. Maybe – and this is even a stretch. Maybe another five hours where I needed to be on the phone with them, planning with them, or interacting with them. Even if that – and that five hours might be a stretch. We've still got 15 hours that I was doing that maybe I didn't need to be.

Jaime Masters: Yes. Yay! Okay, so do we have somebody that can actually do that? Do you have somebody like your editor and stuff like that that you have, or do we need somebody new for that?

Jody Maberry: Well, I think part of it will be realizing which 15 hours I don't need to be doing and then working with Chelsea to say, "Okay. What of this can you take, and what do we need to have someone else take?"

Jaime Masters: Yes. The way that I really like to do this – when I do my podcasts, I don't do anything. I mean I'm here, but that's about it, right?

Jody Maberry: Yeah.

Jaime Masters: I will record whatever promos. I upload everything to Dropbox, and everything else happens in the background, which is magic. You have a thing called Podcast Magic. It's magic. I know you already know this, so I'm not gonna go into the nitty-gritty details, but the idea is actually to raise Chelsea up a little bit. You're actually – because you're acting like an agency but not, we can't scale it because nobody else has any responsibility. You're the guy. Everybody's supporting you, which is great, but nobody's running anything except you.

Everything actually falls on your shoulders, which makes it even worse for you because then your shoulders are really heavy, and you're like, "I'm trying to hold it all up, and I have to work 50 something hours a week, and I can't make anymore money because I'm working as much as I can." Your wife looks at you like, "Are you really working that much? Come on." Right?

Jody Maberry: Yeah.

Jaime Masters: When you're on this rat race, we have to sort of rejigger and shift the way things are. What I like to do is have, as you've heard me say before but most people haven't, an operator. We call it the owner and the operator. Leilani is my operator. She actually has responsibility for stuff instead of always coming to me. Most likely, in the executive admin type role – and it can be an executive admin. I just call it operator because it makes it a little bit easier for you to understand that they are operating your business instead of just being an admin. We raise them up, so that way they actually have autonomy to make decisions and help you even more, which allows you the ability to actually let go.

If we made Chelsea your actual operator, which means she actually could run the show a little bit more, can she actually have responsibility on things? If so, what? Like project management-wise, does she – like you give me the feedback on what you think she could actually handle.

Jody Maberry: I think there's opportunity for her to do more project management – to say, "This is the project we're working on. Just let me know if you need anything," rather than – usually now, it's me saying – there are some things that she just handles, but for the most part, it's me saying, "This is what we need to do." Then, when it's done, she'll come back and say, "Okay. That's done." It would be nice, I realize, to just say, "Chelsea, this is what we need to do." Then, it's

just taken care of, and I don't have to be the input and quite often the output. I think there's – so you mentioned podcasting. You don't do anything.

Currently, we have made adjustments where on most of the eight shows – I think five of the eight – four of the eight – when they get back from the editor, I will move the file one more time, and then, Chelsea does everything. Prior to that, on eight of eight shows, everything up until that point I still do. I just don't think that's sustainable anymore.

Jaime Masters: Ding, ding, ding. Yeah. I love those.

Jody Maberry: I do think, which I realized about three days ago, this has got to change, and Chelsea and I had a conversation about that – “What if we set something up where I just record once, move it to Dropbox, and then you work magic?” She was like, “Yes. Let's do it.” Now, we just need to set that up. I know that happened before this call, but it happened because this call was coming, and I'm examining everything, thinking, “Oh, man. I have a feeling on some things what Jaime's gonna tell me, and I better start working on it now.”

Jaime Masters: This is what is so mind-blowing about having a coach. It's more or less a lot of the owners actually know what to do, and yet, it's not a priority until you have someone to come to and go, “Oops. Okay, I don't want to admit that I've been doing this for this long, so therefore, I'm paying more attention.” This is my little drawing for you then afterwards. If we actually have you more on the top level, Chelsea underneath that actually has a project management role, if she has that skill set, of course. If you don't think she does, we'd have to do something a little bit different.

If so, then all of the other contractors come to her because one of the biggest things that's tough as an owner is getting interrupted all the time with all of these things that you were just sort of moving forward a teeny, teeny bit. You can never have that visionary – I know I had you do a 20-year out goal, right? Having that visionary side of things and this time and space to be able to do the bigger stuff like finding sales, prospecting, and going to conferences as you said on your sheet, like that works really, really well. If you have so much to do, you can't even imagine adding more to your plate, which keeps you at the same level that you're at. Does that make sense?

Jody Maberry: Yes.

Jaime Masters: Action item No. 1 – I actually want you to go through that whole list of toggle with Chelsea, and I want you to write the name of Chelsea next to each one of those things. If it's a different contractor, write their names also by each one. The great news that you have is that you actually have a team that is solid that you told me are pretty much all straight As, which is amazing. That usually doesn't happen, so go, you. That being said, we can most likely give them a lot more, and you can have that low hanging fruit. I have an extra 15 to 20 hours a week. Right? That's when your wife will love me. You're gonna be like, "Oh, we actually have time."

In that space, we can actually set up the foundation of your business. At the very beginning, we were talking about signature programs and stuff like that. Those are necessary foundational steps so you aren't reinventing the wheel every time. A business owner a lot of times is like, "Oh, I need to do this again. Oh, I need to do this again. Oh, I need –", and that's the definition of insanity – doing the same thing over and over again, right?

Jody Maberry: Yeah.

Jaime Masters: When we have somebody else, especially somebody else that is more detail oriented that really can run those pieces, you go, "Hey, I sold another person into our signature program. Great for our \$250,000.00 goal. Awesome. Chelsea, take the lead on this," so you don't have to go, "I have another client, and now, I have to do this, that, that, and the other thing." Does that make sense?

Jody Maberry: Mm-hmm.

Jaime Masters: You won't be able to grow. You won't even want to grow because who wants to work more than 52 hours a week right now?

Jody Maberry: Yeah.

Jaime Masters: Ideally, what we want you to be because you're so good – like you said, you want to be the face, which I think is amazing. You're good at sales, too. People want you. They don't actually care that you're doing the work. I know you already know this, but I'm telling you to your face, right? That makes a huge difference. What I usually like to do as phase one of part one is low hanging fruit, right? Low hanging fruit is getting you 10 to 20 hours back, and you could do that within like two or three weeks, assuming that Chelsea has the skill set, and we can start training. Does that make

sense?

Jody Maberry:

Yes.

Jaime Masters:

Can you imagine? Okay, so that's No. 1. Okay. No. 2, though, is really putting in those more foundational type pieces because one of the tough things about having a team is making sure that you have enough cash that's predictable revenue-wise to be able to pay them. I could be like, "Yeah. Let's have her work 40 hours," and you'll be like, "Ah," right? What we wanna do is we wanna have a lot more predictable recurring revenue on more of the foundational side, and it's way easier to know that when we actually know what our numbers and stuff like that are. When I'm asking you about the packages, do you sell a lot of recurring packages typically, or are you doing more one-offs?

Jody Maberry:

Most of it has been one-offs with the exception of like helping people launch podcasts, which I haven't taken one of those on in a while anyway just because I have been too busy to do those. I realized, when people were hiring me to help them launch a podcast, I was getting the same questions and doing the same thing over, which I was fine with. I get everybody will have the same questions, but that's what led to creating Podcast Magic because it's a course that, if you hired me to coach you to launch your podcast, this is everything I would tell you anyway. My thought was, "Here – watch all of this, and then, if you have questions beyond that, let's talk." That's where that idea came from.

Jaime Masters:

Which I love. I wanna go into that in just a minute, too, because the one issue that I see with this – and you tell me – when we're working with CEO executives that have the money that just want the questions answered, very different than sending them through a course. Does that make sense?

Jody Maberry:

Yes.

Jaime Masters:

Technically, and this happens a lot, it's a different avatar. The person that wants to do it all themselves – totally different – different price point, different mindset, different everything than your high level, willing to pay somebody else, doesn't want the stress of having to figure it out – very, very different. Does that make sense? Not saying that Podcast Magic can't supplement the way that you're doing your consulting, but typically, they're two different styles. Does that make sense?

Jody Maberry: It does. I have seen that. The high level people that you talk about – that’s why they wanna work with me, so they don’t have to worry about any of that. Yes. You are exactly right that it’s two different people.

Jaime Masters: Yeah. When we start noticing that, technically, that could be two separate businesses – two different avatars. I mean it’s not, but you know what I mean. Does that make sense?

Jody Maberry: Mm-hmm.

Jaime Masters: Don’t get me wrong. I think having the Podcast Magic is really important, and we’re gonna talk about that in a second just like I said. When I look at you as an agency type model, which is what you are for these CEOs, I want consistent, predictable revenue from an agency model where you’re not doing a lot of the work. Then, we can add on the courses on top of that and set up evergreen funnels and do all that other fun stuff or launches or whatever we want on that side as a supplement. I love knowing that whatever the business expenses are the agency is self-sustaining. Does that make sense?

Jody Maberry: Yes.

Jaime Masters: When we start going, “Ooh, I wanna grow,” that’s great. I only wanna grow in a very sustainable way and not crazy a lot like if you went right now and went, “I’m gonna not focus on the ‘agency’ stuff, and I’m just gonna go and launch courses,” then you might be back in the up and down, right? What I would prefer is you just set up more of a prospecting and sale – actually, taking the time that you now have to set up more of a prospecting and sales cycle for those high level clients and set up more of a recurring type thing if possible.

That way we’ve got that consistent revenue, so your team is solid while you’re doing the courses. They’re gonna help you do the course, too. You have to pay them in order to do the course, right? Does that make sense?

Jody Maberry: Mm-hmm.

Jaime Masters: When we start going on prospecting and sales, you told me beforehand that referrals are huge for you, right?

Jody Maberry: Yes.

---

Jaime Masters: Going to conferences – huge for you.

Jody Maberry: Mm-hmm.

Jaime Masters: Does that typical avatar buy something that could be recurring, or is it – because one-offs is tough. You have to keep selling and keep selling and keep selling. Typically, it sounds like you have some recurring type customers, so what is that?

Jody Maberry: Yeah. I do have recurring customers. I have people I've worked with for years, and it's a wonderful relationship for both of us. It's really easy on me because – so you mentioned in that one week I spent about an hour and a half roughly on sales. It's because, at the moment, I don't need to do so much of that because I have the same people that I've worked with for a long time.

Jaime Masters: Imagine if we doubled that though.

Jody Maberry: Yes. That would be difficult time-wise. Yes

Jaime Masters: If we actually got the 10 to 20 hours off your plate, it wouldn't be difficult to double.

Jody Maberry: Exactly.

Jaime Masters: If we doubled, then you'd be doubling your revenue, right?

Jody Maberry: Yes. Yeah.

Jaime Masters: Okay. What is the average per month price point of one of those clients right now?

Jody Maberry: Part of it depends on what we're doing together, but it could range anywhere from \$1,500.00 to \$2,500.00.

Jaime Masters: Perfect.

Jody Maberry: It just depends on what we're doing.

Jaime Masters: Of course.

Jody Maberry: There's likely some room for more beyond that, but that's what it's been so far.

---

Jaime Masters: Well, that's what I – so what I wanna do is go, “What is the core that we're actually focusing on?” Yes, there's always gonna be outliers both on top and on bottom, right? You're gonna go, “Hey, this is my signature kind of thing.” Some people are gonna want white glove service, which is sort of that higher-level package. Some people are gonna want something lower – potentially that course if they're like, “Oh, you're too expensive. I'm doing it on my own.” You can downsell them. As long as we know what we're shooting for and the actions that need to happen in order to get more of those – does that make sense?

Jody Maberry: Mm-hmm. Yeah.

Jaime Masters: Then, we can actually do the actions, which will get you the results. Even if it sort of filters out, and we have people buying Podcast Magic instead, that's totally fine, too. You know the line that you're going after because that sets up how many conferences you're actually going to, how many referrals you're asking for, or whatever the systems are that we're actually working on. Does that make sense?

Jody Maberry: Yeah.

Jaime Masters: Yes. Right now, sales are low – the amount of time for sales is low. I still wanna keep the amount of time for sales low. I just want your revenue to go a lot more, right?

Jody Maberry: Yeah.

Jaime Masters: If you keep your customers, that's amazing. One of the reasons why I don't want you to be doing one-off stuff is because you have to keep doing sales.

Jody Maberry: Yeah.

Jaime Masters: I would much rather have you have long-term recurring. How many long-term recurring clients do you have right now?

Jody Maberry: Oh, gosh. Probably five.

Jaime Masters: Awesome.

Jody Maberry: Yeah.

Jaime Masters: Can we upsell any of them? Of course, if they're listening to this,

---

you're like, "Really?" No. In a wonderful way – in a wonderful like can we help them more?

Jody Maberry: Yeah. They're gonna say, "Hey, I heard you on Jaime's show. I know what you're doing."

Jaime Masters: I know, right?

Jody Maberry: Yeah. There could be situations in those relationships where they haven't even thought to ask for something else they need.

Jaime Masters: Right? They don't even know.

Jody Maberry: Yeah.

Jaime Masters: Yes. You have way more knowledge, and sometimes we as service providers think that everybody knows what we have to offer. Heck no. Not even a little bit. Just so you know. Okay? Valid point. If we can upsell them, that's sort of one way to not even have to really increase overhead or anything like that. Just do a little bit more and help them even better. There will be even better testimonials and better referrals because of that, too. I mean don't sell them something that they don't want. That's used car salesman-ish, but sell them something that would really help them, if so. Okay? That's No. 1. That's an action item also. Current client.

Do you have – especially on all those one-offs, I want you to make a prospecting list of those one-off previous clients and just check in with them and see if they want the recurring stuff, too. How many do you think you have? Do you have a list of at least 10, 20, 30, or something like that?

Jody Maberry: Of one-offs? Yeah. I'm sure I do. Yeah.

Jaime Masters: At least. You've been doing this a long time.

Jody Maberry: Yeah. I don't have the list sitting around. It's not something I've put together, but I'm sure if I go through I can put something –

Jaime Masters: This is why I make you do it because I've seen this with clients before where we make a list. People already love you. They don't even realize that you had recurring because, when I asked you what your prices and products were, you were like, "Well, it's –" right? What we wanna do is we wanna check in, see if their

podcast is still going, and see if you can actually help them. Hop on a sales call with them, even if it's just a check in chat call, and then, you can actually probe pain points.

I know you're not like a hardcore kinda sales kinda guy, but even if you're hopping on the phone with them to just chat again, and then, be like, "Oh, we could actually help you a lot more. Do you wanna have a sales conversation later?" That's totally fine, too, but what we're trying to do is go, "Hey, they already love you most likely because you deliver excellence." That's one of your values, right? Being able to have that and then potentially getting two or three more recurring revenue, that's amazing, right? Does that make sense?

Jody Maberry: Yeah. Yeah.

Jaime Masters: That shouldn't be too many more hours on your time at that point either if you have most of it that's not – that's already delegated. Does that make sense?

Jody Maberry: Right. Yes.

Jaime Masters: This is the low hanging fruit. This is going, "What are the assets that we already have?" We haven't even talked about Podcast Magic and that course yet, but what we're trying to do is go, "We already have a lot of assets here. How can we rejigger them so that way it's making you more money, less stress, and more time?" Make sense?

Jody Maberry: Yeah.

Jaime Masters: Okay. Do you have any questions so far on this?

Jody Maberry: No, not yet.

Jaime Masters: Excited?

Jody Maberry: Oh, yeah. This has been good.

Jaime Masters: Like I said, it's way easier than people think, too. It's like make a gosh darn list of your previous clients and email them. We're not talking about rocket science here, people. We don't do that. We don't normally go, "Hey, you know what I should do today?" We're gonna do that with a goal because when you told me your goal is \$250,000.00, and we go, "Let's just pretend it's \$2,000.00

for recurring.” You get 10 more clients. You have \$240,000.00 a year – 10 clients. Bing!

Jody Maberry: You make it sound so simple.

Jaime Masters: Right? Simple, not easy because easy comes when you’re sending those emails, going, “Oh, crap. I feel crappy asking –” all that stuff comes up later, and that’s why we do coaching, of course. It is – I mean, when you look at your numbers, you don’t even have to sell Podcast Magic, and you can hit that. You can over deliver for your clients because I know you will. Does that make sense?

Jody Maberry: Yes.

Jaime Masters: That’s what we’re looking for. We’re trying to make this simple because too many people overcomplicate their business models. You’re like I have seven things even when I was asking you, and I kind of do audio stuff for here. I kind of go over here, and I kinda do this. I kinda do that. That’s why you’re not making as much as you can because we’re dabbling in a lot of different things and have hobbies that we’re counting as work, no offense. Love you. Does that make sense?

Jody Maberry: Yeah.

Jaime Masters: Okay. Let’s actually move on to the Podcast Magic because what I personally think is you can make \$250,000.00 on your own with just the agency model and do the fun stuff that you love. It’s technically second in command, but you’re still the face of your company doing a lot more of the work that you actually really enjoy. Leveling up your strengths – huge. Podcast editing in your basement by yourself – not as fun, right? Not in your basement, but you know what I’m saying?

Jody Maberry: Yeah.

Jaime Masters: Okay. Perfect. Podcast Magic does sound really cool, but what I want you to do is do those pieces first. Phase one – getting more of your time back. Phase two – getting more of the foundational prospecting sales pieces, and we can give you resources. We have OwnerBox systems that we can help with Chelsea, so that way, especially if Chelsea hasn’t really done a lot of this stuff before, stealing sort of someone else’s systems will make it a lot easier. You don’t have to reinvent the wheel the second time. That’s sort of the prospecting and sales piece. Foundational piece needs to

happen in getting a couple more clients sort of as phase two.

Phase three is where you actually get to talk about all your proprietary, amazing, awesome stuff, and that's what I know you wanna lean into anyway. I still think you can hit your monetary goal sooner without even having to do that by the way, but I know this is where you wanna be long-term. That's why, if you want a book and all that fun stuff, we really need to focus on that sort of as phase three. Does that make sense so far?

Jody Maberry: Yes.

Jaime Masters: Perfect. Okay. Podcast Magic – questions that might be a little hardcore. You're creating it, and you haven't sold it yet. Do you know that the market is there?

Jody Maberry: All right. Here's how this came about. I was getting people that wanted to work with me to launch a podcast but didn't wanna pay my price. This was last year. I was a little out of their price range. I thought, "You know what? I will just get a group of people together," so I reached out to people, and I said, "I wanna try this group coaching program I call the Podcast Launcher." I had a group go through it. It went really well. They gave me feedback. We did four sessions and a question and answer. Then, I took another group through it, and it went really well. Then, I took all of that and used it to create Podcast Magic.

Jaime Masters: Yay! So you listen to what people say in running it and testing it? Yay!

Jody Maberry: Yes.

Jaime Masters: Okay. Great job.

Jody Maberry: Now, Podcast Magic – I have like four lessons left. I mean it's really close. What I did is then I reached out to another group of people, and I said, "I've created this course. I'll give you a great discount on it if you will go through it, and I'll give you group coaching calls if you give me feedback on – I'm not gonna record any more – if there's something you don't like in a video, tough. It's staying. But if there's anything on the side that would help – a checklist, something to download –" so they're giving me that feedback. I've basically sold this three times, and it's done well every time.

- 
- Jaime Masters: Yes! You know people already love it. You already have testimonials. This is awesome. What is your current plan? I know you already have the lead magnet, and you have pieces of what that funnel is. You probably already have ideas, goals, and plans on when we're launching this, so tell me a little bit more about that.
- Jody Maberry: There are maybe four lessons left that I haven't recorded – maybe more based on feedback I get of people in there. Let's just say there's six lessons left to record, and then, it's done. Chelsea's going through, cleaning up some stuff, and adding the texts in the lessons. I'm using Kajabi. She's taking care of some of the stuff in there. I've wised up. I'm not even writing my own sales copy. I have someone else doing that. Then, it'll be ready to go, which should be sometime in March, or because of travel, maybe I'll delay launching it a little bit. I mean we're that close where I could get it out within two to four weeks.
- Jaime Masters: Yay! Is it just digital only, or are you running it in a group format launch style also?
- Jody Maberry: I could go either way. I was considering, especially on this first launch of it, to do both where, if you just want the content, here you go, but if you want a little more attention, we can do a group thing. The price will be higher, but there are so many people I can take through a group coaching portion and then offer that in both ways.
- Jaime Masters: I love it. You already had a pretty big list for it, too, didn't you?
- Jody Maberry: Yeah. It's a decent list. Yeah.
- Jaime Masters: I think it's decent. I don't know if you're willing to share, but I was like, "Oh, that's amazing." I love that plan. It sounds perfect. You already have all the stuff. What I might do if I were you is sort of, not necessarily hold back, but try and do the marketing in a way that it can be more evergreen or on repeat for later. Does that make sense?
- Jody Maberry: Yeah.
- Jaime Masters: So really go a little bit more all in. I know what we have a tendency to do – and I don't know you all that well, but we have a tendency to dabble, especially when we've done betas. We sort of are like, "Hey, here's the thing. Hey, let's do this. Hey, let's do
-

this,” and I really want you to commit 110% when you actually launch this. The difference that I’ve seen – one of my clients – his name is Joey. He’s amazing. He started with a course. He sold out the course. It was really, really great. I went, “What if we doubled the amount of people that could go through the course?”

At the time, he actually had trainers and stuff like that, and he was like, “Okay, but we have 100 people.” I go, “Well, what if we have 200 people?” He was like, “Ahh!” Right? Because that’s scary.

Jody Maberry: Yeah.

Jaime Masters: Right? Super scary. Way easier for me as a coach to say, “Oh, just double it. Super easy, right?” That being said, it makes your brain think a little bit differently, right? How many people did you have during the first two betas?

Jody Maberry: I think the first one was maybe seven. The second one was six. Those were when it was just group coaching, and I did everything live. Now that I have it in a course format, I have 12 people currently going through it.

Jaime Masters: Perfect. Okay. How much is it?

Jody Maberry: The beta version has been \$500.00.

Jaime Masters: Awesome. Okay. This is what I would do if I were you in terms of timelines though because we have a tendency to underestimate how much the marketing will take in time, effort, and energy. If I just gave you a whole bunch of other action items, I would actually not try and get this thing up as fast as humanly possible. When do you think – for that specific avatar, when do you think in terms of the year goes that they would be more open to it? Maybe you wanna explain to me the type of avatar that’s in the group already, which might be able to help. But when do you think as far as what month might be best?

Jody Maberry: I can’t say I’ve considered that. I’ll give you answer just because. I don’t know. Maybe later in the spring is better. I think I may have missed a pretty good window because I think right at the beginning of the year people are like, “I’ve always meant to start a podcast. This is the year to do it.” I have missed that window. I realize that that happens. I don’t know. Maybe if it’s closer to mid-year, and then, I can say, “Look, it’s not too late. You still have half the year left to get this done.”

Jaime Masters: It's not too late. Who's the avatar then? Are they people that already have jobs and are looking to start something? Tell me more about them.

Jody Maberry: I've seen both types go through this. There's people that have a job but want to build something on the side and use the expertise they have from their job to build their own brand while they're doing this. I have people that want to leave their job, and they're starting ahead building their side gig. Then, there are people that are already doing their thing. They're a coach, a consultant, or something along those lines, and they've been meaning to start a podcast to help build what they're doing now. Those are the three areas or groups that are in this course.

Also, in both of the group coaching when it was Podcast Launcher and now the beta of Podcast Magic, it's everybody that I was already – I had some connection to them anyway, so it's never really been offered to people that don't have a connection to me. It's never been put out in the world and then see who shows up.

Jaime Masters: That's why I want you to go a little bit more on the marketing because we have a tendency to go, "Oh, it was so easy to sell the beta," because everybody kinda knows you, trusts you, and likes you. Whenever I've sold anything, I don't even have to tell them totally what it is. They're like, "Here's the money, Jaime," because I guarantee it all, right? If you're not happy, I'll give you your money back. That being said, when you actually go to scale it, it's like, "Oh, I have to get way better at explaining what the heck this thing is and what the benefits and the results are."

You're a copywriter already, so I don't need to talk about this too, too much, but I want you to go a little bit more all in on the marketing. What I've seen happen is people do some betas, and then, they go, "Ooh, I'm gonna send it to my list." They go, "One email. Ta-da!" Or whatever, right? They're like, "Nobody wanted it." Therefore, I just want you to go a little bit more all in on what that is because it's gonna be you going, "Hey, I have this thing. These are the benefits," and you might have to touch them a little bit more than you did for selling the beta. Does that make sense?

Jody Maberry: Yes.

Jaime Masters: When I hear who your avatar is, I go, "Tax money coming in, especially for people that actually have jobs," so I would start to

---

think about doing it beginning of April or mid-April just for that. That way, they have – it's way easier to buy something when you have cash, right?

Jody Maberry: Yes, it is. Yeah.

Jaime Masters: Way easier to make snap decisions when you have cash. Now, most of these people, like you said, have been thinking about it for a while, but timing does make a difference. Your business not as much as other businesses, but we really wanna focus on that, especially because when we're looking at March for you – and I don't know when this is gonna air, but March for you, to me, would be the delegation side, leveling Chelsea up, and getting a handful more of those recurring clients. Does that make sense?

Jody Maberry: Mm-hmm.

Jaime Masters: Then, in the background, you're really going over the marketing and sales plan for an April launch, which gives you way more time. I usually tell my clients to double the amount of time they think it's gonna take in order to do a launch because, oh my gosh, launches are crazy. Have you run a whole launch before, too?

Jody Maberry: Yeah. One of the guys I've partnered with – we've done a couple of courses – one that involved a launch. It's a bit different than this one, but we've done that one.

Jaime Masters: But you get it?

Jody Maberry: Yeah.

Jaime Masters: Perfect. Yeah.

Jody Maberry: It is crazy.

Jaime Masters: You know how crazy – yes, exactly. I have clients that are mid-launch. I'm like, "Text me when you're doing it because – ah," right? Whether you sell too much and you're like, "Oh, crap; oh, crap," or you don't sell enough and you're like, "Oh, crap; oh, crap," there's always – there's lots of fun things that you know when you're mid-launch. Just preplan enough and enough resources, especially with your team, so I wouldn't go crazy in selling a whole bunch of people, and then, being like, "Oh, Chelsea, by the way we're launching this thing, too." Chelsea's like, "Ahh!" We wanna give them enough time in between.

If we do March for the foundational side of things – and I'll give you all these action items, too. We're gonna list them all out for you, so it's all written. Then, really April – hone in on that. Then, we have the recurring revenue that's coming in, right? Then, we have the actual launch that actually gets you a bunch more cash that's scalable. I have no doubt that you can hit \$250,000.00 this year. Does that make sense?

Jody Maberry: It does. You've got me believing it, too.

Jaime Masters: Kinda the most important part of all of this, right?

Jody Maberry: Yeah.

Jaime Masters: If you don't actually believe the plan, we ain't gonna do it. That's why I want – if you have any questions as you're going through – I know you're technically not a client – please ask me because I would much rather have you actually have success and come back later than just be like, "Ahh, Jaime was great on the call, but now I don't care, and I don't believe it." As we're going through, things will come up because they just will. As we're going through, you're gonna be like, "Oh, no. What do I do in this situation?" Feel free to just shoot me an email. That way, I can make sure because most of the time it's very small tweaks or changes that make a huge difference in what you need to do.

Jody Maberry: Well, Jaime, that will be our follow-up episode someday where I come back and say, "You wouldn't believe what happened after I talked with Jaime."

Jaime Masters: What I'm looking for every single time. That's the reason why we do these, too, because you don't know what you don't know. We overcomplicate. I do, too. This is why I have a coach. I overcomplicate the crap out of what this actually is, but when you actually start pulling apart the pieces, asking for help a lot more, and leveling yourself up to be the leader that you know you are, but sometimes you just have too much on your shoulders, and you can't feel like you can stand up taller, that's what we're looking to do.

In two or three months, you're gonna be able to take that big, deep breath that, not only you're gonna hit the revenues that you wanna hit and you're on track for it because that feels amazing, but like I said, your wife is gonna go, "And I actually see you more, and

you're not stressed because you don't feel like you're always behind." You're never gonna finish your to-do list, but if you feel like you're on track to the goals that you're setting, that's what feels really good.

Jody Maberry: Yeah. I do realize talking with you and doing these exercises I'm not real good at asking for help. Part of it maybe it's just me. Maybe it's former park ranger – park rangers do everything. I think I still try to do that even though I'm not wearing the uniform.

Jaime Masters: Well, what's so funny – I love that you're a park ranger because you can talk about – you're a loner, right? You're in the middle of the woods mostly by yourself helping people. That's all you really do. I'm assuming. I don't totally know the job all that well, but that's how it feels as an entrepreneur. Every single one of the entrepreneurs I talk to feel alone, and yet, we have online everywhere where you could ask for help. Unfortunately, we have this chip on our shoulder. I don't know. I can do it myself. I've got that, too. I do it myself. I joke around all the time. I do it myself. They're like, "You can just ask someone." I do it myself. Right? Like a little two-year-old.

Yet, opening it up will give you the freedom. We don't feel like it will, but it will give you the freedom to actually be able to do and support way more people. We need more people like you in the world that are not just trying to sell some stupid course that nobody's ever gonna use because you actually get to help them in the right way. You actually know what the heck you're talking about. We need leaders like you that actually are willing to share and have that level of excellence that really matter.

This is a whole new changing industry that we're in, which is super exciting and fun, and I want you to help the people – not the crazy Internet marketers that are selling crap. I mean no offense to them. They're doing their own thing, but I want you to help them. Does that make sense?

Jody Maberry: Yeah. Yeah.

Jaime Masters: You have to be able to ask for help. You have to be able to lead in the way that we know we need to lead. All that stuff that you already knew you were supposed to do but didn't do – that's the stuff we need in order for you to actually become and be the business that we know the world needs. Okay?

---

Jody Maberry: Yeah.

Jaime Masters: All right. We're wrapping up. I'm gonna send you all of your action items. Feel free to email me if you have any questions on any of the action items. Leilani will also connect with Chelsea if you wanna connect with her, so we can give her some of the OwnerBox pieces for the processes, especially on the onboarding new people and all that fun stuff. Don't worry. We'll email it all to you. I know you're trying to take notes right now.

Jody Maberry: I was.

Jaime Masters: Don't worry. We got this for you. Do you have any questions at all before we wrap up?

Jody Maberry: Well, I will make a comment. Before we started, I said, "Jaime, you're the best." I said it beforehand because I wasn't sure how I would feel by now, but I still think you're the best.

Jaime Masters: I didn't slap you too hard. Perfect. I love it. Well, of course, we would love to have you back on the show to sort of talk about how you fared with all the stuff once you get into the nitty-gritty, but of course, reach out for help because I am here. Okay? I'm telling you. It's funny because in the follow-up if I go, "You didn't actually ask me for any help." Well, I'll slap you then, too. Okay?

Everybody make sure you check out [jodymaberry.com](http://jodymaberry.com). We'll link it all up. If anybody needs Podcast Magic, make sure you signed up for the lead magnet, and we'll make sure to link up that, too. Thank you so much for being so open, available, and encouraging to be able to change your business. I so appreciate people like you. Thank you so much.

Jody Maberry: Thank you, Jaime.

**[End of Audio]**

**Duration: 50 minutes**