Twitter Thread by Izzy Piyale-Sheard ■| Career Coaching / Resources



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1/ One of the best things I did in 2020 was to join a growth marketing program called @growclass

I'd seen it hover around online, I saw some friends talking about it. But I thought, wow, that looks great but it's too expensive for me at the moment.

[continue thread ...]

2/ Then I kept coming back and getting more nervous because the more I looked at it the more I wanted to join.

It finally came to a point where I felt an irresistible urge to join the program. And I remember I was on the landing page 10 minutes before the program closed.

3/ And I immediately thought to myself: "I need to learn how to make people interested in career coaching feel like Growclass made me feel just now".

4/ Then I tried to think about it as an investment. "If Growclass helps me gain 10 more students over the next 12 months, it will pay for itself."

5/ Well things have changed significantly since then.

I was inspired by others to raise my prices significantly. Now my prices are triple what they were when I first started (and waaaay undercharging).

But the copywriting and website tear downs have made a big change for me.

6/ One thing I didn't expect to take away from @Growclass was all the incredible community-building ideas and practices, beautiful content, and welcome packages you get.

It inspired me to build better resources for my programs.

7/ But most of all, one thing that I got that was easily the most useful part of the whole experience was support and community.

As a solo founder, it's extremely lonely, whether you're seeing wins or struggles.

Not too many people in my life really "get it"

8/ Growclass gave me a place to celebrate my wins, and share my struggles and taught me how to measure and learn from my failures.

9/ So if you're on the fence, the program was a HUGE investment for me, and was a hard pill to swallow, but I wouldn't be where I am today without it.

10/ In my first cohort, I had 3 students paying $250 each.

In my second, I had 10 students paying $400-525 each.

Today I'm about to close my next cohort starting on Saturday January 9th with 10 students paying $650-750 each.

11/ So my initial goal of getting 10 extra students over the next year (at $250 each to justify the $2500 CAD cost of @growclass).

12/ Instead what happened is my program changed and grew and I met my goals in different and much better ways!

Largely due to my shift in language and copywriting and how I talk about my programs (which is language I now use on my sales calls too).

13/ So if you're on the fence, take a look and try to ask yourself "what outcome do I need to justify buying this course" and coming up with a plan for yourself.

You won't regret it!

Feel free to DM me for any more info!

https://t.co/6eICrvoQcE

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