

*Transkrypt podcastu PO NITCE ARIADNY, odcinek 26: Biznes oparty na kursach online – omawia Derek Halpern z Social Triggers*

Witaj w podcaście „Po nitce Ariadny”, który pomaga kobietom takim jak Ty przejść przez labirynt zawichości biznesu online.

Tu Ariadna Wiczling, a to jest 26. odcinek podcastu.

Mój podcast kieruję do tych osób, które chcą rozwinąć swój biznes online i zarabiać na nim, sprzedając kursy online. Dla mnie to jest idealny model biznesowy, bo dzięki temu mogę spędzać czas z moimi dziećmi i być z nimi w domu. Mogę uczyć innych przez internet, co kocham robić, i w ten sposób też zarabiać pieniądze.

Dzisiejszym gościem podcastu jest ktoś dla mnie wyjątkowy, dzięki któremu mój biznes online tak naprawdę się zaczął. Ten ktoś to Derek Halpern. Jest on autorem Social Triggers – jednego z najbardziej popularnych blogów marketingowych w USA. Derek generuje dochody w milionach dolarów i zarabia, sprzedając właśnie kursy online. To konkretnie od niego zaczęła się moja miłość do marketingu. On nauczył mnie m.in. jak budować listę, badać rynek, sprzedawać swoje produkty. Od ponad roku współpracuję też z Derekiem jako grafik, a całą historię tego, jak się poznaliśmy kilka lat temu i jak do tego doszło, że zaczęliśmy współpracować, możesz posłuchać w [21. odcinku mojego podcastu](#).

Natomiast w dzisiejszym wywiadzie Derek opowiada o swoim modelu biznesowym, o tym, jak zacząć sprzedawać swoje kursy online, jak je wycenić i zacząć w ogóle ten biznes. Mówi o sukcesach, ale wypytywałam go też o porażki, bo te spotykają każdego, a nie każdy lubi o nich mówić. Zadałam mu również kilka osobistych pytań, bo Derek rzadko mówi o milszej stronie siebie, co uważam za wielką stratę, bo to jest naprawdę miły gość.

Jak zawsze linki do wszystkich ciekawostek, źródeł wiedzy o wszystkim tym, o czym Derek mówi w wywiadzie, książkach, które poleca, będą w notatkach na stronie [ponitceariadny.pl/26](http://ponitceariadny.pl/26).

Zapraszam na wywiad.

**Ariadna Wiczling:** Hello Derek!

**Derek Halpern:** Hey, what's up?

**Ariadna:** Welcome to my podcast. First, I would like to acknowledge you and thank you for coming to my podcast. But most of all, I would like to thank you for being kind of like my virtual mentor in the beginning. It's from your course Blog That Converts everything started for me – I started to learn marketing, I started to really like it so I just learn so much from you that I really like to thank you for that.

**Derek:** Hey, I gotta say that there's no better way to start one of these podcasts other than getting a compliment like that, so thank you for getting me feel good about myself.

**Ariadna:** I was nervous about the beginning and it turned out to be pretty well.

**Derek:** Yeah, we're good.

**Ariadna:** So, Derek, tell us about your business model, because Social Triggers is a multimillionaire dollar company and when we go to your website we can't even see any products to sell. How do you do it?

**Derek:** You know, one of the number one question people ask me is: "Hey, Derek, how do you make money? We know your business, we see you talking about making money but where is it coming from?" Actually, my family still doesn't know where does it come from. What's funny about this is, though, I see generally Premium Online Training Courses are not cheap. We have courses about selling, lead generation, product development and we also have a software platform called *Zippy Courses*. And I believe that no one stumbles on this product and just buys it. No one is as good and just see that I sell *Yes Engines*, a product about selling in big and say: "Ah, I buy it for \$2000". Because you need to build a relationship first. I've always believed that when you're selling 'in depth courses' or 'how to use software', whatever, you have to build the relationship with your prospect. That's why we focus on getting the lead first, we focus on giving people value, free content, free video, free challenges, free things like that, just to make them see that we genuinely have their back.

And then, by every six week or so, we'll do a product launch of some kind related around something we believe our prospects are interested in enrolling it and our product launches again, a lot of content followed by a hard sells pitch. And I've always believed that when you build up the relationship of the value by giving content and helping people,

naturally they want to know how they can work deeper with you. So that's way we focus on building the relationship first, which is why you can't see any products, we give you value after you see that we're the real deal, then we'll eventually launch a product that you might be interested in but we don't do that until we first build that relationship.

**Ariadna:** So how you do it?

**Derek:** What do you mean 'how'?

**Ariadna:** How do you get people to for example sign up? You are giving people something for free, do you mean just reading a blog or signing an email list?

**Derek:** This is another question but asking me how to do that is something that we've created hundreds of pieces of content about that. It's not something that I can just answer. What I can say is this: when you're looking to build an audience of people who you want to serve, who you want to help, you actually have to put content out there which can solve problem in their lives because no one wakes up and thinks for themselves: 'Oh, I wish I had another blog post to read today'. They wake up with the problem in their life that they need to solve and hopefully you can create a piece of content that can solve it. Whether it's a blog post, an email download, webinar or something you give away exchange for email, it doesn't matter – it's about creating a piece of content and giving it out to the world and trying to get that content in the hands of the right people. The more of the right people you can get the content in the hand of, the better of you're gonna be.

And there're different ways of actually doing that but I feel like people always want the next tactic on how to get traffic but they don't even think about the problems they're trying to solve. They don't actually talk to their potential customers and ask them what's wrong. They don't have a conversation to figure out why you're creating the content in the first place. They just think like: 'Oh, I have a good idea' and they write a blog post. And they publish it and that's it! But that's not that interesting! You have to find a problem that people have, create a piece of content that solves that problem, or course, or product, whatever, and then get it into the hands of those people. And that's kind of how I break it down and I know it like: 'Oh, that doesn't sound so hard' but it's actually quite hard obviously.

**Ariadna:** You have one software platform for selling online courses and building online courses and also you sell the courses. So you have kind of like a dream lifestyle business, right?

**Derek:** I wouldn't say that, I mean. I'm pretty happy if that counts. I don't know if that's a dream lifestyle – my dream lifestyle is probably like sitting on a beach somewhere doing nothing, but that's really a reality. Is it a dream life style? I don't have to punch the clock and go sit in one of those great cubicles and hate myself for the rest of my life. But I'm still living the dream as they would say because I started the business, I'm working for myself, I call the shots, I get to create the products I want to create, I get to talk about things I want to talk about. In that way it's a lot of fun, and I think that there's nothing more fun than that but I get very hesitant to attach a label like 'dream lifestyle' on it because that's not really a dream lifestyle.

**Ariadna:** Yeah, for everyone it means different things. So you mentioned that your products, your courses are for big money, for example *Yes Engines* is for \$2000, how do you pick a price for your online course?

**Derek:** Great question. There are people out there that sell things for cheaper, for less or more, whatever the case, I know that I am personally interested in creating in-depth training courses that takes people from point A to point B and how to deliver a full transformation for them. So I'm not gonna create 50-page ebook or something small, I'd rather invest in creating full course that takes people from point A to B, helps people to actually get it all done, like in *Yes Engines* you create sales funnel. And then I'd just choose to give away everything else, likes there are other people out there that sell things for 10, 20 or 30 bucks. I'd rather give away all that stuff and focus on those premium courses where I can really have a lasting impact or change on people's lives. So that's one of the reason why we focus on premium material. We give away the other stuff but the in-depth courses we sell.

Now how do I come up with the price? Price is always a very subjective thing but you always have to price your product based on the value you're gonna provide to people. You can't sell your course on how to tie your shoes for \$500, nobody cares. But I could sell a course if I want to show you a sale funnel that could generate tens of thousands

of millions of dollars, I should charge appropriately for that. The same is true for fitness, when you get people get fit or whatever. You can't charge ten thousand dollars for a fitness class if everyone else is charging \$100.

So you kind of have to think of the value you're going to provide to people. Then you have to think of the value that you provide to people and how other people price their stuff. And you want to pick a price based on what the market is willing to pay for. Of course there are always variance in pricing – there are some people who sell stuff for \$200, and some who sell for \$2000, how do you know where to go? Well, wherever you end up going, you wanna make sure you want to back it up. So for example, if you wanna sell course for \$2000, that's fine, but what make you better than \$200 course? Do you have higher production value, do you invest more time in research and marketing? What do you do to make it worth it? A lot of people like to just create high priced products, because they say: 'I'm the best of what I do, of course I need to get paid!' And they just pull that number up because they feel like their worth it. But they may not be worth it. You know what I mean? So if you're wanna see what people are selling then compare yourself objectively to your competitors and figure out where you fall on that price spectrum.

**Ariadna:** You said that we should be aware of the niche we are in, so do you say that if you are in a business niche – you help businesses – you can charge more than any other audience?

**Derek:** No, I didn't say that. That's a common misconception. You have to charge the value that you deliver to people. I use the business niche because you can easily justify that value in a monetary term but that doesn't mean that's the only way you can charge high prices for. There're high priced fitness courses too, like yoga retreat that are expensive, for like \$15,000. It's all about what you're selling to people though. You can't sell \$15,000-course on tying your shoes because people don't care that much. It has to be based on what people care about and what other people are selling your stuff for. So I don't want people to think that I'm saying 'business sells for more money'. That's not true. You wanna see what other people are selling for and then price appropriately. To some people you would be able to sell a dating class: how to pick up girls for \$10,000. To some people it's worth \$10,000, especially if they've been alone for 10 years. That guy will pay anything to learn how to get a date. So you always have to think about who you're

selling for and what it's worth to them.

**Ariadna:** We talked about the selling online courses as 'dream lifestyle' and I called it like that because you are not getting paid for the hours because you still have to work – one of the misconception is that people think that once you sell online courses you are just doing nothing. It just sells itself but it's not true. But still it's better and easier than doing for example one-on-one work.

**Derek:** I don't want to say better or easier than one-on-one work. What I wanna say is this – when I started Social Triggers for the first 12 months I did no work, I didn't sell anything, I didn't do one-on-one clients, I did none of that. The reason why I didn't do any of that in the first 12 months was because I knew that I always gonna create and sell courses, that was the goal.

What interesting about that is while that was the goal, the reason why I wanna do that was because when you create a course you can put that one time effort into a course and you can sell it over and over again. It's almost like passive income. It's not really 'cause it takes a lot of time to do it but it scalable. But once I create the course, whether I get a thousand people to buy it or a hundred people to buy it, work to me is very often similar. It just goes up marginally. Whereas if you're doing one-on-one work it doesn't go up marginally.

When I started Social Triggers, I didn't wanna fall to one-on-one trap because a lot of people will get caught stuck doing one-on-one work and they think about creating courses as an option but they keep looking at how much money they make on one-on-one and they don't wanna loose that money now to focus on the course money that they may get in the future. So I never did one-on-one work as a way to avoid all that.

But that doesn't mean one-on-one work is bad. I personally avoided one-on-one work because I knew I wanted to scale my business as seven figures, eight figures and beyond. I knew where I wanted to go. I knew I didn't want to create something that made \$200,000 a year. I knew I wanted to create something bigger. So if I knew I wanna make something bigger, I skipped the one-on-one work because I knew I would never be able to make something bigger if I got used to making a \$150,000 or \$200,000. So I focus on the hard part of just selling courses.

You might notice that there are some people out there that do those heighten mastermind for \$15,000. I don't even do those because that is something that you can put 50 people in. Ok, let's say I have 50 people in heighten mastermind for 15 grand, that's a million dollars uncapped and I have to work all year to deliver that mastermind. Whereas I can put that same year into creating a course and sell that course for five years and that doesn't matter if it makes a million in revenue or ten million in revenue, you know what I mean? It just more scalable thing.

But that's not the right decision for everyone. If you don't want to scale to two million, three or five, or ten million dollars, you don't need to focus on scalable way to build your business. You could be just as happy doing service based work. Just know that there is a cap on how much money you can make when you're doing a one-on-one service. There's a much higher cap on a course.

**Ariadna:** So let's say that we don't want this cap and we want to sell online courses. How do we transition from working one-on-one to doing the course?

**Derek:** It's a great question. When I started doing my course cap in 2011 I think I made, I don't know the exact numbers, but it was some pathetic amount of money. In 2011 95% of my income came from service based income as I was a consultant for one company. And I have 5% of my revenue coming from courses. In 2012 about 75% of all my money came from courses and 25% came from services. What was interesting, though, I actually made more money of services that year. And again, it wasn't a one-on-one service, it was a consulting contract with one client that I did and that was mainly me testing some of the stuff I was gonna eventually teach people anyway. It wasn't like doing one-on-one service, it was one contract. I made more money doing that in 2012, than I did in 2011, but then I also scaled up the courses and eventually in 2013 I quit that contract and focus all on courses and I made three times more of courses then.

The reason that I'm sharing this is because a lot of people think: 'Drop what you're doing right now and jump all in on creating and selling courses'. But that's not actually what you need to do, you need to pay the bills, you need to eat. So what you need to do it to start moving today, but you don't need to start moving all today. You should set aside five or ten hours a week where you can work on your course pursue. And maybe you're going

to have a little hit on your one-on-one income. But know that that's a hit that you're taking today with hopes of it's paying off tomorrow. There's a lot of people who are not willing to do that, and I've actually worked with a lot of service providers who make \$150 000 a year, they're thinking about creating a course, they put two hours into doing that and they say: "Ah, it stinks and I didn't make any money" and they give up. And they're going to be on that track for the rest of their lives because they're not gonna do anything to break out of it. But you do need to set aside those five or ten hours a week and as you start to see the money coming in then you can feel more comfortable putting more time in.

But I don't recommend people go all in, all at once 'cause it puts undo pressure and stress on you building your business. I actually read a book called *The Originals* by Adam Grant, and they talked about founders of Warby Parker, the huge eyeglass company in the States. They actually worked full time at their jobs for a year, even while they started their eyeglass company. And they found out that the most successful entrepreneurs don't quit what they're doing just to go start the business. They start to do it on the side and they keep doing it on the side until it makes sense to them to focus on them 100%.

So that's how I think people should start courses. Don't go all in, do it for five or ten hours a week, find the time. As it starts to grow, then put more time into it, don't put yourself at risk.

**Ariadna:** How could you help us say what kind of subject should we pick for the courses and most importantly, how do we check the market?

**Derek:** That's a more in-depth question. But I can't tell people what to create courses on. They got to tell themselves. The way I always tell people is: 'You need to find the pain and you eliminate that pain with a cure of some kind'. Now, how do you find that pain? Remember: people don't buy courses, people buy solutions to their problems. So you wanna find the problem that you wanna solve.

How do you find that problem or what would your friends ask you for advice about? I have these two people, Camilla and Taylor, they were co-workers at a company and they found out that everyone kept asking them for advice about PowerPoint. And they were like: 'Everyone is asking us about the PowerPoint so let's create a course about PowerPoint'. And that's what they do. They sell PowerPoint courses.

So you have to think about – what do people turned to you for advice about. That's where you know you're expert already. If you're not an expert already, you can ask: 'What would I want to become an expert in?' If you look at someone like Pat Flynn from *The Smart Passive Income*, you see that he openly says: 'Hey, I'm a crash-dummy of online marketing, let's see what works'. He doesn't say he's the expert, he says: 'Hey, I wanna try a bunch of stuff and tell you what I'm trying and whether it worked or not.' So if you want to talk about on something what you have no experience in, you can take that crash and test down your approach to talking about it and that a good way to get your feet wet. Eventually, as you keep learning new stuff and trying new things you will become an expert and then it becomes a lot easier to create courses.

But I think you have to start with a problem you wanna solve no matter what you're doing. And there's all different ways to find those problems, but you can go to places like quarrels, reblog comments, read book reviews of popular books and topics you're interested in. Just look for things that people are complaining about. I always tell people that Facebook is filled with whiners and complainers and it used to drive me crazy. I would just log in and someone would be complaining about something. And it would frustrate me and I block them or unfriend them. One day I was like: 'Wait a second – in every complain is a potential product'. So when I see complaints, I just log them if I think they're interesting, like maybe I create a product about that someday, who knows?

So that's how I come up with product ideas, I just look for complainers. It's actually a good time to make friends with people who complain a lot 'cause those are the potential products too.

**Ariadna:** In your business ventures you are very successful businessman but did you have any failures along the way?

**Derek:** Well, you mean what don't I fell at. Before I started Social Triggers, I created a website. It was at the end of 2010. Are you familiar with the website: IMDb?

**Ariadna:** No.

**Derek:** IMDb is Internet holder Movie Database, every movie is listed on imdb.com – you can see every movie, what actor was in it, etc. And I was like: 'We need to create like

IMDb for conferences and speakers. I wanna see a speaker and every conference he spoke at and I wanna see what conferences even exists.' So I thought that was a great idea. I've worked at it for four months and it never even got released.

**Ariadna:** Did you check the market or you just have an idea?

**Derek:** I just had an idea. I wanted it for myself. And then what made me realize it was a stupid idea, was other people tried to create it and there were other people trying to build it and none of them were being successful. And I was like: 'Wait a second, they can't get it working, so I'm done, I quit.' Four months. I quit before I even tried to launch it. So that was like one big failure. That was probably the biggest, that was before I started Social Triggers, then we started Social Triggers and things have been easy! No, things have not been easy. The whole idea of a false start, people think that false start is bad but know that false start are part of the process. So that's my lesson there.

**Ariadna:** Exactly. Usually when you see someone so successful it's like they have the overnight success, like everything is easy for them and they just released one website, they just had filled the blog post and you know...

**Derek:** You know that what's someone just said to me recently. I was talking to someone and they were like: 'Derek, you launch Social Triggers in 2011 and everything just went very quickly for you. You just built that business, seven figures in a year, what happened?' And I said: 'You're looking at my starting point as 2011 when I launch Social Triggers. I actually started my first blog in 2005, six years before Social Triggers and that failed miserably. So I started another blog and it failed miserably too, and then in March 2006 I launched my celebrity gossip blog which took off and then in 2007 I did like almost 30-40 million visitors to that blog. And by that time I eventually talked about marketing and traffic and all this stuff in 2011, I had already been doing it for six years.' So people think I grew quickly and it was like some kind of magic but it was really that I already knew what I was doing. And there are some people out there, especially in the business space, they tried to become business coaches and they never built the business before and then they complain: 'I'm a business coach and my business isn't working.' It's like: 'Maybe you should give yourself some of your own coaching' You know! And that what happens, you're a business coach and you can't build your business coaching business, maybe you

shouldn't be a business coach and that's why you're failing, you know what I mean?

**Ariadna:** Yes.

**Derek:** So like the new thing I like to rent about actually is the business coaches. We can save that for another interview.

**Ariadna:** I would like to ask you some questions about you because you don't really talk that much about yourself.

**Derek:** Well, some people would say that all I talk about is myself.

**Ariadna:** Yeah, but I think it's a part of you that you talk about. I know you for a couple of years and I kind of have different picture of you which is that you are nicer guy than you would show on social media for example. So I would like to ask who are you in your everyday life? Are you such a loud person when you are at home?

**Derek:** Yeah, I gotta be honest with you, I'm loud at all the time, I'm basically loud everywhere. If you come hang out with me at Manhattan and we go to my usual coffee shop or places I always go everyone knows me as the guy – they actually call me – the 'what's up guy' because I'd always just walk in to the coffee shop, there be thirty people and I'd be like: 'What's up?' I'd just say that at the top of my lungs, everyone looks at me like I'm crazy but I also makes friends everywhere. There is this one coffee shop when I don't even pay for my coffee anymore. They just give me free stuff all the time because I'm just like a likeable dude, I guess.

No matter where I go, I'd try to put myself in the shoes of the person I'm talking to. I'm not just loud and rambunctious person. Yes, that's me, I like to be in the centre of attention, that's probably why I have a website where my picture is all over it. But you have to remember that when you go into store where someone is serving 800 cups of coffee a day, every person they talk to is like: 'Hey, I have a black coffee, please. Thank you. Hey, I have a black coffee, please. Thank you.' They hear it all day. When I'm coming in, I say: 'Hey, what's up? How are you doing?', they say: "Oh, this guy is unlike anyone I've just talked to. He just asked me how I was doing.' You know what I mean? So it's like you put yourself in other person's shoes to understand their experience and then violate that experience in a positive way. So if I can tell you about the coffee shops I go to, one

person there, they work at the coffee shop as the survival job but they really want to be a drummer, they'd been practicing drums for a long time. Another person is not a drummer but a guitar player, another person is an actor, I know all the stories of everybody because I always ask them. There not just there to give me coffee they like a living and breathing human beings that I'm interested in learning more about. I did the same when I get inside an Uber. I always ask the driver: 'How'd you end up here?' and before you know you get these great stories. One Uber guy was telling me a story about how his wife back home tried to kill him. He got her arrested and then he took himself and his two kids to New York as a way to just get away from her family who was trying to blame him for her trying to kill him basically. You hear crazy stuff like that from regular people and you realized that if you put yourself in the position of listening to people it's very exciting.

I have this rough exterior, I make fun of dumb people all the time, especially on Facebook and I call people idiots and all that stuff but I don't do that to people who are struggling. I do that to people who are either rude, obnoxious or a 100% hopeless. Like I make fun of someone who emails me and says: 'I tried to unsubscribe form your email list seven times and it's not working!' No, you didn't! If you press the unsubscribe button, you would be unsubscribed. You clearly did not press it and then emailed me back, cursing me out. I make fun of that person and call them an idiot, because they are idiots.

But if you write to me and say: 'Derek, I'm really having this struggle right now, I launch my product, it failed etc.' I'm not gonna make fun of that person. That's a real problem and I will try to put myself in other person's shoes and try to help them. I guess the point is – if you're going to be the ass to me, I'll be an ass to you and just put it on Facebook.

So I think that people kind of do misunderstood me a little bit. I've just heard recently when a friend of mine was having a dinner with another person that didn't know me but knew of me and they asked my friend: 'I know you're friend with Derek, but is he intimidating?' I could be a little intimidating online 'cause I definitely have this rough experience but I hope people know I didn't get into self-help and helping people because I don't care about people. You know, I care about everyone that I'm helping. Sometimes I wish I could hear more about from the good people who were doing a good work. That's why when you were opening this up and you said you were one of the early people who I really help to, I love hearing that because you've never told me that before, really. You

told me it today. And I don't hear that so often. I usually hear from people about how they tried to unsubscribe seven times and didn't get unsubscribed and it's like: 'No, you didn't'. You know what I mean? So you kind of put up that wall to scare those people away and hopefully attract good people. I know I rambled up for a bit, so I apologize.

**Ariadna:** That's the stuff that we don't hear every day also. Speaking about your everyday life, what does your day look like? Do you have any routines or something like that?

**Derek:** I wake up about 6 o'clock and go to the gym, and then I eat breakfast, and then I literally go to work at 10 o'clock and... no, listen! Anyone who talks about how they work is lying. Every time I read those 'how-they-work' stories they're always packed with: 'Oh, I wake up at 6 every day and I work for 15 minutes on my email, and then I deal with my family for 4 hours, and then I work for 2 more hours, and then I then I deal with my family for 2 more hours 'cause family first..' And they basically lie about their day. In my day there is no structure whatsoever. I don't even own an alarm clock, I don't set alarms, I don't do any of that.

I said I do have some structures because what I do, especially now, is that I started to notice something. To be completely frank it was about 2 months ago, I woke up and looked in the mirror and I was like: 'Holy crap, you got fat! You need to fix that! You know, there's something wrong, Derek, you never were this fat before and you're starting to look really horrible'. Then you get to start some comments from random people on Facebook or Twitter: 'Hey, you kind of look fat right now'. It's kind of insulting but it was also kind of true. So I started to focus on fitness in the last two months: I do yoga three times a week, I go to the gym five times a week and I went on to lose a bunch of weight.

So my only routines right now are that I'm scheduling yoga in the morning and usual a personal trainer or the gym in the afternoon. But I usually wake up, eat and go to my favourite coffee shop and stay there for about two hours. Then I come home, maybe eat a snack again, work for about two more hours, then I have a meeting or two, kind of like a podcast but generally meetings. Then I go to the gym. After the gym I usually come home and tell myself: 'Don't sit on the couch, Derek! Don't sit on the couch!' Then I sit on the couch for an hour doing nothing, literally nothing, I just sit there and read my phone. And then maybe I get up after an hour and go take a shower, 'cause I just went

back from the gym and now I just dirtied my couch so I go take a shower and wipe down my couch 'cause I'm a mess and then I worked probably from the evening through the night, most nights. That's probably the most realistic schedule I can share. But there's no specific work or anything like that.

The one thing I say is that I don't generally meet with people until after 2 or 3 pm. in a day. And the reason why is that because I found that once about 2 o'clock hits any really hard work that requires me to think just doesn't get done. I just sit there and screw off trying to do something that would just take 45 minutes and will take me 5 hours. I realized that about myself and that's why I put my meeting there now instead of meeting in the morning and I do my harder work earlier in the day. This isn't the case for all people, though. Some people will get done better work at night. If that's you, do that and put your meeting in the morning. But for me that just the process that works best.

**Ariadna:** You are a dog person, right?

**Derek:** Yeah, I do have a dog.

**Ariadna:** How come that you have this tiny white dog instead of some sort of a huge dog? I know that people were commenting on that when you first got the dog so that was kind of like a funny contrast.

**Derek:** It was very, very funny. There are actually a few reason for this. Thing number one: I like small dogs because small dogs are cute. There's no other way about it – a small dog is a cute dog! But the reality is I live in Manhattan. Most buildings don't let you have dogs that weigh more than 15 or 20 pounds, so when we were looking to get a dog, we know that we can't get that big of a dog. It also turned out that I was very allergic to dogs so I needed a hypoallergenic dog. Most hypoallergenic dogs are small dogs. That all said, when I went to go take my dog, I walked in and that dog spoke to me and I had to have it. So that's how it happened.

But if I wasn't allergic to dogs, I would definitely get like a French bulldog or something like that, 'cause those are hilarious looking. But since I am allergic, I am a maltipoo which weigh about nine pounds but she's got the personality of a ninety pound dog so that's the best.

**Ariadna:** Yeah, small dogs do have it. So another personal question: when did you get obsessed with your hair?

**Derek:** You know, this is the most tackiest question in the world and I tell you why. I was at a French dinner party and for like month one of my friends had such a great hair and I was like: 'Man, your hair is nice. How do you make it work?' 'Well, I have a haircut guy'. I was like: 'Can you give me a recommendation?' 'Yeah, I could but I want to warn you, it's not cheap'. 'What do you mean, it's not cheap, I spend \$40 on a haircut', 'No, this guy is like \$300!' '\$300?! For a haircut?! Are you out of your mind? You know what, I'm going!' 'And this guy is going to give you \$300 haircut forever!' 'Wait a second... I'm going, I'm going'. So I called, made an appointment and went and I really liked it. And then I've been going there every four weeks for the last two years. I never got obsessed, I got obsessed by accident but I would think it how it's kind of getting started and then it just became funny because I made a video about it. I started it as a one-off thing, then I just started doing it all the time and it just became a habit but I made a video, people thought it was funny, people kept asking me about the haircut so once I started to realize people are talking about it, I was like: 'Oh, you know, we're going to work that into the marketing, 'cause it's funny'. 'Cause \$300 for a haircut is freaking ridiculous, it's absolutely ridiculous. I know this but unfortunately I'm caught right now where I just keep going and I appreciate it. They do great work. I always experiment new hairstyles and to be honest with you, I've never taken care of my hair before but now I found myself brushing it, put oil in it, I do this, I do that, I use vitamin shampoo, I didn't even know this stuff existed. I didn't even own a brush before up until about two years ago. My idea of a brush was like spitting in my hand and running it through my hair as you could see my older videos. Maybe I would spit and rub it through my hair but I would miss it and just put it on my face and my hair was like down. But now, you know... everyone has that self-care regiment that matters to them and I fell into this self-care hair regiment by accident because my friend paid for an expensive haircut I was curious. That makes sense?

**Ariadna:** Yes, of course. And it's funny that it became part of a brand, something like that. You always have this perfect hair on your photos and everything.

**Derek:** Exactly.

**Ariadna:** Going back to business – what books would you recommend to someone who is just starting his business online or some other kind of business?

**Derek:** I hate this question and I tell you why, because the books I recommend people don't want to read. People want a business book or a marketing book. "What book is gonna change my life? What is the one book I need to read to make me a success?" And I always tell them, there isn't one book that's gonna make you a success. The fact that you're asking that question actually means you probably gonna be a failure. And I hate giving a book recommendation because people don't want the type of books that I read. That is when I'm going to say them, that my favourite book right now is *As I See It* by J. Paul Getty, he was one of the richest man in the world for twenty years back in the 50., and he talks about how he came to be – from hiring, to building a business. That's one of my favourite books but this is in the time before the Internet.

**Ariadna:** I have one of these books which I bought after your recommendation on Periscope by J. Paul Getty *How to Be Rich*.

**Derek:** Yeah. *How to Be Rich* is his other books. So as I as his memoir *How to Be Rich*, J. Paul Getty had a column in Playboy magazine back in the 60. – you ever hear about the joke that Playboy is not for the pictures but for the articles – well back in the 60. it had naked women in the magazine but it also had the richest man in the world doing the column about business, so that book *How to Be Rich* was some of those articles republished in a book form.

So that's one book. Another great book is the one you just held up as well *Buffett: The Making of an American Capitalist* that talks about Warren Buffett, which is great. One of my old times favourite books is *Titan: The Life of John D. Rockefeller* by Ron Chernow and that's the rise of John D. Rockefeller and how he became to control 90% of the world's oil business. That's also a remarkable book.

If we want to talk about marketing books I think *Ogilvy on Advertising* is a remarkable book as well. You have to read that book several times just to understand how to talk to you customers.

**Ariadna:** What are your favourite entrepreneurs of our times? You often read about those

entrepreneurs from 50, 60 years ago or even more.

**Derek:** I don't like to talk about people who are still alive because I don't know what's gonna happen. Maybe they're gonna flame out in a year.

**Ariadna:** But maybe you can just say about some aspects of their business that you admire.

**Derek:** I've just read a book *Alibaba: The House That Jack Ma Built*, about the rise of Alibaba and Ali pay and all that stuff that happen over in China. That guy is a pure genius. He's made a lot of great moves towards building a really smart scalable business. I think Jeff Bezos is doing an awesome job in Amazon. I think those are probably the two people I'd really like to read about. Warren Buffett is also great to learn more about. And then if you wanna look at the typical money managers like Carl Icahn – that guy is just killing it with acquiring and selling companies and just watching his moves are always very interesting to me. And I also really appreciate that guy, Marcus Lemonis, from the TV show *The Profit*. I think he's doing the really good job educating people about how to fix small businesses. I like some advice that he gives people away.

**Ariadna:** To finish up this interview what is one thing that you suspect nobody besides your family and your friends know about you?

**Derek:** That I wanna share?!

**Ariadna:** Yes!

**Derek:** Here's one: I am horrible with headphones. I have more headphones than probably best boy has. I'd just keep buying headphones, I'd lose them, I'd find them, they die, I break them. I go through headphones just every two weeks. I don't know how this happens But if you're come here right now I could see like seven pairs of headphones just from my desk right now. And their like nice headphones, not like \$5 headphones, they're like Bose, Sennheiser, Parrot, I got all of them. I don't even think I shared that ever. I've been this even before Social Triggers, I've been going through headphones basically for the last 12 years of my life. I just always buy new headphones and I always just get more, I don't even know why. I'm not even like the audiophile, as they would call someone who would love audio, I just like headphones I guess.

**Ariadna:** Do you have any final thoughts that you would like to share with us?

**Derek:** If people take one thing from this interview today and it's the message I want to start really hammering home over Social Triggers is that people think that they need to just drop everything they're doing to pursue a dream and that is such a mistake. You can really start doing it small, start rough, start today. And that's what most important.

And when I look back at how I started Social Triggers – I'd those crappy videos with the bad hair but I've come out there. But the point is you just keep working, keep put in the time today and eventually you could turn to do something bigger. So if you're ever thinking about pursuing something, don't think about it, just do something and get it out into the world as fast as possible and then see how people respond. And I think if more people commit to do that, we're gonna see a lot more positive change in the world for themselves and for the people that they're going to help. So I think that one of my most important messages right now.

The second is: don't ask me for book recommendation – I hate answering that question.

**Ariadna:** Ok, thank you, Derek, I really appreciate you coming to the show.

**Derek:** Thank you for having me! This was a lot of fun!

Derek ma niesamowitą energię, prawda? Podsumowując ten wywiad, omówię kilka wskazówek, którymi Derek się podzielił. Tak jak mówiłam we wstępie, to właśnie od Dereka zaczęła się moja mania uczenia o badaniu rynku – oczywiście badania rynku przeze mnie, bo robię to cały czas. Zanim poznałam jego i jego kursy, słyszałam wiele razy, że trzeba badać rynek, ale to właśnie on pokazał mi w swoich kursach, jak trzeba rozmawiać z ludźmi – potencjalnymi klientami – i dlaczego to jest takie ważne. Omówiłam to też w [20. odcinku mojego podcastu](#).

Derek mówił, jak ważne jest to, żeby na swoim blogu czy stronie internetowej nie publikować jakichś przypadkowych treści. Należy publikować tylko takie artykuły, które rozwiązują konkretne problemy, o których wiesz, że mają je Twoi potencjalni klienci. Zamiast pisać jakiś artykuł typu zapchajdziura, skup się po prostu przez dłuższy czas, czyli

zrób ciszę na blogu, pisz rzadziej, ale opracuj taki artykuł, który powali wszystkich z nóg i naprawdę pomoże osobom – Twoim potencjalnym klientom – rozwiązać jakiś konkretny problem.

Pamiętaj też o tym, że jeśli Twój produkt – kurs online – kosztuje na tyle dużo, że potencjalny klient musi się zastanowić, zanim go kupi, a w Polsce taką psychologiczną granicą jest mniej więcej 50 zł – dla każdego ta kwota znaczy co innego, ale taką możemy przyjąć – to żeby sprzedać mu droższy produkt niż taki, co do którego decyzję kupna jest w stanie podjąć w ułamku sekundy, to musisz najpierw zbudować więź z tą osobą, po to żeby ten klient najpierw Ci zaufał, uwierzył, że jesteś w stanie mu pomóc i żeby szczerze chciał dalej z Tobą pracować.

Pamiętaj, że ludzie nie kupują kursów, tylko kupują rozwiązania swoich problemów. Czyli wracając do tego badania rynku, zastanów się, jak bardzo pomoże im Twój kurs. Jeżeli będziesz dobrze znać problemy swoich potencjalnych klientów i wiedzieć, jak bardzo zależy im na ich rozwiązaniu i jaką to wartość będzie dla nich miało, to określisz, ile w stanie będą zapłacić za Twój kurs. To jest jeden z ważniejszych kryteriów wyboru ceny kursu. Popatrz oczywiście również, jak ceni się konkurencja, i miej na uwadze to, ile ludzie są w stanie w ogóle zapłacić za Twój kurs.

Spojrzyj obiektywnie na swój kurs, na swoje umiejętności, na swoje koszty produkcji. Czy to jest coś, co jest zrobione tanim kosztem, czy coś, co ma wysokie walory estetyczne – to też wpływa na cenę. Na tej podstawie wyceń swój produkt.

Jeśli znałeś już wcześniej Dereka i pomógł Ci w czymś, czy to przez kurs online, wideo, artykuł, to napisz mu o tym. Niech go teraz zaleją maile z Polski. Derek mówi o tym, że osoby, które pomagają innym przez bloga, kursy, video, niestety stosunkowo rzadko dostają maile, w których ich nikt nie prosi o nic. Wyślij po prostu takiego maila, żeby podziękować i nic nie chcieć w zamian. Mam nadzieję, że będziemy mogli to zmienić. Jeżeli akurat taką osobą dla Ciebie nie jest Derek, to po prostu wyślij komuś innemu takiego miłego maila. Niech to będzie taki dzień miłych maili.

Linki do wszystkich ciekawostek, do książek, do kursów, do źródeł wiedzy są w notatkach na stronie [ponitceariadny.pl/26](http://ponitceariadny.pl/26).

*Transkrypt podcastu PO NITCE ARIADNY, odcinek 26: Biznes oparty na kursach online – omawia Derek Halpern z Social Triggers*

Przypominam również, że w przyszłym tygodniu organizuję webinar o mojej sprzedaży kursu online, która odbyła się w marcu i której wynik wyniósł 45 tys. zł. Pokażę wszystko, co zrobiłam, krok po kroku, łącznie z kosztami i uzyskanym rzeczywistym zyskiem. Zapis na ten webinar będzie również w notatkach do tego odcinka podcastu.

Pamiętaj, że podcast jest za darmo, bo chcę, żeby jak najwięcej osób dowiedziało się, jak budować swój biznes online. I chociaż jest on dostępny bezpłatnie, to nie jest tak zupełnie darmowy, bo jeżeli Ci się podoba, chciałabym Cię poprosić, abyś mi obiecała, że podzielisz się informacją o tym podcaście z jedną osobą, której może pomóc w spełnieniu marzenia o dobrze zarabiającym biznesie online. Podeslij jej link do tego podcastu, czyli [ponitceariadny.pl/26](http://ponitceariadny.pl/26).

Dziękuję Ci za spędzenie ze mną czasu i wysłuchanie tego odcinka podcastu. Aby przeczytać notatki i posłuchać innych odcinków, wejdź na moją stronę: [ponitceariadny.pl](http://ponitceariadny.pl). Jeśli chcesz, aby również inne kobiety chcące rozwinąć swój biznes online odkryły ten podcast, zostaw mi recenzję w iTunes. I pamiętaj, jak mówił Henry Ford: „Jeśli sądzisz, że potrafisz – to masz rację. Jeśli sądzisz, że nie potrafisz – również masz rację”.