

Leonie ([00:03](#)):

[SINGING] Leonie Dawson Refuses to Be Categorised! The podcast. Welcome back my loves, to Ask Leonie Anything session. I'm joined today by my lovely online business manager, Zita Norton [CHANTS ZITA].

Zita ([00:20](#)):

Hello? Hello? Hello.

Leonie ([00:21](#)):

Hi honey. You're looking real cute. You're looking very cottage core.

Zita ([00:25](#)):

Oh, thanks. I've literally just rolled out of bed, had a shower and put the first thing I could find on my floor on me. Yeah. So professional

Leonie ([00:35](#)):

Babe. Yeah.

Zita ([00:36](#)):

Really nailing it today.

Leonie ([00:38](#)):

Yeah. I remember one day when I like, uh, sprayed deodorant on my face instead of my face mist and like deodorant smell over my face all day and I thought that's glamorous. I'm like a Maybelline girl.

Zita ([00:54](#)):

Yeah. That's really funny and also absolutely something I would do too. Right,

Leonie ([00:59](#)):

Right. Why? Like, Ooh, like I would also iron my boob. Like that's absolutely something I do.

Zita ([01:05](#)):

<laugh>. Oh, thank you. Thank you. Now I have to explain that. Yeah. I mean, there's not much to explain. I was steam cleaning some clothes and noticed a wrinkle on the outfit I was wearing and steam cleaned myself and gave myself a second degree burn on my boob and had to go to hospital. <laugh>

Leonie ([01:25](#)):

It happens to the best of us who doesn't have that story, you know, like suck a pass. Well,

Zita ([01:30](#)):

Yeah. And also like, tell me, you have ADHD without telling me you have ADHD. Like I know people with ADHD have problems with object permanence. Like I'm one of them, but I think I literally forgot that I existed <laugh>

Leonie ([01:46](#)):

It happens to me all the time. It's it's why, it's why they have like on the criteria. Well, I dunno if the ADHD criteria, but the autism criteria, which much muchness, but it's do you have mysterious bruises and injuries on your body that you can't explain? Yes, I do.

Zita ([02:03](#)):

Yeah. I think I was asked that in my ADHD assessment and I was like, yes, moving on <laugh>

Leonie ([02:15](#)):

What was it, like two weeks ago. And like just have the most enormous, like huge black and purple bruises down my leg and my husband was like what have you done? That looks awful. And I was like autism. I've got no fucking clue boo.

Zita ([02:29](#)):

Yeah. I can give you a list of maybe five pieces of furniture that are probably up there for things I've walked into this week. But don't ask me how or when, because it's, it does not exist in my memory.

Leonie ([02:41](#)):

I didn't notice that didn't know what happened. Oh my God. We're so cute. We're so adorable. Like I'm just so relieved to only work with neurodiverse people now because like, working with neurotypical people is a real fuckin' killer.

Zita ([03:00](#)):

It it's definitely made all the difference for me. Like, you know, obviously having worked before this, through like hospitality and in like market research, call centers and stuff, and like where there's a huge array of different people, but like, this has been so nice. <laugh>

Leonie ([03:18](#)):

It's just, it's strictly, we are very free of diversity here. We're like, um, we're not into diversity, but like, as in what we are into is only neurodiversity. Do you know what I mean? It's like only neuro diverse. Everyone else go work somewhere else.

Zita ([03:37](#)):

I love it. I love it.

Leonie ([03:39](#)):

A real monoculture of neurodiversity

Zita ([03:42](#)):

<laugh>

Leonie ([03:45](#)):

And remember like, you know, you know, um, my best mate Tam we were joking about before, like at some point we thought she was a neurotypical and like she hadn't been diagnosed with anything. And I was like, why are we such good friends? And then she got her ADHD diagnosis and we're like,

Zita ([04:03](#)):

Yeah, yeah, you were one of us all the time.

Leonie ([04:08](#)):

Thank God. It all makes sense now. Cause it real confused me otherwise. Um, I just realized we should probably answer some questions before cuz we will just talk forever.

Zita ([04:19](#)):

Yeah. That this is true. This is very true. This is, this is like the problem, cuz we, we don't have frequent like zoom meetings. We're not the kind of like boss and OBM who jump on zoom like once a day, once a week. Not even once a month. Oh my God. Can you imagine? But then when we do jump on zoom, I'm like, oh my God, I have to tell you about this rock that I found in the forest. And we will spend 25 minutes talking about the rock that I found in the forest.

Leonie ([04:45](#)):

<laugh> did you find a rock in the forest though? Cause I am into this story.

Zita ([04:49](#)):

I haven't, but I have been going foraging, which has been really fun.

Leonie ([04:52](#)):

Shut up. Have you been doing mushroom foraging?

Zita ([04:55](#)):

Yeah, just taking photos and stuff. Like it's been delightful. I've been posting them all over on my Instagram. I'll I've I've sent some of them to you as well. Cause I know that.

Leonie ([05:04](#)):

Well you send me the mushroom then. Yeah. The mushroom pictures. Yeah. So that it's life really fun. I'm not confident. <laugh> I'm not confident enough in my identification skills yet to pick any. So I'm like, we'll just take photos and catalog because I don't fancy dying <laugh> so

Leonie ([05:25](#)):

I always a joke about mushrooms. How like God makes mushrooms and like some of them are very delicious and a good protein source and good vitamins. Um, yeah. Like some of them will make you see God and some of them will just up kill you and you don't know which one. Yeah. And you only find out through trial and error <laugh>

Zita ([05:46](#)):

No, I know I found one and it was like, this one is edible and I was like, oh, that's cool. I could like put it in one of the hello fresh's that I'm cooking. And then it was like, but it's also called the deceiver because it's very similar to four other species that will kill you. And I was like backs away slowly. The deceiver <laugh> anyway, anyway,

Leonie ([06:10](#)):

Actually a practical joke like that.

Zita ([06:12](#)):

I know

Leonie ([06:14](#)):

It's a practical joke. Like there's no the reasoning for them.

Zita ([06:21](#)):

They're so funky though. I love them. Anyway, let's jump into some questions.

Leonie ([06:26](#)):

Oh, by the way, I am drinking from your cup. I appreciate you. Oh,

Zita ([06:30](#)):

I love it.

Leonie ([06:32](#)):

It's from quirky cup collective for everyone. Who's on video. Um, if you're not on video sucks for you. It's very pretty. <laugh> it's pretty cold moon

Zita ([06:44](#)):

I'll um, I'll make sure to link her website in the show notes too. Oh,

Leonie ([06:49](#)):

She's awesome. Sydney. So cool.

Zita ([06:51](#)):

Yeah, absolutely. Um,

Leonie ([06:54](#)):

Today

Zita ([06:56](#)):

Questions. Yeah. So they're around a bit of a theme. So today's sort of theme, I guess, is all about like the tools that you use/we use and um, just different software, um, customer service, all that kind of stuff. So we're really gonna get into the nitty gritty of it.

Leonie ([07:18](#)):

So like business and panics basically,

Zita ([07:21](#)):

Basically. Yeah. Nice. So our first question is from the lovely Deborah and Deborah asks, what tech are you using? I know you left confusion soft, which I wasn't sure if I was gonna be filming this. So I left a note for Tam saying note from Zita LMAO. <laugh> uh, what's your email client now? What is connecting to what? Is it ActiveCampaign. PayPal Stripe, Kajabi tech is the bane of my existence and I'd love to simplify.

Leonie ([07:52](#)):

Sure. Um, so if anyone ever wants to know what I'm using, you can go to Leoni, dawson.com/tools. I've got a whole big list there of what I use for what and links to all of them. So you can do that. But in terms like I left InfusionSoft maybe three, four years ago. It's like when you came in, right, Zeets? Like you learned a bit of infusion. And then I was like

Zita ([08:17](#)):

Probably used infusion soft for maybe six to eight months. And then when you were like we're swapping to Kajabi, I was like, I've never been happier. <laugh>

Leonie ([08:28](#)):

<laugh>

Zita ([08:31](#)):

I hate it. <laugh>

Leonie ([08:34](#)):

Like, you what I so appreciate about you? Is that when I contacted you, like, when we're thinking about working together, I was like, I work with Infusionsoft. Um, you know, do you have any experience and your response was so stellar, you said, no, I have no experience in that. However, I love learning new software. I always keen to learn and I will learn it on my own time because it's a really great skill for me to have. Um, and it was like such a win-win, you know, like for all of us, I was like, well, totally. If she's happy to learn it in her own time, then she's got her own skillset. Um, so I just think that was such a great response for any VA to give was like, yeah, I can learn it. And if it was a skill that you wanted to learn or if it was somebody you really wanted to work with, you'd just go fuck yeah I will.

Leonie ([09:19](#)):

Um, so anyway, we, yeah, we were doing Infusionsoft and then to everyone's blessed relief, we fucking left. Um, and we moved over Kajabi, which I still use, um, for, so Kajabi's more of an all in one solution in terms of like, it is my learning management software, learning something, LMS, whatever. It is where everyone like learns, gets all my courses. Um, and then, uh, it can also send out emails. You can build websites through it. Uh, you can have affiliates through there, you can do a shit tonne of stuff. And so it enabled me to wipe out like five other software programs. Um, and I'm still very grateful to Kajabi for helping me simplify. And then last year we, um, ran into some issues with Kajabi's email, deliverability rates and stuff like that. Um, and a lot of people at time were like, eh, we'll just work through it. Um,

they shit me off enough that, um, I got all Scorpio and it was like MEH [GESTURES], um, as I want to do. And so we moved just the email component to active campaign and like, I don't know how you feel about Zeets, but I don't like love active campaign. It's just does what it says on the box. It is expensive, but you know, yes. It's um, email deliverability is, is decent ish.

Zita ([10:44](#)):

Yeah. Email deliverability is much better than Kajabi's and um, it's relatively, it feels overwhelming when you first go into it, but then it's usability is, is pretty decent. Like you, whereas Infusionsoft was like, oh my God, I feel like I almost need to work for Google to be able to run this. Um, but it's still it's it's yeah, it's, it's good. But it's like it Kajabi when we first started using it was like, oh, this is so shiny and new and everything's so clean and it works. And then obviously when that stopped working for us with emails and we swapped to ActiveCampaign, I was like, great ActiveCampaign is just there. It does exactly. Like you said, what it does on the box.

Leonie ([11:39](#)):

Yeah, yeah. Basically. Uh, and in terms of like how it works on the back end. So, um, I, you know, I do have PayPal and stripes set up, but that is through Kajabi. So like you said it up to integrate with Kajabi. So you are buying through Kajabi's checkout system. Um, so we don't hold any, like we, we don't really like hold like credit card. We don't hold any credit card detail for anyone it's all. No, no, we've got none of that information. Um, and so that, which is really good because it means that, you know, we can't really have data breaches and things like that, um, for credit cards. So that works really well for us. Did I answer all parts of that question?

Zita ([12:22](#)):

You did, yeah. The only thing I'd add is, and this is something I'm I manage, um, in order to connect Kajabi to ActiveCampaign. So obviously if someone purchases through Kajabi, we'd like them to be added to our email list so that they can get updates and you know, course information in order to do that, we use, um, a product called Zapier, um, and Zapier basically just every time someone does anything through Kajabi, they're added to the relevant list in active campaign. And that's the only other like connecting software, I suppose we use.

Leonie ([12:56](#)):

Yeah, that's true. Yeah. Do we have on our tools page? I don't think we do?

Zita ([13:01](#)):

We do. Yes. I added it. I'm so fancy

Leonie ([13:07](#)):

On top of, yeah.

Zita ([13:13](#)):

Well, before we go on onto the next question, um, my housemate has just wrapped up with a puppy. Would you and everyone like to see the puppy?

Leonie ([13:22](#)):

<laugh> Do you even ask have to ask? Bilvy! [CHANTS]

Zita ([13:29](#)):

And he's made me a cup of tea. So...

Leonie ([13:30](#)):

You, the hottest thing ever made bill. Oh my God, go look at his little face. Oh, <laugh>, he's such a good bowser. You're such a, how do you even cope? How do you get work? Any work done whatsoever Bilvs?

Bilvy ([13:47](#)):

I just wait until he's asleep. And then for like 20% of his naps, I'm staring at him. And then for the other 80%, I can squeeze in a little bit of work.

Leonie ([13:56](#)):

Nice. Nice work life balance. What work/life/dog balance. <laugh> yes. That's it. Um, how much bigger is he gonna get?

Bilvy ([14:08](#)):

So I Googled this today because people keep asking and I keep saying, he'll probably get like, at least twice this size, like he'll keep growing for a while. But, um, I Googled today and apparently Chihuahuas stop growing around the nine month mark. He's currently five months old. So <laugh>, I hope he gets a bit bigger <laugh> so I'm not terrified to sleep in a bed with him, but um, he's not gonna get too much bigger than that. Oh

Leonie ([14:32](#)):

My God. So he's like a tea cup, apple headed chihuahua?

Bilvy ([14:38](#)):

Just, just an apple with tiny parents. That's all he, but he would fit in a teacup. If you wanted to.

Leonie ([14:45](#)):

If you're not watching this on video, you are fucking missing out, it is the cutest thing I've ever seen.

Zita ([14:51](#)):

Um,

Leonie ([14:52](#)):

I'll I'll go get the kids.

Zita ([14:54](#)):

Okay. <laugh>.

Bilvy ([14:55](#)):

No we're a little bit too squirmy to sit like this...

Leonie ([14:59](#)):

Oh, you're so special! Look how good you are sitting! You're so good at sitting and existing and being and looking! You're the best though. You're the perfect creation I've ever seen. Oh. And like both of you as well, and the dog.

Zita ([15:18](#)):

Mikasa don't listen.

Leonie ([15:22](#)):

Oh sorry Mikasa. you're our supreme ruler, we're your subjects.

Bilvy ([15:31](#)):

All right. Have fun with the rest of it. You guys. Bye.

Leonie ([15:36](#)):

Aww love you Bilvy, you're the cutest ever. Oh my God. That was the greatest. Thank you for everything.

Zita ([15:46](#)):

Brief interlude. I shall do some editing of the audio of this podcast. Cut some bits out. I can, uh, yeah. Can shorten that, but yeah. Puppy, puppy. Yeah.

Leonie ([16:03](#)):

What a treat. I am the most luckiest girl in the world.

Zita ([16:09](#)):

[Laughs] Let's jump back into boring questions that aren't about puppies <laugh>

Leonie ([16:15](#)):

Ew, why would we?

Zita ([16:17](#)):

No, they're very good questions. And our next question is from the lovely Suzanne who has asked, I would enjoy hearing about how you decided upon Kajabi and how it's worked for you. I'd also like to know what your skill is and what skillsets you've hired to help you get online.

Leonie ([16:34](#)):

Mm. Um, so Kajabi, I went back to, um, I I'd gone through kind a simplification mode in my business. So, you know, I went from having 25ish staff to, um, over a period of time, reducing it down intentionally because I didn't like managing a large team. It didn't, it wasn't enjoyable for me whatsoever. Um, and it felt like I'd gotten further and further away from the things that I loved and what I love is just, I love creating and I love sharing and connecting with the people that I share those creations with. And when you have a lot of staff, like all of a sudden you're managing people and like your job is managing drama

instead of doing the thing you love. Um, so, um, by, around, I, I think I was around 2018, 2019. I was like, right. Okay. Well, I wanted to like reclaim my business fully.

Leonie ([17:30](#)):

I wanted simplify it and, um, make it manageable so that I can tinker with it as much as I like, because we'd got to the point where I got so conflated while using all these software things to go together. So I needed staff in order to create webpages and to, you know, make lead magnets and checkouts and all that kind of stuff. So I couldn't create on the fly by that point. And so I was like, I need to reclaim it so that I can work with those creative urges are, have in me because that's how I'm built. Um, and so when I looked around Kajabi seemed like the right solution for that. And it definitely worked on that front because it was really easy to set up. Um, their live support at the time was amazing. Like if you get stuck, you could just like chat their live support. I dunno if it's quite as good as it used to be. I haven't chatted with them for a while.

Zita ([18:24](#)):

Yeah. I haven't either. The last time I did, I think they weren't able to solve the problem, but then I messaged you and you were like, oh no, the last time I spoke, the guy gave me a hack. Oh yeah. We're not meant to know about. And I was like, okay, thank you. <laugh>. So it also depends on who you get as well.

Leonie ([18:45](#)):

This, this is true. This is true. Um, yeah, like in those beginning days it was just fucking blissful. I couldn't stop talking about Kajabi because it just made so much sense for me. Yeah. And you know, and you hadn't used Kajabi before either. And so we were just kinda like working it out. Um, I really didn't want to hire, um, tech contractors anymore. Like I'd already done that and they're very, very expensive and it means that things take a lot longer to get done. Whereas like I prefer a bit of a DIY approach to stuff. Um, so it just worked for us to build those skills within ourselves. Both you and me can do basically whatever we want now, um, in the business to keep it rolling. And I know that that's not like every person's desire and that's fine, but it's what works for me. You've just gotta work towards your strengths. Um, Zita and me don't have a tech background. Like we don't, we don't have any qualifications whatsoever in tech. We are just really good at Googling stuff. And, um, searching you on YouTube, you know, for tutorials or live chatting, like chatting with the support to find out what the fuck we do here. <laugh>.

Zita ([20:01](#)):

Yeah. Well, and also I think like helping our older relatives do things <laugh>, or at least that's what I spend a lot of time doing. But then again, mum rang me the other day and was like, I need you to help me set up the wifi printer. And I was like, I can't do this over the phone. And then she messaged me a little while later and was like, thank God for YouTube video tutorials. And I was like, well done. <laugh>

Leonie ([20:26](#)):

Really?

Zita ([20:28](#)):

Yeah. But yeah, yeah. Um, the easier, the better that's what we like <laugh>

Leonie ([20:34](#)):

Yeah. Yes. We love that. So, yeah. Um, in terms of outsourcing, um, like what skills I hire, um, you know, I've gone through the process of hiring a lot of other skills. And for me personally, I just didn't find it as useful. I know that other people's journey is very different. Um, and also if you are building a business to sell or to be able to step away from absolutely you need to like hire all different kinds of skillsets for me in a business that's, it's not going to last longer than me because it's me, you know, it is my identity, um, and who I am. Um, I don't need to, to have a big team and it was counterproductive to my desires. So now I just hire people that I can get along with who have a, can do attitude basically.

Zita ([21:27](#)):

Yeah, pretty much. I mean, and in terms of contractors, like we've got, um, our tech guy Luis, who we use very sporadically probably maybe once or twice a year, if that, and it's usually to fix like major things that break, or we wanted to add a, like a Google yeah. Hacking or like Google CAPCHA forms and going through the back end of Google, we were just like, no, <laugh>, this is way too complicated. Um, and then last year, last year, the last three years have all just merged together. But at some point we were doing Facebook advertising and, um, we did use a couple of different contractors to sort of run all the back end of that. But then there was also discussion of me learning how to do it, um, which I was down to do. And if we ever went back to it, I'd be down to do again. But, um, in the end we were like, nah, fuck off social media. That's enough. <laugh> so we didn't have to worry about it. But, um, yeah, I think that's been probably the only two contractors I've worked with since working for you.

Leonie ([22:44](#)):

Yeah. Yeah. And then like, we've got our customer service person, Lydia, who is just part-time and my best mate, Tam, who like I've worked on and off with for years. And so she's doing the incubator with us at the moment to help coach with that. She's my accountability coach. Um, Zita actually used to -

Zita ([23:02](#)):

I used to work for her,

Leonie ([23:09](#)):

Um, so incestuous.

Zita ([23:13](#)):

It's great

Leonie ([23:14](#)):

In a cute way. Um, and an ethical, I know, I don't know, we can

Zita ([23:19](#)):

<laugh> stop that thought. Don't you love that? When your brain's like pulling all the levers to stop the train and the train just keeps going? <laughs>

Leonie ([23:31](#)):

Just keeps on going... It wants to go all the way.

Zita ([23:40](#)):

And in terms of like, what your skillset is, I think that can pretty much be answered by everything that I do, you know how to do, but why would you spend your time doing it when you could be spending your time being creative or coming up with new things or spending time with family, like even outside the business. And so I always say to people, like I wrote a blog post a little while back on how to hire a VA. And, and when, like when do you need to hire a VA? And one of my sort of points was, it's a good idea for you to know, at least the basics of, if you're hiring a VA, who's focusing on graphic design, you know, what you want in that and to know what you want means having some sort of understanding of color palettes and graphic design elements. And so, um, yeah, I think if you are wanting to hire someone for something, at least knowing what you want is a good start and that's a skill in itself.

Zita ([24:43](#)):

Really. Yeah. I've yeah. I've worked for, um, sort of just, I've done very quick contract work for people who are like, oh, I want a logo. And I'm like, well, cool. What's what colors do you like? And, and what sort of shapes and what sort of vibe and field do you want? And they have no idea how to answer that question. And that makes my job difficult because then I don't know what they want. So skillsets are, you can definitely hire people, but it's always a good idea to, to have some knowledge of what you want done.

Leonie ([25:19](#)):

Yeah. Yeah. For sure. And like with you, like one of the big things that I've done with you over the years is like really train you how to do copywriting because it's an essential part. So copywriting, it's what I teach in Sales Star. It's about how to use words, create sales pages, create emails that sell, and that really bring in the bucks. Like that's the, a very big component of my business and, um, through lots of ways. So I've like given Zita books, we've bought courses. Um, and you know, I had old training materials that I'd created as well that I gave her about it. Of course she has all the access to all of my programs. And then, um, you know, I'd give her feedback on like how to improve sales, emails and stuff when she first started doing them. Um, yeah, I think that was a really good skill to build up with you. Um, and even when I look at the expenses now, um, like at least \$2,000 a month goes to, um, books and courses that the company buys, you know, we just constantly educating ourselves.

Zita ([26:30](#)):

Yeah, absolutely. And I'm, I'm very grateful for it. I've, I've learned a lot.

Leonie ([26:36](#)):

It's been so fun.

Zita ([26:38](#)):

Yeah. It really has. And that actually talking about Sales Star sort of leads really nicely into our next question from Nancy who asks what's a good way to sell digital products. I don't have a website and was wondering if I should create a sales page and list my digital goods.

Leonie ([26:53](#)):

Yes.

Zita ([26:55](#)):

Yeah. <laugh> absolutely. Yes, that's it. And if you need any additional help with your sales page, you can go to Leoniedawson.com/sell

Leonie ([27:06](#)):

<laugh> that's it agreed. Um, I actually did a Sales Star coaching call this morning for our live round. And, um, two people asked me to review their sales page and I looked at one and she'd used the sales page checklist in sales star. And it was impeccable, no like amazing sales page. Amazing. She did so incredible and people were looking at it and they were like, holy shit, that sales page is so great. And I was like, I actually don't have any feedback for you cuz you've done exactly what I've told you to do. You've ticked off everything on the list. And some people, people like sometimes people like will halfass it. And they're like tick off half the things. And they wanted like, want me to have feedback about it? And I was like, okay, the feedback is finish the checklist <laugh> <laugh> and then the other person was like, oh, can you have a look at mine? And I said, well, before I look, have you used the sales page checklist? And she said, no, I haven't got to that yet. And I was like, I'll look at it once you've used the checklist, because all I'm gonna be saying to you is go use the checklist..

Zita ([28:04](#)):

Checklist. Yeah.

Leonie ([28:06](#)):

Checklist. Cause there's heaps of components to the sales page and you need to like build them. Like it's always like building Lego blocks into place in order to make it sell. Um, and you know, like people always like, yeah, but I don't really wanna do that. And I was like, well, you don't like money then if you don't wanna sell, that's fine. But don't tell me you wanna sell and don't take the time to do a proper sales page or a website.

Zita ([28:31](#)):

Yeah, no, that's exactly it. Um, Nancy goes on to say, um, for example, a product, like what to feed your senior dog, how to navigate epilepsy, how to apply for social security. And the only thing I would say is just do a - Those are very different, three different things to each other. So you would do a separate sales page. Um, for all three, I think some people think they can just list every product they've ever sold on the one page. And that's not a sales page. <laugh> that's a landing page or a shop page. <laugh>

Leonie ([29:03](#)):

Yeah. Oh yeah. Like it's, you can have a webpage, like you absolutely will need a webpage talk about you and then you go like, here's the three products I offer ya. Yeah. But then those products linked to the sales pages where they really sell you on that thing.

Zita ([29:18](#)):

Exactly. Um, so our next question is from Malaika. I do apologize if I have pronounced your name incorrectly. Um, and they ask, what system do you use to handle customer service inquiries? What system do you use to share sales orders with your manufacturers?

Leonie ([29:38](#)):

Ooh, um, the, the emails we keep are pretty simple. We have used something like a Zen desk before, but I found it was just complete overkill. Um, especially for one hour size, we just use Gmail and we, um, it's branded, you know, it's, it's like, like Google business, so, and it's branded with our URL. Um, so when you're emailing support@leoniedawson.com, it comes through our Gmail and we're sending back under the address. Um, our assistant we've got it like fairly systematized. So, um, our customer service person, um, goes in three times a week, Monday, Wednesday, Friday. Um, and just goes through the emails one by one by one, um, starts from the, um, back of the queue. Like, you know, the oldest email gets answered first and, um, we have the canned responses set up in there, like templates. So because, you know, 80% of the inquiries are ones that we get all the time.

Leonie ([30:40](#)):

And so they get like kind of a canned response back that then gets like altered to make sure that it answers every part of the question, um, for, you know, if she needs to forward it onto you or me for feedback on something that she doesn't know the answer to gets sent to us. Um, and it all gets cleared like down to zero by the end of that session. Takes her about mm, between three and five hours a week to do all our customer service emails. And we do, we have about 10,000 students a year. Um, so we have a lot of clients, but, um, you know, we try and pre answer questions for as long as we can. Uh, and we also did our project 10% where we reduce the time we halved the time actually that it's spent that we spent in our inbox. And you can find that at some shit if you Google Leonie Dawson Project 10%.

Zita ([31:31](#)):

Oh it in the show notes.

Leonie ([31:32](#)):

Oh, thank you. Nice. Did I answer that question?

Zita ([31:40](#)):

Uh, the other, yes. You, you did. The other question was what system do you use to share sales orders with your manufacturers?

Leonie ([31:48](#)):

Oh, um, there's, it depends on what, uh, manufacturer it is really. So, um, when we were doing print on demand through Lulu express, um, we had Shopify and it was all integrated. Um, Zita would have to do some follow up sometimes to fix shit.

Zita ([32:10](#)):

<laugh> don't, don't bring it up. <laugh> I was spending like three hours a day for close to six months just in the customer service inbox. <laugh>

Leonie ([32:30](#)):

Fixing product orders.

Zita ([32:32](#)):

Please don't speak to me about that time. <laugh>

Leonie ([32:34](#)):

That was, it was intense. So needless to say we don't do that anymore. Um, we also have had to, like, we had it over, we're all like doing workbooks and we had three different distribution houses. Um, they each had their own tech systems set up. And so we would just have to build tools to work around their tech systems really, as in like, sometimes it was like a daily or a twice daily email chute that sent the CSV file and we tried to automated as much as possible, but yeah, it really depends on what your people, what, what, what they need in order to spit it out and how much you can tech-ify it as much as possible.

Zita ([33:17](#)):

Yeah. That's, that's exactly it. And I mean, like we also use we've we've used and still use Etsy for some things. Um, so obviously like that's a digital product that's available on Etsy right now. So again, Etsy manages that we just have listed the product, people purchase it, Etsy sends them the download. Um, but yeah, usually if, if you're selling a physical product and you have a manufacturer, you will use something like Shopify and then a relevant plugin. Yeah. Um,

Leonie ([33:52](#)):

Yeah, the Shopify

Zita ([33:53](#)):

Get your shit shipped!

Leonie ([33:56](#)):

I hope there's a plugin. That's like got that as a tagline.

Zita ([34:00](#)):

That'd be great. Yeah. Um, cool. All right. Uh, our next question is from Laura and Laura would like to know your opinion on affiliate payments when the customer chooses a payment plan. If customers have payments spread out over three or even more payments, then when do affiliates get paid and how do you keep track of that?

Leonie ([34:24](#)):

Oh yeah. Um, ours is automatic, so they just get a straight percent. Um, so they get 50%. And so every time someone makes part of their payment plan, affiliates will get just the 50% of that. I'm like, if somebody has a payment plan and like, then I like pay somebody in full mm-hmm, <negative> not gonna work. Like, you know, cause there's gonna be issues. Um, so just a straight percent is good instead of doing like, oh, you know, if they buy this product, they get 50 bucks or whatever, um, percent works fine. And for us, we don't even really need to track it. It's all automatic and Kajabi. Um, yeah, we love that.

Zita ([35:03](#)):

Yeah. It's great. The only downside, and this would be the case with any software is that if someone defaults on their payment plan, it means that the affiliate does not get a percentage paid. Um, but that is obviously a sort of an inbuilt risk for both, you know, the entrepreneur selling and creating and also the affiliate <laugh> if you offer a payment plan, people will default on those payment plans. So unfortunately, that's the downside.

Leonie ([35:33](#)):

Yeah.

Zita ([35:36](#)):

Um, excellent. Uh, Rosa asks hi Leonie. I would love to learn from you how to create your style digital or handmade artwork illustrations that you include in your emails, blog and website.

Leonie ([35:49](#)):

Sure. Um, I did a whole, um, podcast episode on this for like how I do my digital illustration. Um, if you go lean endorse.com/tools as well, I've got links to what I use. Um, for the vast majority of my creative career, it was all hand drawn, um, with in pen. And then, um, I would like paint the background and then I would digitally collage them two, the two together that kind of color, color it without having to paint every single image. Um, but during the pandemic, I, um, bought myself an iPad and apple pen, um, and started playing around with procreate, which is an app on there. And now I think everything I do is, is digital illustration. Um, using, using that I did actually like upgrade to <laugh>, um, the iPad, like Pro-Max kind of version like the big, like the, the thick bitch. That's really expensive with the, um, apple pen too. Um, and I actually just found it too big and too hefty and I didn't like it. And so now my kids use it to scribble on and I just went back to the basic bitch, apple iPad <laugh> it's so, but

Zita ([37:14](#)):

What works works,

Leonie ([37:15](#)):

Right? What works works. I thought the big one would be better for like creating all the books and stuff, but there's something about just like a basic bitch, apple iPad. That's just a phenomenal slice.

Zita ([37:28](#)):

Well, that makes total sense because like, so my main work computer is just an iMac, just a desktop iMac, but then I also, and it's relatively new. I think I bought it in, in 2018, maybe even 2019, but like I've had what I'm on right now, which is my MacBook Pro, a 2011 model, I think. And I've had this since 2014 and I mean, I, I use my iMac a lot, like for the most part, that's the computer I use, but I have been using my laptop for the last like four weeks. And I think it stemmed from, I had COVID and so I was just on my laptop the whole time and I was like, oh, I have missed being curled up in a very uncomfortably looking shape. <laugh> with a laptop shoved under the covers, just working away. So it's just what works for you. I think

Leonie ([38:25](#)):

It is. And I'm actually exactly the same as you. I have, um, the apple air, like the Mac air MacBook air, um, 2013 edition, I think. And um, because I like the way the keyboard is on it. And I didn't like, the 2018 kind of style. I've gone back to this keyboard now, but, um, I even bought a second version a second one of these and it was like an old one that would just be sitting in the warehouse of Harvey Norman for four years. And I bought it

Zita ([39:00](#)):

Just in case, just so you have an emergency backup.

Leonie ([39:04](#)):

Because I don't use anything else. I don't use a main computer or anything like that. Just always laptop so I can cool up on bed.

Zita ([39:14](#)):

<laughs>Love it. Um, brilliant. Well, the next question is Jenny asks, do you have a content producing and marketing system? It's hard to say consistent and focused while looking after students and creating new courses?

Leonie ([39:30](#)):

Yeah, for sure. Um, we don't really have a system like we've got spreadsheet where we try and map out, um, what content we're gonna produce over the next, you know, few months or whatever. Um, but you know, sometimes shit gets busy and then it just falls to the side. Um, and that's okay. And then it's more like, oh fuck what I'm gonna create this week let's give it a go. And honestly like that unplanned approach is how 99% of the time in the last 20 years of doing this, it gets produced. Like I, you know, I, I get the idea of planning. It's just not something I'm very capable of or interested by.

Zita ([40:11](#)):

Yeah. I think probably the closest thing we come to planning is we do have, um, SOPs or standard operating procedures for, um, content producing in terms of like all the steps that you and I both need to do in order to create and then launch a new product, um, which is obviously super helpful, cuz there's so much involved that it is easy to forget stuff mm-hmm <affirmative> and we use, um, Asana, um, a sort of task management program, um, to do that where we've just got basically lists under different headings for what we need to do for the sales page, what we need to do for different aspects of the launch. Um, but other than that, um, most of the time I find out about a launch at the same time as everyone else, because I just get an email from Leonie, the same email that everyone else gets. It's like babes new course is open and I'm like, oh fuckin hell it's half past ten at night. <laugh> but it's great. It works well. And I'll just message Leonie the next morning and be like, okay, what am I doing? <laugh> and now I don't even need to do that. I'm like, okay, I know what I'm doing. So it works well,

Leonie ([41:27](#)):

It does work well. I used to drive other people just absolutely fucking bananas. Cause I'd wanna just do something like you, can't like, we've got the team on this and we're gonna do, um, so now I'm just like, oh, we're gonna do it. And we'll see what happens. I never know when it's gonna launch until it's like, oh, okay. I can launch right now. Like if somebody said to me, you have to launch something on this date, dead in the water can't but like ride that wave of energy and I'll just be like, I will do what the fuck whenever I want. And then I'm always so grateful for like how you respond to it though, because you're like, oh my God, this looks amazing. I'm so excited. This is gonna be so great. And um, you know, I can do this, this and this and this to support you. Is there any other things that you want me to support you with? Like how can I help you? Like what do you need from me? And I always just so appreciate that response of like celebration and support.

Zita ([42:20](#)):

Yeah. Well, and also I think like I'm, I'm naturally quite an anxious person. And so if I knew well in advance, it'll just give me time to worry <laugh> whereas you just cut that out for me. And so I'm like, oh, this is just joy. Excellent. Okay. I can cope with this <laugh>

Leonie ([42:38](#)):

Yeah, yeah. It's true. I'm not, oh, I, I don't really worry about anything. Um, so much so that like we've got like, we've got our house up for sale, um, at the moment our other house and my husband is very much a worrier. And um, I said to him, look just this once I'll manage the sales process, like I will manage like how I want it staged. I will manage like what agent I want to use. I wanna like, I'll do whatever I want to the house in order to prepare for sale. Um, you don't have to think about anything, baby. Um, cuz usually he like takes the lead on everything and he's like, actually that might be nice to not have to freak out about everything. Um, yeah. And, and um, like we've already got an offer and we're in negotiations today and his instinct is just to say yes to any offer, like, cause he wants to stop that like fear and anticipation and the freak out mode. Uh, and I'm like, yeah, just leave it up to Leonie's hands. And um, you know, we'll just spend, spend some time doing some negotiations. And so he was like, how are you feeling? How you feeling? I'm like fine. Like I don't even <laugh>

Zita ([43:50](#)):

It's

Leonie ([43:51](#)):

Everything's fine.

Zita ([43:54](#)):

I love it.

Leonie ([43:55](#)):

I wearing a t-shirt hardcore happiness noice.

Zita ([43:59](#)):

Oh yeah.

Leonie ([44:00](#)):

Oh worry. Free worry free since 83 and before, cause I was born in 82, but, rhyme.

Zita ([44:09](#)):

You spent the first year of your life just absolutely catatonic with worry and then you were fine.

Leonie ([44:16](#)):

Actually born. I was born in November, so it was only two months I've been catatonic with worry.

Zita ([44:21](#)):

Wow. And then you experienced a lifetime of worry in two months and then it

Leonie ([44:26](#)):

Hakuna Matata from January 1st onwards.

Zita ([44:28](#)):

Oh the dream. Um, yeah. Perfect. Well, so I've got um, uh, a few different questions now from Dora. Um, so Dora is totally new to the world of blog posts and was wondering whether you could help them with, um, what programs work best for creating artistic content for blog posts.

Leonie ([44:52](#)):

Cool. Um, you know, if you're not somebody who wants, who does it yourself, as in terms of like an artist or a writer using something like procreate or hand drawn stuff they get scanned in, um, people always use Canva. Otherwise I'd say can pretty much the go-to now and it's you can get it for free, noice.

Zita ([45:15](#)):

Yep. That's exactly it. And I mean, if you're creating your blog posts through something like Squarespace or Wix, they also have a lot of different themes and sort of design elements that are inbuilt that you can choose from. So you don't even have to do it yourself. So you've got lots of different options.

Leonie ([45:34](#)):

So many. Man, like I signed my blog in 2004 on BlogSpot <laugh> and I HTML coded the website myself on like notepad, because that's all I could do. Um,

Zita ([45:50](#)):

Do, do you wanna, do you wanna know something funny?

Leonie ([45:54](#)):

<laugh> yes. Please tell

Zita ([45:55](#)):

I was, I was, I was 10 when you were doing that. <laugh>

Leonie ([46:03](#)):

I dunno if it's like a funny or if it's more of a fucking burn old lady.

Zita ([46:09](#)):

Yeah. So the, the, for those of you who are listening to audio, the look that Leonie just gave me. Okay. Yes. Anyway, sorry.

Leonie ([46:21](#)):

I'm old. That's why tell Bilvy your roommate, like it's just Aunty Betty calling and, you know, sending her well wishes.

Zita ([46:32](#)):

Love it. Um, so Dora's next question was what's the best program for storing email lists?

Leonie ([46:40](#)):

Oh, um, okay. Well it's usually stored in whatever email provider you're using. So we have, um, we have, we use ActiveCampaign of course. And Kajabi does have quite a lot of how data as well, like our client contacts cuz it's, you know, we've been using it for dual purposes for quite a while. Um, but in terms of storing it, to be honest, we don't actually keep copies of it. We just leave it up to the software. Um, at a certain point I did like make a point that we would like download a copy of our list every single month, but we haven't in years. Zita's got no idea what I'm talking about. So clearly I haven't done it in three and a half years.

Zita ([47:25](#)):

The only time I've downloaded the list was when we moved from Kajabi to ActiveCampaign.

Leonie ([47:32](#)):

Hey, there we go. We've got one

Zita ([47:32](#)):

Yeah, that's fine. Um, yeah, I think it's just a matter of like, I mean yeah, if you're just looking to store it, I mean probably just download a CSV file and save it on your computer. But if, um, you're looking at something to run it then yeah. We've used ActiveCampaign, Kajabi. Um, for myself I use MailChimp. Um, they're great for starting out. Um, yeah. Yeah.

Leonie ([48:06](#)):

MailerLite's pretty good for starting out as well.

Zita ([48:10](#)):

Yeah, definitely. Yeah. Dora's next. Sorry.

Leonie ([48:15](#)):

Yeah, no problem.

Zita ([48:16](#)):

Uh do's next question. Is, are there any courses do you recommend I do other than yours, of course, for learning how to create using Photoshop or other programs, et cetera.

Leonie ([48:27](#)):

Oh, um, YouTubes usually got shit tons of stuff on there. Um, when we were like having to go like learn how to do InDesign and Photoshop and stuff like that, uh, we found a lynda.com subscription kind of helpful. So it's L Y N D A .com and they're like a subscription that you can pay for and you get access to all of their courses on there. And they've got a lot of Photoshop stuff on there. I will say however, they are boring as bat shit because they're intentionally trying to be as rage as possible. Um, <laugh> out of interest, you can get lynda.com subscriptions usually for free sometimes from via your library. Usually libraries have, um, their own subscription to it that you can access through them.

Zita ([49:16](#)):

That's really cool. I didn't know that.

Leonie ([49:19](#)):

Yeah, there you go.

Zita ([49:21](#)):

Hmm. And Dora's last question is what works better for you computer slash laptop wise, Microsoft or apple?

Leonie ([49:29](#)):

Yeah. So I've been using MacBook, uh, MacBook air since forever. Um, I used to be on PC that changed around 2005, maybe because a friend of mine lent me his Mac computer. He is like, just try it for the weekend doll. And I was like <makes noise>, And then I was like, and I'm like, I am fucking selling up my piece of shit laptop. I'm getting myself one of these bitches. That's what I did.

Zita ([50:02](#)):

Yeah. I, I have single handedly destroyed every like Microsoft PC that I've ever owned or was in my family home. I in my last PC computer melted Easter eggs accidentally into the fan because I just chucked my laptop on my bed. Not realizing that there was an open Easter egg and it just, I mean, the computer had a great time <laugh> cause it got to eat a whole Easter egg, but yeah. Um, Mac's fans come out the keyboard. So if I did that, it would be a problem <laugh> Mac, but right.

Leonie ([50:39](#)):

We nail it. I, I just find 'em so much more durable and easy, but honestly it's whatever works for your brain. It's whatever works for your brain. I just don't wanna go back to a PC ever again, because Mac's are like, there's so much more kind of unbreakable. There's so much more solid. They don't fuck up as much. They're just, it's good.

Zita ([50:59](#)):

Yeah. No, I, I agree completely. Um, our last question of the episode is from Shez who has to be Australian with a name like Shez, hell yeah. Um, and Shez asks, how do you decide on your pricing?

Leonie ([51:16](#)):

Oh, um, whatever the fuck you feel like basically that's, that's my way of dealing with it. So, um, whatever feels like a good fit for you. Um, whatever feels like a good place to start it and remember that you can change it and in time you can increase the price, you can reduce the price. Um, you can see what works for you. Like I've sold, you know, from like I've got one program at the moment it's like seven bucks maybe. Um, I've got courses for a hundred bucks, 200 bucks, 300 bucks. I think that's the highest at the moment. But you know, then I also sold like incubator, um, small group coaching program for 5,000 bucks. Um, I've run retreats for \$6,000 a person. Uh, I used to sell courses at a thousand dollars. Like I've sold at all different price wises, really just like what feels like a good fit for you and testing and see what works for your audience. And if you're in alignment with it, really, if you and your people are in alignment. Cool. Um, I do tend to like sell at the lower price point usually because I like to

teach more people than less. Um, and also like if you're selling at a higher price, you do need to spend more time selling. And um, so I tend to sell lower price point so I don't have spend as much time selling.

Leonie ([52:38](#)):

I still need to sell though, just to be clear, I do you still need to sell like that. Doesn't get me like exempt me from having to do a sales page or like do a proper launch, but it's not as intensive as like a \$2,000 program.

Zita ([52:55](#)):

Yeah. Yeah. Well, you've smashed it. You've answered all our tech tool, service software questions.

Leonie ([53:05](#)):

I know like I, I would give myself 10 outta 10 for that.

Zita ([53:08](#)):

Yeah, I would too. I think we've done great. There was, I mean, what we've had, we've had great answers. Great questions. Yes, puppy. Yes. And I got brought a cup of tea, so really? Yes, it's perfect.

Leonie ([53:23](#)):

I don't think there, like there's nothing more we could do, um, to improve upon perfection all. Alright darlings, thanks for listening. Um, the show notes will show you all the snazzy shit. Um, you'll be very excited to see all those links and the pictures of the puppy, cuz that's the most important thing here.

Leonie ([53:38](#)):

Okay bye!