

033 This Is Not a Promotion for B-School



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Rachel Rodgers

[Hello Seven](#) with Rachel Rodgers

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What is available for women entrepreneurs when we've done that initial education and training and we want to next-level? That is where Hello Seven comes in. And that's exactly why I created the Million Dollar Badass Mastermind because that is the gap that I saw. And I know it's there because I was looking for it.

Welcome to the *Hello Seven Podcast*. I'm your host, Rachel Rodgers, wife, mother of four children, a lover of Beyoncé, coffee drinker, and afro-wearer, and I just happen to be the CEO of a seven-figure business. I am on a mission to help every woman I meet become a millionaire. If you want to make more money, you are in the right place. Let's get it going.

Hello, friends. Welcome to another episode of *The Hello Seven Podcast*. This episode is titled This is Not a Promotion for B-School. I hope that made you laugh because it made me chuckle when I thought of it.

But you may have heard about a program called B-School. There may be lots of emails in your inbox right now about this program. And B-School is a great program created by Marie Forleo. I took it several years ago. There's networking that's valuable with the community that she's built there. There's lots of good education on starting your business and starting to grow it.

So, this is not a B-School-bashing episode, just so we're clear. And this is also not a promotion for B-School because probably there are lots of emails in your inbox right now about B-School. And the reason why is because Marie Forleo is incredibly smart and she has a lot of affiliates for her program.

And so, there are a lot of friends of mine and colleagues who are promoting B-School right now. And often, they will add a bonus if you buy through them, which is genius. And so, that is one of the reasons why, Every February, B-School takes over the internet. And if you are in this sort of

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women entrepreneur online marketing world, you will see lots and lots of promotions for it.

And I wanted to talk about B-School in a non-promotional way because I am not an affiliate for B-School. But I wanted to talk about it and talk about this issue of women entrepreneur's training that is fairly introductory. So, again, B-School is a great program. I think Marie Forleo is a genius. She has a great book that just came out recently and, I'm sure, makes millions of dollars in sales every year when she promotes B-School.

So, I think it's a great program. And I took it many years ago when I was building my law practice. And I found the networking very valuable and I got lots of clients from just interacting in the Facebook community. So, that was the value that it provided to me. And you get an education on things like copywriting, content marketing, building a website, creating your initial offers.

And it may have been further developed at this point, because I took it many years ago, so I'm sure that she's added things to it at this point. But B-School is one of the things that I thought of when I started Hello Seven, and I want to tell you a little bit about that.

So, when I was deciding to go into business coaching fulltime and I began building Hello Seven, I really started to look for the gap in the marketplace. I was looking for what's missing when it comes to serving women entrepreneurs, right? I was thinking about, who are the women entrepreneurs that I really want to serve in my coaching programs? And what is missing in the marketplace? What is needed in the marketplace?

And I feel that most of the training that is available, and that especially is geared towards women entrepreneurs starting businesses is really focused on beginning entrepreneurs. It's really sort of like business training 101, right?

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And it's needed. We need these programs because we all have to get our businesses off the ground at some point. We have to get them out of our heads and into reality and start making money and start creating offers and start marketing ourselves and start becoming known.

And so, I think that's really important. However, I do feel like there are a lot of training programs these days that are really geared towards beginners. And if you just think about B-School, it is so successful that it has created a gap in the marketplace in itself because there are so many women entrepreneurs that enroll in B-School every year. Once they complete B-School and once they execute the trainings that they've learned and they get their business to \$100,000 or maybe more in revenue, where is the training that comes after that?

What is available for women entrepreneurs when we've done that initial education and training and we want to next-level? So, that is where Hello Seven comes in and that's exactly why I created the Million Dollar Badass Mastermind. Because that is the gap that I saw. And I know it's there because I was looking for it.

When I built my law practice, I started to plateau around \$600,000 in revenue. And for several years, I would make consistently around \$600,000 in revenue, which is a lot of money. So, that's a good amount of money, but I knew that I had the skills and the commitment and the intelligence to scale to seven figures. But I just didn't have the strategies and I didn't know where to get them.

Really, there were not a lot of programs available, and there still aren't to this day, that really help you get to that seven-figure mark, okay. And the programs that are out there to help you get past seven figures are really run by white guys and they're really created for white guys. Which means that there are very few women in those programs. There are very few people of color in those programs.

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And that means that the issues of women and people of color that they have as they start to build businesses and scale businesses are not being addressed in these programs. And the reason why I know that these programs have mostly white guys is because several of the white guys that run these masterminds have reached out to me and said, “Hey, can you talk to me about how to diversify my clientele? How to create a more inclusive environment, can you give me some advice on that?”

So, there are a lot of guys running masterminds that maybe want their programs to be more diverse. But the reality is that they are not. And sometimes they are not comfortable places for women or people of color.

And so, when I decided to start Hello Seven, I really wanted to focus on those who already knew how to start a business, who had setup their marketing and got a certain amount of clients and they started to have some success and they’re making a certain amount of money. And now they’re trying to figure out, “How do I next-level? How do I get to seven figures?”

That is who I really wanted to serve with my mastermind. And so, if you are receiving a lot of emails right now about B-School, and maybe you’re feeling a little left out, if you have already gotten that kind of training or maybe you’ve taken B-School in the past and you’re looking for “What is next for me? How do I figure out how to go from \$100,000, \$200,000, \$300,000 to seven figures and more?” That is where I come in. And that is where I can help you and my team can help you to get to that next level.

Ad I really love serving entrepreneurs at this level because there, again, is so much marketing out there that says, “Get to six figures. It’s all about that six-figure mark.” But the reality is, when you arrive at six figures, you should feel proud and you should celebrate that, right? Because that is something that is pretty rare still to this day.

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It is very challenging for women entrepreneurs to get to six figures. So, if you've gotten there, pat yourself on the back. But I guarantee you that, most likely, when you arrived at that six-figure mark, you didn't really necessarily feel like celebrating because you probably realized that you have a whole host of new problems.

You are probably experiencing more stress. You are probably experiencing more business challenges. You may be selling too many things and have a general lack of focus in your business so you feel pulled in a million directions because you've been just creating offers as clients have come to you and asked you to serve them in whatever way, right?

You need to hire people, but you're probably afraid to do it. You might have a part-time virtual assistant but you're scared to hire the employees that you know you need to scale to that next level. You're afraid you won't be a good manager. Often, that's why we're not hiring because we don't know how to manage people. And so that is a skill that we need to acquire.

We might be afraid that clients are going to disappear. You're probably still having feast-or-famine months where you might have your first \$20,000 month and be so excited about it, and then the next month you make \$5000 and now you're terrified, right? So, you need reliable recurring revenue.

And you need to focus on your brand, like what is the main thing that you're going to do? What is the main problem that you solve? What is the main type of client that you serve? And the other issue is, you don't have systems in your business. Even if you do have a team, you don't have systems, and so you're running around like a crazy person all the time.

So, these are some of the problems you might be experiencing when you hit that six-figure mark. And you also might be feeling like you don't have enough money to really solve those problems. Maybe you're feeling like, "I

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don't have enough revenue to hire." Or, "I'm scared to hire because of these feast-or-famine months. One month is going to be easy to pay that assistant, but the next month might be really hard," right?

So I want to really share some of the things that I teach in my program that really are meant to serve those entrepreneurs that are around early six figures; \$100,000, \$200,000, \$300,000, right?

And here's the difference; we're not teaching you how to get a website up. We're not teaching you basic copywriting. We're not teaching you really basic content marketing. And I don't mean basic to be insulting. I'm just saying that this is not the Entrepreneurship 101 level that I am teaching. It's really much more advanced.

And so, the kinds of topics that we're talking about and that I'm doing trainings on in my mastermind are hiring and building a team, how to hire a salesperson, which is something that you probably need to do once you get to a certain level. If you're in that early six figures, it might be time for you to hire a salesperson. If you're a lawyer, it might be time for you to hire another lawyer. If you're an accountant, it might be time to hire another accountant. If you're a coach, it might be time to hire another coach.

You probably need to hire people to help you execute the client work because you cannot do it all by yourself. One of the other things that I teach in my program is how to take your expertise and turn it into a proprietary system. You need to system.

You need to systematize your business. You need to capture the intellectual property in your business and turn it into a proprietary system that you can use to take clients from A to Z, to take clients from when they're at right now to the results that they want. That's what you need. And so, that's one of the other things that I teach in my program.

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We teach how to sell. How do you run a sales call? There are a lot of entrepreneurs out there that are in that six-figure range that have never done a sales call and don't know how to do them. And so that is one of the things that I teach in my program as well.

I also teach our clients how to automate and systematize your marketing because you don't want feast-or-famine. You want a steady flow of new potential clients coming into your business every single month. How do you make that happen? We teach the machine that helps you get there.

We are also teaching you how to create your signature event, how to host retreats, how to streamline your offers and overall creating a business that is a lot more leveraged. And we teach you how to get on podcasts, how to launch your own podcast, how to get a book deal, how to get speaking gigs. These are some of the more advanced topics that we need to discuss once we've hit six figures and we're ready for more, okay.

And so, I really just wanted to point that out to you, that there is advanced business training available to you if you feel like the early entrepreneurship training, that there's a lot of those options, there's a lot of programs like that for women entrepreneurs. And I want to show you that, at a certain point, you don't need another program that's going to teach you some of that beginning marketing strategies and some of those beginning strategies of building a business.

And those programs are awesome. But we need the program that comes after it as well. We need to know, once we get to six figures, how do we get to seven? Because only 2% of women entrepreneurs are actually building million-dollar-plus businesses. And I want to see more of that, I want to see more women building seven-figure and eight-figure businesses and growing far beyond \$100,000.

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If you are ambitious and that's what you want for yourself, I want to help you get there. So, that's what we do in MDB. MDB is essentially like a post-doc in entrepreneurship. So, if you are feeling left out of all the B-School marketing and you feel like that's not what you need but you need something, you need some coaching, you need some training, you need a community of women entrepreneurs.

Let's talk about that for a second. I don't know if you're experiencing this, but I know I certainly experienced this. I felt like every Facebook community or event or retreat or just every different place that I would commune with other entrepreneurs, particularly women entrepreneurs, those communities were filled with lots of really introductory clients.

And when you are trying to figure out how to solve your sales problem, when you're trying to figure out how to solve your hiring problem, when you are trying to solve these higher-level systems issues or intellectual property issues, you really want to be in a community of more advanced entrepreneurs that understand those issues and that can give you great feedback and have been through that and can share a name of somebody that can help you with that.

And that is one of the reasons why the networking for women entrepreneurs is so important. And so, I applaud Marie Forleo and what she's created in B-School and I think it's a great program. I'm not an affiliate for it, but I think it's awesome. And I don't think it's a bad choice if people choose to do that. But I just want to talk about the gap in the marketplace and how we also need advanced training to really help women get to seven-figures so that we can change that statistic and really get more like 5% and 10% and maybe one day 20% of women entrepreneurs running seven-figure businesses because that is the kind of stuff that can really change the world.

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So, if you're feeling left out of all the B-School marketing and you feel like that's not what you need but you need some kind of training and coaching and community, then MDB might be right for you. You should check it out.

Million Dollar Badass is our advanced business mastermind for six-figure women entrepreneurs. We focus on creating lasting scalable businesses while also addressing the very real issues that are specific to the experience of those who are not men.

MDB is not for all women, or all entrepreneurs. And it is not simply a coaching program. MDB is a system for six-figure earners to scale strategically. I want every woman to know what it feels like to wield economic power. This is my mission.

In order to go from 100K to a million, your business needs an identity that your clients connect with on a deep level and that inspires them to specific action. It also needs intellectual property that can be leveraged to the nth degree to scale your business and generate revenue even when you aren't working. It also needs an implementation strategy that doesn't require your constant time and attention.

All of our coaching, materials, and training are designed around these three elements to take you from 100K to a million. If you're ready to do the work and also crave a community that will support you in your growth, apply right now for the Million Dollar Badass Mastermind by visiting helloseven.co/apply.

Don't wait too long because our next group of members will begin on March 10th. You'll have the opportunity to join us in France for our Million Dollar Made Retreat, May 17th through the 23rd, and for a special slay-cation, a Build Your Brand Retreat in Taos, New Mexico, July 19th through the 25th.

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If you're currently running a business that generates six figures or more per year, this is your invitation to learn more and join Million Dollar Badass. Go to helloseven.co/apply and you'll fill out a short application and select a time for your interview with our enrollment specialist.

And if you're not at that point in your business yet, let this inspire you and help us spread the word. If there are a few women in your life who are at this level, it's likely they are looking for something like this too. I guarantee it.

I hope to meet a select few of you in March. Submit your application and secure your interview at helloseven.co/apply.