

# Entre-Talk 31: What We Learned From Taylor Swift



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Jody Moore

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I'm Jody Moore and this is *Better Than Happy, Entre-Talk: What We Learned from Taylor Swift*.

This is *Better Than Happy*, the podcast where we study what the healthiest, most successful people in today's world think, feel and do. And we leverage this knowledge to create our best lives. Are you ready, little bird? Let's fly.

Hello, everybody. How's it going, entrepreneurs? The last couple weeks I did not publish *Entre-Talk* episodes. I'm so sorry. But I'm going to make it up to you because I've put together a really amazing workshop/webinar that I want to offer to you, the price is free.

And what I'm going to be teaching you on that webinar is if I lost everything today, if my business was totally gone for some reason and I had no followers, no podcast, nobody knew my name, no email list, no team, little to no money. I'm going to show you exactly what I would do to create a thriving six figure business that would have the potential to grow to seven figures in today's world given the current economy, given the current rules of social media, given just all the factors that come into play.

I'm going to tell you exactly what I would do. It's three simple steps. I do not worry about losing my business because I know how to build a successful coaching or teaching or expert healer type business. And I want to teach it to you for free. So it's happening very soon, from the day this episode airs, I think it's about 10 days away or so, 12 days maybe.

So make sure you register, go to [jodymoore.com/webinar](http://jodymoore.com/webinar) and I think there's two options so that you can try to get to one live if you want because it will be more beneficial if you can get there live. We will of course send out a replay if you can't, so [jodymoore.com/webinar](http://jodymoore.com/webinar). I'll see you there.

Okay, today I want to talk to you about Taylor Swift. How does that sound? Now, I really do kind of want to spend some time thinking through just Taylor Swift's phenomenon she's created this year with her Ares Tour and everything going on with it. But for today's episode there is one huge

## Entre-Talk 31: What We Learned From Taylor Swift

lesson that I want to make sure you take away from what we've witnessed over the last year I guess you could say with Taylor Swift.

This came up today in the coaching I was doing with business students and it came up a couple of times actually where people will say to me, "My clients can't afford me." Sometimes it sounds like they used to be able to but now that interest rates or inflation has gone up and the economy has shifted, now they can't afford me. Or I changed my program, I raised my prices, now they can't afford me. Other times I hear people just say it right off the bat, I want to do this thing, I want to serve these people, but I'm just worried that they can't afford me.

And then as you start building your business, you're going to hear people say, "It sounds good, I just don't have the money." It's the number one reason people will give for not buying. And a lot of people will teach you that's a lie, it's not true. And I don't like to think of it that way. I don't like to think of people as lying to me. I know they don't feel like they're lying, and there are things that I don't buy and I tell myself it's because I don't have the money for it.

What people mean when they say it's a lie is that what they're really saying is they're not willing to pay the money for it. They don't see the value. It doesn't feel like it might be as valuable as what you're asking. You know how we know? Because people are beating down the door to try to give Taylor Swift their money and she can't take it from everyone because she doesn't have the room in the stadiums where she's doing her shows to fit everyone. And people are ticked about it.

People are mad at Ticketmaster. People are so jealous of their friends who were able to get in the queue and pay money, good high prices, even. We're not talking like just dollar bills here. We're talking in the hundreds, if not more to buy Taylor Swift tickets. People have some money and they are not only willing to spend it, they are begging to spend it on something that they really want.

## Entre-Talk 31: What We Learned From Taylor Swift

Here's what's powerful about this beautiful demonstration Taylor Swift just reminded us of and gave us. My guess is some of you, your audience is a bunch of Swifties, the same people you're telling me they can't afford me now, if I said, "Listen, I got some Taylor Swift tickets, would you like to buy them?" They'd be all over it. Not all of them, there are a lot of people who can't afford Taylor Swift tickets, I get that, but there are plenty who can.

So if you have this belief, people can't afford me, if you're hearing that over and over again, people are saying, "I just don't have the money." Then you either need to make your offer more valuable, you need to line it up more closely with what people really need and want, and/or you need to do a better job illustrating the value. How do we illustrate the value? We do it partly through selling, but also partly through giving some value ahead of time through providing people with results before they've ever even bought anything from us, either low priced or free.

That's why we all love Taylor Swift because we can buy her music for \$15 for a CD. What does it cost now? I don't know. We all stream it. So whatever that costs, it's pretty low priced. That's how we know we love the way we feel when we listen to her music and that's why we all want to go to her show. So there are enough people that have money. There are enough people that can afford what you offer to help you be successful, I promise you.

You are not thinking about them, you're not talking to them, you're not attracting them. You haven't created an offer that they're dying to get and/or you're not telling them about it. Those are all things you can control. You know what you can't control? The economy, inflation rates, whether or not people show up for things. You can make an impact there but you can't completely control other people.

But you can control what you do, how amazing and valuable it is, how you talk about it, how specifically it meets the needs of the person you're trying to serve, how compelling you make that offer, how much urgency you create around getting it now versus waiting. And how you sell people on themselves, on the idea that they can achieve the result that you promise

## Entre-Talk 31: What We Learned From Taylor Swift

and how often you talk about it, how often you invite people, how much content you put out there. Double down, triple down, 10X your efforts. Go big, talk about it everywhere.

Barbie movie taught us this too, Barbie movie just put pink everywhere for months leading up to it. So we're all on the edge of our seats waiting to see it whether you like the movie or not, you can't deny that the marketing team nailed it. You know why? Because they talked about it everywhere all the time, that is the important thing.

Last thing I want to say. If in your mind you're like my ideal client can't afford me, then you have the wrong ideal client. You need to have a client who wants whatever you offer, needs what you have, is willing to pay money to solve it and has the money, can afford to solve it. That is your ideal client. When you understand that, you will think about that person, you will talk to that person, you will create content for that person. You will create opportunities for that person and then you will attract that person.

But if you are thinking about the person who can't afford it, that's who you will attract. And listen, this is not about judgment. I want you to know that through all of your free content, you're going to serve the people that can't afford you and that's a beautiful thing. That's an amazing part of the world that we live in today and the way that I teach marketing. We want to help those people.

But to have a thriving business, to be able to keep providing the free help, you need people who can afford you, talk to them, invite them, picture them. Thanks for the reminder, Taylor Swift, turns out a lot of people have a lot of discretionary money. Let's help them put it to use in a way that will serve them and their lives better. Thanks for joining me, entrepreneurs, I'll see you next time.

If you are a coach, healer or expert who is not yet making six figures, or not sure you're set up properly to grow to seven figures and beyond, go take my free training. It's at [jodysfree-training.com](http://jodysfree-training.com). I'll see you there.