

#003 How to Monetize Your Business in 3 Steps

with Megan Galane featuring Rachel & Kyle Wright

Megan: Thank you so much for joining me on Refuse Defeat, I'm so excited to hear you guys' story about your business and your failure that you overcame! Are you ready? Actually let's introduce you guys, give me a sure brief introduction.

Rachel: Oh my gosh well we're, I'm Rachel Wright and this is my husband Kyle Wright and we co-founded Wright Wellness Center. We we're on a mission to bridge the gap between a self-help book and a therapist couch because sex, relationships, and mental health are something we all deal with on a day-to-day basis and yet something that is not talk about enough or taught about enough (**Kyle:** at all) in our culture. Yeah!

Megan: And I met you guys at a seminar that I went to and I just love you guy's mission and that exact explanation on what you do and it drew me to you guys even more, and I recently went through something similar so it was great learning what you guys offer as it would have been nice to know before.

Rachel: Well thank you (**Kyle:** Thank you) and that's really our goal is to become like the preventative care of relationships and our lives instead of, you know, treating things after they've already gone off the rails.

Kyle: Yeah, that's one of the things we here the most is, you know, Oh I wish I had seen you guys earlier or I wish I had access this information earlier because that relationship might have gone better or differently or that break up would have been easier and more productive, and there's just not a lot of resources out there for healthy happy relationships.

Megan: Something else that we talked about was like the low libido course that you guys offer. Information on low libido which it was amazing. I never heard of it before like I had problems and so it was awesome to this year like somebody can teach it.

Rachel: Yes! Yes exactly, another thing that we don't talk about enough, you know, as a women especially. I mean men go through it too but women go through periods of low libido all the time and yet we're program to think like oh something's wrong with me, and a lot of times it's not I mean sometimes there're things that can be tweaked and you know worked on but a lot of times it's nothing wrong with you.

Megan: People, doctors — people don't realize that nothing's wrong with them.

Rachel: Exactly!

Megan: Let's get into our first question — how did you, well you guys kind of answered it in your intro, but how did you actually get started in your own company? Like tell me that process of how it all came about.

Kyle: Well so it's actually really, really interesting. So we, you know, tried dating long distance when we first met and I was really bad at communicating. I was pretty closed off to my emotions due to the job I was working at I have to have very tough exterior shell and (**Rachel:** He's just an asshole.) I was an asshole. Oh wait, I'm for real a bit I was a real jerk at most times and I remember we had this really big fight and I just kept making it worse, and worse, and worse, while saying the dumbest shit over and, over and, over again that was making everything just — worse and eventually, you know, we got through the argument and we made amends and everything turned out fine and Rachel came to me and she's like, do you want to have some dialogue to make sure you were saying what you really want to say instead of what you were saying? So you know we can structure an argument more effectively? I was like YES, honestly I just want to know what to say instead of just whatever's in my mind, I want to have a proper way of explaining myself and that was a great start to us using communication skills that Rachel had learned in her marriage family therapy licensing (**Rachel:** My master's program) and that's the start and then a couple of years later I'm still, I was bartending and I was just miserable I've always wanted to start my own company and Rachel needed help and her therapy practice and you know she kept having couples come to her and they think they need therapy, but what they really needed was more effective communication skills, and once they do had a talk to each other they stop coming because turns out that's all they needed and so one thing led to another and we wanted to kind of join forces and help more people go through what we went through in terms of having more effective communication and healthier communication and that was really the beginning.

Megan: That's pretty awesome I didn't know the first part was kicking ass. They seem so perfect so it's like, no way that you guys have arguments, I don't believe it.

Rachel: Right? We hated each other when we first met, like HATED each other and it's only because of the tools that I learn getting my masters which is ridiculous you should

not and I don't like the word should but you should not have to be getting a master's degree in clinical psychology to learn how to fight with your partner.

Kyle: No!

Megan: Yeah, that's something a lot of people are missing, you don't have to get that degree. What was your biggest failure in working together or the business as a whole? What is your biggest failure that sticks to your mind?

Kyle: Oh, well you go first?

Rachel: Yeah I'll go first, so our biggest failure came from a place of really wanting to be of service but not knowing how to be business people. So we created so much content, like (**Kyle:** Stupid amounts!) people who were in content marketing would look over our stuff and be like I don't understand how you're doing so much stuff (**Megan:** Oh my gosh!) and we had no income from the business but we were helping a lot of people with a lot of free stuff and we were like YEEY, it's working and then we realized we couldn't pay our bills. And it was this horrible moment of like "Oh we're doing everything but it's not a business". It's not serving us the way it's serving other people and that for me was our biggest failure that we overcame it was really hitting that bottom point of like, Holy shit we're not making any money. Helping a lot of people which is what we want to do but we need to do that and be able to eat food.

Megan: Good food, not just common.

Rachel and Kyle: Yeah exactly!

Kyle: Well you know it's funny is that I was thinking about that too in terms of our business but retrospectively I wouldn't even call that a failure, that was more of a misguided attempts to do what we thought we need to do, for me the biggest failure was not believing in myself for the first two years of our business. I didn't think that I had any skills to bring to the table I completely discounted, discredited, and walked away from all of my life experience that totally plays into what we do and I was like that doesn't mean anything, I've just been talking to people for a decade (**Rachel:** and teaching them and training them.) Yeah exactly! I've just been reading and talking to people for a decade but that doesn't matter at all I can talk to people about the relationships and that really held both of us back for a good amount of time until when you know only in the last bit that I really been able to step out of that mindset and kind of trust myself to do what we're doing.

Megan: And you have a men's class as well that you teaches, right?

Kyle: Yeah, I do men's coaching one-on-one called modern masculinity where it's helping guys really claim what they want out of their masculinity. I think that you know we're kind of operating, a lot of guys are pulled of what being a man is, but not a lot of people ask them what makes them feel like a man. What they want that to mean in this really evolved world were living in, I think a lot of guys are kind of left out in the darkness on (**Rachel:** It's confusing). It is very confusing on you know what it is to be you know a guy anymore because you don't need to build a fire to live you know, you don't need to go hunting to get your food. What we grew up knowing is being like a manly thing isn't really there anymore, it's not a reality so I help guys can claim what they want out of masculinity.

Megan: Very interesting. What lessons did you both learn in both of those certain failures/circumstances that help you succeed? Like one extreme lesson that like will stuck to you.

Rachel: Mindset is everything! EVERYTHING...and the more I take care of myself the more Kyle takes care of himself, the more that we love on each other, the more we can help other people.

Megan: Okay and then, how can our listeners say, ok I'm giving a ton of free content! How did you monetize this business? Like tell me how you did that.

Kyle: So the first thing we did was stop making new things. You know the only thing we done new ever since we kind of had that revelation was that we've recorded new podcast episodes, you know normal things like that but what we ended up doing was looking at the wealth of content we've created, looked at what our goals will be in the next three months — not 6 months, not 9 months — next three months like it's a short period of time (**Kyle and Rachel:** 90 days anyone?). What we realize, that so we need to use what we have made more effectively so we picked a theme for each month, went back to our content, and picked at everything that went in to be categorized all the content underneath the themes that we wanted to have and then based on what we are planning for the business, we reroll out old content repurpose in new ways underneath the themes for each month.

Rachel: So for example we themed May and June to be all about relationships and so we had probably 30 blogs — 30+ blogs on relationships that we had created over the past and what we did was picked the top 5 based on feedback, based on popularity,

based on traffic, (**Kyle:** Analytics) analytics all that good stuff and we created discussion and Facebook lives, and interaction, and conversation around those five blogs. And what we realize was we were doing our potential clients, our current clients a total disservice by just continuing to give them new stuff new stuff new stuff new stuff. When we actually took the time to really, sit in the material, they have more absorption time and we're able to actually get out of the blog what we had hoped and what we had wanted them to get out of it instead of just fire hosing down with all of this information totally from a good place but they're like "Whoa! This is like too much". So really narrowing in and realizing that we had everything we needed. We just needed to like stop like Kyle said and really just expand on the conversation on what we have already created.

Kyle: Yeah!

Megan: And how do clients reach out to you? Is it a 1 on 1 classes, how did you monetize that section of your business?

Rachel: So we do monthly master classes and that is our lowest entry point in quotes. There \$17, you get lifetime access, we present it live it's really like (**Kyle:** It's cool!) it's amazing. I love our monthly master classes. Then we both work one-on-one with people, we work 2 on 2 with couples — we work one-on-one with couples also — and I run a program like you mentioned earlier called ladies and libidos and then I think Kyle might be starting up a group format of modern masculinity in the next few months.

Megan: Perfect, you want to share anything about your new launch that's going on?

Rachel: Oh so exciting (**Kyle:** Super excited!), so our signature program is called Revive Your Relationship and Revive Your Relationship is the class that we all really needed and wish that we had in high school or college or at any point in life about sex relationships and mental health and it is really those fundamental skills and it builds upon that to really teach people how to have the relationship of their dreams and it's all based on research. So this is our third launch of this program and each time we have updated it with the most up-to-date research that has come out. So I like to think of us as a filtration system because scientific journals are really hard to read and their super boring but I happen to love them. I'm not a total nerd! So I'll read them and put them into a little bit like more plain English and then Kyle reads that and then turns it into even more understandable English like (**Kyle:** Like food and car metaphors).

Megan: That's pretty awesome so you break it down and then you're bridging that gap that you wanted to bridge.

Rachel: Exactly, exactly, yeah!

Kyle: Exactly. Well you know one of the biggest stigmas that we're trying to kill among, you know many of them out there, one of the biggest stigmas that we're trying to kill is if you're going to do any kind of relationship work, you know communication skills or work around your sexuality, your libido or you know in your own mind set of how you think about yourself entering a relationship, nothing's wrong when you're doing that. It's not a bad thing, you're not weak or a failure for doing these things. What you're doing is something more powerful than most people out there in the world you're actually saying hey, I never got a class or any form of education on how to be successful in a relationship. I want to go be better at that because I want to be a good partner and to me, that is what the strongest things anyone can do and yet so much of our society looks at that as weakness when really it's fucking powerful.

Megan: Yeah, it is! I'm excited. I'm signing up for it. (**Rachel:** YEEEEY!) So I'm excited about it. If you're interested on Refused Defeat on signing up or learning more about Rachel & Kyle you can click all the details in the description or below the video and it'll also be linked on the website and you're going to link right back to the Wright Wellness Center, so thank you for joining us today. We are so excited here at Refused Defeat to keep bringing you failures from entrepreneurs. Thank you.

Rachel: Thank you for having us.