

Low Hanging System

Interview/Q&A with Beth S.

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(Transcript of video interview conducted by Michaela, one of Rachel's team; edited for technical issues/repetitive/etc.)

Michaela: So jumping right in, what made you sign up for the Low Hanging System in the first place?

Beth: Yeah, well I was looking around for something to do online that I could do while moving around a little bit, traveling a little bit, not being tied to a job that I had hours to go into. I had quit my job and moved in with my boyfriend, and so I wanted to be able to have some more flexibility, but I wanted to still make a little bit of money.

I just started searching around. I watched a lot of webinars on different programs and the Low Hanging System just seemed to be the one that made the most sense. Like it was win-win all the way around for everybody. I could understand why Rachel would be offering that kind of system.

I was like, "Oh, I can see how she's going to profit from this." But in the same sense, I'm in a profit as well and I could understand, it made a lot of sense. There was a lot of webinars I watched and I was like, "Wait, this doesn't sound like a good deal for me."

Michaela: Had you tried other business models in the past, or this was kind of your first go at the online stuff?

Beth: Yeah, this was my first real go. I mean, like I'd said, I'd watched, try this one, try that one, but I hadn't really, I hadn't bitten on any of them before that. So, yeah, first one I went with.

Michaela: Okay, awesome. And once you signed up for the Low Hanging System, did you actually get started right away? Was there any confusion, hesitation, or did you just dive right in?

Beth: I did. I just dove right in. I mean, I had, the only thing I had done before that was, I had set up a website, just a simple WordPress, nothing fancy. But I had done that, and so then I already had a business email I could use, you know what I mean? Instead of using my own personal email.

But then no, other than that, it was just simply going through the training and getting started. And I did that right away. I knew I wanted, I was looking for something, so it wasn't like, a good time will come. It was like, now is the time.

Michaela: Right, you were ready.

Beth: I was ready, yup.

Michaela: Do you remember about how many designs you had up for sale before you made your very first sale?

Beth: Yeah. You know, I had to think about that. So, I know my first sale was kind of cheating. Because I had Rachel critique a mug on one of the phone calls *[group coaching calls, part of the advanced LHS Jumpstart]*, and one of the fellow students loved it and bought it.

Michaela: Oh, okay. Well, hey, that's super exciting.

Beth: So, it is a legitimate first sale, I know, but it wasn't like it got out there and it got searched and everything. It's the only time that mug

has actually sold. So, that was a sale, but I think it was probably, I would say I'm gonna guess end of May. I guess I started February, end of May.

How many listings I had? Oh, I don't know. Probably over a hundred.

Michaela: Okay, wow. Over a hundred.

Beth: But that's a guesstimation. I am not a hundred percent positive.

I know it was a couple, it was a couple of months before I got my first sale.

Michaela: And around how many designs do you have now?

Beth: I had to look that up. So, I mean that's kind of a funny question. I know everyone asks that question. So, I looked at my stats, and I have 925 sayings, images, designs, but almost every single one of those is on at least three. So, white mug, black mug, travel. So, on Amazon, my listing is 3,862.

But do you know what I mean? Like they count an 11 ounce and a 15 ounce separate listings.

Like the black, and the white. So I would say actual designs. I'm almost to a thousand.

And like I said, they're, that design is multiplied at least by three, if not by six.

Michaela: And what product do you sell the most of, if you're okay to share that?

Beth: Yeah, black mugs and travel mugs.

Michaela: Black mugs. Oh, interesting. Okay.

Beth: By far. By far.

Michaela: Wow. Okay, cool. And how do you feel about the results that

you've had so far?

Beth: The results, I'm pretty pleased. If you work the system, I think the system works. I find myself struggling with me actually working the system and doing what I want to do. I think listing every day, three to five listings a day really does help. I find when I do that, my sales pick up, and when I drop off and I don't get there, my sales drop. So, I mean, not huge. I'm still not doing huge, huge numbers in any way. But I do notice the more I list, the better things go.

Michaela: The more you put into it, the more you get out of it basically.

Beth: Very, very, very much so.

Michaela: And how much time would you say that you spend doing LHS related things each day or each week? On average?

Beth: I would say, I'm going to guess about three to five hours, probably four, sometimes five days a week.

Michaela: So you're spending a decent amount of time.

Beth: Yeah, I mean, like I said, I don't have another full-time job that's pulling me away, and I also don't really want, I really don't want to be putting 40, 50 hours into it.

So, that's about right. And actually if I can nail that, if I can do four hours a day, four hours for five days a week, I feel really good about, I'm pleased and I feel like I'm meeting my goals. That's what I aim for. But there are many days that it's not that many. But then again, there's also, there's been hundreds of times I've been sitting at dinner, or I've been shopping for groceries, and I come up with an idea, and I'm constantly creating those ideas in my head.

Michaela: Now, if you could go back in time, what would you do differently, or is there anything you would do differently when you first started out with LHS?

Beth: Yeah, I think, and I'm seeing newer students do this now, and they're responding in the Facebook group. Getting, trying to make it more complicated. I spent a lot of time with mock up photos, and elaborating a lot more onto each listing in each design that I needed to.

So, I think, really that mindset of keeping the listings really simple. But you know, it's funny too, I think I would have appreciated the idea for Etsy, like I created a description template just for me for the travel, for the ceramic, for the tumblers, all that. I think if I would've known ahead of time or been able to have a little more training on Etsy and how to make those, how to make a listing on Etsy really personalized for your store, and really explain what's going on there.

'Cause I think Amazon, the stock description works is all you need, but I think on Etsy, customers are looking for just a smidgen more detail. Not a ton, but I think that you, I have found that putting in a description including my store name, here's my store email address, contact me if you have questions, I mean really basic stuff. It took me awhile to figure that out. And I think that would have been helpful if I would've started off there.

Michaela: Now that you're saying that, that does kind of make sense, if you think about what Etsy is, and what's being sold, and who sells on Etsy. Yeah. That for sure makes sense.

Beth: Exactly. They're very different platforms. Very different.

Michaela: Now what has been the best resource for you when you have questions, problems, any sort of -

Beth: Carl [*the moderator of the LHS Facebook group*] is by far the best resource. The Facebook group, or just simply emailing either CustomHappy or Gearbubble.

Michaela: Very cool. Well, glad the group has been helpful, and awesome shout out to Carl.

Beth: Yes. Oh my goodness. Yes. He must not sleep.

Michaela: Yeah, I know he's always posting.

Beth: I don't get it. I mean, I'll see a new post and Carl's already posted it. It's like an hour old. I was like, "How?"

Michaela: I mean it's great.

Now to anybody who's having trouble getting started, whether they just aren't motivated, or are confused, or hesitating for whatever reason. What advice could you share to them?

Beth: Take a deep breath and just read through the training, and just go step by step. I saw a lot of people struggling with setting up integration in their Amazon store, and I think it's just like, okay, you have to use your brain a little bit, but the steps are there, and to just slowly go through it.

Does this make sense? Is this right? Okay. Yes. Okay. Next step, next step. And just take it step by step, and then once you get your integration in your store up, you'll be good to go, and you can just move forward from there. But just take that slow, but keep moving through it.

Michaela: And to anybody who's thinking of giving up, what would you say?

Beth: Well, maybe it's not for them. I don't know. I guess the question is to ask, why are you doing this? Do you really actually want to do it? And if you hate it, stop. It's okay. Like, hey, leave your store up and maybe you'll get random sales here and there, but you don't have to do anymore.

I think if you are like, no, I really do want to do this, but I'm just feeling stuck. I will find, just randomly shopping Etsy and Amazon, looking at different people's ideas and mugs and you know, like stealing ideas from people, or just spinning off on things you see, will often get my creative juices going. *[editor note: Rachel of course doesn't recommend actually*

“stealing” ideas from anyone, but certainly using others’ ideas to prompt your own designs is a great idea! :)]

And then I'm like, "Oh, I want to make this, and this, and this, and this, and all of a sudden I have 20 designs, and then I'm excited, and I want to make those right now, and get this listed, and then that gets me back into the flow.

So, I think, figure out how, where you can, if there's something about the program that gets you really excited and you really like, spend a little bit more time there, and that might boost your motivation and get you moving again.

Michaela: Awesome. Yeah, I really like that. 'Cause you should be, regardless of how successful any type of system might be, if you hate it, then it's not a great fit. You should enjoy what you're doing.

Beth: Right, right. I mean, you're not out a crazy amount of money. You may be out a little money, but it's okay. You learn something, move on.

Michaela: Yeah. Cut your losses. All right. Is there anything else that you'd like to add before we wrap things up?

Beth: I don't think so. I think that's basically it.

Michaela: Well, thank you so much, Beth. I really appreciate it. Thank you so much again.

Beth: Absolutely. Thank you.