

Kathryn: Welcome to episode 51 of Compass, I'm your host Kathryn Hunter. Have you made time to be social when working alone? Today, Lili Tanis and I talk about that and more when we discuss becoming an on-camera coach. In case you missed it last time, we're switching to a biweekly format for the next few months. So, next episode will be February 11th. You're listening to Compass, where we talk with location independent womxn about their work and the paths that got them there. We get into their stories of struggle and success, finding clients, figuring out what to charge, and of course, we talk money. Join us and take the next step in finding your direction. Lili, welcome to the show.

Lili: Thank you very much, Kathryn. I'm glad to be here.

Kathryn: I like to start with your early life and see where that influences you later on. What did you want to be when you were five?

Lili: I think when I was five I wanted to be a salesperson or an actress and my father was a salesman and was also a sales and marketing teacher at the business school. When he came home after his work, the first thing I asked him to do was a role playing game where I was the sales woman and he was the customer. I don't remember what I wanted to sell him, but I remember I loved it, so. I wanted to, yeah to be a sales person or an actress, I don't know.

Kathryn: How had that changed by the time you left high school?

Lili: That didn't change so much. I wanted to learn sales and marketing, so it was pretty useful to me.

Kathryn: Did you pursue college?

Lili: Yes, I pursued college. As I was living in France, I went to a French college and I have a master's degree in marketing.

Kathryn: So I'm guessing you use those marketing skills now in, in your current business?

Lili: Oh yes, a lot. And I, I love marketing, so it's great for me to use video marketing exactly for my business.

Kathryn: How did you get into being location independent?

Lili: So my first foray into being location dependent was in 2018. For the record, I lived most of my life in France. I started to live abroad in 2010 when I met my husband. We lived in China and Romania for one year. Then we came back to Paris. In 2014 we moved to California. I got a good job in marketing, but I couldn't see my kids as much as I wanted. I had only two weeks of vacation. I drove two hours a day. So my professional situation was not the best for me. So a few years later, my company was reorganizing and taking away my job and it was the best opportunity ever for me to think about what I really wanted to do and how. And because of my husband's job, we have to move every about

three years and I wanted to create my job and to be location independent. So it's how in 2018 I opened my own, my business so I can work from anywhere in the world now. So it's awesome.

Kathryn: How do you describe your work to people who are just being polite when they ask?

Lili: I told them that I am a video coach. I coach entrepreneurs to use the power of video to get leads and clients.

Kathryn: And when you're talking with somebody who really wants to know the details?

Lili: If someone really wants to know what that means to be a video strategist, video coach, I tell him that I use a very simple and effective process to teach my clients how to master their body and verbal language, how to write a video script, how to look and feel great on camera. And from a more technical point of view, I advise my clients on the equipment they need to get started, how to edit their videos once filmed and how to boost their visibility by getting leads, by getting leads with YouTube.

Kathryn: How did you get started in video coaching?

Lili: I worked with a business coach will help me define what I really wanted to do because I was not sure on one side for about 10 years I worked in marketing, helped multimillion dollar companies become readily visible using professional videos and on the other side I was also very interested in public speaking. I have attended acting classes when I was younger and I loved it and I am still part of Toastmasters, which is a nonprofit educational organization that teaches public speaking and leadership skills. So it was a mix of these two skills who helped me decide what I really wanted to do and then I got my first clients through my coach. Of her clients wanted to learn how to make videos, so it was pretty, pretty easy.

Kathryn: You mentioned how you got your first clients. How do you find clients now?

Lili: So how do I find clients? To find clients, I use different techniques. Through my YouTube channel. The videos work for me, 24/7 get me leads, clients. My YouTube channel is in French and I'm going to open a new one in English to target the US market, which is for February, March, 2020 but for sure my YouTube channel brings me leads and clients. Then I use also my social media, especially Instagram and Facebook. I organize masterclasses on a private Facebook group and actually I'm organizing the first one in English the week of the 3rd of February named Videos that Convert Challenge. It's going to be my first one in English. I also offer a freebie to get more leads and I offer a free 30 minutes calls. So yeah, I use three different techniques to find clients.

Kathryn: Tell us about your first major struggle in business.

Lili: So I think my first major struggle was working alone and from home. I was used to go to the office, have a regular social interaction and connection with my coworkers and now it's really quite different. I'm all by myself and it was difficult at the beginning. So what I

did is that I started to go out to meet more people. I went to entrepreneurs meetups or Toastmasters meetings. Sometimes I also walked from Starbucks. I still work from Starbucks sometimes and I feel lonely and lazier. So I registered to a half marathon training program so I don't run alone but with a group and I have those social interactions that I miss. So I think now I have a good balance. But it was not easy for me to work alone at the beginning.

Kathryn: And how about your first major success?

Lili: I would say that my first success was when I got my first client with my YouTube channel. It was maybe two months after its official launch. It was a major, major success because I wanted to prove to my client that even if you are a solo entrepreneur who starts from scratch. When you master YouTube you can get awesome results. You don't need to be a big company to use YouTube and it's never too late to start.

Kathryn: If you could go back and give your younger self just starting this business, any advice. Well, what would you say?

Lili: I would say to my younger self, don't overextend yourself as rest and relaxation are important. Focusing entirely on business is a surefire way to burnout. So I will say, don't stop running. Don't stop doing yoga. Don't work too late or during the weekend because entrepreneurship is a marathon and not a sprint and you may be surprised by the ideas you can get by taking a regular break and doing sports. So please don't overextend yourself as rest and relaxation. This is what I will say to myself, to my younger self.

Kathryn: Odds are there's no such thing as a typical day for you. Do you want to give this one a random day looks like?

Lili: Sure. I start my day at 6:15 am in the morning. I do yoga for 10, 15 minutes. Then I take care of my two kids who are three and six years old and I drop them off at school and get back at 8:00 am. I usually get a tea, check my social media and start walking at 8:30 am in the morning. I have the coaching sessions with my clients and in the afternoon I work in marketing. For example, creating content for YouTube or social media and you offered it to tear up and I usually finish my day around 4:45 pm to pick up my kids or to prepare dinner and then we have family time. I also go running twice a week in the evening or morning.

Kathryn: Do you keep up with any kind of continuing education, formal or informal?

Lili: Yes, I do. Especially about YouTube and social media. I do also a lot of informal education. I listen to a lot of podcasts. I watched YouTube videos, I read book. Most of them are about entrepreneurial mindset. For example, the last book I read was The Big Leap from Gay Hendricks that they can, that you can read because it's really, really interesting when you are an entrepreneur.

Kathryn: What are you excited about right now in on-camera coaching?

Lili: I am excited about the future of videos. Social media, the rise of stories and the way in which people consume media have all contributed to making video more important than ever before. It is estimated or so that people will spend more daily minutes watching video over the next few years. So I would say failing to utilize videos could really leave entrepreneurs found behind their competitors and I can't wait to see how the video will become more and more important in our businesses.

Kathryn: Now it's time to get into the numbers. What would you say your income range is and how long have you been doing this work?

Lili: My first full year was last year in 2019 and I worked with French entrepreneurs, which is important to precise because the rates are lower in France than in the U S the cost of life is really lower. My income range was around €3000 a month during the first year, which was pretty good for a French business.

Kathryn: What would you say at the beginning income range would be?

Lili: So it depends. If you have French customers, for example, like me last year it can be around €2000-3000 a month, but if you have US customers you could start at maybe €3000 throughout the month, I think.

Kathryn: What do you see the top income range being?

Lili: It is always a little bit difficult to answer to this type of question, but I think that like all the coaching businesses, it can go up to the six figures pretty easily.

Kathryn: How do you decide your pricing structure?

Lili: The beginning it was super difficult for me to decide what to charge because I was the only person doing this in France, so I picked a number which I was comfortable with, but at one point a few clients and prospects told me that I was not charging enough for what I was offering. So I started to increase my rates. In USA different because my job exists, so it's a mix of what the clients are ready to pay for my services, my experience, and also the ROI they can get, the return on investment they can get.

Kathryn: What if anything do you do to keep your income stable?

Lili: To keep my income stable, I have to be consistent on YouTube and on my social media. It is how I get most of my clients.

Kathryn: What's your number one tip for a woman looking to get into on-camera coaching?

Lili: I don't have really one tip to share. I will just say be. If you are passionate by coaching, by helping people, by marketing and by public speaking, then you will love what you're going to do and you should be fine. You should be fine working in this field.

Kathryn: What are your next steps?

Lili: My next steps are to develop the US market, so I'm going to start my YouTube channel, Lili Tanis video coaching. I want to develop my social media and organized pre-medical classes.

Kathryn: Where can listeners find you?

Lili: You can find me on my website, lilitanis.com on Facebook and Instagram with [lilitanis_videocoach](https://www.facebook.com/lilitanis_videocoach). If you listen this podcast beginning of February, you can join the Videos that Convert Challenge, which is a free five day challenge on my Facebook groups. You will get all of the information on my Facebook page, and if the challenge is closed, you can still join the Facebook group and you will get access to the next challenge.

Kathryn: Lili, thank you so much for joining us. This has been great.

Lili: Thank you very much.

Kathryn: If you want your own location independent life and are eager to take that next step, join us in compass insiders where every week I send you actionable tips, inspiration, and motivation so you can take that next step towards going remote. Join us now at compasspod.com/insiders Did you enjoy this episode of Compass? If so, please take a moment to write a review. Leaving a review helps other women find us so they can find their direction too. Thank you for listening to Compass. You can find today's show notes at compasspod.com/051, that's compasspod.com/051. Join us next time when we talk with Arpine Ayvazyan, product CAD designer.