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AISHA PREECE

Aisha Preece is the founder and owner of side hustle website OutandBeyond.com, as well as 5 other monetised blogs. Aisha has a great passion for blogging and side hustles and teaching others how to achieve financial independence with their blogs via digital products, affiliates and SEO



The Power of Values: Connecting with Your Community

AISHA PREECE

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Blogger Breakthrough Summit Podcast Transcript

Liz Stapleton [00:00:07]:

Welcome to another episode of the Blogger Breakthrough Summit podcast. I'm your host, Liz Stapleton. And today, we're diving into a topic that's often overlooked, but incredibly powerful. Sharing your values and showing that you truly care about your students. I'll let the incredible Aisha Preece explain.

Aisha Preece [00:00:20]:

Another tip, and not many people talk about this, and I think they should, is sharing your values and your care for your students because values bind and unite similar people. Right? So people are more likely to buy and connect and relate to people who have the same values. Right? And people buy from people they like and trust. And so don't be afraid to share your values. Like, my my values and my my students know this is freedom. Freedom is so important to me. Right? As a woman and growing up in the Asian culture with a lot of conservative beliefs and whatnot in the background, to me, female empowerment and freedom is so important. Having the financial independence to make your own decisions, very important to me.

Aisha Preece [00:01:06]:

So it and to me, though, having said that, freedom not also of financial independence, but freedom of choices. And so my my community know that my whole motto is how can I work less and earn more so I can do the things I love with people I love? That is literally my life motto. How can I work less and earn more so I can do things I love for people I love? And because and so when I make decisions in the way I teach and everything I do for my community, I think I want you to have more time, more money so you can do the things you love with people you love. And that value permeates throughout my whole business. So people who who who relate to that value, they listen to me, they buy from me. There are people who, perhaps, they don't want to have that work life, but they wanna hustle hard. They wanna there's, you know, they have these bros out there like, hustle hard. You know, 247 and work, work, work, work.

Aisha Preece [00:01:56]:

You know? That's fine. They'll they'll join another community. My community is about we work, but we also have good, like, work balance. We eat good food. We exercise. We spend time with family. How do we have that balance? Share your values. People will relate to you.

Aisha Preece [00:02:08]:

So you know what's important to you. You know what you love. People think mention it. Mention your values. And, also, don't be afraid to share how much you care about your students. And people forget to mention this, but you know your offering. You know your

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customer support with your with your students. Right? And how well you support and care for your students will determine whether they buy the next product.

Aisha Preece [00:02:35]:

And I have to say, my my recurrence rate is that if they buy the first product, they buy the next 5. That's that's my that's my recurrence rate with my students because they know, number 1, that my digital product will over deliver for the price. Number 2, I'll take care of them. Send them voice notes, ask them how they are, ask them mom. And you can share that and and really share your love for your students because people think, oh, well, that's weird. Why should I share it? Share it because you care about your students. Let them know that you care for them. People need to be cared each other.

Aisha Preece [00:03:04]:

You know? And so I do this. And you you follow my Instagram, you'll see in the stories especially, I will just sometimes randomly message my students. Right? Hey. How's it going? How did you I heard you had a bad day the other day. Everything okay? And so share that you care for your students and let and let others know that if they join your community, they will be cared for also. Okay?

Liz Stapleton [00:03:23]:

Alright. That's all for today's episode. Remember, your values and genuine care can set you apart in a crowded digital space. So go out there and share them proudly. Thanks for tuning in to the Blogger Breakthrough Summit podcast. As always, if you wanna learn more about our speakers, be sure to visit the show notes below. I'll catch you next time.