

7-MINUTE

SCALING  **SECRETS**

EPISODE 10

**HOW TO START SELLING PRODUCTS AS A
SERVICE-BASED BUSINESS OWNER**



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LEARNING OUT OF THE BOX

Alvin Poh 0:08

Hey everyone, welcome to another exciting episode of 7-Minute Scaling Secrets where we interview entrepreneurs and learn a secret on how they scale up their businesses. Today we have a special guest, John Yeo, who educates students through his math tuition business Learning Out of the Box, where it has an ecosystem of over 70 products. So John, I'll leave it to you. Please introduce yourself to the audience. Tell us a little bit more about yourself and your business and how it got started and where it is right now.

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John Yeo 1:01

Hello, Alvin. Thanks for having me. Okay, how I started off the business is I started off this math tuition center for primary school kids. And the reason is because many kids told me that they really hated to learn maths. Yeah, but so fast forward to today, I'm a marketer myself so I have three companies right now. And the first company is Learning Out of the Box which is a math tuition center. Yeah. But when I have kids, I realized that actually, they do not just need help in math, they actually need help to survive in primary school. And the reason is because that many children who are hardworking, but they just can't seem to find a way that fits them and makes learning fun for them and also effortless for them.

Yeah, so I created an ecosystem of products, over 70 of them across these 10 years. So now we have primary school books for Science, Chinese, Mother Tongue, Maths, as well as other things that the children need. So as a result of this, many business owners seeing that I create on average about one product a month - yeah me and my team did about one product a month, they wanted to learn how they can build the same product funnel like me, so that they can stop trading time for money. So this is when the product architect is built to teach other business owners to do what I'm doing.

Alvin Poh 2:36

Nice. How do you even find a time like one product a month? This incredible, right? Like, do you have a team that helps you? Or how is that being done right now?

John Yeo 2:48

So I think it is just like, drinking beer. If you want to drink it, you'll make it work. Right? Yeah, so my favorite drink is they see less less sweet. Yeah. So if you want it, you will make it happen. Yeah. So back to my story is because I really see many children really not coping well in school, as as, especially for some children, who really like how we teach them, but they do not have any more time to take out to come to our math tuition center. Yeah, so my heart goes out to them. So me and my team discuss and we actually have a team of about six people. And every one of them has different roles. And this actually goes back to your methodology on how to scale your

business, yeah, without burning out. Yeah. So we have some, some teachers are like minded. And that mission is also to make Math easy for the kids to learn. So they come up with the curriculum. And then for myself, I also work with a team manager who makes sure that the project is done and is being completed within like one month. Yeah, so we have proof readers and we have more writers and we also have a graphic designer from fiber.

So the team manager actually make sures that everything is properly done and also to add on what I learned from your mastermind group coaching last year, I was in it as well, is to really to build a system of not just human resources, but also using the apps. Nowadays, there's so many free apps out there to help one person to manage a product or project and me having just watched the updates and be updated by how the product is being completed. So for myself, I'm only involved in the products ideation phase. Yeah, and the rest is pretty much settled by my project manager.

Alvin Poh 4:56

I see. How did this project manager get the experience in order to help you with all these product creation?

John Yeo 5:03

Okay, the funny thing is this project manager started off not being a project manager. She was a freelance writer for one of my books that I did many years ago. And in fact, that was a present that I created, so that I can give it to my girls and when they are 21 years old. Yeah.

Alvin Poh 5:25

Nice

John Yeo 5:25

So yeah, so me being a father of three children, three girls, and also not having a lot of time yet, which is why business scaling is very important to me. Yeah. So long story short, so this lady loves to write, and she is into product books creation as well. So, one day, I asked her if she's keen to do that, and she's willing to give it a try. And she started off with one book. Then, fast forward today, she has helped me with almost 40 plus books.

Alvin Poh 6:01

Whoa nice!

John Yeo 6:02

And I think the most important thing is she loves to see the birth of books which keeps her going.

Alvin Poh 6:10

Very nice. When you mentioned 70 products, are all these products, books?

John Yeo 6:16

Not really, I would say that. Four out of five of them are books. Yeah. And also because my background is in social work, being a worker for seven years, helping the single parents families. I'm also into learning how kids learn. Yeah, so some kids are more active. Some kids are more visual. Some kids need to move around. So we do have flashcards.

Yeah. Because and this actually comes out from the idea of parents teaching their babies by flashing those flip flash cards, like with ABC with the alphabets. Yeah. So in fact, this is also one learning technique that some children still embrace, even in primary school. So we do have flashcards. So we actually make the maths questions into different flash cards so that the kids can learn one question a day, which is less overwhelming for them.

Alvin Poh 7:12

Wow.

John Yeo 7:13

Yeah, at the same time, we also have other, nowadays with technology is so wonderful that you can do anything using 3D printing. So some kids need to touch the models are in Singapore maths unit, the model about maths. So we got a friend who owns a 3D printing company, and they actually help us to print the model out for the children to feel and touch and to learn more effectively.

Alvin Poh 7:38

Okay, so from what I'm hearing, there's visual elements, there's kinesthetic elements. So I guess this is the brainstorming framework that you're using, you're basically looking at learning and breaking it down into the various modalities and understanding how best to reach out I guess, and impact the kind of students that you are serving? Is that how you arrive at all these different product types?

John Yeo 8:05

Oh, yes. Yeah, just like, how we adapt, attend those training workshops by different consultants and trainers. We can't just sit down and just watch the trainer's flash PowerPoint slides. There'll be times that a trainer gets us to stand up, to clap our hands, to dance around to, to close our eyes, to help us to go through different ways to learn. So likewise, for kids, I think the unfortunate thing is many of us are told to sit in a classroom and look in front while we teach. But there's so many kids who are learning different ways, and they will appreciate if someone else like us can create tools that are customized for them, and not the other way around.

Alvin Poh 8:51

Nice. Well, you serve as in the product architect business that you have serves a few different kinds of people, right, not just educators, you serve consultants, coaches and trainers as well. How will these people benefit from that framework though? How do they create something for their market if the market isn't all about students or kids? How do they create products then?

John Yeo 9:18

Okay. And the reason why we do this is because actually many friends are what business owners themselves, they are in their coaches or consultants or trainers or educators. So maybe I can just start one at a time. Yeah, for coaches that say a fitness coach, actually at times when go for finish reading, which is something that you're very into something who's an expert. So in fact, those dumbbells, those weighing, those weights that you use, even how was so whatever things that you touch here are products, yeah, so.

In fact, nowadays, products can also go in to app from your like, there are so many kinds of apps in the Apple space that they're either free or other paid. Yeah, those are products itself. Yeah. So for coaches, like swimming coaches, I haven been bringing my kids to swimming school to teach them how to swim as well. And I'm so amazed by the kind of creative products that to swimming coaches get their students to buy and to wear. Yeah, they have their own waterproof bags, their T-shirts, swimming trunks if they have the goggles. And nowadays, you can get anything that is physical, from platforms like alibaba.com, or Tao, or have them customize with a logo.

For trainers is that the PowerPoint says that they have what I told my trainers, friends is the actually compile their materials into books, and have them put in the warehouse and had them to ship to a client's place. And without the need to carry tons of books, or files, or hadn't printed before the workshops, because their effort and focus should really be much on training and not between the admin staff. Yeah, so if they can create them to books, or had a mass printed, it'd be good as well.

Alvin Poh 11:20

Nice. Well, from what you're saying, I gather that your philosophy is not for business owners to completely switch to a product based business if they are a service based business. What you're saying is that a business like in which a consultant, coach, educator or trainers in, can actually look at creating products to supplement what they are doing. Is that accurate?

John Yeo 11:47

Yes. Yeah. Okay, let's say for assuming coach, probably they charge. I'm not sure about this, the fees now, maybe 40 an hour or session? Yeah. But let's say the coach is able to come up with their own product line, the goggles, the bags, and maybe read recordings of swimming lessons, I'm sure he is able to up his average order value per client by at least one and a half times or twice.

So I think, I really feel that what we're trying to do here is really not much, it's really not, we're not saying that you, you will switch out here and you stop doing what you love. And a lot of times, I think what we're saying that is really, because you are so gifted in your craft, and I think everyone deserves to create more products, so that they are able to help their clients get faster and better results.

Alvin Poh 12:50

That's something that I completely stand behind, I think products help expand the tool set in which we can use to help the clients, the customers that we are serving. And that's why it's not just a service that we must look at, it's always a combination of products and service. Like you say, or I mean, everybody like if you go for swimming lesson will appreciate having like goggles.

And even if you don't do something like that, you can always have lessons or you know, worksheets or videos, or anything they can function as lesson aids, or study aids, right, that will help in the recollection or the studying or the revision of any concepts or, you know, lessons that are being taught. So I absolutely stand behind what you're saying. I absolutely agree with what you're saying. How has that? Has that changed any business owners recently that you can you can mention, or you can talk about?

John Yeo 13:59

As in share with you any case study?

Alvin Poh 14:02

Yeah. Has there been case studies of business owners that have been in the service line, who have explored products, just like what you do, you've been doing with Learning Out the Box, and have experienced, like, you know, being able to serve their customers better, being able to, you know, maybe scale their time better, or maybe be more efficient, or their case studies like that.

John Yeo 14:26

Oh, yes, yeah. I am working with students. And she's a mindset transmission coach. And she has very calming voice and right now, what she does is actually she charges by per month and she meets up with professionals to help them to take away their stress and to bring sanity back to their life. Yeah. And because she has such an calming voice and in fact, when you hear her voice is like, all the stresses will just go away. Yeah, so she's what she's doing now is she's doing audio recording so that she can assign homework to her students to listen to some of the routines to some of the work through. Which I'm sure we will actually bring out a faster results for the home clients. Yeah.

Alvin Poh 15:22

I love it.

John Yeo 15:23

Yeah. Like like for your case, I'm I'm also a big fan of of you as well. Yeah. So I bought your books. Yeah. And have them autographed by you. So maybe next time you can have a super scale, maybe super scale what again, for other trainers who resonate with a philosophy and you never know you can charge like, like a royalty for them to use your board games. Yeah. And in fact, so maybe why not give them a for kids have a T-shirt with Alvin Poh's on face on it? Yeah. And wear a cap? Yeah. So these are the different creative ways to productize anything that you're saying so that more people can get to know about your genius and your zone of magic. Yeah.

Alvin Poh 16:12

Right. I mean, maybe not my face. But I completely agree in the fact that you can actually create an ecosystem like that, right? Like, how do you actually create a holistic approach, because like what you've mentioned, I've also found that while I was coaching entrepreneurs, a lot of times is, it's easy to just tell people something, explain to them a concept. But to do that in their daily lives, to implement that to maybe embrace those new concepts really requires a more well rounded approach.

That could mean having more practice. That could mean having the whatever that was being discussed, maybe repeated right through a video or through a recording. That could also mean maybe worksheets that help them understand the concepts more, or it's just like practicing Math in a Math tuition Center, where you actually get time to practice the concepts that you've learned, right, and apply them to actual Math problems. I think this is something that people also need to do in whatever area it is, it could be like in mine where talking about scaling businesses, it could be mindset transformation, like your clients, or it could be any other area. And I absolutely agree with you in that products can actually help us round out the service that we're providing and create something that's definitely a lot more holistic for clients.

Cool. Really appreciate you sharing all of that, John, and I hope the audience takes away something from our conversation. What you said about products and introducing that into the service based businesses that people run, I think that's one of the key things that people should look at not just because they want to think about increasing their profits, but rather, how can they actually provide more value a more well rounded service or a more well rounded package for their clients. So John, I'm sure that the audience will want to reach out to you. How best can they find out more? How best can you reach out to you?

John Yeo 18:10

Yeah, if you're keen to explore any products that you want to make and also how to build a profitable product line funnel, with more than one products, you can reach out to me and in Facebook, or Instagram, just search John Yeo or you can just search John Yeo JR. Because my name is Jhong Ren so you can search JohnYeoJR.

Alvin Poh 18:38

Awesome cool. And also have the link in the description so that people can do that and follow you more easily. Hey, thanks so much everybody for listening to another episode of 7-Minute Scaling Secrets today we have John Yeo and hopefully you guys have taken away something about introducing products into your business that will allow you to deliver even more value to your clients. If you liked this episode, please remember to LIKE, COMMENT, SHARE, SUBSCRIBE. Tell your friends about this. The more audience we have, the more we are able to bring on more entrepreneurs that will deliver more lessons like this. Thank you, everybody. Please take care and I'll see you in the next episode.