[MUSIC] You're listening to You've Got This, episode 363.

Welcome to You've Got This, a weekly podcast for higher education professionals looking to increase their confidence and capacity for juggling the day-to-day demands of an academic life.

I'm your host, Dr.

Katie Linder.

On this episode, I'm going to be talking about my 40th birthday gift for you.

Now, I know those of you who've listened to the last couple of episodes know that I got myself a 40th birthday gift this year.

This is the year that I turned 40 and it was to complete another master's degree in organizational leadership.

But I hope you didn't think that you would get away with not also getting a gift for my 40th birthday.

And so I have been thinking about for a while, what do I want to do?

What do I want to offer to my podcast listeners, my blog readers, and my clients on behalf of my 40th birthday.

And so on this episode, I'm going to talk a little bit about what I'm going to do.

So first of all, this is really in the spirit of lifelong learning.

So I did put it with the theme of my gift to myself, which was more education.

And so I'm going to be offering all of you a chance for more education as well.

So for my 40th year, this is all of 2024.

So there is no rush.

There is no, like, you have to listen to this and immediately go do this thing.

All of 2024, I'm going to offer a 40% discount for zero on five of my courses.

And in this episode, I'm going to talk you through those courses.

Um, and this offer is like live right now.

I've been working on this for the last several days and weeks, um, to get this ready for you.

And so I'm going to talk through the courses and then of course, link to everything in the show notes.

the show notes.

So if you want to take a look at anything, you can.

So let me tell you, of course, is that this 40% discount applies to the first one is SODAL by Design.

So if you have been around for a while, you know, I designed this course on the scholarship of teaching and learning.

And this is the course that I also created this like color coded workbook for that was super fun to do.

And I love sending this out to people.

This is like a physical thing that I send to people when they order this course.

And I have both individual licenses available for this course, but also group licenses.

And I know one of the first things people are going to ask is does the 40% apply to the group licenses?

And the answer is yes.

This applies to the individual license and the group licenses.

So the original individual license for soda by design was $450.

And for 2024, it's going to be $270.

Now this course is a comprehensive guide to navigating the IRB process, choosing a research question, exploring different research designs, thinking about your data analysis plan, how to map your evidence, the project timeline, and strategizing about how to disseminate your social results as well.

So there are over a hundred video lessons in this course.

It is backward designed, so it has a learning objectives that are kind of very clearly articulated.

This was one of my passion projects.

I loved designing this course and I'm so excited to include it in this particular year of discounts.

That is course number one.

Course number two is Blend by Design.

Now, again, for those of you who have been around for a while, you know this was my pandemic project, because I had a ton of folks asking me to talk about blended teaching and learning during the pandemic and I was dealing with my own institution.

I didn't have time to do that.

I created this course, which is kind of like a course design in a box, uh, for people who want to learn how to do blended or hybrid courses.

Now this one I intentionally already priced pretty low.

It was one 27 for an individual license.

Um, so now it is $76 for an individual license for blend by design, but here's the really big thing for people.

I had an unlimited option for blend by design for people who wanted to get for their entire institution.

And that was priced at $30,000.

This is like the highest ticket item I have in my business.

I am dropping that to $18,000 for 2024.

So the group licenses and the individual licenses are all dropping in price.

So I'm speaking to you faculty developers, if you're out there and you're listening to this and you're kind of curious about some of these courses, You have an entire year to think about if this fits into what you're doing at your institution and if it would help you to achieve goals for you, your faculty, your staff.

Okay, Blend by Design, just to give a little bit more detail, this is the comprehensive guide to creating and teaching a blended course.

It pairs really well with the Blended Course Design Workbook.

There's a lot of overlap between the activities in the book and the activities in the course, but this has about three hours of video content that is spread over 100 plus video lessons, And it also has this course design templates and worksheets that are included in the course.

So these are all housed in a learning management system course site that when you have access to either of these courses, Soddle by Design or Blend by Design, you have access to the course in the site.

So OK, Blend by Design, Soddle by Design.

The third course that is part of this is my Introduction to Academic Writing and Publishing.

Now this one goes way back.

For people who've been following me for a long time, you might remember early, early, early in my business, I did a webinar series called how to academia.

And I was doing monthly webinars and the first year was on writing and publication.

Now you might be thinking like, wow, this must've been a long time ago.

It was roughly six years ago.

When I was deciding which courses to include in this kind of discount for 2024, I went back and looked at the content for this course to really ask myself, is this something that's kind of timed out?

Like it's not relevant anymore.

And when I revisited the content of this course, what I realized was I made the course on introduction to academic writing and publishing.

When I was so deep in the work of doing writing and publishing, I poured every piece of information that I knew at the time, which was probably the height of what I was doing in writing and publishing.

Everything is in this course.

So it's actually a combination of nine mini courses that I offered throughout that year, but those nine mini courses have all been completely rerecorded.

And there's a workbook that goes with all of the courses and like asks you all these questions about your own writing and publication.

So some of the topics that are included here, juggling multiple writing projects, organizing an edited collection, interacting with journal editors, setting and accomplishing writing goals, writing a book proposal, being a productive writer, creating and maintaining your publishing pipeline, designing a five-year publishing plan, and promoting an academic book.

It's comprehensive.

This is the most comprehensive way that I could share the information that I had at the time.

Now, some of you may have listened to another podcast I did a while back on Think, Write, Revise.

This was my podcast on writing.

And I feel like this course is taking everything I had in my brain at that time, which again, was the height of when I was doing so much writing and publishing, and I put all of that passion into this course.

So when I revisited it to just kind of like look at the content, it was so fun to kind of look at all of the things, all of the examples that I included, all of the extra templates and worksheets and all the things that I used in my own writing practice or in this course.

So if you know someone who is just getting started in academic publishing, like a postdoc or a grad student, or if you yourself are struggling with this, this is the course, um, that I would recommend for you.

Originally $310 and now it's $186.

This one is another one that I actually have an unlimited license option for because I could see this being used in institutional writing groups or graduate student development or something along those lines.

So I will link to the unlimited license option as well if that's of interest to you.

Okay, two more courses left.

The fourth course is the Academic Book Promotion Toolkit.

Now this This is the course that I designed first, I think, in my business.

This was my first course.

And again, super, super fun to go back and revisit this.

It had been a while since I had kind of looked at this.

And this is a course that I designed because when I was really trying to promote my second book, which ironically was the blended course design workbook, which I just wrote the second edition for, this course was my way of sharing all of the things that I learned when I was trying to promote that book.

And I couldn't figure out anyone who was doing this in a serious way and really trying to create a marketing plan of what they were doing for promoting their book.

So I put into this course 30 plus ideas for how to market your book in all of these different ways.

There's a bunch of video lessons.

There's an accompanying workbook to build a comprehensive plan.

Now I will acknowledge some of the things in this course, particularly like technology things I referenced, are a little bit dated.

And so I'm not updating that, like this course is not being updated anymore.

And so you might, you might see that, but there would be an equivalent to that technology today that, you know, that you could kind of understand what I was doing at the time.

Like I think at one point I mentioned Skype, you know, which is obviously like zoom now for most of us.

But throughout that course, what I focus on is basically creating a timeline and plan for your book promotion activities, evaluating and updating your current online presence, connecting with your book's audience, and really thinking about what a comprehensive plan looks like for promoting a book.

So again, if you're someone who's in kind of this niche audience category of you are working on book promotion or you're interested in this, um, I would recommend this, I think it could be a good fit.

So original individual license was 247 and is now 148.

And I should mention again, all of this is in the show notes.

So you can check out the pricing, you can learn more about the courses.

I'm going to link all of that in the show notes of today's episode.

And later on this week in two days, uh, or three days as I record this, I'm also posting this on my blog and I'm also sending out a massive newsletter as well to let everybody know that I'm doing this.

So you're going to see this in a couple different places.

If you happen to follow me.

Okay.

The fifth course.

I had to give this one, some thought I originally started this just thinking it was going to be a couple of courses.

And I feel like it just quickly got out of hand because the more I got excited about offering these discounts, the more courses I started adding into the pile.

And this is the one that I think I am most excited about.

Well, I'm excited about all of them, but I'm excited about this one too.

I am going to offer as part of this 40% discount, slow hustle.

Now again, if you've been following me for a little while, you know that slow hustle is my annual mastermind course that I do for people who are trying to build a small business.

And this is a course that I created because I had so many people approaching me saying, I feel so overwhelmed with the concept of building a business.

I don't know how to do it.

And I feel like, like what they were finding online was like either too rushed or it wasn't for them.

And so I built this year long program where I engage with people on a monthly basis, we meet every month on different topics and we start with building a values led business and what does that mean?

And then we run through everything from communication channels to creating content to designing services and products, building on a website.

We talk about marketing.

We talk about finances.

We talk about, um, onboarding customers, like all of these different things that you can imagine we have a different topic every month.

Now this is the course I would argue is the best value with this discount because it also comes with four coaching sessions with me on topics of your choice.

And it comes with a lifetime membership to prolific, which is my online community focused on meaningful productivity.

I feel like I'm basically giving these things away with a 40% discount, but I love this course.

I love the community it builds.

I love that it helps people connect with other people who are trying to do similar things to them and it creates a network for people.

So this is a course that originally the annual cost is $2,700 and it is now 1620 that drops the monthly payments.

Cause there's a monthly payment option for this and a quarterly payment option.

monthly payments are now 150 quarterly payments are 435.

Um, so this is something that I'm hoping is way more affordable for people who've been kind of on the fence about whether or not they want to do slow hustle.

And obviously I'm going to have to like only offer this until the course starts.

So this course begins, um, I think on January 21st.

Um, and again, it's on the website, you know, I'll link all the information, but this is one where if you are interested in slow hustle, I'm probably going to have to eventually cap this.

I'm not sure how many people are going to reach out to me on this one, because again, it's like, this is a really good value for something that I've offered for several years now.

I'm super excited to see who reaches out and who might join this community.

Um, but you're going to have to email me directly on that one.

So I'm, I'm linking the email.

Um, you hear my email at the end of every episode, but you could email hello@drkatielinder.com if you want to enroll in still hustle this year.

And I'm going to see kind of how many people I'm hearing from before I decide what to do in terms of capping enrollment.

I'm going to try to let in as many people as I possibly can, because I think this is a one-time thing.

I'm not necessarily going to do this in the future.

I'm super excited about including this in this 40 percent discount option.

For the entire year of 2024, I am discounting, Sotl by Design, Blend by Design, Introduction to Academic Writing and Publishing, and the Book Promotion Toolkit.

academic book promotion toolkit.

And then for basically the beginning of the month of January, now into January, I'm doing this discount on Slow Hustle.

Obviously that will close once the course opens.

So for example, you cannot purchase Slow Hustle for the following year at this price.

If you purchase it this year, you're in this year's cohort.

So wow, I cannot tell you how excited I am, I love doing this kind of thing and like creating opportunity and access into some of these courses.

And I could not be happier to be doing this as part of my birthday celebration, um, for my 40th year in 2024.

So, um, I will also say, if you have any questions about these courses, there isn't a rush.

Slow hustle may be a little bit of a rush, but with the rest of them, you have plenty of time to think about it.

You're welcome to email me and chat with me about these courses and whether or not they're right fit for you.

If you are an institutional leader of some kind, and you're thinking about maybe purchasing institutional memberships to these courses, I would love to talk to you about that.

And I'm happy to do that.

I'm going to link to the courses themselves in the show notes, I'm going to link to the pricing information in the show notes, I'm going to link to how you can just purchase these things in the show notes, if you already know that one of these is the kind of thing that you've just been waiting for as maybe a holiday gift to yourself.

So as you can tell, I'm super excited to pass along these savings to you all.

I'm so grateful to you for sticking with me, listening to the show, following my journey as a business owner.

And what a cool thing to be this far into my business, like seven, eight years into my business, and to have enough of these kinds of things that I can kind of bundle them in this way and offer them back to you as my 40th birthday gift to you.

So thank you so much for listening to this slightly longer episode.

And if you do want to reach out, I would love to hear from you.

You can always email me at hello@drkatielinder.com.

I would love to hear your thoughts on this promotion.

I would also love to hear if you have any questions about the courses, whatever you want to share.

I always love to hear from you.

Thanks so much for listening.

Thanks for listening to this episode of You've Got This.

You can access show notes and transcripts for each episode at drkatielinder.com/podcasts.

If you found this episode helpful, please also consider reading and/or reviewing the show through Apple Podcasts.

[music]