

“Where Are They Now” Series: Lisa Evoluer

Intro: This is the Work-At-Home Heroes podcast. Your host, Caitlin Pyle, digs deep with people from all over the world who make money from home, get ready to wake up to a world of possibility for freedom, flexibility, and a life you love.

Caitlin: Well, hey everybody, welcome back to another episode of the Work-At-Home Heroes podcast. Work-At-Home Heroes is back, but we've decided to mix it up and bring you a series of 10 episodes, each with a different topic all related to working at home. This series is called "Where Are They Now?" where we reinterview previously featured guests to explore their progress and hear their journeys, since we last spoke. You'll be able to find a link to the previous episode, where they are on the show, in our show notes and join us as we follow up with our Work-At-Home Heroes now. Today, I'm bringing back Lisa Evoluer. Am I pronouncing that correctly, Lisa?

Lisa: Hi, I'm happy to be on the show and my name is Lisa Evoluer .

Caitlin: Evoluer, I did the accent incorrectly at the first time. Okay awesome well, Lisa is back and she helps women to ditch perfectionism and stress and feel super-aligned with their values, so they can grow an authentic business with more ease and just rock their life. She's one of the CEOs and founders of Coachy, a platform that offers or allows you to create your own online school very easily within minutes. And since you were on the show last, you've grown your company not only by employees, but your revenue is tripled! That gives you more freedom to follow your passion as a coach for female entrepreneurs and you've also become an aerial yoga trainer and moved to another country. Now you were in Malta last time we talked, and now you're in Portugal. Welcome back to the show Lisa. I'm excited to get into all this with you. Welcome back.

Lisa: Thank you so much for having me again and yes, it's great to reconnect.

Caitlin: Your income since the last time you were on the show, you told us in your little platform here, that you have doubled your own income and your company's income, triple. That is amazing, congratulations.

Lisa: Yeah, thank you very much for that. Regarding the growth, I think it's a mixture of two things that were so important to actually let it grow and one thing is of course, to really, really support the already, yeah, the team members we already had, and then also change our team and add new people in, because it's so important that they really align with the values of the company, the people who are working in the company. And I think another thing, is really giving out value for the customers and for potential new customers.

Caitlin: That's amazing, and Coachy sounds like such a cool platform. It was cool when we last spoke a year and a half ago, but it's grown, so let's talk more about what Coachee is and how it's grown since the last time you were on the show.

Lisa: Coachy, like you explained it's the platform to create your own membership area, or like an online school. Yeah, behind Coachy the goal was always to make it easy for other coaches and trainers and maybe also speakers, to actually be able to host and market their own online platform, because we provide them with a full package of the hosting and the design and kind of everything. So it's kind of ready-made membership platform and they just need to add and change the design a tiny bit, and then add their own courses, so they own teaching material. So that's pretty much all they need to do and then they can sell it immediately. So there's no coding required or anything super technical and complicated, because that's what made me stuck, when I try to sell my first online courses, because I was kind of freaking out because of all these technical stuff because it's such a heartbeat. It just gave me such a hard time to actually make my online school ready, because of all this technical stuff, especially with the coding and then also with WordPress, and I was just so tired of it that I actually waited for I think like half a year, to finally launch my new online course and now, I think that's three years ago now, when I did that and then we decided to just offer it to other people. From then and just went up to the sky kind of, because, it was like the easiest membership tool in Germany. So, we have so many German speaking clients at the moment, but of course, some of them, they also live in Thailand or they live on the Canary islands. So they kind of live wherever they want, because they can coach online and people just love it. So now we don't have coaches and speakers and consultants, but we also have business owners, for example, psychologists and physiologists. So they also support the clients with online material and that's amazing, because it was our goal to actually really help people spread the word of the business, and have them to support more people and just grow the business and be location independent.

Caitlin: Amazing, so Coachy is basically an all-in-one platform that allows people to start a business, is that correct?

Lisa: Kind of yes, I mean, of course you need to have some experience, some knowledge about your niche, but once you have that, you can just start and create your own online course or even your one-on-one coaching, maybe you want to add some nice additional courses and materials for it. So you can just go on our platform and then you can host it there. So you just need to upload it, and then you can sell it immediately, I mean, I always recommend an amazing launch when you do have an online course for the first time, but basically, you could sell right away if you want to.

Caitlin: Wow, that's really cool. So, how does it differ from something, or maybe how is it similar as well, differences and similarities between Coachy and something like Kajabi, for example?

Lisa: At the moment, I have to say it's mainly for the German audience, so it's the... You can use it in English as well, but our website is in German only at the moment, but our plan is to expand it internationally. We will be working on our relaunch soon and then it will also have not only a German, but also an English website. There are a few differences, for example, one, what's so important I think is that we have an amazing support team. You can reach out to us and we usually reply within just a few hours and additionally, we have this amazing online community, where all our coaches can go to and then they can even support each other and get feedback. We are even in there as well, because we find it super important to connect with our clients. So it's not like a huge company, and you don't know who's behind it, but, you actually know who is behind it and I'm a coach myself, so I always look out that it stays amazing for coaches and it stays easy for coaches. And sometimes I just add my own wishes and then I want a programming team, they need to import in, like implemented. Another thing is we really, really look out for what our people want, so we really listen to what they need. If they have any suggestions or some feedback, and they would like to have a new feature, we also edit in there, like pretty fast usually. Another thing is also, it's super easy to start with. It's very intuitive and the prices are much lower, compared to the Kajabi, because we want to make sure that not only people who already have a successful business are able to afford us, but also, people can afford our prices and start out with a small package and that's much, much easier affordable, compared to the prices with Kajabi. To sum it up, the first thing is of course our personality, and who is behind it. Then the second thing is we have an amazing support team and you don't need to have any technical knowledge, and another thing then of course is also that we really listen to our people and we implement the stuff they want, and I think it's way easier to start with if you are just starting out compared to other platforms.

Caitlin: Excellent, well it sounds like you've got something really, really useful for people and just making their lives a lot easier, and it's creating an excellent ripple effect. So you've made a lot of changes then in Coachy, you've made some changes in your coaching business, and you've also changed your location. Tell me about that a little bit. What perpetuated the move between Malta to Portugal?

Lisa: We have been living in Malta for six years, and when we decided to go for Malta, we were just thinking about, "Yeah come on, let's move there because it's really nice over there, with this crystal clear water and the warm sea and also, the sun is out pretty much all the year round." But at that time when we went there, we didn't really look out if there's enough people over there, who are also entrepreneurs, because we were just thinking about, we need some sun and some C in our life . So we didn't really know how the people are and we didn't really know well if there are other entrepreneurs we can connect with. Now, after living there for six years, we noticed that it's so hard to make friends, because usually people always go back to the country they came from or move to another country, because it's really, really hard to make connections and then people just gave up. So, we had friends and then maybe they went off, they just took off again after like two years. So we were really tired of not being able to connect people on a deeper level and then another thing, what backed us was there were no real events for entrepreneurs to connect with and now it's just slowly starting, but they have a totally

different thinking compared to international entrepreneurs. I would say in Marta, I mean, it's not a bad thing, but they just think in different way and they think a bit more narrow-minded I would say, because they work mainly offline. Since we have an online business, most of the staff they were talking about, didn't really relate to us and we lived on another island, so it was like a two hours trip to actually see some people. Another thing, what really was really sad to see, is the development went up. So, there were so many construction sites and lots of noise and I woke up at 4:00 AM, just because of all the vehicles going around. So, there was less and less countryside left to actually enjoy nature. So these were all those aspects where we were like, yeah okay, but that's actually not what we wanted in our life and we really need some people, we need some nature, we need some peace and quiet and let's see where we can go. So we went on a few trips to check out other countries, and we didn't actually take a look at Portugal first, and then when we did some research online, we came across Portugal and then within just a month we decided to move. We didn't know Portugal at all, only from online research and then we just went for it.

Caitlin: Wow, so and how long have you been in Portugal now?

Lisa: Yeah, so right now it's like from August last year. So, the first month was just living in an Airbnb and waiting to get a rental contract, because rentals here in Portugal are a bit crazy, if you don't wanna be on the countryside but you wanna be on the seaside. It was not really the easiest part to actually get a nice apartment or a house. So we have been waiting for about a month, to get something nice. We moved in a really, really cool place near the sea and now our next goal is actually to switch places again, in about half a year and move south because in Portugal, in the south it's like much more of the stuff we were looking for. There's even more entrepreneurs, and the water is a bit warmer and we love snorkeling. So this will be another trip then.

Caitlin: Is that down in like near Faro and--

Lisa: Yeah exactly, so at the moment, we are based one hour from Lisbon, because there are so many Meetups for Digital Nomads. It's for people who have a business, but it's always like one hour and then we need to find a parking space, so you end up with having like two hours and then two hours back. So at the end we don't really go to Lisbon to connect and we just stay here, it's nice. And the countryside is great by the sea, but there are so many surfers so if you don't surf, you don't have any friends. And so we decided to go down South, because there are so many entrepreneurs and so many Meetups, and so many experts, and so it's like a really cool culture down there. It's really mixed up, between Portuguese and Americans and British people, Germans, like Dutch people, all like a cool mix. And apart from that of course, the weather is even more amazing.

Caitlin: Portugal has been on my bucket list for a while. I wanna go down and see those Orange Sandy Beaches, in the Algarve, and I've got a friend in Lisbon and now I know you live there and so, I'm probably headed to Europe in May this year.

Lisa: Oh cool, that sounds amazing.

Caitlin: Yeah, I wanna go to a festival in Ireland and visit some friends maybe in Sweden, and also in Portugal, so I might hit Ireland, Portugal, and Sweden. I may skip Germany, I don't know, I haven't been in Germany in 11 years, but I've spent a lot of time there, and so it's like not super high and fabulous, but at same time, I haven't been there in a long enough time that I think it sounds exciting to go there again. But, I gotta do some planning because I do not like traveling alone. I got friends and stuff, so I'll have to plan it very carefully so I don't have to flip myself all the way around alone that much if I go. So, let's talk about more like the mindset aspect of all these changes that... I mean, you're obviously a very flexible person that if you guys decided within a month you're gonna move from Malta, which if you guys at home don't know or wherever you are in the world listening to this don't know, Malta is a tiny little country off the coast of Southern Italy and off the coast of, I guess it's the eastern coast of Tunisia, if you're familiar with where that is. And so, you're very flexible person being able to make those changes so quickly and also just to be able to live in a country where, German or English is not like the most widely spoken language. So, what have been some maybe roadblocks or things that have come up for you that you've been able to overcome with your mindset? You did speak about wanting to move further South, so you can connect with more people, so that's a roadblock. Any types of maybe fears or family members saying, "you guys are crazy or when are you gonna settle down Lisa," or anything like that, that you've had to deal with?

Lisa: Yes totally. So, like when we moved to Malta, it was, I think the biggest block, like roadblock for me, was actually making the transition from having an offline business to an online business. Because, when I started to be a makeup artist in Germany and just did photo editing for fun, it went well, but when switching to Malta, it stopped going that well because the beauty aspects in Malta are more Arabic and totally different from what European people liked. So, I had to actually like change my business and that was a huge process for me because, I was so freaked out, I was sitting on this tiny island and I mean the weather was great, but at the end I was like sitting in the apartment and crying because, I was really wreck because I just didn't know what to do and I didn't want to rely on my boyfriend, because I like to be independent. Then I started my photo editing business and after just three months, I already started coaching and I had magazine publications and Elle and Glamor and all these magazines. So that went well but until I got there, it was so many tears and hiding in my apartment and not wanting to go out because I just felt like really ashamed and I felt like everyone had success and I wasn't able to do anything. So, it was pretty bad at the beginning. When we moved to Portugal, I mean, for us it was pretty easy because we already had this established business and the only thing now, what we are facing is really like connecting with people. It's still a problem here, because most people who have a business or who are not only interested in surfing, they are in Lisbon or they're at the Algarve actually. So that's one thing we wanna change after our rental contract ends. Yeah, another thing you mentioned, it's like our family saying, "Oh, but when will you settle down? You are always from here and from there and you already moved four times a month. You have your apartment in Malta, now you need to sell it. You are crazy, why do you

that?" And at the end they are like, they want the best for us but for them it's a bit harder to understand because for us, especially German people, they really settle down. It's like after school or after doing some studies, they usually like get married, then they move into their own house, and then they will stay there the rest of their life. That's like the typical German I would say, who was implied, but it's not us. So, it's a bit hard I think to understand for them.

Caitlin: It's hard to see someone that you love, do something that you don't understand in an environment that you're not familiar with, I think because it's hard. It's just hard to put yourself in their shoes. They care but they don't understand and so having compassion and understanding for the fact that they don't understand, but they just love you and want you to be happy, and don't want you to screw up your life. They just want the best for you but I think it's really wise that you are following your own tugs of the heart so to speak, and going in the direction that you feel pulled and living the life that you want to live. What you had mentioned on the last episode, that you did make up, and I find that actually quite interesting that this style and Malta was so different, that it would have to radically kinda force you to change your business and re-evaluate some things in it. It's so interesting how life throws you those kinds of curve balls and forces you to grow.

Lisa: Yeah, definitely. And it was like at that time, when I look back now, I think I wasn't really even myself then, because when I started with makeup, I started to do it because I love being creative. Well then later on, I always felt like I had to put on this mask, because to be accepted, I felt I had to wear tons of makeup and I always had to dress nice, because it was just kind of part of the industry to dress up and have amazing makeup all the time and usually I was always like a person who just went out and I don't know, go for a walk or something and do a lot of sports and stuff. And when I went in this makeup industry, I always felt I had to dress up and at the beginning, for me it was like, "Yeah, okay, I can just express myself creatively." Then later on, it was like already kind of robotic, I would say. I didn't think about it anymore and I just put on the makeup, went out, and for me it was like total normal to wear makeup whole year round kind of, and I didn't even go out, just to grab a coffee, without makeup. It was totally crazy when I look at it now. Now, I know like this huge blocks I had, when I arrived in Malta and then later on when I decided that photo editing wasn't really for me for long-term, because it didn't really make me fulfill. These were like things where I really kind of rediscovered myself and so I had like half year of break of work, after I decided to quit photo editing before we started actually our company Coachy. So that was a big change for me and I started doing yoga. So that's all kind of stuff, I think you really need to follow your intuition in your heart, and also really stick to what you believe in and if there's maybe an industry and they want you to change or you think you have to change, I think it might not be the right industry for you or maybe you just need to kind of break the rules and just do your thing. I think that's really important just to stick to yourself, and you don't have to feel like you have to dress up or feel like you have to wear makeup even though maybe you are really wild and crazy person, who just likes to, for example, for me, I just like to go out without makeup, have some nice walk at the beach with my dog. So it's like so much different to where I used to be.

Caitlin: Yeah, I think that's great. It sounds like you've gotten a lot more comfortable with yourself and that can be a long journey for a lot of us myself included, just getting comfortable. I remember in high school, I wouldn't wanna go without having my hair straighten with makeup on. Then I got to college, it kind of fluctuates. In college, I was like wearing my workout clothes to schools, like go to the gym right after class and I didn't care. I wasn't there to make friends and is what I always said, I'm just there, get my education and get finished. More about getting finished and getting educated, I think in retrospect, but, and I go through phases now. I think I'm at a point now where I really like putting on makeup -- it's fun and so I'll do it because it makes me feel better, but I do cheat. I do the eyelash extensions, because then if I don't put on any makeup, I feel like I still kind of put together, but it doesn't take a ton of effort and trying to reduce anxiety and stress keeps blemishes away, so I don't have to put on like as much face stuff to cover that up, if I feel self-conscious about it. It's kind of all interconnected with our growth on the inside, what's happening on the outside and a lot of times, if I'm stressed out, I'm eating too much and maybe I've put on some weight, that totally affects the way I feel. And then day to day it affects my confidence level, because there's something that's causing me to eat too much that, it's just kind of rumbling out into your whole life. And so, I think it's super, super good that you have made the choices to listen to yourself and to go in the direction where you're taking care of yourself instead of trying to please other people or kind of fit into their idea of what they think is healthy and wise. 'Cause nobody really knows, what you need and want better than you do and if we spend a lot of time justifying or explaining in a way or saying it's not right to feel this way or you shouldn't want to move to Portugal, you should be fine where you are, you should go back home or whatever. When there's something inside of you, that's saying, that's giving you a signal or some kind of anxiety, or you can't stop thinking about it or whatever, telling you to go in a different direction and you're listening to that. I think that's so great, because a lot of people that will try to explain it away and I've definitely been there. That's how I know that's the thing. Well Lisa, I wanna ask and just to make sure we cover this 'cause it's one of the most important questions. If there's somebody at home listening to this and maybe they heard your first episode, and they were super inspired by that and maybe even didn't know that you could edit photos remotely, and we talked about that in last episode I think so, if somebody's interested in that episode, well you should listen to it anyway, but getting some information about that. But maybe somebody is listening to this and they're inspired, but they're thinking, "I don't have a supportive boyfriend that is helping me or that has helped me put this business." Or maybe just their mind is spinning with possibilities, but also a lot of fear. What advice would you have for somebody who's like, "okay, this is second time I've heard Lisa talking and she's pushing me a little bit, but I just need that little nudge to take that first step." What's your advice for them?

Lisa: Yeah, I have to say I was pretty lucky because my boyfriend supported me, but I also have to say, that it was not always only my boyfriend who supported me, because at some points you just need someone I think from the outside, with a different perspective, who might doesn't even know you that much, and who can help you with other stuff, because for example, I always invested in a coach and I think that's one thing you could totally do like get help from a coach. You can work on the mindset together and you can actually work on your goals and

figure out what you really want, figure out what's holding you back and also, then at the end maybe you start building a business. Because, I think if you always listen to friends advice or family advice, it might not even be the best advice you can get, at least for you and sometimes they just want to protect you, so they don't really give you the advice you need. And also in some like business or mindset stuff, they can't really support you as good as an expert in it. And maybe you don't even open up as much to someone you know compared to someone you don't know, because it's like sometimes you might feel a bit of ashamed if you take a friend or someone like that, someone you know. And if you have a coach, who doesn't actually know you, you might open up a bit more and they can support you much, much better I think, than some friends for example. And another thing is not only getting a coach, but also really go for whatever you want, and don't let yourself hold back. And really, if you think you are not ready, just start anyway, then just go out there and do whatever you really wanna do, because the longer you wait, I mean the less time you have in life to actually live the dream you wanna live. And I think you don't wanna regret it. If you imagine, you die someday and then at the end you were like, "Oh, I should have done that." Really listen to yourself, take some minutes for yourself each day and then just listen to the thoughts that come up. Try not to really listen to the negative thoughts, but really try to listen to the thoughts that inspire you and motivate you to take action.

Caitlin: That's such good advice, thank you. Thank you so much for being back on the show and for sharing your wisdom with us and I know that this is a very inspiring episode, just hearing about how you moving around and doing scary things and being honest with yourself about changes that you need to make in your life, and then actually making those changes. I'm certainly inspired; I know our listeners at home are as well. So, thank you so much for being on the show, Lisa. Folks at home, thank you for joining both Lisa and I today, and I wanted to let you know that you can get the first five chapters of my book, "Work At Home" for free by going to workathomeschool.com/book and if you'd like and follow this podcast, please leave us a review, on your preferred podcast platform, iTunes, whatever it is. It helps us reach more people and bring you more great content like this interview with Lisa. You can find more episodes at workathomeschool.com/podcast including Lisa's first interview. And Lisa I wanna ask you one last thing before we go. Where can people find you?

Lisa: So the best resource, where you can find me is my website. So it's lisa-evoluer.com. Probably you will link it anywhere, because my name is not that easy to spell for some people and you can also always find me on Instagram.

Caitlin: Well thank you so, so much again for joining us. It's been great catching up with you.

Lisa: Yes, thank you very much. I really enjoyed being here and I really hope that there are lots of people out there now who feel inspired to take action.