

Trudy Rankin ([00:08](#)):

Welcome to the Online Business Launchpad podcast. We're gonna be helping guide you step by step through the process of growing your business online and we're gonna be giving you tips and techniques that are going to help you break through the barriers that can stop you making progress in your business. This podcast is presented by West Island Digital and I'm your host, Trudy Rankin.

Trudy Rankin ([00:31](#)):

Today I'm speaking with Josh Koerpel, who has his own software company and I'm going to talk to him about his background, about some of the things he's done. He's been a tall ship captain. He's got, uh, a degree in Spanish. He's got a masters in mechanical engineering, and he's gotten into the whole world of software development and moved from there into developing his own software that he sells to other people. Uh, fascinating interview. And without further ado, let's say hello to Josh and get started.

Trudy Rankin ([00:59](#)):

So, let's go ahead and, and kick in. Do you wanna-

Josh Koerpel ([01:02](#)):

Sure.

Trudy Rankin ([01:02](#)):

... just maybe just, uh, tell us just a little bit or tell the listeners just a little bit about yourself, a little bit about your background, and-

Josh Koerpel ([01:09](#)):

Yeah.

Trudy Rankin ([01:09](#)):

... then how you actually got started, uh, doing what you're doing. And we'll talk a little bit about that as well.

Josh Koerpel ([01:14](#)):

Yeah, sure. Uh, well, so my name is Josh Koerpel. I'm, uh, from the States, from Pittsburgh, and I have been sort of working online, primarily online, for the last ... Man, where are we? It's 2020 now, so probably since 2014, roughly. Before that I was a mechanical engineer for the entertainment industry, so I designed a lot of things for like Justin Timberlake and Beyoncé and all their crazy machines that they use during their shows, Cirque du Soleil and Disney and stuff.

Josh Koerpel ([01:45](#)):

And then before that I was a tall ship captain, so I sailed around the world and, and worked on these big traditionally rigged sail boats called tall ships. I did that primarily all my 20s. I was, uh, just about at sea for the most part. So, yeah, and I've got like a pretty mixed background. I majored in Spanish, and then I have a masters in mechanical engineering. And, uh, was an Alaskan wilderness guide and worked with NASA, and developed a lot of optical systems.

Josh Koerpel ([02:14](#)):

So, I don't know, I was able to like take all of these weird things that I've done in my life and then channel them into what I do now, which is essentially building software and creating solutions for people. So, yeah, that's, uh, that's where I'm at right now.

Trudy Rankin ([02:29](#)):

No, that's a pretty amazing journey, you know, you sort of ... Lots of people have pretty eclectic careers and backgrounds, but that one probably takes the cake in terms of diversity and, and the different things that you're looking at. Uh, so, in terms of ... because the way I know you, just so that our listeners know, is, is that I came across you ... somebody introduced me to the software that you've created called Funnel Mappy. And I've been using the software ever since and playing, eh, with it, and, and using it, introducing all of our Online Business Lift-off people, participants, to it.

Trudy Rankin ([02:59](#)):

But, do you wanna just talk a little bit about how you got into the whole, I guess, world of and why, why Funnel Mappy? What got you started with that?

Josh Koerpel ([03:10](#)):

It was out of a need, certainly. And it was my need, I was working with, uh, a couple of clients simultaneously and I was helping them with creating the build outs for their marketing campaigns and, and pretty much everything. Like all the copy and graphics and all of the technical execution of the big plan. And, you know, we did one campaign and then another, and then another, and no one was on the same page and it was just frustrating. And then I had another client and the same thing happened, and these things started piling up.

Josh Koerpel ([03:40](#)):

And, you know, we would do one campaign and one sale in March and then the next couple of months we would wanna do the same one, but change it up a little bit. But there was no record of what we actually did the very first time and stuff. So, anyway, I started making these maps in Google Slides, like manually. I started drawing them out.

Trudy Rankin ([04:00](#)):

(laughs) [crosstalk 00:04:00].

Josh Koerpel ([04:00](#)):

And, uh, I made all of the icons and stuff, and it was great because it started getting everybody on the same page. Like I could present this to the team and say, "Look, this is ... this is the big plan. This is what we're trying to do." And it was great. It, it revealed a lot of the holes in the plan and all of that stuff. Well, I just got tired (laughs) ... I just got tired of doing it manually and said, "I'm just gonna create a software that essentially does this."

Josh Koerpel ([04:25](#)):

And so I went down the path of, uh, I actually I flew to Kiev and met up with a bunch of people over there, some software developers. We developed a relationship and then, uh, we worked for about like

eight months or so building the software. And now I use it just about every day. In fact, I used it today (laughs). So, yeah.

Trudy Rankin ([04:45](#)):

Yeah. That, that's ... And, and I have to say, 'cause, uh, being a user of Funnel Mappy myself, it is actually, you know, not pitching it or anything, (laughs) but it's actually really good for visualizing exactly what you said, wh- what are all the different components of a funnel. Uh, 'cause you can use ... There are other pieces of software that you can use to really get down into the nitty gritty detail, but you kinda have to be a bit of a ... of an expert to be able to use them and get any, any use out of them. And so just having the ability to very quickly show what you've got is really, really useful.

Trudy Rankin ([05:16](#)):

But I find that really, really kinda interesting. So, tell me, who has been kind of the, the ... What's your typical user for Funnel Mappy?

Josh Koerpel ([05:23](#)):

Well, two primary users. The, the person that tries to build this stuff themselves, you know, so they, you know, they're a small business trying to get something off the ground and they hear about funnels, but they are a little bit unsure of the steps on how to ... like just how to organize it in their head. That's the first person, because, you know, Funnel Mappy, from the very beginning, has just been about simplicity. Right? Like coming from a mechanical engineering background, I know that the technical sides of all of this is just ... it can be very complicated and very intimidating.

Josh Koerpel ([06:00](#)):

And so Funnel Mappy was all about simplicity. You're like ... You're absolutely right, there are other mapping tools out there that map, you know, the funnels and stuff, and they have more and more features built in on things that you can do. And, to be honest, I didn't want to do any of that. I wanted to keep it as simple as possible because that had the best chance of actually being executed on. (laughs). And that's people's biggest problem, in my mind, is that they just ... you know, they'll plan it out all great like, but then they just won't actually build it.

Josh Koerpel ([06:30](#)):

So that's person number one, is the person that kinda tries to pull it all together themselves. And then person number two is somebody like me who runs the marketing for people, for clients, e-commerce, and things like that. And in that instance, you know, it's like a small agency where we just have ... there's a whole bunch of different campaigns running at the same time. We just need a way to organize it all and, uh, to get everybody on the same frequency. So, yeah, those are the two I would say.

Trudy Rankin ([06:58](#)):

Yeah. A- and I think there's a ... there's a really deep need there. So, how, how do you manage the challenge? 'Cause you obviously do run a, an agency, are you still running an agency or are you focusing completely on your ... you know, on your software as a service?

Josh Koerpel ([07:10](#)):

I don't know if I would really ... It's not really an agency, I, I would say. Like, it's myself and, uh, I've brought on a couple of people that help, but for the most part, I, I don't think they would ... I wouldn't classify it as an agency, the way that I see agencies online, like on Facebook and stuff. For me it's always been, um, like quality over quantity.

Trudy Rankin ([07:31](#)):

Mm-hmm (affirmative).

Josh Koerpel ([07:31](#)):

So I've kept it really small, so that we can focus on just one or two people, but we can build some really cutting-edge stuff, as apposed to try and spread ourselves out at a bunch of shows, different clients and things.

Trudy Rankin ([07:43](#)):

Yeah. 'Cause there's a term that you hear a lot in sort of the online space, and that's growth hacker. Do you ... Do you consider yourself a growth hacker in that respect?

Josh Koerpel ([07:53](#)):

I don't think ... What is ... What do you really know what that means? (laughs).

Trudy Rankin ([07:55](#)):

(laughs).

Josh Koerpel ([07:58](#)):

Like, um, so in a sense that we're all trying to grow our businesses and the simple act of observation of how other people are doing things will either inspire you to do the same thing or give you ideas on how you can adapt it. If that's what people mean by growth hacking, then I guess, yes, because some of the best ideas come from either watching other people or, honestly, getting the hell off the computer and going to do some, you know ... go like sailing or something for a while and get your mind right. But, uh, but, yeah. I mean, I guess so, in a way of looking ... always looking to grow.

Trudy Rankin ([08:35](#)):

Yeah. 'Cause ... I mean, it's an interesting term 'cause I've seen it used in so many different ways. Some people, uh, they think it or act it's all about just search engine optimization and for some people it's about looking for holes in your funnel and trying to plug those. And for some people it's about optimizing. And for some people it actually includes looking at the team and looking at the skills that are in the team and seeing where the gaps are, and just doing whatever it takes from ... on a organizational perspective to actually make sure the business can grow.

Trudy Rankin ([09:01](#)):

So, it's an interesting term I just thought I'd, I'd share. Yeah, no, I think that's interesting, just that whole focus on small, but powerful and you're there to help really, really get your customers to just really take off out of the ground. It's really, really...I think so. So, you obviously had this incredible background of stuff and you've been doing this for a few years now. What was the process that you went through to

actually get you started finding those customers, that you can help them ... you know, that you're gonna help grow or that you are helping grow?

Josh Koerpel ([09:32](#)):

I ... When I first started, so what got me into the whole marketing thing was that I built these mobile apps at the same time that I was doing the mechanical engineering. I knew that the office life wasn't gonna be for me and that I needed a way out. And so I started learning how to develop mobile apps and I developed three of them for both iPhone and Android, and they were great, but I didn't know anything about marketing them. And I found out that, for me anyway, that like validated my sort of internal desire to find out if I could do it.

Josh Koerpel ([10:11](#)):

And then I found out that I could, like I could build them, but then it's a question of should you. (laughs).

Trudy Rankin ([10:18](#)):

(laughs). Yes.

Josh Koerpel ([10:19](#)):

And that was a whole other thing, and that led me down like, you know, understanding buyer psychology and what like ... and, and just marketing and sales in general. So what got me started was that I had this technical background. I looked at the market and I said, what's something that people are having trouble with that I could help them do? And I landed on webinars because it seemed like webinars were things that people just were ... got a little overwhelmed with. And for me, compared to like the engineering that I was doing on a daily basis with like this company, it was a piece of cake.

Josh Koerpel ([10:50](#)):

And so I didn't know anything about webinars, and I spent like three weeks straight just doing nothing but researching and, and like writing down notes and figuring out what works and what doesn't. And then I needed to get some clients, (laughs) so honestly the very first thing that I did was I realized that there were Facebook groups. Like I joined all these entrepreneurial Facebook groups and stuff, and a lot of them have different days where you can post your own thing, like you can post a like ... you know, something.

Josh Koerpel ([11:25](#)):

And so I made a spreadsheet of all of the ones that were on Monday and all of the ones that were on Tuesday, et cetera, and then all I would do every day was just I would post in these groups. And then I would also come back and try to converse with them as well, and, you know, try to answer questions and things. But I ... Honestly, it came from like Facebook groups, a lot of like pounding the pavement. And I got a couple of really early clients that were just small.

Josh Koerpel ([11:51](#)):

The first like webinar I actually did, I remember, I was like so freaked out. I was on a Zoom call, just like this, and, uh, and we were talking about price. And I gave him my price and I was like sweating that he was just gonna flat out reject it. And we came to an agreement and, uh, you know, and we did the whole thing. And really it was from that point forward, after I got those first initial clients, I think that the level

of service, I always tried to go above and beyond with everything that I did. And that level of service led to referrals and, uh, and that's how I started to get momentum.

Trudy Rankin ([12:27](#)):

Yeah. Wow. Then I was listening to you, you talk about, you know, getting your first s- sale and a lot of people, that, that is one of the things they really struggle with you. You know, certainly for our Online Business Lift-off program participants, you know, just, just the thought of asking somebody for money for that service that they're gonna provide is really, really, really quite scary. So how did you go about actually deciding how much you were gonna ask for and how did you stay brave enough to actually ask for it?

Josh Koerpel ([12:56](#)):

I think I was with my girlfriend at the time, so I was at her apartment, and I said, "I'm thinking about charging this guy ... I think it was like \$4,000 or \$5,000 or something to do this webinar." And she made me double it. And what was ... what was also crazy is that this ... while we were having this conversation, the power went out and the Internet went down. So like right as I was about to talk about like the finance stuff, the whole Zoom call shut down and I remember like talking to her and being like, "Oh, what do I do?" Like, "Whoa, what is happening here?"...

Josh Koerpel ([13:31](#)):

And, uh, so we're discussing some last-minute things and finally the Internet got back and we came on, and, uh, we reconnected and I told him the price. And, you know, like I was expecting the worst, and he was just like, "All right. No, that's fair." And, uh, then we just moved on with it. And it was like a ... Uh, it was like, you know, one of those things where in retrospect you look at the thing, what's so scary, and you say to yourself, "Man, that wasn't." It was the thought of doing it that was more scary than actually doing it. And, yeah, and that's, that's kinda how I, I just stuck with it. From that point forward I started to, um, to convince myself that the kind of like quality of work that I was doing was worth what I was asking for.

Josh Koerpel ([14:14](#)):

And this was a couple of thousand dollars, you know, for a webinar, to put it all together and, uh, a- and also you, you start to find that as you rise your price up, it's much easier to find one out of ten people to say yes, than it is to lower your price and find like five people, you know, out of ten. That it's a much better deal to go ... try and go more exclusive and a higher price, because you'll get rejected more often, which will probably hurt a little bit, but you'll be better off in the long run. So that, that's what I found anyway, and that's what I started to do.

Trudy Rankin ([14:49](#)):

Wow. That's pretty interesting advice because it goes pretty much counter to most people's natural inclinations, to go, "Oh, I'm scared to ask for how much I really think it's worth," or, or they don't even know how much it's worth. So they go much lower, and they discount and they discount, and then wonder why i- it, it's a big struggle. Uh, that's ... It's definitely worth keeping in mind.

Trudy Rankin ([15:09](#)):

So, as you, you're talking, uh, you know, sort of listening to that whole concept of quality, creating quality stuff for your customers, and also in my own experience of, of how I've experienced the growth, uh, and the development of Funnel Mappy, talk to me a little bit about your approach to serving your customers, and especially the ones that are ... that are using your software.

Josh Koerpel ([15:30](#)):

Sure. Yeah. Well, this was ... this was great, 'cause at the very beginning, when I launched Funnel Mappy, I remember there's an app called Bonjoro. Have you ever heard of that?

Trudy Rankin ([15:40](#)):

I have. I have.

Josh Koerpel ([15:41](#)):

So, every single person that signed up for the ... like kind of the early adopted thing, I, uh, recorded a video thank you message and I sent it to them. And that one thing alone, you talk about like a leverage point, that one thing alone was probably responsible for more business than the next year of trying to like, you know, pound the pavement and get people in. That initial contact, right, the initial sort of tone that you set with someone, makes all the difference in the world. And so that's what I did at the very beginning, and I also reached out to people randomly and asked them how they were doing and if I could help.

Josh Koerpel ([16:21](#)):

And if people like wrote to me, a- ... thinking like who the hell ... You write to the CEO or like the, the founder of a software, you don't really expect that you're gonna get something back from them personally. But I wrote every single person back, and did it take a lot of time? Yes. (laughs). It definitely did. But was it worth it in the long run? Absolutely.

Trudy Rankin ([16:42](#)):

Yeah. Yeah. For sure, 'cause I, I definitely know that I got one of those messages from you, 'cause I can remember getting a little video of-

Josh Koerpel ([16:48](#)):

Yeah. (laughs).

Trudy Rankin ([16:49](#)):

... you just, just saying thanks. And, and also any time I had questions, you'd always, you know, basically jump straight back on, uh, which is really good. So there's, there's the bit about m- m- making sure you have interactions with customers right at the very beginning, making sure that they are responded to. What about when things start to grow and things start to get a little bit hairy in terms of y- you're trying new things with the software, and things break, and things like that? How do you ... How have you gone about actually addressing customer issues and problems?

Josh Koerpel ([17:19](#)):

Like, uh, you mean as far as, as the software grows, like handling a lot of that stuff?

Trudy Rankin ([17:24](#)):

Yeah. Mm-hmm (affirmative).

Josh Koerpel ([17:25](#)):

Yeah, it's a ... It really, it's all about, one, you try to mitigate the risk at the very beginning. Like you try to think through all these problems ahead of time and figure out what you're gonna do, but things just happen. Like, you know, not too long ago, maybe a month, two months ago, something like that, there was just a, a massive server outage and it took us down for a couple of like ... probably like 12 hours or so, and we had to ha- ... like handle that on the fly, and that was totally unexpected. So, really, I, I feel like the best way to handle it is to kinda own up to it, first of all.

Josh Koerpel ([17:58](#)):

If there, there's a mistake, something that happens, right, just own up to it, be transparent about it and do your best to fix it. At the end of the day, like, you know, it, it's we're all human and you do the best that you can to try and fix the problem. You also realize, I guess, as you kinda go through this process, is that you're not gonna be able to please every single person all the time. And you just have to sort of ... so like begin to be okay with that. But that doesn't mean you can slack off, for sure. (laughs). But, yeah.

Trudy Rankin ([18:28](#)):

Yeah. Yeah, yeah, yeah. That's ... It's a ... 'Cause I, I really enjoy ... I know a few other people who are sort of early-phase startup, when it comes to software and stuff like that, and it's just interesting talking to them about, uh, just about, you know, their approach to serving customers and how you deal with problems and issues, because, uh, things just do go wrong. They really do go wrong, and, and you have to address them.

Trudy Rankin ([18:50](#)):

So, when you're thinking about sort of getting started, this time with your building software. You'd identified a need, you've realized that you need it yourself, so you're really building it for yourself to start with, but then you realize that other people want it as well. What was your biggest challenge in terms of s- ... of taking it from a, it was for ... you know, it's for me, to out to, "Oh, it's for other people. What do I do next?"

Josh Koerpel ([19:11](#)):

It was, uh, honestly, prioritizing what we did. You know, prioritizing the changes. You would think that it would just be based on volume, you know? Like you have more people asking for this feature versus this feature, so you just go with the one that more people are asking for, but that's how ... that's sometimes not the case. And what's neat about it is that, yeah, you know, you create this sort of child software, right, for yourself, but then you, you give it out to the world and the world uses it in just ways that you never really expected and improve upon it.

Josh Koerpel ([19:44](#)):

And in that sense it doesn't become yours anymore, now it's, it's, it's everyone's. And for me it was, uh ... it was coming up with striking the balance between what I personally thought was useful and what other people were asking for, and figuring out how we were gonna devote the time, like which ones we were going to ... 'Cause there's a lot of variables there, right? Like it's, it's not just about customer

satisfaction, it's also about cost and time and the expected upkeep of that particular feature, and, uh, you know, what the return on investment of that is gonna be, and whether that will fundamentally, you know, change the way that the software operates and we have to refactor a lot of code.

Josh Koerpel ([20:24](#)):

And then, man, there's just all kinds of different sort of variables to juggle around in your mind to figure out what to do next. So, uh, that was probably the biggest challenge as the world like adopted Funnel Mappy.

Trudy Rankin ([20:36](#)):

Yeah. You, you really need that whole software architecture type of a approach to knowing what you've got and what you're gonna tweak and how that's gonna impact on something else. That's really, really, really intricate work, uh, that has a (laughs) really good chance of, of going wrong, if, if you have thought through everything.

Josh Koerpel ([20:53](#)):

Yeah. Yes, it does. Yes it does.

Trudy Rankin ([20:55](#)):

Yeah. Ye- yeah. And, uh, you know, 'cause I have a background as a chief information officer, and I ... we use ... we used to laugh and say that, uh, you know, we would have system problems where we cou- ... we just couldn't figure out why things were doing what they were doing. We used to say, you know, "We haven't sacrificed enough chickens to the gremlins of the Internet yet." (laughs). And, 'cause, you know, we just-

Josh Koerpel ([21:12](#)):

(laughs).

Trudy Rankin ([21:13](#)):

... couldn't figure stuff out. So, yeah, that's a tough challenge. And what do you think is your biggest challenge now that you're starting to really take off and grow? What do you reckon's gonna be the next challenge that you're gonna be facing?

Josh Koerpel ([21:24](#)):

Uh, well, so I can think of two. With Funnel Mappy right now, we're getting to a point where, where it's just able to, you know, sustain it, keep people coming in and using it, and just growing sort of organically. And that's fine, and, and I've taken a lot of the stuff that I have learned about software development and all the different facets of it, and, uh, now we're developing another software, but more like personal development, uh, accountability software, and the big challenge there is, uh, that, that I think will really be a growth challenge.

Josh Koerpel ([22:00](#)):

'Cause Funnel Mappy, like you and I both know it's there's a subset of people that really would find that useful, whereas the personal accountability and the ... and the improvement and stuff, everybody has something that they want to do with, and, uh, and so I think I'm gonna experience a lot of challenges

with this new software that I never, never really experienced with Funnel Mappy. But, um, uh, it's a welcome thing. I'm ready for it. (laughs).

Trudy Rankin ([22:23](#)):

(laughs). Wow. So, I ... Is this ... Is this the one that I tried out, that was Firebuilders?

Josh Koerpel ([22:27](#)):

Yeah. I think you ... I'm trying to remember when you did that.

Trudy Rankin ([22:30](#)):

Oh, it's been a while. It's been several months. It's been a year ago or so, something.

Josh Koerpel ([22:34](#)):

Yeah. That was ... That was a very, very early version. I needed to build a couple of MVPs to-

Trudy Rankin ([22:40](#)):

Mm-hmm (affirmative).

Josh Koerpel ([22:40](#)):

... test the concept out. And I did, and then I started. And then people were asking if they can use the tool, but white label it and all the communication and stuff, so that it's not coming from Josh anymore, it's-

Trudy Rankin ([22:52](#)):

Mm-hmm (affirmative).

Josh Koerpel ([22:52](#)):

... coming from, you know, them, whoever they are. And so I adapted it to do that, and now the demand has gotten so high that we're just building out our own app, so I don't have to use all of the softwares that I kinda cobbled together to make this happen. Now it's its own dedicated thing. And what previously took, you know, like two weeks to build, uh, one of these accountability programs, now will just take like 15 minutes. It's gonna be amazing.

Trudy Rankin ([23:18](#)):

Wow. Wow, that's pretty impressive. Cou- ... A- and I'm just thinking about in terms of the audiences or the, the types of people that might want to use it. And it, it could be ... it could be anything, weight loss coaches, coaches of any sorts, anywhere where you ... people want to, to achieve something and they need to be held accountable for it. Wow.

Josh Koerpel ([23:36](#)):

Yeah, exactly. And the difference that we're finding ... Well, going through the MVPs, uh, and the whole marketing and sales like, you know, struggles and challenges with that, was that I shifted my business plan from focusing on individuals, right? Like the end users almost, to, um, people that were coaches and teachers, and actually had a group of people already and had invested their time and money and

effort into these people's success. Those are now the primary clients for Firebuilders and works the best when you have a really dynamic personality. You know, somebody like a leader that's really, you know, you know, fiery and spicy, because all of the communication and the personal attention is gonna be coming from them every single day.

Josh Koerpel ([24:24](#)):

And that's kind of the, the secret sauce of what makes Firebuilders work so well, is that, uh, there's an emotive power in having this person's attention all the time. S- so, uh, so that's ... I'm, I'm super excited for it.

Trudy Rankin ([24:38](#)):

Yeah. That's really ... That is really exciting, that. Because it's, it's ... I used it when it was really in its early stages and, and I could see the potential, but I didn't realize you had actually taken it out and really started to take it beyond what I was even thinking. That's pretty fantastic. So just, if somebody was thinking about starting, you know, I'd call it software as a service, but it's really just software that sits on the Internet, if somebody was thinking about developing some software like that for people, what would be the piece of advice that you would give to them when they're just starting out?

Josh Koerpel ([25:05](#)):

Just starting out. Do they know anything about coding or are they, uh ... or are they like totally fresh?

Trudy Rankin ([25:11](#)):

They'll be totally fresh. You know, they, they, they've, they've come up with an idea, they know they wanna do something, but, uh, where do they s- ... what would they do? What do they need to think about? Where do they start?

Josh Koerpel ([25:20](#)):

Yeah. So I would say, honestly, the f- ... you don't need to know how to code, right? You'll end up needing to know just enough so that you don't get screwed over by programmers, right? But that's in any field. But what you really should get good at is understanding how to express your ideas as articulately as possible, right? And whether that means describing them in words, drawing them out, creating clickable prototypes, like whatever that is at the very beginning, your success at the very early stages will be based on your ability to direct the people. Right? To direct the people that will actually be doing the work.

Josh Koerpel ([26:03](#)):

And if you're not good at that, well then it doesn't matter how good the coder is or the programmer, whoever's building your thing, they're gonna ... you know, it's not gonna end up the way that you want. So if, if I was just starting out I would ... There's so many different like clickable prototype sort of softwares. Marvel is one that I've used. marvel. ... I don't know, marvelapp.com. Just in Time is another good one. Figma is what we're using currently. Like you can get free accounts with all of those. Go in there and start actually creating something. Make it clickable. See how everything connects.

Josh Koerpel ([26:39](#)):

And then when it's time for you to go and find a, a person on Upwork or wherever, you know, you're gonna find them, you'll have something to give them and that's how you can sort of like create a, a ... like a kind of a base line of, uh, of who can do this and who can't. And then the other just real quick thing like in that same vein, I have found the programmers that can explain these concepts to you, like really complicated like technical concepts to you, as if you were five years old, right, and not to be, you know ... not to be insulting or anything, but they can explain it in a way that just makes sense, right?

Trudy Rankin ([27:15](#)):

Mm-hmm (affirmative).

Josh Koerpel ([27:16](#)):

Those are the people that really know what they're talking about. Anybody that avoids it, or just tries to like cover it up with a bunch of technical jargon and stuff, they have no idea what they're talking about and you are gonna get like ... oh, it's just gonna ... you might as well burn your money right now.

Trudy Rankin ([27:32](#)):

(laughs). Actually, you've just answered one of the questions that I had, which was, how do you know or how do you go about finding somebody who can help turn your, your ideas into reality? You went to Kiev. You've talked about, uh, you know, going to Upwork and, and finding people. So that's one of the things that you should look for, is somebody who can explain really complicated concepts in simple terms. What might be one or two other things that somebody who would like to get developers to help them, what should they look for?

Josh Koerpel ([27:58](#)):

Well, so I reached out ... Like when I was doing the mobile app stuff, I mean, I reached out to like 10 or 15 different developers, and doing like ... It's not like hiring a VA so much, where you can have a test task or something that they can just like code up real up quick. You really do kinda have to, at the end of the day, like go on faith a little bit that they know what they're talking about. And, to be honest, that comes from experience. Like so, I would say, don't be afraid. Vet people as best you can. Doing those clickable prototypes is a really good way to start.

Josh Koerpel ([28:31](#)):

Whether or not they, they can explain to you exactly what needs to be done, that's another really good start. And just do those two things are gonna weed out probably like 90% off all of your applicants. And then from there, like for me, I would just choose the one that you can communicate most easily with. Right? 'Cause it's really hard to work with somebody in India, even though they're like 10 times cheaper. Right? You're gonna have to get up at 2:00 a.m. and you're gonna have to like, you know, stay on these calls. It's gonna be difficult with the time zones, also with explaining concepts. Right?

Josh Koerpel ([29:07](#)):

So, so just go with the ones that you can communicate most easily with and, uh, I think that if you do those things, you'll learn the rest by actually doing it. The work will teach you the work at that point.

Trudy Rankin ([29:18](#)):

Oh. That's, that, that's really good advice. 'Cause it's a bit daunting for somebody who's got a fantastic idea and they really do want to do something about it, but knowing where to start and thinking about what has to be done, first step, second step, third step, that's really useful. No, I appreciate that. Is there anything else you'd like to share with our listeners that we haven't sort of covered off, before we close up?

Josh Koerpel ([29:40](#)):

Uh, yeah. Well, I mean, I just ... I think that ... I think that a lot of people are gonna listen to this and think that it's a great idea to start a software as a service, and then they'll most likely forget about it, (laughs), or like something will come up and they'll, you know, they'll kinda go on another path. I would say, the best thing that you can do, because I love it, like I ... this, I'll never stop creating software. I think it's just the perfect business model. There's a lot of downsides to it, but there's way more upsides that just fit with my lifestyle and my ideal lifestyle.

Josh Koerpel ([30:12](#)):

But, I would say, you ... just don't be afraid to go out there and do something that might not be the best thing you've ever created, but it'll be a start. And once you get that like small little fire going, then you can start to build on it and build on it. And you'll be amazed at how fast you start to like get a handle on what's going on. You start to develop your skills as somebody that does this. And the very first person that ever pays you a subscription, right, for something that you've built, for this asset that you have built for yourself, that will be a day you'll never forget. There's no feeling like it.

Josh Koerpel ([30:49](#)):

So, I would say just go out there and do it and don't be afraid of failing. Just go out there and create something great.

Trudy Rankin ([30:55](#)):

Fantastic. That's, that's such great advice. Thanks, Josh, so much. I really appreciate you talking with me today, and all the best with all of your efforts. All of the work that you've done, uh, it's just been fantastic.

Josh Koerpel ([31:07](#)):

Yeah, Trudy, thank you so much. It's a pleasure, and, uh, yeah, will talk to you soon.

Trudy Rankin ([31:16](#)):

Hey, thanks for listening to the Online Business Launchpad podcast. If you'd like to keep on getting tips and techniques and more things from me, uh, that you can use to help grow your business, please sign up to my email list at [westislanddigital.com](mailto:westislanddigital.com). That's [westislanddigital.com](http://westislanddigital.com), all one word, and subscribe to the podcast. Catch you later.