

Kate MacGregor

MEDIA & SPEAKING KIT

Your business can only grow as fast as *you can repeat yourself.*

Kate helps business owners, coaches and organisations turn the thing they explain over and over into something that works, even when they're not working. Practical, warm and jargon-free, with real examples your audience can use the same day.

Based in New Zealand

Speaks worldwide, online

Kajabi certified expert

8 years building digital products



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katemacgregor.com/media

TALK TOPICS

What Kate *talks about*

01

Make it once: turning what you repeat into a digital product

Every business has a question it answers over and over. Kate shows how to turn it into a guide, program or training that does the explaining for you, in four directions: before people buy, after they buy, for your team, and for your suppliers. Listeners leave with their first product idea.

02

Your expertise, built to scale

For coaches, consultants and organisations. How to translate a methodology into professional programs, team trainings and CPD certifications, and what to get right before anything gets built. Ideal for professional bodies, L&D and HR audiences.

03

Life first, work around it

Kate grew up watching a family bricks-and-mortar business run seven days a week, then left the corporate world to build a business she can run from anywhere. An honest, story-led look at designing your life first, and the practical changes that make it possible.

04

The tools behind an efficient online business

It has never been simpler or cheaper to run an online business, yet most owners pay for tools they don't need. The four questions to ask before adding any tool, how Kate cut her own stack to under \$500 a month, and how she uses AI to replace subscriptions without being an AI expert.

Kate MacGregor

STRATEGIC DIGITAL PRODUCT CONSULTANT

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About *Kate*

SHORT BIO

Kate MacGregor is a strategic digital product consultant based in New Zealand. She helps coaches, consultants and organisations turn what they know into programs, trainings and certifications that work, even when they're not working. Kate is a Kajabi certified expert and hosts a fortnightly live session for more than 12,000 Kiwi small business owners.

LONG BIO

Kate MacGregor grew up in a family bricks-and-mortar business, watching long days, seven days a week. After years in the corporate world, she set out to build something different: a business designed around her life, that she could run from anywhere.

Her first online course, launched in the first lockdown, was delivered by hand: she emailed every video to more than 100 people herself and tracked who was up to which day on a whiteboard. That was when she found a better way, and for the last eight years she has helped business owners do the same. As a strategic digital product consultant, Kate works with established coaches, consultants and organisations to turn their methodology into professional digital training products, from client programs to team training to certifications. Her work ranges from solo coaches to organisations rolling out training across teams and franchises, including large multi-language programmes for global clients.

Kate is a Kajabi certified expert and hosts a fortnightly live session for more than 12,000 New Zealand small business owners. Her message is simple: your business can only grow as fast as you can repeat yourself, so make it once.

"How many people can you personally get in front of? That's your ceiling. Your calendar decides it."

KATE MACGREGOR

Recent *appearances*

MARKETING 4 BUSINESS

Work less, win more: how digital systems create freedom

WALK 2 WEALTH

Work anywhere, succeed everywhere

BUSINESS YOUR WAY WITH SANDRA JULIAN

6 unexpected challenges of entrepreneurship

MOST MEMORABLE JOURNEYS

Anyone can learn to have the lifestyle they dream of

INSPIRE TO INSPIRE

What no one tells you about building a dream life with your online business

PLAYSTACK ACCELERATOR

Sell online courses, even with no audience

INTERVIEW IDEAS

- 01 Are online courses still viable, and what's trending right now in digital products?
- 02 Digital products aren't passive income. So what are they really for?
- 03 Why is the question your customers ask most often usually the best place to start a digital product?
- 04 How did growing up in a family business shape the way you work now?
- 05 You say you're not an AI expert, yet you built your own tools with it. Where does AI genuinely help, and where should you keep it human?
- 06 You once emailed every course video by hand to over 100 people. What did that teach you?

