

Welcome to you're not the boss of me. If you are determined to break glass ceilings and build it your way, this show is for you. I'm your host Beth graves. And I am obsessed with helping you to not just dream it, but make the plan, connect the dots and create what you create. Are you ready? Let's get started.

Welcome back to episode. Number 51, we are going to make a plan during this episode for your social media content marketing. And this is really, really important because I think that many times when we have a network marketer, maybe that's you and you hear this, we build online, we build online, we do everything online and you're thinking, what do you mean you build online? What does that mean? And so, first of all, we have to understand what exactly is the business that we're doing. Right? We get somebody that says, Hey, I have my essential oils, or I have my makeup and you're going to sign up here and you can earn these bonuses. And we don't go back to the beginning to say one Oh one. We are in sales. We are in sales. And we are also building a sales team. Many times we put some romance around what it is that we do.

And there are so many great parts about building an online business or a network marketing business. And this will work. I work with entrepreneurs who are building businesses on Etsy. For example, this is still the same thing. So let's talk for a minute about what it is that we do to get sales or to get new team members, to grow our team and make more money and have success. First of all, we have to know that we have a product, right? We all start with a product or a service. Maybe it's travel, maybe it's skincare, maybe it's vitamins. You have a product. So think about that. What is your product? Think about that right now. Second, our job is to be the marketers. We are network marketers. So we are networking with people and marketing our product. So how does that look? It can look many, many different ways.

There are some people that love to network in person. There are people that do a ton of building online because they have an incredible content marketing strategy that pulls people their way. And so let's break that down a bit prospecting. When you hear someone say prospecting, that is having an actual conversation with a person to see if they are open to buying your product or joining you in the business. So that is prospecting was when Blair sent me text that said, Hey, I would love for you to take a look at this company. And here's why let's talk. That was flat out prospecting. And I'm so grateful that she didn't depend on just a marketing strategy, because I may have never said yes or may have not noticed what she was doing because most of us don't live on social media scrolling and saying, what the heck is Blair doing this summer?

Right? Sometimes we get that in our head that, well, they're not responding to my posts. And goodness gracious. We hope and pray that people are not living their life on social media, waiting for you to post. So we're going to talk about how that's going to look. Remember that offline is sometimes considered the new luxury, but let's face it. We're all online. We're all looking at content. So prospecting is having the actual conversation. And many times we get stuck in this. Do I prospect do I market? And it's a combination of both, but we can with really effective marketing, we can get people to raise their hand for the prospecting or actually show up and ask us, what is it that you do? Just like when I was looking to buy a new property, I didn't wait until my friend Michelle posted that she was going to show Lake homes.

I reached out to her and said, Hey, I noticed that you are a realtor in that area. This is what I would love to take a look at. And so she did her marketing pulled me in because I had a need. She didn't reach out

to me and say, Hey, if you're ever in the market that might've made it go a lot faster, but she didn't know if I was in the market or not. So her marketing was what pulled me in that direction. So how do we do this? How do we connect the dots? And how do we have a really good marketing strategy that will pull people toward us, that we may meet online. Maybe people that we already know, and that is free on a platform with organic growth. That's what I'm going to share with you today. What I really would love for you to think about right now, though, is it's not about.

And I had to remember, this is so many times we're talking on social media about our evolution. What's happening for us, our success, our transition, our shifts, and that is literally repelling and pushing people away. You can, yes. You can share that. People want to know about your anniversary and your kids, but when it's all about, I've noticed all of these, all of this growth I've had. Remember, you want it to, you want to talk about them? Make sure when you're looking, are you saying me, me, me, or are you going arrows out with your marketing? That's the first step. Now we are going to, I'm going to pull up what we are doing in camp elevate this week. And one of the biggest questions that I have is what do I post? How do I get people to engage with me? How do I get that connection?

So that I actually have people that are talking with me, right? So let's have that conversation when you work with me. And when you are a part of camp elevate or those of you that coach with me, you know, that the very first thing that I say to you, you is who do you help? What problems do you solve? And the smell smaller that you can make that little circle, the more success that you will have with attracting and marketing to the right person. Because if you say I help all moms create more income. All moms could be me. Who's an almost empty nester, a brand new mom. We have very, very different issues and problems and things that we want to communicate and chat about. So we get very, very specific. And that is a whole nother episode in a whole nother training. But every time you think about who do I help, how do I solve a problem?

And what I always say when you're thinking and doing avatar work, I'm always thinking what's keeping her up at night. What is on her mind? What's going to make her laugh. And you guys know that Emily is my real life close friend. And she's also who I created this podcast for. And seriously, I think it was the third episode. Emily showed up in my inbox, a real life. Emily who ha, who was literally, every time I speak, I think, Oh, what would Emily, what would Emily say? Or what is Emily doing? And I noticed Emily was spending a lot of time offline this summer because she's enjoying her family. And I thought, okay, that's what Emily's doing. So I realized that my Emily needs a posting plan so that she is not constantly thinking, what do I post today? What do I post today? Because I solve problems for network marketers that are trying to live a fulfilling life.

If you think about this, I'm solving your problem because I don't want you going through the struggle bus. I want to make it easier, but I also want to make you a, an effective marketer and have that CEO shift. And I want to help you to show up in a professional way that feels really aligned. That doesn't feel icky and weird. Like, Hey girl, Hey, I just earned another bonus. How cool am I? Nobody wants to see that, right? I mean, it's fun to say, but nobody really wants to read about that. They're like, Oh, here she goes again. And there's a time for promotion. But when we are planning our social media for the week, let's get down to the nitty gritty. If you're sitting there and you're thinking, okay, what am I going to post? What that's going to haul people toward me.

What's going to serve, how am I going to, to solve a problem? How am I going to engage and connect? And we can always connect the dots. If your avatar, your ideal human that you're speaking to on social media, with your marketing, if you are right in the mix with it, you will also be able to connect the dots with your, and there's some times that you're not talking your product at all. You're just talking about something that might be a pressing discussion. Something that you need to talk with your avatar, with your, with your audience about. And we're gonna walk through that right now.

So I thought this

Week, what is going on with most of, and this is what we had in camp elevate, what's going on with most families right now. And I have many, many moms that are, that have all age children. And so I thought, okay, let's decide what is a problem? How can we support and solve something that's pressing for my audience this week? Not how am I going to sell product and how I'm going to get people to join my team that is going to repel people and push them away. And doesn't work very long. You can share promotion results, testimonials in your stories. And there is always a time that you will share it. But if you're always product, product, product, look at what it's doing. They're kind of sick of it. So let's get connected with how we can solve a problem. So we decided in camp elevate, or I decided, and I posted it, but from listening is families are faced right now, this fall with a new schooling situation.

So before I start planning the social media posts for the week, I'm thinking, okay, this is something, this is something that my Emily right now is looking at and dealing with. Now, what would I be able to provide and to help as a resource or a solution or connection to help with this, this issue of a new schooling situation and what are, and then dial that in again. And this is just using a framework. So in the middle of your piece of paper, draw a circle and write families. Moms are being faced with a new schooling situation and say, how are they, what, how does that make them feel? What, what are they worried about? What's exciting about this, and really just start to brain dump. What could be happening inside a name, your name, your human, what could be happening with Emily right now, as she's faced with a new schooling situation, what's stressing her out. What makes her excited? Maybe she's excited that she doesn't have to rush out the door every morning. What are some resources that you can provide? In what ways can you serve this week? And then I start to think, well, could, how could I connect my business opportunity or my product somehow weave that in, or have it in the stories so that they can see that this new situation. So for example, my product helps people with energy and lowering stress.

So, ah, I could talk about that when I have my call to action. Think about that. So we can

You have that list. We're getting ready to go. And then I always try to think about how does this connect with what I do. So the very first thing as what is something major that's happening right now in the world that is effecting Emily, make a list of all of the different ways. What would be good about it? What would make her struggle? What's keeping her up at night. What kind of resources could you provide to help? And let's talk about how that's going to connect to your product. Right? So I also think about that serve acronym that we talk about all the time. So let's think about this, the market research day, I always want to have on the first day of when I start the posting plan. So that's like the market research, let's get people engaging and talking. And so I create an engagement post.

That's asking people a question about what's, what is your schooling look like this year? And what's your new view of school and what has you most concerned or just what's your new view of school? What is one thing that's exciting about your new view of school? Or what has you, what what's, what are you doing for school and what, why are you concerned? Something like that that would get engagement and people talking or ask, are you doing virtual school or going back to school, get them talking, try to stay away from getting into debates and politics. I mean, I'm all about not hiding and being vanilla, but we also don't want to have a big discussion that it's going to go back and forth between people talking about why schools should be open, why they shouldn't, because that's not your purpose. If it was your purpose to debate, I'm all for it. But this is not the purpose of this post. So on that first day, you've got some engagement. What are your plans for, what are your kids' plans for school for next year and how will this affect you? Something like that, that gets the engagement. Now what you'll do that first day is connect with each comment and connect, ask a question, take a look and see what's going on

The next day is

To share some research based on that first question. So it would be tip Tuesday. And I would even think about going live to say yesterday, we talked about the shift that we're all making in our new view of school today, I've got three tips for how you can do X, Y, and Z. And that is your research. And seriously, Google Pinterest, read a book, ask an, an expert, but you can share three tips, even though everybody else can Google it and make it easy. You could Google what I'm saying on this podcast, but it's easy for you to just click place. So the first day is overall theme, right? We've now come up with all the different things that could be going on emotions and good parts, bad parts. And then we've asked a market research question, we've got connection. Now we might also be adding in our stories, a poll and talking about statistics about kids that learn at home, or even sharing in your stories, some ideas for how you will virtually set up how you will, and then maybe some memes, things like that. So keeping that theme going in your stories, that's having people have that discussion. So what I suggested is to have a hashtag tip Tuesday on Tuesday, where you're actually solving some of the problems. So maybe it was,

Does having enough space, right?

Maybe you are going to provide a solution for how to create a very easy workspace against a wall. Maybe you're going to do some research on kids that are learning online and share that. So you're still getting that research around what it is that's going on with your, with your Emily and her new view of school. So people are like, Oh, okay, this is valuable. This is now they're, they're taking a look. If people have commented the first day and you solve the problem, I always go back and say, Hey, I was able to do some research, check out my post from today, or even go into messenger and say, I just did a live video. And I was able to solve an issue or a problem, or I was able to find this resource for you. So it's just about connecting, if that makes sense.

Okay. So maybe

It is that you are going to share some apps of how you do your family calendar session, how you can, can create goals with kids, how you can have recess, indoors, anything that is going to provide a resource based on what they said they were looking for on Monday. Cause remember the, over what our overall view was on Wednesday, make them laugh. Like we laugh on Wednesdays, do something that is going to get some engagement. And that's where I Google homeschool jokes means. And start to just get people

engaged and then say, share your favorite homeschool meme. And then start to put those in your stories and tag the person and say, Oh my gosh, thank you, Sarah Smith for this awesome meme. And that's where I start to actually take what they're posting and say, share your favorite homeschool meme quote, and they're sharing and you're commenting.

And then you're taking it and screenshotting it and tagging it and putting it up in your stories. And again, a ton of connection around this whole topic, how you're solving this problem. So on Thursday, what I suggested is that we go into a call to action. And that is when the, for this particular topic, the way I connected the dots was to talk about how we've been talking about how kids will be shifting their view of school that can make them very nervous. And then you can share a personal testimonial. This is when you can talk about yourself, of when you started to build a business online. And it was a little bit uncomfortable because it was a new space for you, but you were able to find a community and mentors to help. And you can say if a new view of your office is shifting to an online side hustle, I've got your back, I'm here to help drop an emoji below.

And I'll, I'll give you a tour of what it is that I do. So we've now we've shifted a bit off of the online view of school or the new view of school. But you're saying, as I've been talking about the new view of school, it reminded me of my new view of how I, I started to build a business online. So that is our call to action day. And you can really weave it together and you've got people connecting and engaging. They're on your page. You've made them left. You put them in the stories, you've provided a resource. So it's okay to promote something on that day. And you are also connecting the dots. And the more that you do this, the more that you start the week and say, what is the overall thing? What's the specific problem. And you start to say, okay, I'm going to make them laugh.

I'm going to give them some education. I'm going to ask them what is on their mind. And then I'm going to figure out how I can relate something that has to do with our bids business back into how I can have a call to action and maybe talk with them about what it is that I do. And it's still marketing, not prospecting yet. And then on Friday, this is where you could do a fab, female, fabulous female post, or a free Friday post something that has to do with maybe I'm free Friday. You're saying, Hey, I've got this resource that I created for you. It doesn't have to be a fancy optin. You can create a fast little PDF using Microsoft word, or you can just type it up and say, I have a resource for you. This is my freebie Friday. It's all the apps that I found that can help you with your new view, homeschooling adventure.

Or you could just have a fabulous female where you shout out a fabulous female who's who has had this experience. My favorite thing to do is a, an interview on that Friday with that fabulous female, that's going to help you solve some problems. So I don't even care if she's in your business. Is that if I always think about, okay, here's what I've been talking about this week. This is what my followers, my audience, my, my friends have asked me about. I'm going to go out and find somebody that has done this, that can give us a solution. So for example, I might, even though Blair, isn't a homeschool mom, she has this family vision board activity that I love, or I will interview someone on my team who has built a business online while homeschooling, or perhaps I'll just go live and share a resource or do a shout out for fabulous Friday, female.

So I have now given you, what is a posting plan? You can start with big and you're thinking about how can I have a solution and how can I solve a problem and be a valuable resource where it is, how do I serve and sell? Y'all have connection and then do some promotion that makes sense. And all the wines,

you're a valuable resource. You are speaking the language of those people that have found you. And that is where the marketing turns into less prospecting because they're seeing in your stories. Now, now in your story, you might be doing some product testimonials. You can do a little bit more out there meaning. So let's say you have essential oils. We've been talking about homeschooling and you're saying, here is a solution for the keeping kids. Calm is I'm going to diffuse peppermint. I'm not an essential oil person, although I love essential oils, but you could give that solution.

You could also post that on your timeline, but think about how you plan your social media based on one big problem for the week, how you can dial it in, do some market research like we did on Monday, do some tip Tuesday, do some research, solve the problem, make them laugh, do some means and ask them to share their favorite quote, ask them to even share maybe at their favorite resource. If you're doing maybe your ideas to do a morning devotion with your kids, however that it looks follow that path of staying on this theme. And some weeks she won't have a theme at all, but it's really great to be able to say, Oh, this week we're going to work on to keep mom calm and use affirmations and her morning routine. As she homeschools her kids, that could be a whole nother week about how shifting to more sleep, more water, see how that works.

As long as you are dialing in on what problem do I solve solve? How do I connect the dots and how do I stay giving value with my arrows pointing out instead of everything pointing at me. So I want to just wrap it up saying so many times. We think that we have to do tell that story of success as a marketer over and over and over again about what we're doing and what we're achieving and what we're earning. And there is a time and place for testimonials and for the stories, I'm all about the stories, but that is a small little piece of your marketing plan because your marketing plan is, how am I going to solve Emily's problem? How am I going to make her laugh? How am I going to connect with her? And, and how will she then see that I have a solution for what it is that she is struggling with and not everybody will be Emily.

There will be some people that will never most 99% will never be your customer, but that 1% who is, and that 1% who is looking for you, your marketing is spot on and it speaks to them just so often, I'll get a message from you and it'll say, Oh my gosh, I felt like you were speaking to me today on your podcast. And that's when I know I've nailed it. And the only reason I know that I've nailed it with many of the podcasts is because you give me the feedback. So I'd love your feedback today. If this was helpful for you in your social media strategy, and always just ask yourself the question before you post it, how do I want my Emily to feel, what do I want her to do? How can I serve? I'm always thinking, is this going to give her value?

Is this going to make her laugh? Is this going to uplift and inspire? Is this going to educate, empower? Is this going to connect? And when you're all over the place and it's women's empowerment and the next day it's health, that's your stories, right? You can be all over the place and share the behind the scenes of the stories. But when you're posting, if you think about a path, you will find that you have profitable posts, meaning posts that are bringing you sales, bringing you connections and helping you in your mission to go beyond where you are with your rank, with your goals, with your income, because you have become a master marketer, somebody that solves problems speaks a language, a pulse, the right prospects, your way. I hope this was helpful for you. I'm so grateful for each and every one of you. I have been able to connect with so many new extraordinary marketers that whether you're building on Etsy,

whether you're building with network marketing, we are working on how to have a marketing plan that aligns with your mission.

We are working on the millionaire action plan that allows you to have a power map, kind of like a nap that gives you exactly what you need to do during the day that will pull your prospects your way that will help to grow your team. And doesn't have you constantly on the scroll on your phone. So come on over to camp elevate. That's where we do all the good things, the camp elevate group.com. And we've got some pretty exciting things that we'll be launching in the next six weeks. So I cannot wait to share with you as always be you bravely. And I cannot wait to see how you are going to solve so many problems of the new view of school on social media. Have a beautiful day and see you over in camp. Thank you so much for hanging with me today on the podcast.

And remember you can create what you create. If you're looking for a supportive sisterhood, I would love to see you over in our free Facebook group. As most of you know, I love camp. It's part of, you're not the boss to me because when we're building this thing, we're doing this thing. We need a supportive sisterhood and I also crave more fun and more connection. Join us at camp over in the Facebook world, that camp elevate group.com or just click on the link below. And we will see you around our campfire and help you to create what you crave.