

## YNTB Podcast - Episode 49 - Using Facebook to Build Your MLM

Welcome to you're not the boss of me. If you are determined to break glass ceiling 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. Hey there. And welcome back to episode number 49. In this episode, we are going to talk about the number one thing that I hear most network marketers, coaches, and really any business complain about, and that is growing your list of qualified people that want what you have. Are you ready? Let's get started. Okay. So you know that I love your reviews. And before we get into our content today, which you are going to love, trust me on this, because I am going to show you how I actually grow my list weekly by 10 to 20 new context, that does not feel icky or spammy.

They're authentic connections. I'm going to give you the exact formula and recipe to do this. I want to start by reading a review that Danny Murray sent over to me, and this brought me to tears. And so Danny, very thank you for taking the time to write this. And for all of you that have shared this podcast out, this is what allows us to help more women to elevate their business, elevate what they're doing by getting the message out. So thank you. Thank you for sharing, for reviews and for your downloads and Danny Murray, we send gifts. So be sure to reach out either in Facebook, DMS, or in Instagram and send me your address. And she says, if you are, or have been stuck in your business and need someone to give you a hug and take you by the hand, this podcast, is it Beth lays it all out and tells it like it is through her years of experience and unique gifts and talents.

I've been bingeing on this podcast all weekend. And I am now going back to episode one, to start from the beginning and doing the work. But thank you so much for your honesty and genuine personality. I cannot tell you what perfect timing this is for me to have found this podcast. Many blessings, well, many blessings to you, Danny Murray. And I also want to let you all know that if you love this podcast and you want to do some work together over in camp, elevate the camp elevate group, we take the week's podcast and we connect the dots for you by giving you more information about how to use what we're talking about and teaching throughout the week. So I am a former teacher. So if I'm going to present the lesson to you, I also want to do some guided practice and also learn from all of you who are doing awesome things out there.

So thank you, Danny Murray and head over to the camp elevate group, because you are going to see a little facelift going on in that group, where the podcast connects to what we're teaching and learning and doing and giving you tons of valuable resources. So today we're talking about growing the list. When we start in network marketing, many times, we will be like, Oh, it's so easy. Your friends will just buy your stuff. And then you throw your friend in a group and you're going to post this and attract people and you invite to this. And it's just awesome. So if you're listening to this and that's how you were brought into the business, raise your hand and take a deep breath because what I want to let you in on right now is that if you had to pay thousands and thousands of dollars for your franchise, for your subway franchise, you would study, how is it that I bring new subway sandwich buyers into the door?

You would not just make a random post, talk to a few friends and think that it would be profitable. So I think that we do a disservice in our recruiting when we are telling people it's so easy, Oh my gosh, you just have to spend a little bit of time and you're going to get those people. And we use a group and it's so easy. It's so easy. How low it's not easy. It's easier to me than leaving my house and going to work and having a boss. But it may be one of the most challenging things you ever do, because whatever is going to create a lifetime of legacy. Freedom is going to take an effort so many times I'll talk to a newer person on my team, or that is reaching out for coaching or my mat membership. And the bottom line is it's never been broken down as to what is your daily mission, your task.

How do you actually think about this? What do you do that makes you money in your business? So we need customers, right? We have to bring in new people that experience our product or service. And we also need business partners. We need people that want to come in and lead and grow and evolve with us. And that becomes how we make money. We make commissions on our team sales and we make commissions and rewards on our customer sales and a happy customer is someone who, without question always, we'll take a look at the business model. If it's done correctly. The cool thing about network marketing is it can be very part time. Someone can come in and join you to make \$150 a month, \$200 a month, earn their product for free. Maybe they just enjoy the community and you need to know those things about your business

So one of the very first pieces I say is, let's look at the business model. What do we need to do to hit that financial goal? And honestly it is always about, do we have qualified eyes on what it is that we do? And how do we do this in a way that opens the door to go beyond our family and friends? Many times we say, I, you hear it. You see an ad that will say I've never reached out to my family and friends ever again. So some people have abused that list. And I always laugh because I call myself out. I, I started like 17 different businesses and my friend Carrie was always game to buy whatever it was like, Hey, you should buy this orange powder. You should do this. And she's always like, okay, tell me why I'll give it a go.

I'll give you my story. So you'll hear often, well, I can't talk to them again. Well, if you are obsessed with the experience that you're having with your product, you will be obsessed with wanting to talk to people close to you. That's the bottom line of it. But once we get through the warm zone, once we get through that post of, Oh my gosh, I just hopped on the scale and I can't believe my, you know, my skinny white jeans are falling off my body. And the first 20 people are like, tell me more, tell me more, tell me more. Once we get out of that list, the business can either die down. Or perhaps somebody in your first four or five people actually started to build. And you're certain you're seeing progress and you're seeing growth. But without question, the biggest piece of frustration is, well, who do I talk to now?

I'm doing all the posting. If you're in sales, which you are because you're in network marketing, our job is to grow our list, our job. And that means networking, connecting, and growing a list and not just going out and saying, I am going to target people, pull them in. And then while I got you into my web, so I want, I don't want you to go out and be the spear fisherman that is just going to like go into, we're going to talk about Facebook groups today, go in and start like stabbing at one fish got shot. I want you to think about your Facebook groups. So we're going to talk about how to grow your list of connections, of

new people, that you have things in common with by using a Facebook group strategy. So, first of all, I want you to think about the reason for your Facebook groups.

So if you've never used a group to connect, meet new people, build community it's in real life. The piece of that group is perhaps you play tennis, perhaps you're on a soccer team, make a list of all of the things that you enjoy doing. Have you ever gone to a dance class, a cooking class? Are you into fashion? Are you into Pinterest? What are your interests? Crocheting Viking. Are you an aspiring author? There are Facebook groups for everything. And do you need a group for devotions? Are you into manifesting? There is a Facebook group on this planet for you. Many times, people are in different Peloton groups. So first of all, go into find your buckets, your things. So I'm going to give you an example. I'm obsessed with learning to use my air fryer to cook healthy recipes. So I'm of course in many AirFryer groups, I'm going to talk about how, what you post in the groups, how you connect in the groups so that it actually pulls people to your list.

But as you're choosing your groups, I want you to think of what are your social media, what are your content buckets? We've talked about that before, and we'll be talking about that again. In the next episode, also over at camp elevate, we do a lot of that. So when you think about being in business groups, what are the things that you're learning in business? And I really shy away from network marketing groups and where people are posting their offers and things and work from home groups. But you may be perhaps you're a CRN and you're certified nurse and a nest assist. And there are groups for just that community that are looking for work from home or looking to make extra money. That would be a good group to be inside of. And so I always think about how could this group connect to a health and wellness product.

That's what I do. And I also think about how it would connect to my business. So I love the empty nest groups, where we're talking about emptiness, entrepreneurs, things like that. So when you think about who you are and what you, what do you like to do in the kitchen? What sports do you like to do for your fitness, your spiritual. So think about health, spiritual business family, and think about groups in each of those areas. So one of the things that I've worked on is the AirFryer well, if I'm in healthy AirFryer groups and I have a health and wellness product, people that are looking to shift to their health, it's going to connect the dots. The people that are in a group for big Macs, they might, well, they might want to come over to me. So let's take a look at the healthy AirFryer.

And that is my health and wellness group. I'm also in some health and wellness groups for using the TRX because when we started to work out from home, I started using the TRS. So inside of the group, first of all, you want to go in and look at the rules. You're not in the group to recruit. You're not in the group to share a link. I want you to think about it as though you're actually walking into a cooking class and you will have, there's maybe 10 different classrooms and you're going into a classroom. And you're getting to know the women that are inside of this classroom, where you're learning, that's your group. And you're not going to go in every single week and jump from group to group and not remember names. So you're looking inside of the group of what can I learn?

How can I inspire? How can I inquire and how can I connect? So inside of the group, first of all, I go in, I check it out. I see if there's a lot of engagement, kind of look around at some of the people that post

quite often. So you get a feel and a vibe for the group. And if it feels like you, I suggest that you go in and you do a whole week of just connecting conversation. So week one, you're inside of the group, put it during your power map, your power hour, the millionaire action plan hour. That's what I teach. It's what I talk about all the time. During connection time, you actually write down on your plan sheet, the name of that group. So it's not just like, Oh, I forgot about this group. Oh, I'm over here in this group.

So I have written down the name of my group. And during my connection time for my first week, I'm just going in, I'm commenting, I'm connecting. I might take notes of different names of people that I've connected with to ask a question. I might even send a few friend requests that day to say, Hey, thanks so much for the recipe. Cause my goal is, how can I inquire, empower, entertain? How can I connect inside of the group to be a good human? Just like I would in a cooking class. So if you think about this, there's a lot of different types of people that come into a cooking class, right? There would be someone that would stand back and just take notes and take it all in. There's always someone that's texting and not paying any attention. There's somebody that's overbearing. There's somebody that's quietly connecting.

You want to be that person. That's having the conversation, look into somebody's eyes and ask genuine questions and make genuine connections. So think about the energy that you want to bring to that group and your intention love it. And so I spent the connection time. So spend a week connecting and making sure it's the energy that you want to have, that it's got content that you like, and that you're actually going to do. What's going on in the group. People can smell a rat, a million miles away. So if you are getting an AirFryer recipe and never using an AirFryer, then you're, it's going to feel like a thick group. So in my AirFryer, I'm always posting in my stories and tagging the people that have shared and sharing my success as well. So my posting plan now think about this. I've spent a week connecting and having conversations.

I learned this consciously connecting comments, digital persuasion from Aaron King. And so I'm making sure that when somebody posts or shares that I'm asking questions and when they comment back, I'm commenting back. And my goal is to make more connections with people that may be just a new friend that I'm inspired by, or they might be somebody that wants to have a look at my product, but if I don't open the door and let them in, I'm never going to know. And I don't want to think that every person that becomes my friend is immediately getting that message. So that's where keeping a list of new contacts comes into play because you can literally create the right marketing and messages that if that person's a fit, most of the time that person will come to you. So I keep track during the consciously connecting comments, I always go, and if somebody's commenting back and forth with me, I might go over to their page and see what's going on with them.

Many times I'll send a friend request. And when that friend request comes through, I'll make sure that I comment on their Facebook page that day. And I'll also send a quick message to say, Hey, I, you know, I'm looking at doing the recipe for Turkey meatballs tonight. Thank you so much. And I'll let you know how it goes and ask them a question. I want to point out that a lot of people will be in a mad dash to add like 50, 60 people. And I would much rather make three good friends and have 35 good friends. So I am always thinking about, you might think your thought might've been well, that seems like a lot of time shift that thought too. Wouldn't you rather have a genuine connection that that person has already

thinking this person's kind of cool. Then the quick add the friend and the friend at the front, Hey, how are you?

Nice to meet you type of thing. So the first week I do all connection and then I usually plan out when I do my content block a Monday post, and you can shift it around. But on Monday I always ask an inquiry question. I posted on the wall in the group. And that inquiry question is always asking somebody in the group to solve a problem for me. So we're in the AirFryer group and I've used, let's say, I am looking to add salsa to the chicken or something. And I'm going to figure out a real question that I have that week and post it, and I will get a response. So people like to help. So the first message that I send will be an inquiry. I want them to solve a problem. That's what I post on Monday. So during my connection time, and when I check back on notifications, I make sure that people that are answering that, I answer back that I have connection that I think them and I'm pulling people toward me pulling them because all of a sudden they're like, okay, I just helped her.

She met, she commented back. And you know that many times people will go check out your social media. So if you're using a specific attraction, curiosity marketing plan, and you're also in your stories, you are going to start to see this flow of people, checking out what you do, becoming your friend and, and when done correctly, when you're following the plan that we do with our marketing coming more toward you. So the inquiry question is on day one. And then on day two or day three, I may go back and have done some research. So I'm going to educate so whatever the question is now I've come back and said, Oh, Hey, I found this out. Maybe it was a certain spice. So I might find some information. Pinterest, Google attempted to do it myself in the kitchen. And I'm going to educate or empower and say, thank you for all your help.

I did find this out. I thought this would be a great tip for you and I will post again and educate. And that might be it for the week. So I want to make sure I have at least two posts that ask a question. I will then give some education back. The next thing that I always think about is how am I empowering the group? So if it's a group for weight loss, I might share a before and after picture of my sister and have added my sister to the group, or I might share my own transformation or might even share that I've noticed that my son is less cranky. Now that I've been bringing whole foods into the house, I might somehow empower if you're posting all the time and it might, you might be that overbearing person that is way too loud, right?

We want to know, check the energy of the group. Are you getting engagement? So most weeks I will inquire then educate and make that connection. The next day, sweet. I might post an empowering post or quote or idea or an entertainment, something funny, a meme, something that would make them laugh. So inquire, educate, empower, entertain. And as your planning content, I put my groups down on a piece of paper and I will look and say, okay, I'm going to inquire about this on Monday. Here's what I'm posting. So when I do my posting plan, it's all set up. So it's not this random. Maybe I'll post here. Maybe I'll do this. So in my AirFryer group, I have that in my TRX group, I might ask a question about elbow issues. I have elbow issues. And when I do this move, or does anybody have it using their tricep for X, Y, and Z?

And then I might do an education post around, you know, what happens and how we can stop elbow issues, elbow pain from coming. Do you see where this is going? So thinking about two posts a week that will get people to engage and where you're serving and you're connecting will allow you to open doors for massive connection. So I'm going to sum it up with this is to say that find your groups based on something that can connect the dots with your product. And then think about how you will go into those groups as though it's a room. And the goal is raising the energy, the connection, the positivity, and pulling people toward you to grow your list of people that need to be in your life. And I want to point this out. If you are, let's say your daughter is my daughter McKenzie.

When she started her ballet class, she's now 20. And I remember walking into the ballet class and I was immediately pulled toward my friend toony. And we were older moms. We started chatting. Our girls were not prima ballerinas. They were both like wearing, I think McKenzie wanted to be at Angelina ballerina. Remember that if you're, if you're an Angelina ballerina. And if that ballet class was a Facebook group, I went in and I connected with tooney. Now I didn't think, well, will I sell toony? And I'm just like, if nothing comes of this, then I'm done. We have had a lifelong connection with our girls. And that is exactly what can happen when you connect in Facebook groups. Now it might not be as intimate. You're not living in the same town. The girls aren't getting together for play dates. But I want you to think about how you enter the room and not be in a hunting mode, but know that inside of that group, there are people that need what you have.

There are women that are looking for your business opportunity. You will be the one to open doors and have the affirmation and the energy around the right people will come my way. When I back up my Facebook group work with adding to my stories, using curiosity and sharing on social media so that my marketing and branding gives a full picture of what I do with my product and my business. So the five post plan that I share for free with you when you join camp elevate, that allows people to see your business model. So always thinking about yourself as a marketer. And when we talked in the beginning, like, how do we make money? So we make money by growing our list. But if we are only sharing cat memes all day long, and I've just become friends with my new AirFryer person, she's gonna be like, Oh, she's cool

She likes cats. But if I'm sharing an inspiring quote about empowering women to be more and do more, if I'm sharing about my empty nest, if I'm sharing about the alternative of making money on line, if I'm sharing about a manifestation for business goals, and then shouting out team members in my stories and putting in my, all of my buckets, they will find the curiosity. They will be attracted to what it is that you do if it's a fit. So let's take Tuni. If I had met her in a group, she is not looking to build a business online. She may be looking for my product, maybe not, but that doesn't mean that it's not someone that's, that's coming into your life to bring you more positive energy. That that connection will be something that will be with you forever. So the right people will come your way, but planning and working your business like a business and saying, okay, how am I growing my list?

And there's negativity around, Oh, well, you don't want to spend time in Facebook groups all day. You could grow your list so easily by attracting people by offering them this checklist. That's great. But my whole mission is to connect, empower, and align with women who want to work with me or learn from me, or connect with me in some way, shape or form. So just saying that you're going to bait a lead based

on something that doesn't require energy and work to me means that you're not going to be a very good leader. So I want to work with somebody that's willing. It takes 15 minutes. It takes 15 minutes a week to work and connect in Facebook groups. And if you have organization around it, I mean, that's an that's piece of notebook paper to say, here are my groups. Here's how I'm going to inquire, educate, empower, or entertain.

Here are my new connections, and this is how I work and roll with my business. Then you will have massive success. Doesn't that sound fun? And the energy around it is there are so many humans in this world that I cannot wait to connect. I can't wait to feel empowered, be empowering and maybe perhaps help someone with my product and even more. So someone that's looking for this incredible business that I can help them to build. Do you hear that energy? That sounds pretty exciting, right? It's all around the energy of intention and then being specific in that plan. So that is how you use Facebook groups to grow your business in a genuine and authentic way. That's actually going to pull people toward you to ask what you do. I hope you enjoyed this episode today. It's one of my favorites because when I committed to building a business with women that have the same vision, I also committed to doing the work of going out and meeting and connecting and having the conversations because your list is everything.

And I'm looking and seeking to build that list because that's one of the biggest blessings of what we get to do. So go out there, do the work, find your group, meet me over in camp elevate because we are going to be talking about this all week long. I'll be giving you examples of posts to use. And I'll also be over on my business page, doing it as well. If you're not inside the camp elevate, that's it for today. And as always, I want you to be you briefly, 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 that also crave more fun and more connection. Join us at camp over in the Facebook world, the 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.