

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 stream it, but make the plan, connect the dots and create what you crave. Are you ready? Let's get started.

Hey there, welcome back to episode. Number 58 of your not the boss of me. What is happening? What is the monetize, your message masterclass that I keep talking about this episode, I am going to give you a mini version of what it means to monetize your message and have more impact online and offline by building a super fan, following providing solutions and building the business of your dreams. Really. Um, so what does it mean to build a profitable business on social media? So many times we're like, Oh my gosh, we built on social media and you post this and they can become attracted to what you want. And you just like glaze out the bottle with a fuzzy, a fuzzy little heart over it. And you'll have a lot of sales. Well, in the beginning that might've worked right in the beginning. When you post maybe that first transformation that you've had, or friend has had, you'll have a lot of people on that first post saying, tell me more, tell me more people are getting pretty wise to that.

But what happens then is you go through that warm market and everybody that has their eyes on you on there and your social media, maybe your best friend from high school, your sister and your sister's two roommates have purchased what you have. And then it feels like your business is going nowhere. Have you ever felt that you've exhausted all of the posts, the leads, the options, and you haven't. I want to, I want to tell you that there are millions and millions of unicorn women, your perfect, perfect soul who needs you in her life. The issue is you don't even know who she is yet. And so you're not speaking her language. You're not talking to her desires. You're not speaking as if maybe this podcast you're thinking is Beth inside of my head. Does she know that I'm discouraged? That I'm trying all the things that I'm, I'm chasing shiny squirrels.

And I feel like I'm not getting anywhere well, that's because I spend a lot of time with you. So let me, let me talk about the first step in monetizing. Your message is to solidify your target audience, your avatar. We talk about this a lot and there's, there's two things I want to talk about in of solidifying your nation, finding your target audience and your personal brand and how that fits together in terms of monetizing your message, having social media posts that pull people towards your business, pull people towards your product, or have them be a part of your super fan following, which is someone that, for example, you guys are super fans. My podcast, friends, you share this out. You tell people about it because I've given you value. I hope because you may be laugh and think I like that. She's not some like stuffy person.

She actually yelled at her dog for snoring in the middle of the podcast. Speaking at Yogi. He's not even in my office today. It's a rainy day supposed to be in my office. So what we want to do with your personal brand, we're talking about that piece and in the masterclass. And we're also talking about who that brand is speaking to. So let's just, let's just break down the days and I'll give you, I'll give you a little glimpse of what it's all about. And I also know that if you apply some of these strategies right now today, and you start doing the work, you're going to see a big shift in the number of eyes that are on what you're doing. And also during the masterclass, I'll be talking about where do you go out in social media land. You find and hang out with these I's that need to be on you.

You're your own unicorn tribe. We could call it, right? So what happens in the masterclass is it's in camp elevate. And I will tell you, this is not an attraction marketing strategy. It's so much more than that. It is a learn how to be a marketing, magical human strategy, because marketing all that marketing does good marketing provides benefits and solutions for a certain audience. Okay? That's not very, that's not a very fancy definition, but I want you to, I think that one of the big blocks for network marketers is that we're like, Oh, you just share your story, put them on a chat. It's so easy. And it duplicates in your business will grow and grow and grow. That's bad advice. Remember I save you from bad advice. Yes. I love a good

three-way chat. Yes, you can share in your business will grow. But until you understand, if you're understand how to scale and how to, how to attract with good marketing and dialing into what is the solution that your person out there, your, your audience, not the whole Facebook world or Instagram world, your audience, that solution, that empowering quote, that educational piece, that event that you invite to that really speaks her language is the that's going to bring more sales.

Let's talk about this podcast. You're listening because I speak your language. You want more sales. You want a business with ease and flow. You want to perhaps leave your job at the dental office and do your network marketing business full time, or perhaps you're successful in your network marketing business. And you want to add another stream of income that you don't have any idea how you're going to take what you're doing in your network marketing and diversify it into your bullet journal, membership community. Those are the people that listen to this podcast. So if I, if you shared this with, I don't know, maybe your husband is a podiatrist or your wife is a, a, a scientist who really loves the molecular division of the X, Y, and Z. I have a friend named chiro and he is this like this brilliant scientist. And he comments on my Facebook things occasionally, but this wouldn't be a podcast that it's Euro would listen to.

He would listen to a one of the science podcasts. He's not my target audience. He's not my unicorn. He's my friend. He's my connection. What I tell him, he needs my product. Absolutely. You can sell to people outside of your target audience, but you are going to have content that's delivered that connects, that gets shared, that people want to come back for someone that you, I, I am here providing a solution for you, knowing the problems that you have. So, number one, when we talk about monetizing your message, we are going to make sure that we understand the solutions that we provide. So the benefits of your product and wants you to brainstorm that list, the benefits of your product or your business and your business, not just the features, the features are the, uh, the green tea extract of the papaya plant from the Amazon river is a feature.

But what is the result? Why do they use green tea extract from the papaya plant the feature so that, so when you think of a feature, when you have, for example, if your company has an auto bonus reward or a trip, you can earn yes. A feature's great. Yeah, there's we, we earn trips and we get to hang out together. So think about this. The trip is the feature that the company provides trips. The benefit is the emotional side. The benefit of the trips is what people might be looking for your avatar. So think about, Oh, we have trips that you can earn. So that, so what are the, so when you say there's a trip that you can earn, so that what is the, so that, that is what, what is the concern that people worry about in their business? All right. So that's why you have conversations.

So if I say, Oh, well, in my company, you earn X, Y, and Z trip. So that, and these trips are earned at all different levels. It's not just the top 1%, because I know that a frustration that many network marketers have is that only a very few are in the trips that there's no time to. And also many of them are just training sessions. And so the benefit is, Oh, it's time to connect. It's time away. It's an all expense paid trip, and it's very accessible so that these trips allow your team to really stay in the game and working for their goals, because what's another, what's another problem that many network marketers have is people fall off. They work hard and they don't hit goals. So they just stopped. So this, this you think about, what's the benefit. So always thinking about and knowing what is the benefit, and when you're doing your copy for social media, for your stories, your thinking solutions, you are thinking, what is my Emily worried about today?

And when you bring your product into it, it's not an infomercial about the papaya plant XYZ feature. It is what is possible. It is using words, monetizing your message is knowing how to use words. Like, can you imagine, if, can you imagine if you were to wake up after you eat that pizza and you have not gained a pound or something like that, I'm just making this up as I go along. So that is the ingredient is the feature. And we start to talk about the benefits. And we also start to use a, the language that gets

people and my friend, and one of my business coaches, Kendra Shope, Kendrick Shope. She calls it the dr. Dre. And in your copy, in your posts, in your stories, you want your Emily, your ideal client, your ideal unicorn. Yeah. Nodding her head up and down. So you're using words like, what can you, have you ever felt like, can you imagine if so monetize it and she's shaking her head?

And she said, yes, yes, yes. Have you ever done that with this podcast? If not, I'm missing the boat. That's why I ask you often share with me your struggles, share with me your wins. Talk to me. I want to know. So this is your mission friends. I want you to know what solutions you can provide. And then when you really start to think about who you help your target audience, your ideal avatar, you are providing content, writing, social media posts, sharing, and I'll explain how you can also in the monetize, your message challenge, how it's more than a social media post, how you can create events, how you can ask for referrals based on this. But you want to, as Kendrick Kendrick Shope gets the credit, the dr. Dre it where they're shaking their head. And they're saying, aha, yes, yes, yes, yes. I get it.

I need it. So the very first day that happens October 12th at noon, and there will, it will be recorded. We're going to start with upgrade to CEO and upgrading to CEO is really learning. What are the four key? The four key pillars levers. I have them in circles. It's, it's your business map. It is. What are the different pieces of your business? And upgrading to CEO is understanding how every single part of your business works. So that that's, I just said, a feature, a feature is knowing your business map, I'm going to share the business map. I'm going to share the different pillars in your business so that you're never confused again, and feeling overwhelmed about why you're not getting sales or why you can't help one of your team members, because you understand each portion of the business so that you can provide and have in your toolbox

A solution.

So if you aren't keeping customer retention, you can look at your business map and say, okay, this is where I'm losing money. This is where it's falling out. What are ways that I can shift this? What are some ways that I can keep my customers engaged in the community, nurtured and excited. And that's. So when I see, when I teach this, I will say so that when you really dive into how to know the psychology of your customers, when they buy, and there's three things that need to happen for each purchase, if you have a shot of keeping them on board with you, or even having them look at your business as a potential distributor promoter business partner, those are the things I'll say, Oh, and that is what we do inside of the six figure circle, just like six-figure circle or six figure club. I have all of the, the logos done. Remember it was, this is a side note. The mastermind was, was called profit her way, which I love profit her way. Cause that is like, we make money our way. So I might just change all of the, Oh my gosh, Jackie don't kill me.

We should have a vote.

The six-figure club, the six-figure circle or profit her way. I think I'll do that in camp elevate or let me know. I mean, it's already, it's already a done deal, but I, I even have stickers for the swag boxes ordered for our new members that are starting in October. Okay. Okay. Back to topic. Let me know what you think of the name. So we're going to look at the business map so that you never to question again, and it's never a mystery because nobody wants to be in the mystery place of, wow. I didn't hit my rank or I didn't make any money. And I don't know why I want to like some and I, you guys have known me. I am strategy with a whole lot of woo, a whole lot of energy attraction, manifestation. So I can, honestly, one of my super powers is saying, Oh, you are doing all the things, but we've got to up your belief in your vision.

And I want you to start in on this work because you need to have that. You're not, you don't have the glitter effect. You know what the glitter effect is or the, when, when you see somebody, you guys know

this, right? You've heard me say this before she walks in the room, it feels like there's just glitter. That's an attraction. She feels powerful. She feels, do you feel this way? I feel powerful. I feel, I feel on my game. I feel that it's on the way. Like, I feel this way for the monetize, your message masterclass, but I've been doing so much work around it. I've been visualizing the results. I've been visualizing the messages I've been visualizing the transformation and I've written, and I'm giving you this information so that you can do this yourself. I started with, what is it that my Emily's that my, my, my women, what is it that I can do give to them?

Where are they struggling? And I started with that list. And then I said, what are the results that I want them to walk away within five days? What would it be? What would make them have that vibration and energy and the glitter of, Oh, I'm ready to roll in my business. And I'm so excited about it because that my friends is what manifestation is all about. So we talk about that piece of it, along with the, you know, the deep, dark, and dirty customer retention and how we closed sales. I, we always have to remember the energy, the attraction, the manifestation ask, and you shall receive ask God for that gift for that blessing. And he will deliver, but you have to ask. So then we go into in there there's homework, but it's really fun. And there's prizes. I have so many cool prizes picked out for you guys for doing the homework day two.

We go on a unicorn scavenger hunt who doesn't love a good scavenger hunt, right? And this is when we solidify, we solidify our niche and our, and we talk about the difference between what your personal brand is and when, how you can gain clarity on that target audience. Okay. That target audience and how you can use a sniper marketing strategy for that, for that target audience. So that your message is being heard. And you're getting what Kendrick calls the dr. Dre. They're like, yes, yes. Oh, yes. I need what she has. So we're going to talk about how you are going to find your unicorns and who they are. And I'm going to walk you through the step of you might be thinking, well, I help busy moms get more money so that the, so they can do X, Y, and Z. I get it.

But we want to be very, very clear on all of the really, really, really deep down fears, frustrations, and struggles, so that you can provide solutions in your content and in your events and how you show up. And so that is the unicorn scavenger hunt is on day two and day three. We're going to talk about, be known, be seen, be valuable, calling all unicorns. And that is where we talk about creating that killer content, creating the connections, how you will, where you can use this content so that you get more eyes on you. And we are going to talk about rising above the noise on social media and some, and I want you to put the blinders on right now. I want you to commit to the work that you're doing, because if you're doing work and 400 different areas, step comparing rise above the noise, and really, really start to think about what you are going to contribute and how you're going to be known, be seen and be valued.

The next piece on day four is what we call the enchanting offer. So every single business, whether you sell a product that is distributed and manufactured from your network marketing company, whether it is whether it is something that you have created and made you have an enchanting offer, but when we just blobby blob, Oh, I have vitamins. It is not as enchanting. And we're going to talk about how you will use social marketing funnels, meaning social media, how you nurture that, those people that put up their hand and say, Oh, I want to be in your space, how you nurture and love and create an educated and empower, and then how you give your enchanting offer and what that offer looks like and how you present it in a way that has some shaking their head to say, yes, I'm totally in. And that is your enchanting offer.

And this is how you stand out from the millions and thousands that are in your business, because there are what millions and millions of people that, that sell essential oils. But I'm going to share with you how you can stand out and be seen and become the GoTo and have an offer that for your group of unicorns

is exactly what she wants. And then what we are going to talk about the next day is building your legacy business, how to, how to take all of the pieces, the content, the, the, your personal brand, solidifying your niche, how you attract those leads, what are social marketing funnels, and how do you create super fans for life, your legacy business? How can you then diversify income if that's, it's your choice and how do you continue to, to help your team to grow and succeed and how, while you're doing all of this, can you be a leader?

Because I am all about what sparks joy. I am not about overworking. In fact, I am all about a four day work week, and I'm all about you having a business that has ease and flow and more joy. So a lot of times when we start talking here, like, Oh my gosh, that's a tremendous amount of work. No, when you get dialed in and you know, every single, every single funnel and a funnel sounds a funnel, sounds a little bit confused, but meaning, Oh, wow, I get a customer. Here's what happens first. Here's what happened second. And when I have a prospect, a lead, here's what happens first. Here's what happens second, that it's, that you have a lot of structure to everything that you do. And also we continue to, to bring in our magic, Wu, our intuition and our connection. And then we have a very exciting bonus training where you will get to be on a live zoom.

And we are going to go over, what is the power map method? It's your daily power hour. And it's got all of my top earner strategies about how you take the sniper marketing, the, the content that really connects and serves and how you work daily in your business. So that you're not all day long on that Facebook messenger scroll. So that's, what's happening inside of the masterclass because my, my dream for all of you is to have a business that, that has ease and flow to have a business that brings you joy and have a business that you know, that you can take a look at that structure and say, okay, my visibility on social media, how I'm showing up, I can see that there aren't very many eyes on, on what I'm doing, and I'm not filling up and fueling my leads. I'm not generating a lot of new leads or you're generating a lot of new leads and you're thinking, okay, so they've put up their hand, but there's not, I don't have it in place to take the next step.

Or maybe once you give the offer for your product or your business, you're getting some crickets, or maybe you're getting great results for customers, but you don't have a lot of people that are saying yes to the business. So we want to take a look at all of those pieces, and that's my, that's my dream for you. And what I have realized is that we, we have to, as business owners, create the space to build in the systems, the routines, the rituals, to find a planning system that works to find a journaling system, a thought, and also the big piece. And we're going to have a bonus session with stuff during the semester class as well. The other big piece is managing our thoughts and learning how, when we're triggered, when we're feeling discouraged, or when we're maybe have a fight with our spouse, how we can learn to use a model that will manage our thoughts and shift our energy.

So my dream for all of you is for you to create space for your business, for you to have this wake up call that I had, I had built to a multiple six figure business, and I believe it was the end of 2015. And I had exhausted myself. I had exhausted my family and I invested, invested in learning productivity, learning how to manage the triggers, learning about how to nurture that, nurture those customers, that it wasn't just scrolling through messenger, learning how to generate leads through content, learning, marketing strategies, and investing my investing a good chunk of time. But I don't want you to stop building your business, but also here's another thing, how many planners have you purchased and how many goal setting sheets, but it just gets started and it doesn't get finished. I want a business from beginning to end for you.

That feels right. That has ease and flow. And we're going to talk about those pieces in the monetize, your message challenge or not. It's not a challenge. It's a masterclass. I like the sound masterclass better than challenge. So that's, what's happening October 12th. And a lot of what I talked about as well is the



work that gets done in our mastermind, which is remember, I, I did the whole name thing, six six-figure circles, six-figure club or profit her way. And I have a lot of transformation stories from profit her way from the women that did the first session with me. We spent six, we spent six months together. Then we extended it when the pandemic came because we, we really needed each other. So we extended it for two months. And inside of the masterclass, you're going to see a lot of the women that have done the work so that you can ask questions. They are not paid, they are not paid endorsers. Um, but I always want to say to somebody, you know, it's like, Hey,

I'm not just going to

Believe the owner of the Italian restaurant. I want to talk to some of the patrons of the restaurant. So there'll be inside of the masterclass as well. And we also will be sharing some, some of the aha moments that they had in doing the work. So I hope that this gives you an idea of what's coming up on October 12th. So you're listening to the date is Monday. Let me look and see the data on Monday is October 5th. So we have seven days before the masterclass and during the masterclass, there will be, like I said, every day at 12, we'll do a watch party at eight. There will be a lot going on, but we're doing a lot of pre pre celebratory training. And, and this week we're talking about the mission to, uh, welcome to three new business partners. And I'm going to give you a little, a little push don't wait until your, your message is perfect because I talk about all of these pieces of solidifying the nation, branding yourself.

That that is, that is going to create a business that just goes to the stars for you. But when I first started, when you first started, we didn't really have all of the ducks in a row. Right. But we had belief. So once you to lean into your belief, here's your first assignment, write a love letter to your business. Why do you love it? Why do you believe in it? What has it done for you? What do you want to do for all of the women that are still waiting to join? You write a love letter. That's one belief. Number two, I'm going to ask you, is there evidence that there are women and men having success in your network marketing company that might not have all of their ducks in a row with marketing yet? There's evidence all over the place. So I want you to know that you've got the belief and there's evidence.

And then they'll the last thing I want you to do is when we talk about benefits and solutions, I want you, if we're talking recruiting, I want you to make a list of the solutions that your business model will help. I want you to think about one person, and this is how you dial into who is your avatar, your ideal customer, your Emily, your BU, your unicorn. I want you to think about one person that you desperately know, need your business model. And I want you to write what would those solutions be? And then offer the, that, what would those benefits be? If Emily said yes to you, what would the benefit be for her life? And I don't want to have you make big, bold promises that, that, Oh, you're going to make multiple six figures and six, \$10,000 in your first month. And now unrelated promises.

But what are the benefits? Maybe she's lonely. And she wants community. Maybe she's looking to learn how to navigate the online space, and this is going to help her. So I want you to think about the benefits and what does your team offer? What are the benefits of working with your team? What does your company offer in terms of training? What do you personally bring to the table and partnering with someone that comes into your space, into your network marketing company? So that is, that is your assignment. And I'll see you inside of camp, elevate the camp elevate group.com. You can, you can also register for the masterclass, Beth Holden graves' dot com forward slash masterclass. And let me know, Oh, you know what I want you to do. I want to go on a unicorn scavenger hunt. So I want all of you, if you have unicorns in your house, or if you're out shopping, I want all of you to buy yourself a unicorn and have it front and center during the masterclass, we're going to be giving away a lot of unicorn swag, but it reminds you.

And I want you to remember this, that you are the unicorn. There is nobody like you in the world. There is nobody with your gifts. There's nobody that will build a business like you. And that is why this needs

to be made for you, by you about you. And it needs to have, you have the belief that you have the unique gifts that will build this beyond your wildest dreams. Is it a deal that you will agree with me to be your own unicorn first? Because that's where it all starts. I love you. I appreciate you. I can't wait to plug in with you and connect inside of camp elevate, and I want more than anything for you to take a deep breath and for you to put on that unicorn little thing on your head and say, it's happening, it's happening, it's happening. It's happening for me.

It's already happening. And it's on the way. I'll see you guys next week. 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, 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.