

Speaker 1 ([00:00:10](#)):

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 crave. Are you ready? Let's get started.

Speaker 1 ([00:00:32](#)):

Welcome back. My friends to episode number 58. This episode is going to be unique as we are going to be putting a Facebook live of hot seat questions that I was being asked this week inside of camp, elevate around how to monetize your message on social media. And I asked in a post of our masterclass participants, what are your hot questions that you would like me to answer? So it's conversational and it jumps from topic to topic. But what I have found is most of the time, the questions that are asked inside of the group are really the pains, the frustrations, the biggest things that you as an online business owner and entrepreneur, a network marketer are looking to learn. So I give my best advice and I also had some fun with helping one of our students too. I came up with it, how she could come up with a, serve a niche around her business.

Speaker 1 ([00:01:30](#)):

And we talk about that. And I also want to invite you if you are listening to this in real time, which would be October 12th, that we are on day one of the monetize, your message, master challenge class. It's a master course challenge, whatever you want to call it. It's five days live at noon from the 12th until the 16th. If you are listening to this and you're thinking it's not 2020, but that sounds interesting because I want to learn how to organically grow my connections. More sales, more leads, and have more eyes on what you do and rise above that noise. On social media, we are going to create a digital version of this. And so by November 15th, that if you stay on the link, Beth Holden graves.com forward slash masterclass, you will see a digital version of the monetize, your message masterclass. So you can grab that.

Speaker 1 ([00:02:22](#)):

We will link it in the notes once it's open and you can get on the list to grab that we will leave the videos up inside of camp elevate for one week after we closed. So there'll be applied until October 16th. Okay. Before we get into the episode, I want to read you a little, it's a poem or a writing that I just happened to pull up on Instagram. And it's from an account called spirit daughter. I'm not even familiar with the account, but it really, really speaks to me today. And my intuition tells me that you, my friend need to hear this. And it says, quit the job, except the date. Start the company, write the book, sign up for the class, make the call plan, the trip, wander into the unknown, open your heart, believe in yourself, take the leap. How cool is that?

Speaker 1 ([00:03:15](#)):

And as we jump into the masterclass in the live video, that is one of our pregame sessions. I want to ask you, this is, is your vision clear about why you're showing up to your business when you feel like it would just be easier to not keep going to be easier to stop, to be easier to perhaps not take the sacrifice that it would take to spend the couple of hours building out your content or spend an hour in your power connecting mode that I teach in the power map method. Would it be easier to just stop probably for that minute? Just like it's easier for me today as I record this and I'm getting ready for the masterclass

and getting ready to launch the six-figure club. I've said call the six figure club, not circle because it's an all inclusive resort for network marketers.

Speaker 1 ([00:04:11](#)):

And I have my network marketing business really dialed into how I do my connections and how I'm supporting my team. And so I could have jumped in the car and gone to the Lake early, and I'm not about sacrificing joy for the longterm, but I had to really think, what is it that drives me to want to have a second business in coaching to want to create and connect with more humans and honestly, to launch another stream of income, which I did last year with a coaching business. And I was asked in, um, I always always always have a business coach. I love to be inside of a mastermind circle for myself. And I have a variety of coaches that help with my brain, with my business strategy, with the digital side of things. And I'm in a mastermind right now with Susan Hyatt. And today she had said, would you hire yourself this week? And also

Speaker 2 ([00:05:08](#)):

What is the impact? What is the

Speaker 1 ([00:05:10](#)):

Big picture? Why are you creating what you are creating? And I had to go back to that as I kind of got mopey with Don and Donnie jumping in the car, and I knew, Oh, I thought I just want to jump in the car and go, but that's why I bought the Lake house, like what is going on? And then I thought to myself, let me go back to my vision for building out the Beth Holden graves coaching brand and how will it feel and how will it look once all of the pieces are built and there's ease and flow. Cause of course right now, and getting ready for the masterclass, there's, I'm getting the final touches on, on the new workbook. I'm going over the content. I'm connecting with all of the new members of camp elevate and my vision for what is being created.

Speaker 1 ([00:05:56](#)):

And the legacy business that I am building requires and is, and I'm grateful that I will spend three hours this afternoon finishing this podcast episode, wrapping things up and being very heavy, being very boundary specific around my time. But realizing in order to build something that impacts for legacies and impacts the women that I want to impact and help and serve. And also how I want to build another seven star seven figure stream of income so that I can impact serve and create more opportunities for the things that I believe in. So I wanted to say that is when I read that,

Speaker 3 ([00:06:41](#)):

I thought, yes,

Speaker 1 ([00:06:44](#)):

There's we talk about having more joy and freedom and businesses. And that is why you build a network marketing company business that has leveraged income, but it does take sacrifice and work as long as you are clear on here's when I work and here's when I rest and here are the boundaries, here's when I sleep and knowing that in order to build anything great, it will take your focus and your work. And so when I talk about anti hustle and grind, I have worked, I have worked and worked, but I'm not doing it in a way that feels like I'm just going until the midnight hours. I'm very, I've learned to be very specific

about the work time, what needs to get done about turning off the notifications on my phone during one piece of it and knowing how to create a productive schedule. And that took a lot of time.

Speaker 1 ([00:07:39](#)):

That's one of the things that, that we really, really focus on inside of my coaching programs is how do we have the most productive use of our day? What are the income producing activities? What are the, what are the activities that are sole driven? The four I started today, I needed an extra 15 minutes and I almost quit on myself for the journaling, the thought downloads the affirmations for my breath work. And I thought, no, that is a piece of how I bring the energy that vibration. And what is this all about? So it's, it's connecting the dots of how we show up in a way that is, that serves the most people that serves ourselves, serves our family. Don't I wanted to just read that to you today and say that there is sacrifice and building a business, but there is a way to build a business that doesn't require you to be in that constant hustle, but there will be seasons.

Speaker 1 ([00:08:37](#)):

And this, this is one season that build for a launch or build for, uh, maybe you're pushing for a rank or pushing for getting a program off the ground. And I love the teaching part. So when you're hearing this, my favorite time is to be the connection on the zooms or on the live video where I'm actually doing what I love to do. Yeah. Which is the teaching, the coaching and, and solving some problems coming up with solutions, helping entrepreneurs to connect the dots. That's when I feel like I'm in my super zone of genius and I love to stay in that front seat. I love to stay there, but I know that I need to also go there through the structure of the workbook and have the sequential list of what are the topics that we'll cover. So that's just a little bit of background of hustle, grind versus joy, a little bit of sacrifice, because if you're going to build something and you want to build it and do it better and have it impact more and have a profitable business, it will require that maybe like today was a 5:00 AM wake up.

Speaker 1 ([00:09:47](#)):

But I made sure that I had the sleep from last night. So does that make sense? I wasn't always this way, many times it's reactive and I'm still not one that is, I will still do that late night, finish the paper, finish the political science paper moment that I can still remember. Like on my, I had one of the very first Mac computers that I went to. I went to college back, like when the horse and buggies were around and I remember that paper and caffeinating myself and that didn't feel good, but sometimes we have to do that. Right? So without further ado, let's jump into the, it's a Facebook live. I was not doing a ton of interacting with the comments. Cause I knew it was going to the podcast. It's a little bit longer than most of the episodes. So if you have to pause it, go and do something, please come back and listen to it because I really think we covered a lot of things.

Speaker 1 ([00:10:36](#)):

It's also live inside of camp elevate. If you want to go and watch the live version of that. So here we go. And one more chance, if you are not inside the monetize, your message, MasterCard class, just go to Beth Holden graves' dot com forward slash masterclass. And I'll see you inside of the group. Here we go. We're going to take off right now. Thank you for letting me scroll around. And if we haven't met yet, um, welcome to camp elevate. This is where the monetize your message masterclass is going to take place next week. And so many of your questions that you gave me today are all about what we are going to learn from beginning to end next week in our challenge. So on day one, we are going to talk about the pillars for your business and so many times. And let me know if you agree with this. So many times we

either go in or we have someone come into our network marketing, our direct sales, or even a business that we're building online. And we don't treat it as though we think we're treating it like a business. But if you were to invest 55,000 to a hundred thousand dollars into a franchise, she would learn all of the pieces of the business. And what I've found in with thousands

Speaker 4 ([00:11:54](#)):

Of network marketers is that it's not a lack of desire. Everyone has the desire. I don't like when people say, well, you just have to have a bigger vision. It's just not knowing. And once you understand the structure of your business and what it means for your visibility and to rise above the noise and how you can build, you can do what we call lead generation, which is your list and how you nurture that list and track and implement. But most importantly is your message and how you're showing up and how that connects with the millions of people that are on social media that are looking for you, but they might not be finding you because your, your messaging and your systems might be off of it. So I am going to start on the questions that I have. And if you have more questions, go ahead and add them to the post where it's, I'll scroll down and look for the live as well.

Speaker 4 ([00:12:52](#)):

But it says a woman who walks in purpose does not have to chase people or opportunities. Her light causes people and opportunities to pursue her. So that's where I have the questions for the slide. And I want it open with when we are in a state of ease and flow in our business when we are in, I'm sure you've noticed this when you've had ups in your business, when you have a lot of sales or when you're seeing a lot of results, or maybe you come back, you've come back from your company's convention and you just have this light. And do you know someone that when you walk into a room and that person walks in the room, you are attracted to the energy, to the light. There's something about there's like they say, there's something about the way she walks. And that is something that first has to happen in your business.

Speaker 4 ([00:13:44](#)):

And that is one of the main pieces. And that sets apart the top earners, there's a million different strategies. There have been thousands of people that have built multimillion dollar network marketing businesses with very different marketing strategies. Now I teach marketing strategies that align with where I want to be, how I want to build my life, how I want to show up online. But the difference is the belief, the energy. And honestly, when you ask, you will receive and your subconscious programming of, Oh, this, this is never going to work for me. Or I don't even know why I bother. Why am I even showing up to another challenge is just another person that's going to go, blah, blah, blah. That's subconscious programming is something that will, will get in the way of success. And I know because personally I just was on the tennis court and my subconscious programming of years and years and years of being told I'm the good, I have great ability, but I don't have the right brain to bring it home to when like, I'm always like, uh, in the middle of the pack, you ha I was, I never quite crossed the finish line to be elite.

Speaker 4 ([00:15:04](#)):

I would get to the team, get to the, and I have subconscious programming around that. So I get to the third set and I'm playing at a pretty high level with players that had played in college I'm

Speaker 5 ([00:15:18](#)):

And I tank because my son

Speaker 4 ([00:15:21](#)):

Conscious programming starts telling me, well, you never are available to close this out, blah, blah, blah. And so I, my tennis partner Weatherly, she said she started, she sent me a text and she said something that I've just got to, like, I've just got to get more. I just lack focus. And I said, we're going to shift that from every time you tell your brain new lack focus, and this is what happens in your business. We're going to shift that to, I aggressively finish off my matches with a tactical strategy that X, Y, and Z, or I'm focused on, I'm a hundred percent focused and we'll come out with the win, whatever that positive affirmation is, because I don't think Michael Phelps got in the pool and said, I can't win this race so we can see it vividly and blatantly in other people, but the subconscious programming.

Speaker 4 ([00:16:09](#)):

And I study a lot of brain things. And I know that I have a little real out there that says you can't manifest your dream team, but I'm going to tell you that you honestly can, if you back it up with strategy. And so I want you going into the challenge, the most important thing that I want to tell you about what we're going to start doing on Monday is I want you to everybody just take a deep breath in and breathe in that possibility and the light that it is available for you. And it's coming for you because I want you to see that there's evidence. Is there evidence that the goals and the money you want to make and the business you want to build? Is there evidence that others have done it?

Speaker 5 ([00:16:50](#)):

Yes. And do

Speaker 4 ([00:16:52](#)):

They have a secret that you don't have? No. And you are committing to learning how to Uplevel your marketing and Uplevel your energy and work toward a business plan that will sustain you for the longterm. Because,

Speaker 5 ([00:17:07](#)):

Cause we don't want to have a business plan. And then

Speaker 4 ([00:17:09](#)):

It is literally going to be one year and done. You've watched that happen. We want to have consistency. And also my goal and my plan is that what you're building is the brand around yourself and you're solidifying your superpower so that whether, if, and we don't want this to happen, but there have been companies that have closed their doors, or maybe you decide to go in another direction. You aren't branded as the pampered chef girl or the PIR. You're not the company. You are the personal brand of Anne. And I want you to think about Oprah. What is her brand and what does she stand for and why do we follow her? And she is Oprah. So she might partner with different companies or she's like she was with weight Watchers, but she just didn't become weight Watchers. That was a part of her journey that she shared where the stories of her struggles with weight and how she didn't want to shame herself, blah, blah, blah, all those things.

Speaker 4 ([00:18:12](#)):

So that's the biggest pieces. I want you to understand that this is it. This is your chance to be all about you and all about how you show up and how you are going to share your gifts. And I want you to have

the belief and I want you to journal with journal on this over the next few days. This is the most critical part that I find when I work and coach women that feel a little bit hamster wheel ish stuck is all those subconscious thoughts and all of those things that get in the way. So I want you to put on your calendar to brain dump, like literally 10 minutes, everything that comes up about the challenge, your business. And then I want you to follow that up with your vision, your dream of where you could be in a year, what would your weekly pay look like?

Speaker 4 ([00:19:09](#)):

How many, what would the exact person, the team that you have with you, how does it feel? How does it look? What are your days look like? Do you have ease and flow on posting on social media? And if you're like, I don't even know how that would look to have a daily game plan where you literally can build your business in an hour a day with a content creation plan, which you can not change to your phone. One of the biggest reasons that I started coaching was that I could build a business being changed in my phone. I did it for, for two years. I was changed to every message. Every beep, everything was, I was hiding in the bathroom on date night. So I could answer a question of a new person on my team because I thought availability meant more money. That's not how it rolls.

Speaker 4 ([00:19:58](#)):

And we learn about boundaries in our business, and that helps you to make more money to actually know what the plan looks like. So let's dive into some of your questions. So we have 40 questions and I'm going to get to all of them today. I'm going to start at the top with, so Tammy said, if one is struggling with business growth, are you saying that is not where they're supposed to be? Absolutely positively. I am not saying that you are in the wrong place. If you're struggling with business growth, what we have to determine is what is subconsciously holding you back and the other pieces. Do you have belief in what you're building? Do you absolutely love the transformation that your product, that your business and that working with you gives to someone. Can you describe it? So that goes back to really getting clear on yes, absolutely.

Speaker 4 ([00:20:58](#)):

You know, when you have a boyfriend, if you go back to like being 16 or even, I remember when I, when I met my husband, I've had two, no kids in the first one, but when I met Don, I just like, I felt this energy when I talked about him. Right. And when you talk about your business and when you think about your business, what kind of energy is there, aside from your success, you fell in love with the product you fell in love with a service. It doesn't matter if you're in love with your leadership, because there are plenty of people that don't have leadership. And I want you to look at this as you are building a, your legacy business. So, absolutely I am not saying that if you're struggling with growth, that's not where you, you just might not have the tools.

Speaker 4 ([00:21:45](#)):

Yet. We had someone that just finished our, we used to call it profit her way, our six figure club. And she had been struggling to get back to a rank. And because of her mindset shifts in her energy shifts, it wasn't even that much in strategy. And she started showing up in her purpose and actually Jennifer will speak and do a live with me during the masterclass. She literally saw massive business growth, like two to three rings, another person, Robin, same thing, as soon as she let go of all of that weight, like the DRA putting on a wet clothes from the pool and started to shine in her light, the business started to grow. So

Tammy also says advice for those who have multiple online businesses selling products, please. And she also said, are you a cat person? Just kidding? You're like a dog person.

Speaker 4 ([00:22:35](#)):

I do like certain cats. So what I want to share on that is I will honestly say that it can be, it depends on what your goals are with your network marketing or direct selling business. It is very challenging to build multiple businesses while you're in a growth mode. So I only was able to start building multiple businesses once I had every system and tool and everything dialed in and had, I even made myself get to a million dollars in commissions before I would take my eyes off that I wanted to build it to leveraged income, meaning I have leverage leaders that are building and growing. So it's difficult. I'll be honest when people

Speaker 6 ([00:23:27](#)):

I'll say yes, you can. And I will.

Speaker 4 ([00:23:29](#)):

I, I'm kind of a master in dialing into helping people find their superpower, but building a T shirt, business and building maybe how to make YouTube video business and a network marketing business, it can be challenging. It can done and people do it. What you have to decide is am I looking for, what am I looking to build a legacy business? Or am I looking for that to be \$200 a week? And my tee shirt business to be a hundred dollars a week. And it also depends on how your brain works like I and the organization. So we'll talk more about that during the challenge Tina asks, what would you tell someone who is great with connection? However, is challenged with asking people to take a look at what they're selling. You're a dog person, by the way, no cats. And sometimes goats. Yes. Sometimes goats.

Speaker 4 ([00:24:18](#)):

I did a whole, we did a video and there's a whole goat yoga thing in it. Okay. So what would I tell someone that's challenged for taking a look at what they're selling? And this is what I would say is when you phrase it that way, it sounds like you feel like it would be a disservice to have that conversation. So the question would be when you're attracting the right people. So, you know, let's say that you're attracting, you've got people that are coming in that need energy. They need sleep, they need mental clarity and you have a product that can help with that. So if the marketing is done correctly, so, and we talk, we'll talk more about this. So if you are tracking literally an attraction post that shares a testimonial story and you're making massive connections that are power commenting. So you're doing a test of connecting and we will go into this.

Speaker 4 ([00:25:22](#)):

And you're also doing some really good things in your stories. Most likely you'll have people that are saying, what is it that you, you do, but that doesn't always happen. So I'll give, this is just practice. This is also saying brain dump. What is holding you back from actually asking for a sale? What is holding you back and are you, and is it that you're worried that person will judge you you're worried that that you'll annoy that person. If you know, you can provide a transformation, why wouldn't you go in to the inbox in a, you've already done the connection it's or even if it's like today, I had someone that was complaining about something. I know that I could heal and fix with my product. So I literally just said, listen, we need to break this down because I can help you with that.

Speaker 4 ([00:26:12](#)):

So it is the mindset of, I can't yeah. Not share this. And it's some, and it's learning some key phrases and words for sales, and that is I always openings that you can use. Hey, do you keep an open mind when it comes, comes to Andy? Yeah. Then going into that person, like, are you of, can I share something with you that I know could really help you asking for referrals and really looking at what feels right when you are asking for a sale and it's practice, it is practice. And I say, this is what if I'm holding back and what I, they have to offer, that would be like me not offering to. So any of you that you to work, if you're not those of you that have never worked with me, maybe I can shift your entire business. So can I give you an offer?

Speaker 4 ([00:27:10](#)):

Yeah. And that's why I always tell people I do a lot for free, but I also get paid to coach people. And so that is a piece that I want to say is that if I can offer a transformation, if I can offer something, then I'm going to offer it. But it might even be a lot of practice sometimes it's, it can feel a little weird and strange. And that is a sales sales tool. So when you asked, what do you recommend someone who's partnered with a company that does not allow diversification? Would you stick with one network marketing company and at other sources of income or guard your energy reserves and focus on one thing at a time, again, the same question, most network marketing companies. Right? So when I've seen people try to diversify in network marketing and they, they build a little bit on all fronts.

Speaker 4 ([00:27:59](#)):

And if that's what the goal is, that's fine. And most network marketing companies have a lot of rules about how you can recruit and things like that. So I always say that, do you have belief? And do you have, and do you want to go all in and right. Get to the point that your network marketing company can be at X income? So when I first started, I literally would have been happy. And now I, I laugh because it's obviously so much more beyond this, but I thought if I could have \$3,000 a month with my company, that would be awesome. Well, then I realized that was a really small goal. And I always look for evidence, how many people are making the money that I wanted to make. How long did it take them to get there? And what do their days and weeks look like?

Speaker 4 ([00:28:51](#)):

So I did start with a company way back and I realized that I didn't, I want to have to do all of the, this was before we were online, all of the in-person things. And then I looked at the top earners of the company, and I thought that that's not, there's not enough that are making the same money. And that is when I started with the company that I'm with. Now, that was the biggest piece was I looked at, what are people, what is, what are the top burners making? How long did it take them to get there? And what was their experience for me, a huge piece. And I want you guys to know this is I wanted, and this is why I think that I can bring a lot to the table for you is I didn't come with a following a group, a social media like empire.

Speaker 4 ([00:29:39](#)):

I wanted evidence, a regular human being who is just getting started, could hit the top rank of the company in less than a year could hit the multiple six figure part could hit that millionaire part. And that was really important to me that there was evidence that it could happen. And that it wasn't just a few that were, you know, w rolling around. Now, what you have to be clear on is what is the income that I would like to earn and reverse engineer it. So it's not just a, I want to make \$10,000 a month. I want to



hit my first 10 K month. And this is something that I do with, with our students is we look at what does it take? What are the, all the different ways that you could have your first 10 came month. Now, Sonia, knowing that you are in the cooking space, right?

Speaker 4 ([00:30:28](#)):

You're in the helping people simplify their life with cooking. I could see that a diversification of income might be building your brand around something that you feel like maybe building your brand around. You're a new mom, so simple, baby food, organic baby food. I'm pulling this off the top of my head. This is what I love to do. Organic baby food recipes, because, and you sell one of your food processor, things for the organic baby food, but you also have, and this is a good, and this is where we would jump into like a Pinterest strategy. You have a free opt-in of people that want your recipes, and then you also sell a product that goes with it, and that could be very profitable. And it also completely aligns with what you do. So if you're going to back to, if you're going to diversify your income, we want to make sure that it aligns with what you do, because that attracts people to buy your products.

Speaker 4 ([00:31:32](#)):

But also, Oh, I could see that I could make some money because I also love X, Y, and Z. So does that make sense? So that is one of the things is when you build a personal brand and when you build a platform, so when you talk about diversification of income, there are so many different ways that you can do that, that align with what you're doing and your brand. And so I'm not opposed to it, but if you're doing 17 things over here and 17 things over here, it may not. It may just, none of it will make sense. And the other thing that I want to bring up is it's easier to build network marketing, direct selling and your products with if you're building along the same lines, meaning. So for Sonia, she's building along with the food theme and preparing food. So let's say that she did go into the farmer's wife's kitchen, or that's somebody's Instagram account.

Speaker 4 ([00:32:29](#)):

Don't steal it. That's somebody, that's one of our, that's one of our campers, but you know what I mean? Okay. So I'm going to look at Amy asks, what's the best Facebook strategy for network marketing. Do you have step by step framework? I do have a step by step framework for that. Amy it's called the power map method and the power map method is something that we're actually going to have a zoom, and I will walk you through step by step. But when you are in the monetize, your message masterclass, next week, you are going to see how, when you really dial into who is your who, and what problems do you solve for her? And I know that you've all heard about avatar, but we really dial into that and create content around that. And then you start to provide solutions. And I also have a strategy of connecting and Facebook groups.

Speaker 4 ([00:33:21](#)):

I have a connection strategy of how you pull people. Then we do some things in our stories, and you are looking to add two to three new names to your list a day. And I'll give you a little example of how this works is an Amy asked about, about Instagram as well. And so I'm going to answer to Katie. So I'm going to answer these, answer these altogether. So there is a strategy of connection and there is a strategy of providing value. And so there's a big difference between a new connection. Hey, I think we both have a lot in common. It looks like I get these messages all the time. It looks like you're entrepreneurial. Would you be open to taking a look at my gobbly goop business? That to me feels weird and icky, and nobody wants that message. However, if when you use a connection strategy and Instagram's a little bit, a lot

different, but very much the same, because we're providing value, we're providing content that serves, and then we're making a connection.

Speaker 4 ([00:34:24](#)):

And I'll give you an example of this. So let's go back to Sonya. She sells products that are great for, she sells products for the kitchen. And so I'm going to walk you through a strategy that would work for her. I'm making this up as I go along, this is what I love to do. So she's looking to build on Facebook and on Instagram, part of her brand, part of who she is, and we look at what your pillars are. She's a brand new mom and I'm making up some things, cause we haven't actually talked about this. So I'm using her as an example. So she builds a business on booking, online events for people that want to upgrade their things in their kitchen. And she has hostess rewards where hostesses can get some awesome things for that. So now her Facebook strategy would be around LA.

Speaker 4 ([00:35:16](#)):

And let's say that one of her pieces is that she wants to provide an easy way for new moms to nourish their babies without cause this, you know, I never did it. I always bought the cans, but she wants to make it super simple for baby baby food making. And she starts to connect with new moms in the new mom Peloton group. And she's just in that group for not to be prospect, but to be connecting. So she's in the new mom Peloton group and she uses my method of serve where she asks to help her solve a problem on Monday. Maybe the problem is that she's uncomfortable on the bike cause she just gave birth or she's still breastfeeding cause she's a new mom and she's got to know what bra to wear. So she's asking questions and she's connecting inside of that group.

Speaker 4 ([00:36:09](#)):

And then she's posting on social media, some solutions for like a meditation, for gratitude, for new moms. And they're like, Whoa, this. So maybe her buckets are how to stay in a state of gratitude and high energy vibe, even when you're tired. So that's where she is. She may be, she is also talking about how to have easy organic nourishing meals for young kids and baby food. And she's talking about building a business online because she wants to be home. And so she's a, uh, work from her computer mom. So I would say, and then, then, so she's got the S the, the baby food piece. So that's her family part. And she also really is into, maybe she is something, something else we'll figure out what that is. So you're thinking about your buckets. These are the ways that you post, maybe her part is staying connected to your spouse through the stressful years of babyhood.

Speaker 4 ([00:37:12](#)):

However, that looks so now we're going back to where she is. This, this makes sense for you guys, she's in the Palatine group. And you're very careful in the power mat method that you're not just scrolling around. So she knows her groups based on her buckets. And this is I'm giving you guys a lot of, what's going to come up in the challenge and there's a workbook where you're going to actually work through this. So don't think you are behind. This is your head cause you're in like the class ahead of the class. So we've got her. So she's in the Peloton group and she has asked for the sports bra idea for nursing. And it's, she really wants to know this question. She's also in a cheering for other moms in there. And then maybe she's in a group that is a, a group about keeping high vibe, energy manifestation of your, you know, of your business.

Speaker 4 ([00:38:00](#)):

And so she's also in that group and she's connecting during her connection time. So there's a connection strategy that you can use that people are attracted. People want to meet others on social media. I love meeting people and buying their things or knowing what they offer. I actually just connected with someone who has some great YouTube resources. So it is always about connection. And then she has asked that question, she's commented back and forth. And then some people from that group will automatically start. They'll start chatting about their babies, about which rides they want to do. The 10 minute ride, the strep, the stretching, they see her posts about organic baby food and the S and she's maybe she's live and she's, she's got the baby and she's putting it all together. And then in her stories, she also posts about how she's building a business.

Speaker 4 ([00:38:53](#)):

So what happens is she has now she's pulling people from the groups to her list that have the same that she can provide solutions for. So she might be in an organic baby sustainable group. We have a strategy of how she pulls and connects people toward her. And then when she has, she comes with an offer, she will have more people that will say yes, I want to know more about this machine that you use to make your baby food. Do you see how that works? And if you're thinking I don't have that kind of alignment, I don't have a baby. It all works because, and you dive into yours or where, where you feel the most powerful. When I'm talking to you guys about this, I don't need a script. I don't need anything I could go on and on about how to put it connect and sell and build your network marketing business for 15 days, because this is what I love to do.

Speaker 4 ([00:39:48](#)):

I could also talk to you for 15 keen days about how to use your mindset, your manifesting, and shifting your thoughts to stay married for 50 years. Because that's one of my passions. It's something that I do, but that's not what I write about that a lot, but that's not what I'm teaching. If I started teaching that people would be so confused and nobody wants me to teaching them about that. Maybe they do. Okay. So Amy, if that answers you, so your Facebook strategy for network marketing is going to be more connection, really diving into solidifying your niche, how we're connecting your personal brand, aligning it with your products and having a content strategy that actually serves that provides solutions. And then when you go over to Instagram, that that is when you can actually start to see who the people that get what you're doing, they follow.

Speaker 4 ([00:40:44](#)):

So if we go back to Sonia, she might be okay, Instagram. And there might be, where are a lot of her people, the new moms, where are they hanging out and who do they follow? And that's where you can actually start to look at different kinds of content. And when we're talking on Instagram, but we have different kinds of content on Instagram than we have on, on Facebook. But the most important thing is, is that there are going to be, there's the types of viral content that'll help you with. There is also going to be type the showing behind the scenes, showing your life, showing lifestyle, showing who you are, because people like Jenna coutures, a perfect example on Instagram. She teaches how to do X, Y, and Z online. She's a digital strategist online doesn't necessarily to network marketers cause she, but she does talk about organic growth, but she shows behind the scenes.

Speaker 4 ([00:41:38](#)):

And then you'll also talk about how you, what your offer is. So we'll talk more about that. And there's also, I would suggest if Sonya wanted to really get those baby mama's following her, it would be going to

reels. And we'll talk about that as well. So Mandy says, how can you attract someone when you don't have the accolades yet? That is a great question. And I want to tell you that I did most of my recruiting of my top, top earners when I wasn't at the top rank of the company. Yet it is the picture that you paint of what you're creating. And it is also when you talk about how you are partnered with, so there are some strategies that you can use in terms of your vision. So when you're asking, you're like a startup. So if Apple came to you and said, I'm building this phone, you want to be a part of it. There's only five of us. What your building Mandy is the most important thing is it doesn't matter if you've made a hundred thousand dollars or a thousand dollars or \$1, when you can define where you're headed and how you're going to get there and get ed doing this together, think of yourself as a startup,

Speaker 5 ([00:42:58](#)):

And then use the tool

Speaker 4 ([00:43:00](#)):

Rules that you have. And as the, uh, one of the things that I teach is to do a lot of inviting, to hear about what we call social marketing funnels. What are the assets and the benefits? Do you have Facebook communities that are put on by your upper level leaders that give validation and you can also build out some of these tools as well. So it's okay if you don't have the accolades yet you can absolutely attract someone. I was attracted by someone that hadn't even made a dollar in the company. She has now made \$3 million, but I was attracted because she told me where we were going. And I was like, I am getting on this bus just like you guys are in here wanting to get on this bus because you're thinking, Whoa, I want to know how to build my business from a to Z, how to have ease and flow and live my dream. And it sounds really cool. I'm painting a picture. So you've got to paint the picture of where you're headed

Speaker 5 ([00:44:08](#)):

And what I'll challenge

Speaker 4 ([00:44:10](#)):

To do. Mandy is paint that picture right now, get out your business journal and write where you're headed, right? What it is that you offer without you, like don't ever say you have 24 seven access to me, but Mandy, you have, you have every asset in the world. You are a farmer. You have done what most people cannot do. And so all of the, all of the experience of running your dairy business, your farm business. And I know because you are like, my aunt Hazel is your angel. Cause I watched her supporting and working their dairy business. And so what you have done there, you're bringing to the new place. So I think it's, I think I'd rather, I'd rather partner with somebody that is just starting out and just building because they are, the energy of excitement is so important. Okay. So Katie says, how do you be a supportive team leader, but not feel like you are annoying them.

Speaker 4 ([00:45:09](#)):

Like if you have someone under you and reach out and get little to no response. And I said, you can lead a horse to water and I'll share. And it's, and Katie says three unicorns, three unicorns, three unicorns. Yes. So here's the thing. As we think, as when we recruit somebody that we are supposed to be the motivator we're supposed to be because they signed up, we are supposed to be the one that provides all of the information, provides everything for them while in the first month. Yes, you want it to be as supportive as possible, but you also want to make it very clear and you want to ask a lot of questions.

And one of the big pieces is asking that person, what exactly they visualize to happen in their business? What would be a perfect month in business? How much money would you be making?

Speaker 4 ([00:46:03](#)):

And I always ask how much, how much money do you hope to make? And if they're like, ah, like I want to make \$5,000 a month and I will back it to say, well, how much time can you commit to that? If they say 15 minutes, I will say, well, there's a little bit of a disconnect. So most people come in and they, number one, life gets in the way they just decide. It's not for them. They make all kinds of mind, clutter junk in their heads. So I would start with number one, having a really fun conversation about, can you imagine if like, what would, how would your life be if, and then saying to them? So it sounds because you have this dream of wanting to be able to make a thousand dollars extra a month and how that would, when you know, you're, when you know their, why now, who do they need to be for this to happen? That's on them. You are not reaching out to somebody after that is just like, Hey, what's going on? How's it going? I will reach out and say, fill me in, what are your plans this week for your business? But after a while, you're not, you just keep knocking on that door. If your promoter, your distributor, your business partner is ignoring you. They don't have the same vision that you have.

Speaker 5 ([00:47:30](#)):

And I like to,

Speaker 4 ([00:47:32](#)):

I continue to give them the opportunity to say, Hey, tell me where you are struggling to fit this in. Or tell me about what you see for your business this month and offer assistance of listen. You could build this business in 30 minute increments a day.

Speaker 5 ([00:47:53](#)):

Let's go ahead and ask, like, do you want

Speaker 4 ([00:47:57](#)):

Block your calendar for it? Do you want me to help you with some social media posting strategies? And this is the part that is the hardest is

Speaker 5 ([00:48:06](#)):

You cannot

Speaker 4 ([00:48:08](#)):

Want it more than they want it.

Speaker 5 ([00:48:11](#)):

And I have had

Speaker 4 ([00:48:13](#)):

People come into the business with me that have made

Speaker 5 ([00:48:17](#)):

Gosh, \$800,000

Speaker 4 ([00:48:20](#)):

In commissions. So you would think I'm really good at it.

Speaker 5 ([00:48:25](#)):

And then I've had some of them

Speaker 4 ([00:48:26](#)):

Top people come in that told me I'm all in this is it. This is it. I'm going to blow your mind. And then they go away. I've had people come into the business that have made a million dollars in network marketing and then get mad about one little thing and not continue to just think it won't work. I can only offer so much.

Speaker 5 ([00:48:49](#)):

And that to me, I make it very

Speaker 4 ([00:48:52](#)):

Clear. When someone comes in, I am here to support you. Let me show you all of the tools. Don't be the person that looks up the answers. Don't be the mom that re you know, how the mom that runs around and makes sure that everything's all in order so that you're like walking on eggshells. The most successful people, Katie, you are building this business for you. And you want people to come along that are entrepreneurial minded. That show up to the events that show up for their business that are like, Oh, I need to learn how to do Facebook live. So I am going to study it and learn it. I go, you could invite people to come into the challenge in you guys are here because you want to grow your business. So I guess the long story short of that whole thing is ask open, ended questions, schedule a time.

Speaker 4 ([00:49:49](#)):

Say to them, I would, if maybe it's in their first three months, it's a weekly 15 minute zoom say, Hey, I'm scheduling 15 minutes zooms with my team members. Once they've been in for, for a few minutes, you don't have to have 15 minutes zooms, but have your own huddle, have your own little huddle and say, let's look at what needs to happen this week so that you can get that one order so that you can get that one new business partner and get a schedule of when you show up and say, okay, so what, and then what needs to happen? What are the earning activities we need to attract? Right? We have to put on social media, that is the five post plan. We know how to build a business, right? We have to do something to attract. We have to put some things in our stories.

Speaker 4 ([00:50:36](#)):

We have to look at. I always say who, who is on your list? That is that you know, that you can solve a problem for how are you growing your list and the biggest pieces. When you learn the business foundation, what we're going to learn day one of the monetize, your message challenge. When you learn the business foundation, you are going to be able to look at someone's business. And as a leader know what's missing, what is, what are the pieces that are missing so that you can be a better leader to be able? So I can say, and I did say this to Katie, listen, we gotta rate, well, let's rise up your visibility.

Let's have you go live so people can see your face and really connect with you. That was visibility. If somebody is like, I don't have anybody else to reach out to, okay, that's lead generation.

Speaker 4 ([00:51:26](#)):

What are some lead generation strategies? You guys in this monetize, your message challenge are going to walk away with knowing how you're going to build each of those areas. You are going to know how to solve that problem. The issue is that person isn't showing up. It's just like me not showing up for my workout. Or why am I eating an M and M ice cream cookie at night when I'm looking to lean out. Right? My coach, Brenda, all she can say to me is like, okay, I'll give you an example. There's coaching for my program. And I know when I can show up for the coaching, if I don't show up, she's not calling me saying you didn't show up today. Why'd you get that cookie last night? What can I do to help you? It's on me. My results have to be, I have to be fueled empowered by those results.

Speaker 4 ([00:52:14](#)):

Does that make sense? I get a little crazy. Okay. Same thing for Nicole who says, how do you get your promoters to plug in? Getting the promoters to plug in is to first understand if they want to plug in. And then it is perhaps saying, Hey, so what do you have some goals this week? Yes. Okay. So how does your business need to look? And for Nicole, I know that you have working zooms, that they can plug into at five 30 in the morning at eight in the morning. And at night, you guys in this group will learn the power mat method. That's something that you can run with your teams, with your team members, and all you can do is invite them. And I would just put on your calendar to check in, have a little huddle and go on from there. Susie says how to keep going when you feel it's not going so great.

Speaker 4 ([00:53:05](#)):

And we had Stephanie, who is our life coach say yes. Oh, Stephanie says, spec has some powerful tips on this aspect. I love. And I want to have Stephanie tune in on this. So what I want you to do Susie, is I want you to realize that the, that the consistency of continuing to show up is going to give you the re the result that you want to have. So I would do a brain dump of why you're not feeling so great about your business. And I would look at the circumstance of your business. And this is, this is what Stephanie teaches in the life coaching part of camp elevate and of our programs and sh and she's alive. And she T and it's, yeah, it's called the self coaching one Oh one model. So I look at the circumstances, your business, your thought right there is it's not going so well.

Speaker 4 ([00:53:55](#)):

Great. So then, and what would be from, from that thought, what are your feelings? Your feelings are discouragement. You feel like, Oh, why do I keep going? Maybe this isn't for me. I like you have all these thoughts, right? That thought the feelings are they, they give you a lot of anxiety and stress. And then what is the action that happens when you, when you go in that spiral, the action is, is the energies down. You ha you know, sometimes you don't really feel like showing up. People can tell when you don't feel like showing up, you're not getting the results. You're not getting the stories. So if we shift that thought circumstances, shift, that thought too, I'm committed to this for the longterm, and I will see results. So that makes me feel excited. It makes me feel that I'm you're here. You are here, Susie, you are going to learn some strategies.

Speaker 4 ([00:54:52](#)):

And I want it. I tell you this, that your here and the consistency of what you're going to start showing up to do is going to give you the results, right? You desire. And every single, single day that you grow and you learn, and you take one step, and I want you to write a love letter to your business. That's one thing I want you to do. Write a love letter. Why did you fall in love with your business? What are your hopes and dreams, and why are you, were you, why are you doing what you're doing? And that is it's the same. If you think about this in marriage, there are times when we're like, this person drives me crazy. Last night, I thought I got into bed. I was a little, a little later than Don, and he was already asleep. And I just like grabbed his hand.

Speaker 4 ([00:55:38](#)):

And I think thought, and he was driving me nuts all afternoon. Cause he was like that driving me nuts. But I was working on something. He was, he wasn't, I wouldn't say driving me nuts, but I know he was annoyed with me because I kept, I was not plugged into him. And I sat there. And I th I thought of all of the reasons why I loved this man. And I will look up this morning with this, this beautiful energy. And I want you to think about that for your business. I want you to hold his hand. And I want you to think about and plug into all the reasons why you love your business and why you are going to rise above the noise and help other people and why you're going to do it. And that is the biggest leap that you will make because one good day in network, a month, one good day can shift your entire business.

Speaker 4 ([00:56:27](#)):

But the consistency of showing up and serving and connecting and learning is the key. Because like Katie said, we talk about three unicorns, three powerful leaders that join your business and want to lead and grow that don't need micromanaging will shift your entire life. Leveraged income advice on time management, Jody joy. That is one of my favorite questions because I worked so hard with my time management. There is a unit called focus framework and what, and there's also a alive that, and there's also a podcast on this that I'm going to tag you in. And when you learn the power and map method, you will see that you've can do this in one hour a day. But I have, I have, I did a live. I actually, uh, Krissy will tag you in it. I actually talked to him about it, and that's going to help you a ton.

Speaker 4 ([00:57:25](#)):

It's it's a whole brain dump activity. And then putting your big rocks in first and then keeping your business boundaries in place. Janine says she's just getting started. She doesn't have a big following on social media. Okay? So that is exciting because that's where I was when I started my business and what you're going to learn to monetize your message around connection, connection, connection, power comments, with people that are in your groups and consistently showing up with engaging content that serves you are going to start to see it grow and grow and grow and grow. I want you to remember one of my favorite podcasts is the manifestation, babe. And she interviewed the holistic psychologist, which is a great account. And she just started, she had two followers. She's now at millions, a holistic psychologist, and she started to put out value things that people wanted to hear and know and see.

Speaker 4 ([00:58:25](#)):

So Janine, I'm going to check out your social media and we're going to, I'm going to really look at when you start to really dive into, and here's what I want. This will like my mind blown explode. Your brain is one of the women that I've helped. Well, she was, she loved to crochet and she had very few followers in a very small business. So she started to share how, like how to crochet for beginners. And she also shared that, like she was an essential oil person. So she'd always say, I'm going to put on my music, my



essential oils, and we're going to crochet. And she would teach that skill. And she was on a lot of different crochet groups. People were sharing her out and she actually like exploded her social media following because she solidified her niche of who she really was and what she was passionate about.

Speaker 4 ([00:59:13](#)):

People could see it. So we are going to work on how every single day that will grow and you don't have to have a large following. You just have to have a committed following. So I hope that helps you guys today with those hot seat questions that you had. And I want to sum this up with, and normally these trainings are a lot shorter, but we had a lot of questions is everything that was asked today. All of it can be solved with one thing. And that one thing is that you make the commitment that you have everything that it will take to grow and prosper in the business. That is your dream business. I want you to have so much belief in yourself that it's available to you and it will happen for you. And that's the biggest piece that I want you to take away is that it's on the way.

Speaker 4 ([01:00:07](#)):

So when we talk about, Oh, I don't have, I might not have as many social media followers right now, as I need to have that are looking for what I have is when you start to really, really, really focus on who is that your unicorn, who you help, what problems do you solve? So thinking about this is such a great, this is such a great name. You guys are gonna laugh. So there is a coach out there and she is the vagina coach. Now I, I heard that and I was like, Oh my gosh, I'm a Jina coach. She helps women that have pelvic floor issues. And imagine she has millions of followers because she puts out content that serves and gives a value. So when you provide value, when you solve problems, when you show up authentically as yourself, and you're you think my sales are low, it's not your sales that low, your connections are low.

Speaker 4 ([01:01:13](#)):

We've got to rise above the noise. And that is how we, what we're going to talk about in the monetize, your message, message, challenge this coming week. So I hope that this gave you value and I have one more assignment for you. And that is you sell yourself to yourself. You talk about all of the valuable resources and all of the value. And I want like when I look at Rhonda who's on here and when Rhonda started to truly believe that she could step in to the space of top earners and top leaders and lead, and she visualized and saw it and, and the energy was there around it. That is when she stepped in and probably was it 10 times, 10 times, her income in three months. And it wasn't that she learned how to do any sort of crazy sales technique. It was that she started to have this belief and energy.

Speaker 4 ([01:02:19](#)):

And when I tell you, when we go back to the beginning of, I'm not quite there yet. So how do I recruit people, want them to get out and run this bus because they knew where it was going. And so she would provide value, provide value, provide value, but really, really start listening to your intuition around what you're building and what you're growing. And then there's a lot of tactical strategy, a ton of tactical strategy out there that I will help you with so that you have a power hour that works for you so that you know what you're posting. So you know what that niche is so that you can get that super fan following and also knowing what it means to ask for a sale, how to close that sale, and then how to duplicate that out. And that is what we're going to do.

Speaker 4 ([01:03:06](#)):

So I'm looking, Oh, look at this. This is so cute. This is called a, I wish I knew who this Instagram account, this, this says make a scene. So I want you guys to make a scene. I want you to be seen and be heard. This is across ditch account on Instagram and how amazing she has like this huge following. I'm going to find this account. I got this as a gift and share it with you guys. So anyway, go out, be seen, write the love letter to yourself and remember that it's brave to show up. And whether you have one comment or 1 million comments, if you are providing a solution for one woman today in your content, in your connection, then you have succeeded and the money will come. I promise you. So I'll see you guys, uh, we'll be live on Monday at noon.

Speaker 4 ([01:03:55](#)):

I'll be live before then and keep looking for the promos, the contest. Do me a giant favor and ask your friends to come into this group, ask your friends who need business tools to come in because we can really help to shift the industry. And that is my goal. All right, so I'll catch you guys all Monday at noon, Eastern standard time. Look for your workbooks to come to your inbox. If you haven't registered yet, Beth Holden graves.com forward slash masterclass. The workbook will be coming out either late tomorrow or early Friday morning. And then we will be getting right into our five days of learning. Alright, have a great afternoon. And I will see you guys soon.

Speaker 1 ([01:04:40](#)):

I hope you found that to be helpful and that you walked away with something that you can apply to your business to day. So I love to give you a challenge where I'm putting you out to do something that's action driven. So today this is your action. I would love for you to go find on Instagram, go find an influencer, a leader, a mentor that, that your ideal customer, that somebody that you know needs your business needs your product and someone that you think that you would have in common. So let's say Mel Robbins, a lot of women, entrepreneurs love Mel Robbins and love her content. So I want you to go look at Mel Robbins, Instagram posts, and I want you to look at the comments that are happening below, and I want you to do some power commenting, connecting, asking questions, and then look at your, look at your intuition and click on a few of the names and connect and when.

Speaker 1 ([01:05:43](#)):

And so that means go over and follow, maybe leave a power comment, which is commenting below and tagging on, on the mentors site. And then what I want you to do is to find your new friend. So let's say your new friend's name is Jesse. And I want you to comment underneath one of her captions on Instagram, by commenting, asking a question and connecting the purpose of this. Isn't like, I'm going to go out and farm and prospect. The purpose of this is to get in the habit of connecting. Cause you're not low on sales. You're low on connection. Get in the habit of connecting, figuring out what someone does, who they serve and take a look at what kinds of things she's posting, because that might be who is your ideal customer. I hope that makes sense to you. So that is your action item.

Speaker 1 ([01:06:31](#)):

And I will wrap this up with this. If, if you have not left a review for this podcast and you do love this podcast, I am going to ask that you leave a review today. Um, and that when I read the reviews, I'm going to be going through all of the reviews that have been left that I haven't read yet. I'm, I'm going to try to track you down on social media, because I want to send a gift to every single person that has left a review for this podcast. That is my mission. I would have some help doing it. And so please leave a review today. And also if you would be so kind to share this out in your stories and tag me, I would love

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that as well, because the way that we get this podcast out, the way we help to impact more women that need our voices that need to elevate their business and feel really aligned, courageous and confident and supported is by coming together in this community.

Speaker 1 ([01:07:25](#)):

So thank you so much for being with us today, and I'm really looking forward to meeting many of you for the first time over in the monetize, your message masterclass and camp elevate. And I'll see you all 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.