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Have you ever wondered the secret sauce what's hiding behind the top earner? Do they have a secret room where they know exactly what to say, how to sell? Do they lead with the business? What is it that creates momentum and creates this energy around that person that seems to have all of the success. I've always wanted the key to the secret room. Haven't you, you already have the key and that's what we're going to talk about in episode number 60. So here we go. 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 crave. Are you ready? Let's get started.

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Welcome. Welcome back. I am so excited to have you all here with me today. I have been sitting at my desk for way too long, and I was going to do a few yoga stretches. And then I thought, you know what? I'm going to record this episode. It's going to be quick and short and to the point where in the monetize, your message, your masterclass, and I've got good news. If you missed the masterclass alive, you can still catch the replays inside of camp elevate for one more week. So if you're in real time in October for this 2020 you're in luck, because you can go to the camp elevate group.com and catch the replace. The great news is, is that we created this workbook that is off the charts. It's literally a study guide for network marketing. And so I'm recording micro lessons for the monetize, your message at masterclass because the live sessions were engaging and longer.

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And we know that we learned in micro lessons. So within 10 days from when we close that recording down, we're going to have the micro lessons, the workbook available. So if you want to get on that list, just shoot me an email at support at [inaudible] embrace.com. I don't have a link yet, but if you're like, I want the monetize your message masterclass. Or if for some reason you weren't able to be inside of the group, let me know. And I will send that your way. Okay. So let's get this party started with what is inside the secret room. What is the key what's inside that cave of the top earner secrets. And I have become an investigative reporter, a super sleuth because someone once said, and I know this sounds like super Pinterest's quotey, but success leaves clues. And anytime I meet someone who has either had vast growth in network marketing has had a multimillion dollar success or has been in the industry for quite some time.

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I will ask them, tell me about how you recruited or got your biggest leg, your biggest person, that unicorn. How did you get her or him, or they started because so many times we are out there learning strategy, and we're thinking, I'm going to take this course. I'm going to go into the monetize, your message masterclass with Beth, and I'm going to learn all the things. And I'm super honest inside. When I say there are so many different ways that people and have built over the years, over the decades, even to this day to multiple six and seven figures in the network marketing space and even in the coaching space. And so if you were to say, I am going to use person X who uses only voice memo, and he only puts people into a Facebook group and he only follows up with a script.

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And that is going to be how I have success. Will it work for you the same way that it has worked for, for this human? Probably not. Or if you are someone that never ever wants to share the name of the

product, and you completely want to keep it off of your Facebook wall, which I do teach a lot of, don't be a spam artist, but there are some times when you might say, this is the company, this is who I'm partnered with. And there's a lot of different versions of attraction, marketing of all of the different tools and skills. So you might have someone that's completely an attraction marketing specialist. Some of that plugs into their personal brand and they have made massive amounts of money. And then you might have someone that it's all over their wall all the time. That's, that's like they're driving around with the T shirt on the hat, on the car and they're making millions of dollars.

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And you're thinking, wait, I was told this, I was told that I need that script. I need to read that book. I've tried that I did this, I'm doing the things. And I still maybe don't have the secret. So my friends, there is no secret. The secret is number one belief and the work ethic. So it's the belief that this is happening for me, belief in the product belief, in the business, the energy, the posture, and the consistency of connection. It is such a different feel when you talk to someone that is magnetic, that is excited. Yeah. And someone said to me, Oh my gosh, she must've had so much experience when you first started with your company. And I had zero network marketing experience, zero, and I had a magnetic excitement. And so did the six women that said yes and took off with me.

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And we would just like, it felt like we were in that Partridge family bus singing along. We were having so much fun. There was so much about the new stories about the new success and about every single little thing that would come about. We were, it was like being in love. And you've got to keep that in love. I don't say was because I still six years later, I feel excitement about the industry about the moves that the people are making. But number one, a top earner has this excitement, this energy, this belief, this posture, this, these, like I did a meditation this morning with Peloton. I've got to figure out which one it was. First of all, I did the Hamilton ride. Holy moly. I was at my husband's like, you are an, a terror. You're so tone deaf. Like I am singing along with Robin here.

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I am had no holding back, hashtag no golden back. Find me on Peloton. I want to be your friend. I want to ride with you. So then I did this really quick meditation. And he talked about feeling this energy, just coming off your skin and visualizing that. And that's what the top earner has. And that's why you have someone that comes into the business and might have 50,000 Instagram followers. And you're thinking what they have so many people like, why can't they get this thing going? And then you might have someone that is, has an AOL account and 97 friends on Facebook and they're picking up the phone and they're getting people started and they're sharing stories. And they're, they're excited and doing little things that turn into big things and it's a compound effect. And so that's the biggest difference is the energy and the belief and just this all

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Out, okay.

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Attraction feature. Not like you don't have to be attracted, but it's this, this energy. So we've got that. That's that, that is the biggest key. And that is why you see some people that build in a way that I might not build. I might not do what person X is doing. And it doesn't mean that it will not work. It just has to

feel, and it's not bad. There's no judgment. And it just has to feel authentic to your voice. It has to feel as this is how you want to build a business. And that's, what's important, but don't get so caught up in, Oh, I can't do it that way because I don't want somebody to think this. So I'm going to make it super complicated and spiral here and spiral there. And then we're going to do this. Like I hear, I hear strategies all the time.

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And I, I, I make things a little complicated sometimes when I say, okay, so I make, I said to see, first I make some connections. I share a resource. And really when you come down to it, it's about providing value, having a connection, really listening for the S the problem that your prospect, that your person, that your neighbor, that your new friend from the Facebook group, that your new referral from your realtor has. What's the problem asking enough questions and then asking for the sale and then duplicating, and the other pieces, the edification of someone else's stories or making it about the result that someone else has to give that person vision and hope. So that top earner secret, yes. We talk about giving value, but I want to, I want to share my friend, Billy, who is a multiple seven figure earner in the industry.

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And I just he's captivating. And he's one of those people that he walks in. And he's just this gentle giant of a Teddy bear. And his wife is super beautiful, like tiny little petite thing. And they walk in together. And when I first met Billy, he told me that he sent a text to all of his friends. Maybe he called them. He was well known in town as a coach. He just knew everybody in town he's that personality. And he said, I'm going to be at Dunkin donuts or at the donuts store. And I want to meet all the moms. I'm going to buy you donuts today and buy you donuts. You'd take them home to your family. I'm here first 15 people that here in Mumbai you donuts. So they all come for donuts. And he puts in their hands, a sample pack of his product that helps with energy and helps with weight loss.

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And he makes that connection and stays in contact and his energy. Isn't about the features of the product. His energy was around. I can't wait for you to get this in your bodies. You deserve this. I know I have watched, I have watched you raise those kids. And then he did the same thing for the dads, and he met him in the Walmart parking lot. And so did he worry about some fabulous Facebook posts that was mysterious and perfectly worded? And then did he worry about I'm going to go and post this and make sure I have the perfect social media, social media content is huge in your built as you grow, but did I do what Billy did? I did not. Did I grow side by side at the same pace I did. So you're hearing that about Billy. And I'm thinking how incredibly smart, because everybody loves, loves him.

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And where was I going to meet 40 moms and dying them donuts. That wasn't me, but that was his built. And that was his trust. And that was how he's continued to build community. And of course, building and sharing the stories on social media is a huge thing as well. But I wanted to share that we so often are so stuck the space of thinking there's a right way. And then all of the marketing and the ads saying, and I felt guilty to it because to attract the people, to attract someone, that's looking for a mentor or looking to say, listen, I know that you're tired and exhausted, and you're on a hamster wheel, but it is all about those pieces of the CEO shift. And most of the time in the beginning of the business, we don't really know what categories we're doing. So let's break that down.

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And then as you look at someone that has just this magnetic personality, I want you to think about, Oh, that's how they're collecting their leads. That's how they're nurturing. That's how they're building community. That's the sales process and that's the duplication. So let's take visibility. And how are you showing up? And we talked, we've talked about this in the past where I saw the taco truck sign on the golf course. So visibility for Billy was he showing up at the donut place in the beginning, was showing up on the football field. His visibility was in person in his community to begin. And then it became, began Facebook live. And then he duplicated that out to share that energy with people on his team. So my friend, Julie, her visibility is she, she builds her business as she lives her life. She has a huge love for showing courses and she's at her daughter's room, mom things.

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And so these are very in person conversations. And some people will say, well, I don't want to bother my family and friends. You know, my friends have I not talked to my friend, Julie, about this business, I probably would have quit. And my friend Julie is ever so grateful because her life has changed. And so it's not that you're knocking on doors and being annoying. It's using your intuition and your energy to say, okay, I want you on board. And if you look closely, even at the organizations of people, when you say, where are the biggest builders coming from? Most of the time, it was a personal relationship. And it might be that that personal relationship brought in somebody. They knew somebody they knew. And then the big volumes coming from four levels deep. So those are the pieces of the business. Cause I chat social media and I chat it up and I believe in it and I teach strategies in it.

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And you may be like, I'm not listening to this podcast ever again, but I saved you from bad advice. And I have got to speak the truth about sometimes we make it too hard. So if you look at this visibility, so my visibility would be more on Instagram reels or Facebook or in the groups online. So visibility, how are you being seen? What content are you sharing? How are you serving? So that can be in any way, in a way, shape or form. Some people might do it through emails. Some people might do it on LinkedIn. How are you showing up? And serving some people might have a blog. Some people might have a YouTube channel. Some people might just do a live video. Some people might just have lots of conversations, maybe on a zoom. How are you showing up? And how are you giving value?

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Then the next piece is, what's the connection? How are you connecting, having conversations? And then showing them, what is it, the offer. So was it in Billy's case, here's your offer? I'm putting this into your hands because I want you to experience this. Maybe it's the same thing. You're at the, if you do shampoo and, and you've got a friend, you're just like putting the samples in our hands. I remember my first sample of a scrub that Elizabeth gave me years and years ago. And she said, use this. And I used it and I said, Oh my gosh, I'm in. That was beautiful. What else do you have visibility matter at an event now we're not like you might say, I'm not meeting people at events anymore. You can still connect. You can still connect and stay in the loop. If you are inside of groups and local community groups.

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And I talked to this week and monetize your message about this. So when you make connections, whether you're inside of groups and the groups are simple, you want to post things that, that help you to get connected. Like, what are you reading this week? What did you struggle with this week as a

empty nest mom? How are you staying in communication? How are you making that cauliflower questions that pull people? And you're not baiting. You're just connecting and you're being a good human and you're making connections and you're having conversations. Now, Billy was able to get on the phone because he put the product directly enhanced. And I'm telling you the fastest way to build is that when I was building the fastest, it was literally, Hey, Jody, I'm going to send this to you in the mail. And then I've call you back and tell you how to use it.

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Like getting, I was not going to wait for the, I was, I had a vision. I was going places I was building. And I was bringing people along. We're hopping on the phone now are hopping on the zooms. And at the time I was hopping on a plane because building community and building connection and building the relationships is so huge. You've got to use virtual now, but that is a huge, huge piece. So the next piece is when you make those connections and you're showing up and you're providing value, and yes, we want to have content that speaks to those people that we're pulling. So by content, let's say I'm speaking to an empty nest mom, somebody that wants to diversify her income, or maybe she's just looking for a community and I'm sharing all kinds of good content around that. So now when it's time to make an offer, if I show up with testimonials in my stories and I drip those, and then I actually have an event, and this is what we talked about, monetize your message.

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And this is your go to action plan for the week as you're making these connections and you're attracting, and you're talking, even if you were at the donut shop, most people are on Facebook that are building many. Some of you might be all about Instagram. You can do this on Instagram. I do both because I'm a connector. I don't worry about the number of followers. I worry about the amount of connection. So I was sharing this week that having any event take place once a week on your timeline, that is a testimonial around your business. That is a shift that someone has made because they've either worked with you or worked with a leader that is a product testimonial, and you can go back and forth between educating and then having the testimonial with the call to action. So how do you connect the dots where, Oh, well, gosh, I remember hearing about that product.

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Oh, Oh, there's Beth and she's interviewing her friend Kelly who used to be a pharmaceutical sales rep. Oh gosh, this is interesting. So that's when you are reaching out and they, most of the time you can pull toward you and say, Hey, I saw that the interview with your friend, Kelly, I'm feeling overwhelmed and corporate as well, or I loved what you said about having a plan B. Maybe they didn't watch it. So instead of just going cold to, Hey, you'd be a perfect fit for the business. Or do you keep an open mind when it comes to, and you can do that as well. It works. I was, I was cold. I was reached out to directly and I'm so grateful. But if, if you need a little buffer or you need to have something to educate that you want to have it be more personalized before you do the video, you can send, Hey, I know that we've connected.

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We've talked a lot about you being an empty nest mom. I know college is expensive. I'm actually interviewing today. One of my friends, Nancy, who is a newly emptiness mom, I think you'd find it interesting how she's built a business, you know, business, take a look. And then she's like, if she doesn't come back live, there's a followup. And then that is the information that is how you create an offer and say, Hey, did you have a chance to watch it? And then you can go into the invitation. So having all of the

pieces, the connection, whether you're connecting at the donut store or you're connecting in a Facebook group, then having an actual testimonial, a little show that you do a little, he's a glimpse of what, what happens when you build the business? What happens when you use the product? And maybe you'll even talk about what has happened for productivity.

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What has happened for community that you're looking at all of the benefits of it, but you're bringing into, Hey, I had no idea when I started in this cloud-based online world. Maybe you're educating about network marketing, but you always have those at your fingertips. And the other piece that I want to point out is of repurposing content on that live show that you do. So it's super easy to figure out stream yard. Everything is figure out of all. Thank you, Marie Forleo for that, because if I can figure it out, my friends, you can figure out stream yard, invest a bit in your business so that you have the ability to download from your computer. Get a good light. I mean, they're cheap. You can get one for 1999, write out your content. Go back to my podcast episode. We'll link up below with Fallon zoo, where she talks about, and you can even Google this Facebook live format.

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You want to have a hook and I will do a whole next week's podcast. I'll walk you through the interview process, but it's a hook. Have you ever needed a plan B or what's your plan B or something? I don't have notes on a hook, but a hook is speaking to the pain or frustration and pulling them in. And then when you do your interview, it's an introduction. It's a, today. We're going to talk about the one, two, three, and four, have those four points, let the emotion come through, but keep it short. Keep it to 10 to 12 minutes and talk about where, where that person was. What was the transformation? What did they do and how, where are they now? And if it's not a transformation story, it would be, what are the benefits of the community? What are the benefits of the connection?

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What are the benefits of a freedom based business? So you keep it to some key points and then you can repurpose that content into YouTube. You can send that video in an email to your list. You can actually send it in messenger. So then you have content just like this podcast. It's so simple to create. It's so simple to connect the dots. If you're willing to say and commit and say, I'm going to start, I'm going to do it now. And here I go. So tag me in those videos, let's get them rolling because you are going to have the energy around attracting the people because it's like, get on my bus. And if in the video you're like boring and you're like, blah, blah, blah. You got to get some Beyonce dance tunes. Before that video starts, I want you to breathe in and breathe out.

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And as you are creating a video, I want you to thinking of the one person, the one person that you're speaking to, the one person that you need to hear your message. And trust me, when I tell you, you will get better and better and better at the videos, but you need to show up with content. The world needs to see your face. The world needs to see your message. And if you can't be standing outside the donut store, holding that those donuts like Billy was an ma like the world could hear his message. It was all over his face. It still is all over his energy. He could not wait to help these women to feel better. And then he couldn't wait to go to that park, help the dads to feel better. And it's in, where is your presentation? Where are people going to hear the stories and how are you going to show up with the



energy to get to the point, put the product in your body or become a part of this business or book travel with me, or it is all about the transformation.

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Where was that person before? Where are they now? And how did they get there? And how can I get on board to write, can I do it? Will you help me? And can I make money? The three key questions that everybody wants to know. Thank you so much for being with me today on this episode, 60 episodes in, and I would love and love and love and love even more. If you would download, leave a review, share this out. It is how we get the message out there. That it is okay to color outside the lines. My friends, it's okay to be a little bit of a rebel and to say yes to a business that you know, can drastically change your life. Your friends lives. You're not yet to met friends on social media and the future of so many people because of the ripple effect.

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If you are listening to this, the doors are still open for the six figure club. Look in the links below the six figure club is an incredible all-inclusive resort that you will build in a year of being mentored of having projects. Like we just talked about learning your content, working inside with a life coach, even to work on your mindset and having a community of supporters. It's a mastermind plus, plus it is everything that you need to have the vision to have the tools, the strategies, and the skills go and check the link. See if the doors are still open, because we only are open for a short amount of time. And when I tell you I have built my dream boat, I have built my all-inclusive club. It's camp meets strategy meets mindset meets manifestation. It meets an awesome group of women. I'd love to have you inside.

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I will see you next week, check the links below, or shoot me a message. If you want information. And I will say this, this is a disclaimer that I am, I am saying is that I do not sell coaching. I will not sell coaching to anyone that is affiliated in any way, shape or form with my network marketing company. It is not compliant. It is not something that should be done at any time. If you are on my team, you have all these resources, you have the support and you have the leadership. So I have all kinds of disclaimers all over my sales pages, all over everything, to let you know that this mission is for those that are not affiliated in any way, shape or form with my network marketing company. I need to say that, and I hold the compliance, the rules, and I hold that to the highest regard.

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And so please, please, please do not ask Mark the box. Let's stay. That is a definite color inside the lines. I'm here to serve you in any way. So if you're thinking, well, I can't be a part of that. I have so many free trainings on YouTube, on my business page. If you are on my personal team, you know, all of the, all of the resources, times a billion that you have. And I just wanted to point that out. I know that it's not a really sexy way to end a podcast, but I have to say that. And if you are someone that's thinking, Oh, any way, shape or form in life, there is no gray area. There is black and white. You hold true to the values you hold true to those rules. And there's no gray area. And I hold that close to my heart for gratitude, for what has been provided for me in the space that allowed me to earn multiple seven figures to be have the mentoring. And the coaching is a dream of mine. I have space and time to do both. And so if, if you're like, wow, I would love to do that. Don't have a gray space in your life. That is a weird way to end an episode, but it was just on my heart to share that. I love you all. Thank you for being with me today and as always be you briefly,

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Thank you

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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.