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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. Hey bosses.

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Welcome back to episode. Number 60. One of you are not the boss to me. If we are just meeting for the first time. Thank you so much for stumbling across this podcast. I want to say hello and do a quick intro. Cause I haven't done that in awhile. My name is Beth graves. I live in Wellington, Florida. I'm an almost empty nest mom. I'm a network marketing obsessed advocate, coach, top earner. And I bring to you episodes around how to build a successful and thriving network marketing business that aligns feels authentic, but makes you money. So today we're going to talk about three different things that happen when people start to build their network marketing business and why they might not be having success. So number one, we have spam alert. Pamela, we have spam Ella, Pamela, who has the hats and the shirts and everything of her company.

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Let's say that the company's name is let's call the company. I've got to think of a name is Lola and the, and she is all about Lola. And I'm not saying that you are not a hundred percent partnered and excited about what your company is doing. You should know all of the things, but she's Lola and the company is Lola. And all of her friends who used to know her are like, well, I, I don't, I don't even know who, what she's doing. All I see does she own this company? All she's doing is posting Lola, Lola, Lola, Lola, buy my stuff, buy my stuff. And every single thing is about Lola. In, in the beginning, some of her friends support her. They buy some things and I was a Lola girl and I was excited about the energy of, of what was happening. And that was exciting.

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But pretty soon I wasn't getting any new leads, meaning all of my warm market. I S they're still watching. But if you think about this, if you are watching Schitt's Creek and you love it, but all that happens is commercial, commercial, commercial, commercial. You're like, I can't figure out what's going on. I don't know what's happening with Alexis. I don't want to watch this anymore. There's too many commercials and you tune out and occasionally you might scroll back through. So people tune out because all she was talking about was her company. There's nothing that says. So if is she meets somebody new, whether it's in real life or she meets somebody new over in a Facebook group, or maybe she's in a book club. And they're like, Oh, well I wanted to get to know her, not what Lola was great. I'm glad she has a company.

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Maybe they buy your product once, but they certainly don't want to be Lola that's Pamela. Pamela says, Pamela, Pamela has completely given up the idea that she should have any sort of content that connects and serves and that everything in her life is this company. And it's a no win because you're going to stop watching Schitt's Creek. If all you're going to do is see commercial after commercial, you fast forward through the commercials. And so, yeah, you're like, Oh, and so you have a few orders. And then what happens is the team starts to duplicate Lola, Lola, Lola, and pretty soon, you're just a whole Facebook page full of spam that nobody, nobody wants to connect with marketing is connecting, serving, showing

personality, showing purpose, solving problems, having conversations. And then yes, you can have promotion. You can ask for a sale. It's part of who you are.

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So we have some Pamela, Pamela, and then we have attraction. Amanda and Amanda has decided that she is a hundred percent never, ever going to tell anybody what she does, but she is going to have the very best Facebook, Instagram feed. And she has all kinds of boss, babe, build in this thing. And she, she posts a lot of inspiration, inspiration, affirmations. She might even post that she's working out and she's losing some weight and yes, she will gain curiosity, but she waits until someone says, what do you have? What do you do? So that might happen with really good marketing. That might happen a couple of times a week. And the process though, is that she doesn't know what's in her offer. So she's posting attraction, but her sales process is off. So she's learned the marketing, but she hasn't learned the sales process.

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So when someone says, Amanda, what is it that you do? She kind of freezes up. Doesn't know what to send beats around the Bush and doesn't ask for the sale. So we've got, we've got the marketing and the connection piece down. Now, if we go back to spam, Lola, Pamela, she might have a terrible Facebook wall, a terrible presence on social media, but she could still be rocking her business if she's really good at the sales part. So I want to, I want to put that in place. So we've got what shows up as content, Pamela, Pamela attraction, Amanda, and I love attraction. I love connection, but I want to give you the best scenario. The best scenario is that you understand, as a human being, that your social media is a place where that you serve connect, show your personality, share about your purpose.

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And people could come there and say, Oh, this is what my friend Jackie is all about. Jackie's all about her dog rescue. Jackie is all about the powerful healing that you can use with affirmations. And Jackie is all about helping entrepreneurs to build businesses online and empowering women. But Jackie also has this product that helps animals with their joint health and helps animals to feel better without having to use expensive alternatives and also helps animal lovers build businesses online. So she's got these things and she also has you go to her social media and she attracts animal lover. She attracts dog rescues, and she talks often about information about how we can spay and neuter. And she also shares her adventures. She loves to travel, but she does have, you can tell by looking at her profile, that she builds a business online with animal wellness products.

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She doesn't have to become the billboard for her company, but she also will show personality, purpose, and serve. And then she has offers. She will have a promotional post tucked in that might tell the story. Have you ever thought that your dog was just getting old and that you were going to have to feed him? Anti-inflammatories that made him feel better, but you were worried about what was happening to his stomach, lining that. And she might say that happened to Beth. When she had her dog Yogi on X, Y, and Z oral medication, we gave her three loading doses of summit joint performance, and now she's XYZ and there might be a before and after of Yogi. And then she asks for call to action. Listen, I know, I know you're a dog lover. I want to get this into your hands. And she asks them what to do.

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Like come on over to my DM. She might stack that with more stories every single day, showing what products she has in the shelf. But showing that through her Instagram stories, her Facebook stories, and maybe even nurturing her community inside of a Facebook group where people are asking questions. So she might take the person that says, yes, I want more info and have a sales conversation. And this is the piece where member attraction, Amanda and spam Pamela. Now we have jest, right? Jackie and just right. Jackie understands her sales process from her attraction post to what comes next. She, she has a funnel. She knows when somebody reaches out here are the questions that she asks, tell me what's happening with like, what is the name of your, what is the name of your dog or your horse. Okay, great. So tell me what's happening.

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How old is he? Let me share this with you. This is how we would get started. She immediately has the conversation about how to get started and she knows she doesn't start to send links and, and order here, she immediately goes from how are we going to solve your problem? She knows her sales process. She knows what's next. She knows how to help them order. And if they're still wanting to have more information, she also understands how she does that because she is going to take the interested new prospect and nurture and build community because maybe they're not ready to purchase yet, but she might quite possibly have a Facebook group where there's more information. She might possibly have an email list. And she's so clear and smooth on what she does once she has someone that's in her funnel and she also will organize and track.

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This person has come to her and said, they're interested. So she will not just say, Oh, okay, here's the ordering information. Here's your link. And then go away. She has a process for how she organizes, how she feels was up. And most importantly, even after that, this new human has ordered for their lovely, beautiful dog, Yogi, she's going to help to nurture and continue connecting because this person might be an awesome referral. This person wants to share the results. She also wants to make sure that the customer service is exceptional. And maybe this person that sees the results of the product is also a business partner prospect. Do you see the difference? So what I find, and this is where this is exactly one of my new six-figure club members reached out and said, okay, I did, I did this in my story. She's so awesome.

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So awesome. And she shared in her stories and she said, had like 50 people say, yes, I want more info. And she said, okay, what's next? And it made me realize that one of the biggest pieces that we do, and I'm so excited for this, that you do in your business and do inside of the six figure club, is we talk about what is your funnel? Your funnel is simply the big piece at the top. How do people find you? How do you attract them? But what comes next? That you never question, Oh, I have somebody interested. What do I send? You're completely prepared with the right words, with the right messaging, to know how to find out what solution that prospect needs and how you can give more information. And then also taking it from just because they said, they're interested. They might not be ready yet.

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So you have to be a great listener. And that is part of sales and also knowing, well, what do I do with a prospect that doesn't immediately purchase? So that is the piece of being of, of the three different places. We've got the all in your face, order my stuff, but now could number one, family Hamlet be

successful. Absolutely. You're you might say, I see lots of people that, that post their, their things all over and they're highly successful. They're highly successful in the conversations, the, and the closing they're most likely not attracting their leads from their social media. They might have a friend that says, Oh, I saw, I saw your thing today, but they're most likely, really great with connection and conversations and closing, but they're, they're also not keeping people on their TV channel. They're now watching Schitt's Creek. So you get, you will get new orders based on a direct approach and a passive marketing approach.

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I want you to win on both fronts and also like, listen, when you are, I'm going to give you an example of my friend, Bridget. So she had, has always posted about her love for mindset, her love for homeschooling, her love for adventure and travel, her love for fitness, her love for really good desserts and, and her love for a positive, not having a scarcity diet mentality, but talking about health and empowering women. And she loves talking about talking Bernay Brown and she has held book clubs. So when she shifted companies, when she shifted, when she switched companies, because she was in a company that no longer felt, she no longer felt aligned with. And she also realized that she wanted to have a product based company. She didn't all of a sudden like burn down the store. She already had content that was around her personal brand, around her community and her niche because she wasn't just posting.

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Here's my company, here's my company. Here's my service. Here's my service. Of course she did do promotion. And people did know that she did it. So she had a conversation about why she was making this shift, but people were already connecting to her content. And then she just started to have conversations and, and switched up her sales process and was able to have massive success because she started with the top of the funnel of connection and her niche. Her ideal audience really didn't change because she of what she represents and what she does and how her, how her brand aligned with the company for what she's partnered with. If that makes sense. So, one, two, three, is there a perfect way to show up with your marketing? No, there's not a perfect way. It's your way. It's the way that feels aligned, but you want to always remember, do people want to stay on this channel?

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Things that I've seen this week that I would shift out of? I have seen people that allow people selling like auction type things or fashion shows, and they just let it stream on their page for an hour and a half with no title. That's not interesting that doesn't get you any sort of traction or feed. If, if you want to help a friend, you invite five friends, you tag them over on her page, monitor your tags and monitor the things that are going up. The other thing that I started to see a lot of this week were just shares with nothing else. So if you see something you want to share, look at the content, recreate the content, share and say, here's the original article is in the links. Like, have you ever read something? And it's just, you just have this aha moment. And all of a sudden you're ready to put on your running shoes and start on that 75 heart or whatever it is.

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So you create your content and say, and you can link the information below, but people want to read it, learn from it, see how it applies. And it needs to be your original. So be careful about just sharing a video or sharing this or sharing that because it just becomes, it looks like, you know, your, your aunt, Sarah,

who is just like, Oh, I saw this interesting article. That's fine. We want to share interesting and make connections. But we have to remember that there's a visual appeal. There's a visual look that you represent and people need to come and say, wow, that's interesting. That's fascinating. I'm learning. I'm laughing. I'm loving this. I'm connecting. Oh my gosh. She's so cool. Oh, she sells a product. What is it? Oh, look, look what she just shared. She just shared that her friend was here and now she's here.

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I can relate. And they show up in your inbox. Does this make sense to you? Last of all, three of my friends, I just shared with you. Yes. There's a perfect way. The perfect way is your way with consistency, with confidence and with the actual commitment to this is what I'm going to do to grow my business. And I'm doing it daily. Now many times that does not happen unless you have coaching accountability. You have, you, you need to learn. And I always say, get into earning, get into action, get into the, get into the pool and you will learn to swim faster. So if you're listening to this and you're thinking, okay, I get it. But I'm thinking about my sales process. I get it. But I'm really like, my content is not connecting with my brand. I get it. But I get stuck here or I'm working really hard.

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I want to take this to the next level. If you're listening to this on Monday, the day that it comes out, I'm going to give you the date right now. This is Monday, October 26th. You have 24 more hours before the doors to the six-figure club close. Now I need to give this little beep disclaimer, the six-figure club is only open to those people who are not affiliated with my network marketing business. I will not ever, ever, ever sell coaching. My downline gets all of it. They, we have all of these tools and I will never ever sell coaching. It's not compliant. It is not something that I will do. Don't ask like I've lots of YouTube videos and lots of training out there. This six-figure club is for network marketers who are not affiliated with my company. And there are hundreds that follow me. If not a thousand.

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Now I love you because there are amazing companies. I am telling you that I am the network marketing advocate, fan, and success story. And I want to bring you into the six figure club where you have training accountability, community, hot seat coaching for 12 months with me, where we build out, where we go from your mindset, your content, your personal brand, your sales process, how you're showing up what's happening when you earn the money, all of the different pieces, and then building it out. So it's duplicatable for your team, but having a space to do it. So just like one of our awesome new members of the six figure club, she just said into the group, Hey, I've got all these people. What's next. There's also a content vault full of information, a digital swag bucks every single month with resources and PJ content planning parties, along with our coaching.

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It is an incredible thing. I want you to go in to the show notes below, click on it. Like I said, if you're listening to this on Monday, you have 24 hours. If it's past the time that we've closed our doors, you can get on the waiting list because we will reopen, but get on the waiting list. Then come on over into camp, elevate the camp, elevate group.com because that is where we do free training. And you hear and learn a lot of these things. So with that said, I want to say have an incredibly beautiful and amazing day. I also have a call for all of you to set your alarms on your phone to 1111. This is a personal request. The Blair prayer project. It's a hashtag Blair is one of my dearest and closest friends. She's my partner in crime. I

tell her I have a codependent relationship because every thought that I say, Oh, we've, we've built a business together.

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We've built a multi-million dollar business together, but most importantly, we've done life together. She's recently diagnosed with ovarian cancer and she is, she is undergoing chemotherapy over the next four months. And we know that there's power in prayer. We know that as a collective community, if we hold her in prayer and I would love for you to join me at 11, 11 every single day with the Blair prayer project, no matter what your beliefs, your higher power ask, ask for healing. And I ask you to post, to share, to put that out there. And if you know of someone that needs prayers as well, I would ask you to add them to that prayer request list. So that is my personal request for you, the 11, 11, and our love to Blair. And I know that your prayers and her unshakable mindset, her faith have prepared her for this challenge.

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And for what I say is, is a race that has been given to her because we're, we're learning, there's something to learn. And there's a reason she was chosen. And she is, she is tough as nails. She is faith-based and I know that she is on a healing journey. So thank you for being a part of this community. Thank you for allowing me to bring questions and requests like that into your person of my personal life, into your life. Because I feel like we feel like I'm sitting in the kitchen with you and we are friends. I will be talking next week again about a topic that we all love. And that is how to actually close more sales with some of my favorite phrases and how you can go back to a conversation that you may have left someone hanging and pull them back into the conversation and close that sale as well. So next week it's closed closing sales, Ninja word, practice, something like that. I don't know what I'm calling it yet, but you're going to love it. So I'll see you next week. Thanks for being with me today. See you over in camp elevate, and I would love to have conversation with you. Come to my DMS, shoot me an email Beth at Beth Holden, grace.com. If you would like to have more information on the six figure club catch y'all next week, be blessed.

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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.