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The worst case scenario is you're going to hear no. The best case scenario is you're going to hear. Yes, and your life could be changed in their life.

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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.

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Welcome back to episode number 62. I am so excited for you to hop into this podcast and listen to my interview with Julie vendor rentals. So here's the deal. Julie is a network marketer, but she also teaches you how to grow your lead list. Get new customer orders, have new business partners using the platform of YouTube. So she got introduced to network marketing through a friend who was posting about mascara. And we're going to talk also about having a conversation with someone about your business, about your products that you might feel is a little bit untouchable. She helps to build confidence and clarity. She talks about personal branding, but most importantly, about how she found YouTube to be an incredible platform for growing her network marketing business. So if you're ready to learn some new things and chat with me with an incredible, incredible woman, let's get the show started.

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Hey everyone, here we are. I am with Julie Reynolds and this, I feel like I'm a fan girl right now. Like you're in front of me. I followed you forever. I have watched you create just all kinds of talk around YouTube recruiting for network marketing. How being on camera is the way to grow your lead list. So, first of all, tell me your story about how you ended up in the network marketing space. And then we're going to hop right into YouTube because I have promised that after this podcast, people will know how to generate more, leads, more sales using YouTube as a platform. So give us the scoop. Give me the background.

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Of course. Well, first of all, thank you so much back for having me on here. I'm super duper honored and excited to be here for you and your audience. I have been in network marketing for, I think I'm going on seven years. It's like a hot seven years. I totally full disclosure thought it was a pyramid scheme. I am a licensed professional counselor by trade. I'm a school counselor. I'm a mom of two. And so when somebody was like, you know, it's funny, she asked me, she's like, do you, you know, I finally bit and was like, what is this mascara? Please tell what this mascara is. And she, and I don't even wear makeup or anything. And she was like, Oh my God, it's amazing. And I was like, well, what's the price? And I was like, Oh, I don't, I don't wear makeup.

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Like I don't need to buy a mascara, you know, like for that price. But she was like, I didn't know that you got your license to become a licensed professional counselor. I have clients I can refer you to. And I was like, Oh, you scratch my back. I scratch your back. Okay. I'll buy that mascara. You know? Cause I was

just getting started with my private practice. And so I bought the mascara and she was like, you know, you could sell it too. Cause my mom wanted to try it in my girlfriends. When I tried, I was like, I don't, I don't do those things. And she was like, yeah, you can make like really good money. I was like, wait money. You can make money. Like I'm a teacher. Like we don't make money. You know? So I, I bought the mascara. I bought the kit and four months later I hit the top ranks of my company.

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I had no idea what I was doing. I was an accidental leader is what I call myself. I was just really excited that I was making money. I was like, Oh my God, this is amazing. This is incredible. You know, I do one post on social media and bam, I get sales well fast forward a year or two later. And I was not having that same success because I was spamming my newsfeed. And I was like, huh, this isn't working for me. I need to find out a brand I need. And I went down the rabbit hole of what is my brand? Who am I? I am not the makeup girl. You're not going to see me making videos of me getting ready for my makeup. And you know, in the morning putting on my makeup and I was like, I'm a therapist. I understand the, how much content people try to absorb to be good at network marketing.

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But what I saw is if you don't have your mindset, right? If you don't have your confidence, right, you are not going to be successful in this industry. It is what separates the top from the top. And the bottom from the bottom is truly your mindset. And I was like, I can solve those problems. I'm a therapist. That's what I do for a living. Right. I help with anxiety. I help with depression. I help with confidence. Like that's my whole thing. And so I started down that type of branding, but then what I really saw was that in order to be successful in today's social media world, you have to be on video. And how many women cringe when you say I need to make a video, are you nuts? Like I am absolutely not making a video. So it was like, okay, we got to back it up.

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We got to get them to be successful by showing up on video. And so that's kind of how my branch evolved. So I, you know, IPS, I, I, I'm a huge believer in branding yourself. I switched companies about two and a half years later. I didn't skip a beat because of my brands because of people were following me because it was me not because I was the makeup girl, you know, or because I was just selling a shake or whatever it may be. It was because I was showing up and providing value through video. Right. So if you're building a business online, you need that like know and trust factor that you would have when your person to person belly to belly building. But the quickest way to do that is through video. And so I started to teach women how to show up with confidence on video so that they too could have that success.

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In the meantime, I was still looking for automation for my business. I was trying to build those funnels. I was trying to build, you know, we were talking a few minutes before that, like about the recruiting funnel. Right. I was looking for that. I was trying, I was like chasing all of this, but I was so sick of Facebook and I was so sick of Facebook, hating network marketers in terms of ad spend. And so about almost, almost about a year and a half ago, I started, I was like, I'm going to build on Pinterest. That's it. I'm building on Pinterest by, by Facebook. Like, I can't deal with you. I can do Facebook. I can do Pinterest ads. They don't mind us network marketers over here. And I was literally paying somebody to write my blog posts. I hate to write like, hate it with like the, like with a passion. Anything that comes

out of me has to be like seen by my husband first. And so he finally said to me, he's like, Julie, you're the video girl. Why are you not on YouTube? And I was like, Oh, cause that's really scary. I don't know anything about YouTube, but I was like, that kind of makes sense. Right? Like I'm a video girl. And so I just, I dove into it

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For those of you listening, when you hear us say recruiting funnel, if you've listened to this podcast for some time, we're going to just like, so everybody comes to the top of your funnel. That would be somebody that is interested in what it is that you're doing. So in Julie's case, when she started posting on Facebook, the top of her funnel were warm leads. People that knew her that were like, Oh, if Julie likes this mascara, then I'm totally in. And then you run out of warm market. And so when I talk about how, you know, you might hear someone say, Oh, your list of 100 it's generating leads. So I always say that is like the magic treasure box. When you have generated leads of people that know like, and trust you that whether Julie was selling mascara or a health and wellness product, they were like, I'm totally in because whoever you are, I, I love everything about what you say and do.

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Then you are able to have more leads. So when she talks about going to Pinterest, that was people clicking and looking for maybe how to have more confidence in sales, clicking and saying, Oh, I like her. And that becomes a lead. And you have to pull those leads from that click over to building community, nurturing, finding out if you can solve a problem. So always think about whether it's organic and Julie's going to talk about how it is so much easier to grow, to have that know like, and trust when they find you on camera and then how you pull from, Hey, I think I like what you're doing to customer business partner. So I want you guys to get freaked out by the word funnel. The funnel is we have funnels for everything we do, whether it's your neighbor. That's like, Hey, I want your essential oil to stop my kids, hockey gear from smelling he's in your funnel because he knows what you do.

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Whether it's, if you have one of those cars that's covered in hay, I tell essential oils. That's how you're getting your leads. So just to clear that up now, Julie found that she wanted to go over to YouTube, which I'm super impressed with because YouTube intimidated me like crazy because I thought I'm too old. I had all those, these excuses, I'm too old for YouTube. I'm too late for YouTube. I don't really understand YouTube. I don't have a good enough camera for YouTube. I'm giving you all the excuses. So you jumped in and what did you find about YouTube?

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So I found exactly what I had been looking for. Right. I found people looking for my product, my opportunity with my company name and there was nobody answering their questions. And so what I found was that when I, you're probably very similar to me, Beth, like you dive in and you just, you learn everything there is to learn because that's what you do. Right? And so I was like, okay, I'm going to learn YouTube. And I dove into a YouTube course. I dove into a mastermind, was flying out to Las Vegas to like really learn YouTube. And what happened was about three or four weeks after I posted my first video, I got a random order from somebody random.

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That is like the most exciting thing where you're like someone ordered. And I don't even know this,

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Know who they are. Right. Like the lead that we were talking about and they ordered, and I was like, Oh, it must be my Pinterest. And then I got another one and I got another one. And what I noticed happening was my YouTube videos were getting more and more views. And I was like, Oh my God, this is coming from YouTube. Like, this is amazing. So fast forward, like I said, about a year and a half ago, I now get about eight to 10 random orders a week on YouTube. And I get on average two to three people every month joining my team because they found me on YouTube. And the difference is, is these are like hot leads, right? Like they're coming to you with their paycheck in their wallet open because they're already searching for your company's name and your company's product. They're doing the research over on YouTube. So if you think about it, Google is the number one search engine in the world. Second to YouTube, right? YouTube is the second largest search engine in the world. Well guess who owns Google or guess who owns YouTube? I'm sorry. Google owns YouTube.

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I know that this is fascinating. So your content on YouTube, cause we talk about having content that really connects with your, you know, your, your target audience. So your content is around your products.

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So what you can do is you don't need to use the whole attraction marketing to the same extent that you do over on social media.

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I love it. Get right to the sale, right? To the point, this is what I'm doing.

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It's intent marketing. So the difference is, is when you're on social media, right? It's called interruption marketing. You're trying to interrupt. Somebody's newsfeed that showing up because they want to, you know, they want to be entertained. They want to be, you know, taught something and you on Facebook. And you're saying, excuse me, look at me, look at me. I'm selling this product. I'm selling this product. So you're interrupting their feed and trying to get that sale. Does that make sense? YouTube it's intent marketing because people are specifically saying, I want to know what lavender oil can do for anxiety. Okay. So they're typing in, what does lavender oil do for anxiety? And then what do you have? You have a video on lavender oil and how it helps reduce anxiety, right? Or what oils is do Tara, you know, frankincense, I'm not even in the oil industry, you know, but I'm just saying there are people that are specifically saying for doTERRA there's people specifically saying for thrive, there's people specifically looking for Modera there's people's Isogenics. Oh my God. Thousands of people search for Isogenics.

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I do it when I was looking for out, how do you sell EML to clean tile, which is a Melaleuca product. How to put on like how many people have Googled the magnetic eyelashes, how to do that. So, and don't worry, my friends, she teaches this, you can learn this. We're going to tell you how we're not going to just leave you hanging. You're going to be able to for like insanely affordable price, get some training on how to do this, but so walk me through. So you you're, you teach people how to actually make the video, what the content looks like. And so my question is you're getting orders. Where do you put your

call to action? Do you teach people what to put in there in the description? How do people then opt in to go from I'm watching your video? I'm like, Oh my gosh, yes, I need that. What do I do next?

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You put them. So what I have found works the best is I send them directly to my company website. I have had the best conversion rate doing it that way. I've tried to do, you know, give me your email and then go to my website. And I have found that that doesn't personally work for my audience. Right? They just, they want the goods, they are ready. They are a hot buyers. And so I send in the description of my YouTube video, I put a link for my product that I'm mentioning. And I send them directly to my company website to purchase the product

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Because I'll be honest as much as I say, okay, we're going to build, you know, build the connection and relationships that we see that we do on Instagram, Facebook, when I want to order something, I don't want to talk to some stranger. I just want to know how to order it. Like show me the goods. And I also, I don't want to go to Amazon. If I know it's a product that is a direct selling a network marketer, because I want to support that industry. So that's why I hear a lot of people will say, Oh, I just got it from Amazon. Even though I knew it was wrong because they didn't want to talk to the person. Let's be honest. There's a lot of times that we don't want to have an interaction. And so we're like, Oh, I want that. Oh my gosh, this is so fascinating.

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I also connect everybody to my social media feed. So I don't say, you know, only build on YouTube. You have to have, in my opinion, you take an SEO platform, which means search engine optimized like a YouTube, like a Google or a Pinterest, right? They're really not social media platforms. They're search engines. So you take a search engine platform, you make sure it's optimized. And that's what I teach you is how to optimize your video so that you are showing up on the first page of YouTube. Like you want to show up on the first page of Google, right? And then you take one social media platform like Facebook or Instagram or Tik TOK. Probably not so much tick-tock yet. And you marry the two. So when people want to join my team, they're finding me over on Facebook because that's where I'm directing them.

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Because again, there's that like, know and trust factor that you can really build on social media, right through Facebook. But YouTube is just not as personal. You're not going to know my whole personality. And you know, you're not going to like know all my ins and outs innuendos about who I am, but you are on social media. So you take one time and you donate one hour a week. And Beth, let me tell you, I'm only doing one hour a week with YouTube. Like it takes me one hour to do everything. And I still get eight to 10 orders on autopilot. And then I marry it with my Facebook. And that's where I show up. Most of the time is in Facebook. Right.

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And I love that because we talk about like how, where you're getting a super hot ready to buy lead. And then you're able to pull them over to Facebook, to nurture, create community and have them get the whole picture. So a beginner, I know that you have, so I know you've had success. And I know, and I know, cause I read podcast listeners, minds, like it's super talent I have. And I'm reading minds right now. And they're like, well, that's great. Cause she's, she's super talented. And she's at the top rank of

her company and she knows marketing. So share some success that somebody has worked with you that has come in. And maybe they're at like maybe, I don't know, \$500 of volume, just a couple of, you know, mom's sister and best friend from college ordering. And they're thinking I've done all the things I've done, the attraction marketing. And they've probably bought a zillion different courses. And they're feeling completely, I don't know, like, is this for me? And I know that you have worked with this person and she's listening to us right now thinking this could be it share with me someone that's a little bit newer, how they've been able to do this.

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Totally. So I mean, that's the thing. Like I can get it to work for me, but I need to be able to know that it works for other people. Right? And so I had one, one story that's really sticking out to me is my friend, Angela, who is now my friend, but she bought my course and I, you know, helped her. And she has, she's a, she's a personal trainer. And so she has her YouTube channel. And so what you want to do with YouTube is you actually want to have, like, you don't want to just, you want to have a brand too. The whole branding piece comes in over on YouTube. But her brand is that she's a personal trainer. And part of it is she does sell health and wellness. And so that's one pillar of her channel is her network marketing company.

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The other pillar of her channel is that she does training for mom's personal training things. So what she does is she crafts these videos and she decides where she's going to put them, is she going to put them in her Facebook group where she's going to nurture that relationship because they're looking to get fit. You know, hers are fit moms. And so she's gonna put them into that group or she going to sell them, you know, her network marketing product or whatever it may be. And she does both. That's the beauty of YouTube, right? She does both. And so now she gets several orders every single month on autopilot, but she's also growing her Facebook group and has gotten coaching clients because of her YouTube videos. So the way that I teach you, yes, it's geared towards network marketers, but it, you can use YouTube for where ever you want to place your audience.

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If you want to grow an email list, you grow your email list with YouTube. If you want to grow your group on Facebook, you grow your group on Facebook. It's really for anybody that wants to build an online business or even a brick and mortar, you know, and get leads that way. So it's really just teaching you the ins and outs of how to, how to monetize YouTube and how to make sure that you're actually showing up in search because there's so many people, like you said back that are on YouTube and you're like, I've missed the boat. No, you have not missed the boat. If you don't have strategy in the way that you post and the way that you optimize your video, yes, you have missed the boat. But if you use the strategies that I teach you in terms of making sure that your videos are optimize SEO optimize, then you're showing up in search.

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So what is someone that wants to get started with YouTube and wants to learn from you? I know that you have a course and what's, how long does it take? What's the time commitment of someone to get this up and rolling and we're going to link it below, but if Sarah's listening today and she's like, okay, I want to, I want to get this up and rolling. How long does it take to figure this all out, to get on board?

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Really good question. And you know what it is, it is, everybody works at a different speed, right? I've got women that go through my course and they are done with it in five days. And they're like, okay, I'm ready. I'm recording my first video. You know? And then there's people that, you know, take a little bit longer. It's, it's a self guided course where I literally walk you a to Z from starting up a YouTube channel to, you know, creating your videos and what videos you should be creating so that you can show up in search. And then some people dive right in. There's probably, I don't know, 10 hours of training in the course itself, per se, there's five different modules and then a ton of bonuses for you, but it's self guided. So it depends on how eager you are to really get this going.

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And then, you know, I will say it takes consistency. This is not like, uh, I kind of show up on social media sometimes to build my business. But then sometimes I take off, like this course is for somebody that is doing the do, that is consistent, that does want to build their business. But at the same time, they're frustrated and they're stuck with the Instagram algorithm and the Facebook algorithm. And they're feeling like I'm doing the, do, I'm doing everything I'm supposed to be doing. And I'm not seeing those type of results that you talked about. Julie. So that's who this course is for this course is not for a dabbler. It's not for somebody that's like hit or miss with their network marketing company, because you have to be consistent. You have to

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Close to everyone. And when I, when I listened to that, because I always say that master is so of course, you're going to be consistent on your social media, but master a platform and really work consistently. When I started the podcast, I have so many people that have said, Oh, I started a podcast. And then I got busy. So they stopped for four weeks. And if I don't show up every Monday at 6:00 AM, like two weeks ago, we had a little glitch and an old podcast. I had 17 people saying your podcast is off at 6:00 AM. Cause they know Monday mornings at 6:00 AM. I am showing up for them. That's the same thing with YouTube. So, and I'll tell you that I, I cannot wait. I'm committing, I've even scheduled out the time to, I have, I get orders from YouTube accidentally because I'm not consistent.

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I have to like some video that is tucked in with all of the network videos about product samples and they click an email and I'll get some random, like, yes, I want that. And I, and I think about that all the time that if I'm getting six or seven people from a video that I have no idea what I'm doing, because that's something that I've, you know, I just put content up, but I do even get people that say, Hey, I found this video. I was searching you're right. So I'm excited because I am going to put it out here to the podcast world that I'm doing it. And you're going to hold me accountable because I want to be able to have this available for the women that I coach for myself and to say, yes, this is how, this is how we get leads on YouTube.

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And it feels better for me than I love hanging out on Instagram. And I'll you Instagram people. Don't like do a sigh of if someone that I work with really wants to master Instagram, I always say, I'm great with connection. And I get leads all the time, but that's my super power is connection, but I'm not going to teach you Instagram reels this week. Cause I haven't mastered it. Right? I always say, you go, this is the part in. And Julie has a summit. If you're listening to this live, that will also link below. And she's asked

me to be a part of it is you cannot be the master of all trades. And somebody said, you bring other network marketers that ha that are powerful onto your podcast. And I was like, yes, because I'm not the master of YouTube. So why wouldn't I bring someone that has the results to show you how to build your business?

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Because there's so much abundance in network marketing, you will find the right fit wherever you go. But I want you to have genuine proven feels aligned with you, ways that you are having visibility. And then if you're doing all the things that Julie says to do, you're showing up and you're still not getting sales. Then we have to look at your confidence on camera, your sales conversations, your conversions, once you bring them over to your community. But I, I have talked to people that have said, Oh, there's this pretty blonde she's uh, she has this Instagram, this Instagram course. And I was like, okay, so I don't know Instagram. So go take it. And then I had somebody say to me, so Instagram didn't work. And I said, well, like how long did you stick with your pretty blonde Instagram trainer? I'm like, well, she said like seven days. So, so that's kind of how I am like when I, when I think I'm gonna, I have some followers, but do you, so now that you're really big on YouTube, I noticed like, cause I stopped you that people then find you on Instagram. They find you on Facebook, everything is flourishing because you focused on mastering and becoming like the superhero on that one platform. I mean, how did that work for you?

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It's just been crazy. I mean, you know, there's not many network marketers that are doing training on YouTube. And so there's definitely that niche there that feel there's a few big ones, you know, you've got your Eric Corey, my friend Tania lives is there, but that's really like consistently building over on YouTube. And so I was like, Oh my God, this is huge. You know, for me. So it's, it's not only helped me grow my network marketing company, but it's helped me grow my brand as well. Like you were saying, right? And then this, this feeling of being omnipresent, right? So if you look at like a grant Cardone or somebody, like he talks about being omnipresent, you want to feel like you're everywhere, but you don't want to work so much harder. Right? And so what you do, or what I do is I'll take my YouTube videos and I cross-pollinate it onto my other social media platforms.

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So people think I'm putting up all this crazy content, but I'm not. I'm just taking my base, which is no YouTube. And I'm sharing it over on my Facebook fan page for my business. I'm sharing it into my Facebook group that I have for network marketers. I'm taking my assistant. Cause we we've talked about this stuff like know where your strengths are and then hire out when you can't and mine is not editing the videos. And so I have my assistant, she'll take blurbs of it, she'll put it on IETV. And so then it looks like I've created all of this content, but I'm not, you know, I'm just working smarter and not harder. And that's what YouTube has been able to do is it really is like your starting point in terms of, you know, building your brand. If you think about the Instagram and the Facebook algorithm, you can do a live video and nobody sees it. It's gone in 20 minutes. I've got videos on YouTube a year and a half later that are still getting hundreds of views every single day, because it's not about necessarily like how new your video is. It's how relevant your video is. And so that has just been, it's just been a game changer I'm showing up in.

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So for the, for people that have used the Facebook live weekly show, so I have some great success stories of people that have created a weekly show that, that people just look forward to whether what is she does, uh, the affirmations manifesting your business and people should show up for that. So she could repurpose that Facebook live, bring it over to YouTube, right? Or do you say don't repurpose from Facebook, just do separate.

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You do a little bit separate. So people know when you're on YouTube and you, and it's a Facebook live because you start your it's like, I like to say it's like wearing a bathing suit to a black tie event. Right? You wouldn't do that.

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I love this because I won't do that. I won't even do a lot of people will say, take your podcast. We should be live right now. But I don't like to listen to my personal opinion as this is a podcast. This is how we, this is, this is your audio. You don't want me to be like, Hey, Sarah, drop in the comments below. Okay. I'm learning because I would. So we would go and I love this too, that people aren't chasing content all day long, that one hour a week. And Tanya Eliza had, when I worked with her, she said, it's you get ready? You have the light, you put on your makeup that day. You have your content ready and you record. So in turn. Okay. That is perfect. I've got to take the course. People watch me. I'm telling you, you're going to watch this. I'm going to, I'm going to be the teacher's pet. Watch out. I love it. So let me ask you this in terms of investment, because Christmas is coming, holidays are coming. And do, do you use a, is there a camera that people need? Is there something they should put on there? If they're like, I'm totally in for YouTube. I know you you'll say, just get started from your phone. Just start, but still use my phone. And I just saw that the iPhone 12, the camera is insane

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Is that I don't know. I haven't even looked. I use my phone. So if you're, if you're looking for, to get started for the holidays, you need a phone and you need a ring light. And those are really like the two things that you need. I make my videos very basic and I do it for a reason because I want to show all of you that you can still have massive success without all this fancy editing that you see, like famous YouTubers have, right? You don't have all the bells and whistles. You don't need all the bells and whistles. You can literally have massive success by taking out your phone, putting it on a ring, light and recording. Right? And so I am praying. Here's the other thing, are you ready for this? I know monetized on YouTube. YouTube pays me to have my videos shown because you have to have a thousand subscribers and 4,000 hours of watch time. So it just happened last week. It was the first time I got notice. So it doesn't happen overnight, you know, but they are now paying me. It's only \$27, but it's \$27 in one week for like nothing. Right? Like I was watching a video on a YouTuber. She makes \$8,000 a month just from her YouTube videos. From that sense, paying her.

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Can I share this with you? This is, I was sharing this with my son. Well, first of all, I've got, I just had, I'm going to go back to an idea about a little YouTube challenge. I just came up with cause I need it. So I'll go forward with it. Well, back to the camera, when I thought I should create content on YouTube, I bought a \$500 cannon. And because it was so difficult for me to figure it out, I just didn't create the content. So I love the phone. I can do that. The other thing is, is what you did was you decided to just go for it. It's not

like you are a, I mean, I always think about my, my daughter has a friend, hi, Gracie. I'm gonna make you listen to this. And Gracie decided, and this is what I love this.

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She decided when she went to college, that she was going to start to record her journey at Alabama state and all of the things she had, she now makes a couple of thousand dollars a month as a 20 year old on YouTube. And my son was talking to me and he's a big wakeboarder and he's, he's like, Oh, that's, that's so great. I said, put it on YouTube. Start talking about your journey as a wakeboarder it's content it's getting started. And with Julie, I'm excited because I've been saying to her for months, I'm going to do it. I'm going to do it. I want to do it now. Like I am in, let me know this is there. So once somebody is in the course, is there a Facebook group or is it just your network marketing group for the people that are in the YouTube course?

[\(33:22\)](#):

No, I have faced special YouTube Academy group for you when you join. Um, that's one of the bonuses that I have. So you will have access to me. I do offer one-on-one coaching as well. For those of you that are like, I'm really serious. And I just, I need you to just show me the ins and outs, like I want to be in your brain so that I can understand exactly what I need to do. But regardless of which route you go, when you purchase the course, you do have access to me in the Facebook group to answer any questions that you have. So I just, you know, my big thing bath, I'm like you, I'm a heartfelt leader. I want others to win and I am beyond confident. And I know without a shadow of a doubt, that YouTube has that potential for people where they can really just, you know, build a true business on YouTube and be seen and grow your network, marketing business and solve people's problems.

[\(34:16\)](#):

And so I just, I want as many, it was funny cause I, I almost didn't want anybody to know what I was doing. Cause I was like, you know, full disclosure. If I have my entire company, you know, I am at the top ranks of my company. So people are watching me. I'm like, I don't want everybody in my company over here on YouTube Nella, I'm competing, you know, but I was like, you know what? Abundance mindset, because there are so many network marketers that are so frustrated with Instagram and so frustrated with the Facebook and they're not, and they're spinning their wheels. And here I am literally getting eight to 10 orders. I sell over \$5,000 a month in product. And I don't know these people, you know, and I get multiple people joining my team. I was like, this is a network marketers dream. I have to teach this to other people. And so I,

[\(35:01\)](#):

I am so grateful that you are teaching it to other people. And that's the biggest piece is saying, yes, this, this sounds like something I want to master. I want to do. When you said the one I went, I'm like, Oh, you were like crawling inside my head. I went the fastest track to success. And all of the things that you hear on this podcast and all of the marketing strategies and the personal branding, it is to me, it's just like a beautiful, it's just a, it's putting all the pillars in place of learning sales of learning to have the confidence, the clarity and I, that you're bringing together just like the who's who of network marketing leaders and coaches in the upcoming summit. So we'll also put that link below because this is going out Monday morning at 6:00 AM. If you're not, if you're listening to this and it's, you're thinking I'm not listening, I'm just like bingeing. You'll also be able to access all those recordings. Cause she's, she's going to, and Julie's going to have that as evergreen. So we'll link the summit, but we'd love for you to share

before we close out, share a little bit about the summit, because I'm really excited about this. When I heard your list, I thought, Oh my gosh, I've been happy.

[\(36:13\)](#):

I'm excited to have you in this summit. So I'm excited to learn from you basically, you know, with 2020, the way that it is, everybody needs to be building online, but not every network marketer has mastered the online learning platform, whether it be groups, whether it be stories, whether it be how to close, how to sell. And so having been in this space for so long, I've got so many connections with some of the top leaders. And so I begged them and pleaded that really, they were more than willing to do it, but um, begged them and pleaded to come and let's do a summit and let's help as many network marketers as possible. Bring their business online into 2021. And so it's November 5th and sixth of this next coming week,

[\(36:56\)](#):

November 5th is my birthday. Just, just want you to know,

[\(36:59\)](#):

Oh, well, happy birthday. Celebrate my birthday with you. And I love it. I love it. Well, thank you. Happy birthday. But anyway, so yeah, so it's November 5th and sixth and we've got, you know, Rob Sperry is going to be there. Ray Higdon is going to be there. John Melton will be there. Marina Simone will be there. I mean, Julie Burke, you name it. That is going to be there. You know, it's like Robertson, right? Pascha will be there. Brandy,

[\(37:23\)](#):

We had our most listened to podcast is the one with Rob Sperry, Ray and Rob res. They might be tied. We'll have to see, but this is a big, this is a big Rob crowd here. So they'll be excited to hear from him. Okay. So we are going to link the YouTube course below. And I know that people are like, come on, get to the, get to the good stuff here. So if this is the good stuff you've been in this industry a long time, and I always like to ask this, somebody out there has a Giulia in their life. Somebody that is that th that feels untouchable for the industry. That feels like she's got a master's degree. She's, she's a therapist. She doesn't want to take a look at my little thing. So I want you to give a courageous talk today because I always leave with the challenge of whether it's YouTube, social media stories, whether you're building whatever your content, Pinterest, somebody today need you to have a conversation with her. And so you can cut right to it by knowing that that Julie is waiting for you or that Beth is waiting for you. So I want you to give just a courageous. Someone has a Julie, I want them to have a conversation. What would you say to that person? How do they open it? How do they start that conversation without feeling like a spammy weirdo?

[\(38:45\)](#):

Absolutely. Well, first of all, I'm going to say that you have a gift in your mouth that you can give somebody because I am so thankful that seven years ago, her name is Val messaged me and was like, are you sure you don't want to sell this? And even though I proposed it and it took me a little bit to join, she changed my life. She changed the trajectory of my family's life. And so you have a gift that you can give somebody. What if you are too resistant to go to that psychologist, to go to that teacher, to go to that doctor and you could have changed their life because it, sometimes it's not necessarily about the financial freedom that you can give somebody it's about the time freedom that you can give somebody.

And so, you know, what I always like to say is shame on you for not opening your mouth because you're too scared to see if they would say no, because what if they say yes and their life is forever changed because of you?

[\(39:50\)](#):

So I guess the biggest tip is do it scared. Anyways, the worst thing that's going to happen is they're going to say no. And it's only awkward if you allow it to be awkward, if you end that conversation from there, but you have that choice to carry on that conversation and be like, totally understand. I understand. It's not for everybody. Tell me, how are your family? How's your family, what's new in your life, right? Like you can pivot that conversation and not make it weird at all. The worst case scenario is you're gonna hear no. The best case scenario is you're going to hear. Yes. And your life could be changed and their life can be changed.

[\(40:29\)](#):

I wish I had like music to just like, boom, like bring out the bands. And I wanted to say one last thing, because this was such a aha moment. It's like Julia and I have watched each other. We've cheered each other from the sidelines. We have a lot of mutual friends and we both went into the coaching space as well after, you know, like it was after we had achieved a certain level and both felt this calling like I need to help. This is, and we both also have more time with our empty nests, but the network marketing model, when she says time, freedom. And we said, this is I still to this day will say like Julie, setting up her YouTube course, the, all of the pieces when you click, when you pay, when you log in, when you do all of those things, that is, it is a lot of money and time and understanding funnels that if you look at the network marketing model that someone can become profitable the day they, they get started, there's no overhead.

[\(41:31\)](#):

You're not paying employees, not writing email copy to close a sale. I want you to just dive into the fact that the busy people, where Julie was before she, before she, when she was working as a therapist, the surgeon that said to me, why would you keep that from me? Like I can do this and make money while I sleep. When people order these products, I want you to think about what she said about time, freedom, no investment. I mean, seriously, a couple of hundred dollars. So you can use the products and the community, the leadership, the connections that both Julia and I like that's, that's what gives us our oxygen. So I'm just so excited. Like, I feel like you're my new best friend. I'll be sending you a necklace, half a heart in the mail. I expect you to wear it. Oh my gosh. I, you know, I'm going

[\(42:22\)](#):

To side.

[\(42:25\)](#):

Yes. Yes. And, um, is it BFF? Like there was, I remember in seventh grade there were like five of us. So one and I was like, why am I the, a, the best friend forever? And that person gets the best friend for life. You know, we'll figure it out. But I'm also going to be one of your prize students. I really am putting myself to the test because I have not used YouTube. And I want to show that I can get back in the game. Even, you know, somebody might say, Oh, you, you know, you and Julia have earned all this, blah, blah, blah. I'm gonna learn. You're gonna teach this old dog a new trick. I can't wait to go to the head of the class.

This transcript was exported on Oct 30, 2020 - view latest version [here](#).

[\(43:01\)](#):

You're going to be like, this is the best platform ever. I am loving. I am loving.

[\(43:07\)](#):

And then I get to, and I'll see you guys in the, I love hanging out in Facebook groups. I can't wait to be in your group. We're going to put the link below on how to get this course because all the cool kids are doing it. And Julie, thank you so much.

[\(43:20\)](#):

Thank you so much for having me on. I really appreciate it. And I'm super excited for you and your audience to get started on YouTube because I have a feeling it's going to be your favorite part.

[\(43:30\)](#):

So I'm going to have you back in six months and we're to talk about the results. It's kind of be like the before and after.

[\(43:36\)](#):

I love it. All right. Thanks, Julie. All right. Thanks Beth.

[\(43:40\)](#):

Thanks so much for being with me today. And wasn't Julie incredible, the links for all of the things that we talked about for her YouTube course and for the summit, you will find below in the show notes. I also would love, love, love, and be so grateful. If you would share this podcast out, can you take a screenshot, share it in your stories. And also if you leave a review, I would be so grateful. That is how we get the word out, how we help more women who are building their business online and wanting to learn to do it the right way. Thanks so much. And I'll see you next week.

[\(44:15\)](#):

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 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.