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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 create. Are you ready? Let's get started

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And your business can be like McDonald's to make more money and to duplicate for your entire team. Are you ready? Let's get started. Welcome back to episode number 65. So McDonald's has had massive success because every single franchise, they make the cheeseburgers the same way. So if you go to a McDonald's that is on, on Adams road, and then you drive three hours away and you go to a McDonald's that is on Woodward Avenue, your cheeseburger, 99% of the time will taste the same. So whether you eat cheeseburgers or not, I want to talk about how this can really, really help you to understand this concept. And you may have read that Eric already talks about that, I think in GoPro, but this is a little different than duplicating for your entire team. I'm going to talk about you using the cheeseburger method for you personally, on each piece of your business, so that you have those tools in place, and then it duplicates.

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So, first of all, when I talked to many of my team members or the women that I mentor and coach, I will ask the question of, if someone says that they want to have more information about what it means to build a business with you, what's your first step. And then it goes radio silent. If I walked into McDonald's and I said, Hey, what's the first step? What is w what is the first step in the cheeseburger making process immediately, every single person that works, that makes cheeseburgers, they know exactly it is. Here's what we do. We get the frozen Patty out. We put it here. We do this, that this is the amount of relish. This is how it's wrapped. This is where it goes to the warmer. They know the exact steps that it takes to create that cheeseburger over and over again.

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So when you look at the different parts and pieces of your business, what are the things that you can do over and over again? I'm not saying that you would never deviate from that because you should be listening and learning about sales psychology. Some people want to have exact facts about the features, meaning how much B12, how much cookie 10, and some people want to know the benefit, meaning, Oh, a deeper sleep. They, I wanted to know I would sleep through the night, so I would wake up rested without circles. And then I could dance around my room. Like happy princess. That's more of the benefits, but not having a clue, what you're going to say or send, or having a toolbox is what will hold you up from having sales? I've had many people say to me, I think sometimes they don't recruit because I don't know to do with that person once they come into my business.

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So what I want to challenge you to do today is I want to challenge you to make some cheeseburgers. And I went, so we, we know what we talk often about content that people toward us and, and having conversations and having, uh, an invite or a main event on our timeline that might pull someone toward you. Meaning maybe you interviewed a successful nurse Sonesta SIS last week, who has doubled her time off by creating her side gig. And, and you have a friend that said that is so interesting to me. Can I have more information? I never thought that that I would be looking at an online business. So when you

hear that and you put all of the information out, which many people do even perfect, like posting that, um, gets in the street stories that people are like, yes, I want more information.

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Do you go forward with confidence? Do you know exactly what would be your next steps when somebody is ready to order? Do you know your next steps? Do you know what it is that you send? How you help them to place the order? What your follow up is for that? Most of the time, the answer is no, I scroll my phone. I look for that. The O and it creates a little bit of anxiety in your business. And it also takes a lot of time and it should be mainstreamed. You need to cheeseburger your business, cheeseburger, your bid business, but do it the way that doesn't burger King say, hold the pickles, hold the lettuce special orders. Don't upset us. So knowing that you have a flow to your business and exactly what would be the next step apps will help you to be able to, to also mentor and streamline the system for somebody new that comes in.

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So here is the challenge I want to place to you. I could tell you all the answers, but those would be my answers. You are making your own cheeseburger, friends. These are your cheeseburgers. So I'm going to give you some different columns for you, your business. And I want you to take some time to think about how did I, how did I help my last customer placed their order, her order, his order, what did I send? What was effective? What was my system? And how did it feel? Was it successful? Did walk away. Did we walk away with connection? And then what was the process afterward? Did I send a card? What is my follow-up? Do I, what do I send on Monday, Tuesday, Wednesday? So someone ordered your essential oil blend for cleaning the hockey bag. They ordered the product. Do you have a follow-up all of those pieces.

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So the different columns for your business that I want you to think about would be, w someone asks you, tell me more about the business, write that down in a column. What is it that what would be the first thing that you would say back? What would be the C how would you open that conversation? And then once you open the conversation, what would the next step be? How would you get information to this human being that is curious about your business model? And the best way to find out is to do some interviewing of successful leaders on your team to go into maybe even camp elevate and say, Hey, when someone asks you about the business, these are the things that we do in the six figure club is CRE eight based on the strengths. So my strength is talking to somebody one-to-one. I can, I'm very intuitive.

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I get a lot of social cues. So many times my next step would be to ask a few questions and invite to a zoom. And during that zoom, I have four questions that I ask and I give information, and then I know my next steps. So that feels really good to me. So if somebody asks me, I'm like, boom, Shaka, Laka. I know exactly what to do, what to say, how to help, how to, and I know exactly how to determine the question of, are you ready to get started? Or is this not a good fit for this human being? So I want you to look at it. If someone asks you about the business, if someone says to you, Hey, I'm curious about your product. What is your funnel there? If you have someone that reorders each time they reorder, do you have a funnel in place in terms of, okay, their order went out, do you have a system?

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Do you follow up? Do you have a message? Do you have everything put on a piece of paper that these are the steps two days after the order gets shipped? I do this. I want you to think if somebody, if you are a teacher and this is a good analogy, is a lot of teachers have the same curriculum, but depending on their strengths and on their personality, it might be delivered a little bit differently. So if I had to look at your substitute teacher plans about how to make a cheeseburger, would I know how to deliver, and how are you organizing the things that you deliver. So if you walked away from your business and handed your phone, or your computer off to your husband, and he said, Oh, well, Sarah wants to know about how she would go about placing an order. Would he be able to find somewhere in your resources, on your Trello board, maybe a Google sheet, a Google document, would he be able to see what you sent?

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Do you have it saved to your notes? Here's how you place an order. Do you have a question that you ask when someone says, Oh, I want those, I want that. I want that oil that you talked about that cleaned the hockey gear. Do you have an answer for that? Meaning, Oh my gosh, your son plays hockey too. Do you open with a question? And then how do you actually share how to purchase? You send a video. Step-by-step I want you to think of each part of your business. That is as though a prospect has asked you a question for more information and just make columns on a piece of paper and brain dump, all the different ways that you have had success in the past brain dump, ask questions and gather the information and the resources that are available. What does the company provide?

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How does that feel? What information do you have in your phone? If somebody says, Hey, what's the difference between this shampoo and this shampoo, or what's the difference between this sports bra and this sports bra. When you set up the cheeseburger system, you're not reinventing the wheel every single time. And then you even have information. The other pieces, can you put this into an area? That's a social marketing funnel, meaning can you direct your prospect into a space? Maybe they ask you, what's the difference between this cleaner and this cleaner for my grout. And many times we direct into a group, but sometimes we get lost in that group. So think about what is your cheeseburger method for each part of your business, and that is going to help you to understand maybe perhaps why some of the pieces of your business aren't growing and moving forward.

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Because when we're hesitant, because we're not sure what to send. Sometimes we delay answering. Sometimes we say too much. And as a business owner, we're always evaluating, transforming emerging with new ways that we can share. And we're always learning. So if you said to me back, like, what is it, if somebody says to you, I want to know more about the business. What is the first step that you take? What's the second step? What do you send? What information do you have available? And normally there's three or four different routes for this. But when you have your personal flow, your personal cheeseburger method, that means you are an autopilot and it's, you're still very personalized in your approach. But you're, you're confident when someone asks me this question, I've got it. Here are the resources here is where the information is. So I want you to do some organizing and thought and take some time.

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And I know that it feels like right now, you're thinking, why won't she give me the answers? I won't give you the answers because I don't know your answers. So in order to be a business owner that is powerful

and a business owner, especially in the network marketing space that even can say, Oh, okay, Stacy, ready to get started. So here is what I share. When somebody asks me about the product, here's the first question I ask, what are your health and wellness goals? What has you curious after they tell me that here's the next step? And then here's the question that I, and this is the information that I give. And I follow that with this question that is understanding. And then you're you test it? Has it been working? Was it successful? How did it feel? That's the most important part is there's a lot of resources out there, but how does it feel for you to deliver it?

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How does it feel for you to have authenticity in, in that delivery? And are you excited to make that cheeseburger, so make your columns about your cheeseburgers? And if you're in camp elevate, we'll be talking cheeseburgers over the neck, I'll be talking about your different methods of delivery for a new customer, a returning customer for a new business partner for getting someone started and automation and the cheeseburger making doesn't necessarily mean you're not having human connection. It just means that you have some automation and how you do things. And then I would encourage you to put them on a Trello board so that it can be shared out to write it all out and then go to a Trello board or go to something that makes sense for you to organize. It could even be an album on your phone so that you have that.

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But understanding each piece of your business is like that cheeseburger, that even though you might take a twist and a turn because of the personality or the information that they're asking, you still have your cheeseburger method. When someone asks you this question, you know, where your resources are and how to move forward. All right. So go make some cheeseburgers, make your list. I hope this was helpful to you. I know that my biggest piece of this podcast is not always telling you how it should be done and giving you exact steps. That's human nature, that we want those exact steps, but to help, to guide you to understand how to grow a business, that is, that goes beyond you. How did McDonald's create billions of cheeseburger sales? Because they understood the most effective way to teach and grow a business was to know exactly step one, step two, step three, step four, so that we can rinse and repeat and do it all over again.

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And with that, I am going to say, if you're listening to this live happy Thanksgiving, I hope that you are able to connect in some way with family. Even if you have to do it by a zoom call. And if you are connecting with family and you're listening to this live it's during COVID season. So I want you to stay safe and keep your loved ones safe. And I am so grateful every single day for this community. For you sharing this podcast for you being a part of our camp, elevate community, our podcasting community, and being in this space and allowing me space in your head with that. Thank you so much. And I will catch you next week.

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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

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click on the link below. And we will see you around our campfire and help you to create what you create.