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What makes you stand out? What makes you rise above the noise and what makes people choose you over the thousands? If not millions of others that are selling a health and wellness product, perhaps a haircare product or coaching, what makes you stand out? Rise above the noise and why? I feel like many people are getting this wrong in the personal branding space, because we've just been given misguided advice. So hang with me in this episode, I'm going to break it down for you and help you to find your voice rise above the noise and understand truly why your personal brand is going to be your roadmap to more money. So let's get started.

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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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So many times network marketers, direct sellers. We get really excited about our business. We get really excited about what the company is offering and it's kind of like having a new boyfriend. Do you ever have a girlfriend that has a new boyfriend and everything out of her mouth is, Oh yeah. John said this and John said that, Oh, John's family did this. Oh, John, John has a pair of jeans like that. And you're thinking, Holy cow girl, what happened to you? Why are you only talking to me about John? And then pretty soon you tune her out. You're like, Hey. Yeah, John's cool. But I'm going to calling you anymore. We're not going to chat on the phone. I remember high school, right? You'd sit on the phone and you're, we had a study with our own phone number three, five one four, one six to send me a DM and tell me, do you remember your phone number?

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Okay. So I want to talk about that. And I want to try and share about how you can get with this personal branding conversation. Why more people are going to show up in your DMS and why you have got to grasp this idea without making it so complicated, because it is going to change your business. So let me just be very, very basic. I'm going to tell you how I began to understand a personal brand. So when I got started in network marketing, without experience and personal branding, wasn't really a thing yet. People weren't talking about it in the network marketing space, I thought, okay, I have a product that I can market to everybody. This is so awesome. It's going to help 99 year olds, it's going to help 18 year olds. It's going to help new moms. It's going to help menopausal empty nest moms.

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It's going to help dads. Yes, you can sell to all. Most products are able to be marketed to many people and I would never turn away. Never, ever turn away the opportunity. If somebody in front of me who is not my avatar, not my ideal audience, but I know I can solve a problem. I'm going to actually say, Hey, I can help you with that. Tell me what's going on. You're asking questions. Tell me what's going on. This is a little leap, a commercial for how to sell things. Okay. So you're waking up your hip hurts, dah, dah, dah, dah. Here. Let me tell you what is, what will be the perfect combination for you, your magic formula, because there might be a couple of things that you can tweak, and this is what you're going to order. Let me know if you want me to go ahead and walk you through that right now, or should I just shoot you an email with step-by-step but I'd love to get it taken care of right now.

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Cause I don't want you to forget. I want you to get this into, into your body so we can stop that hip from hurting and you can get back on the tennis court. I actually did that with one of the tennis pros and he was like, Oh, okay. Let's just do it now. It's like, what's it going to cost me? And I said, it's going to cost you way less than all of the acupuncture appointments and blah, blah, blah. Like I, I was like, you can afford this. Don't worry about it. And you'll thank me later. And I told him the price and he said, Oh, okay, cool. I thought it would be way more than that. So that's just a side note conversation at that moment. What was my personal brand? My personal brand was me. I was on the tennis court and I was showing up as an active connecting human being, asking a lot of questions and saying, what's going on with that?

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I didn't come in with my banner. And my t-shirt saying, who wants to buy thrive? Who wants to buy thrive? I had a connecting conversation with a human being and then I said, Oh, I've got a solution for that. So how do we do that on social media? And how does a personal brand help you to sell more many times? And I noticed this in my six-figure club, really, really successful women that are already making money. And we started to talk about personal branding and they said, well, is it me my personality? Or is it like what I want to be? Or the company that I'm partnered with and what the brand is with the company. And I realized, this is a conversation we need to have because I didn't really get it in the beginning as well. I had a lot of success without a personal brand.

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So I'm going to tell you, you can have a lot of success without personal branding and understanding at all. And I want you to realize that it's a mindset shift and it's a content shift. And I'm going to give you some very, very easy takeaways today for things that you can do to build your brand and why it's going to help you to have more sales. So, first of all, when I started to talk to marketing people and understanding good copy and understanding how you want to have calls to action on your social media posts or your lives, or even if you're running ads, I was not relating it to the natural things that we do in network marketing. And so what is a call to action on a post? It's just asking somebody to take a next step, a call to action in your stories would be asking somebody to give you a, it's asking the person that's reading the post to do something.

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My call to action to Robert was pull out that credit card. Let's get this order placed because we're going to fix your hip. Okay. So when you think about your personal and I'm going to use an example, I'm going to use, use a yoga studio. So when I, I lived in Michigan and some of you might even know this yoga studio. I CA I think it was Birmingham yoga. I can't even remember the name of the studio, but it was downtown and it was owned by Jonny Kest. And there were many different yoga instructors. So when you walked into the yoga studio or when you're taking even a Peloton class, right, let's we could even talk Peloton. We all have instructors that we absolutely love. So I would always look and say, Oh, when is Matt teaching? Because I knew that when I would go to Matt's class, I knew the kind of music I knew his tone.

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I knew his personality. I knew how I would feel when I walked away from being in his energy and his presence. And I also, like, I knew what type of class he was going to, I have for us. So think about Peloton

and the place, personal brands of the instructor. So Peloton has their own brand, right? That could be the company, what they stand for. And you could say, okay, what are the values of Peloton? What is their core messaging? And then inside of Peloton, you've got all of the different things, instructors, and they are, are going to have way different types of classes. You're going to get something way different from Cody. Then you're going to get from Robin. And so Robin will play certain music. She has certain value. She makes you feel a certain way. And every time Robin shows up to teach the Peloton class, whether it's a Dolly part in class or another type of music, she represents the same core values, the same energy, the same connecting, and you know what to expect from Robin.

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And you, you start to take more of Robin's classes, or maybe you love Cody because he's always like sharing these little quirky stories about growing up and what records he listened to. And he talks about dancing in clubs. And you actually feel like, you know, that Peloton instructor. So thinking about you and your personal brand and the father clothing is why do some people take Cody's classes? Okay. Never take Robin's classes because they have fallen in love with how they feel, what he offers, the results that they get, and they know what to expect. And they're looking for him and probably even following him on Instagram. And maybe they're seeing more of a thing. So they're not seeing Robin because they're not following her. They haven't found that community yet. So the Peloton instructors are personally based on their personalities, based on their strengths, based on things that they love, things that they love to talk about, phrases, that they have ways that they encourage and empower.

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And it makes them stand up and rise up with the group that comes to their classes every single day. And so when you are thinking about your network marketing company, they love Peloton. They're part of the Peloton community. But if, and I hope it never happens if Cody ever left Peloton, yes, I wouldn't be able to ride with him, but I would want to follow him. Maybe he would write a book or maybe he would have a, I don't know, an online something or other, and I'd say, Oh, I want to still be in Cody space, even though he's no longer with that umbrella brand. And I want you to think about, I'm not telling you to build a personal brand in case you leave your network marketing company. I'm someone that feels that unless there's something unethical, something that you can't stand for anymore, that being in for the longterm is so important, not company jumping, unless you absolutely positively feel that it is the best move for you.

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And I always say, wait 24 hours have conversations, have somebody from the outside. Look, that's a whole nother, a whole nother podcast about when you would take a look at another company and when it would feel right. So anyway, when you are thinking about, let's think about my personal brand and my company. So when I first started, I didn't understand that I was actually through my content wanting to not speak to everybody. So I would just share a story of a grandfather with the product. I would share a story of an 18 year old elite athlete. And I would think if I could, Oh, a young mother. And I would think if I could hit all of these areas that I would have more sales. Well, I was having a lot of sales because I was having a lot of connection and conversations. But when I really, really started to have sales from people that I didn't know was when I asked the question of, do I know who I really help?

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Like who do I really help to transform? And am I speaking a solution for that human? And when I started to think about who is that I really, really watched transform in the business and with the product and started to speak content. She was basically me before I started. And I started to really dial in on my avatar and what she needed from me and listening to her and listening to my friends who were struggling with financial things, meaning, Oh gosh, I've got two kids in college. And I feel like I'd be working forever, maybe struggling to find their own platform, their own space, their own community when things shifted because they no longer were running the concession stand at the theater or their daughter was driving. And all of a sudden you're looking at, wow, how do I reclaim me? When so long, I've just spent serving others.

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Um, and you start to have those conversations and you start to share content starts to share content and resources around worries and fears and ways that you can help that core group. So if I started to talk about journaling and ways that I could help my core group of, of women that I was helping and, and journaling and thought downloading, it would be very different than a young mom. Who's journaling. Obviously journaling is an activity that I could talk about, but I could share talking about what do you want to keep doing? What do you want to start doing? What do you want to stop? Keep, start, stop and talking about how you can use your journal to write affirmations around how you're going to continue with a relationship with a child that no longer is living at home because they've gone to college and I'm talking about, you know, I don't know if that makes that much sense, but every conversation, every piece of content about who I was going to help it, wasn't like one day I'm talking to 45 year old men who are struggling on the tennis court.

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And the next day I'm talking to a young mom. And so nothing is connecting. The other pieces is if all I do is talk about my company, my company, my company, it's like that friend that has John, John's doing this. And John's doing that. And my new boyfriend said this, my new boyfriend said that. And pretty soon people tune you out because they feel like, Ugh, she, all she does is talk about her, her thing. And so you want to keep content that is relatable, that makes people laugh. That provides resources, that makes connections, but also realizing that you want your personality in there and you can also have promotion. And here's how that works is as I started to think about my personal brand and how that connected to my ideal audience, my ideal customer, my ideal client, my ideal team member, or the ideal person that I would coach, I had to start thinking about how I want it to show up in my brand.

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I couldn't just be a chameleon. So I'm a little bit outspoken. I'm a little bit sassy. I use humor a lot. I can make fun of myself, but I also love to empower women and give them stories and strength and hope. And I had to start thinking about what were my core values, meaning how did I want people to feel when they walked away from me? What was my mission? My mission was it truly, that was my mission to help women lose weight and get the best shape of their lives. No, my mission was to reclaim for a woman to reclaim her power, her confidence, for her to realize that she didn't have to do it the same way that she'd always done it. And that she had the power and she had the ability to learn new things grow and even build a business online.

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And he had the power to take back. Her power with money, could take back her power even while staying in a committed relationship that you could rewrite the rules of how things were looking and even rewrite the rules of traditional jobs and what people expected from you there. And also things that I would share would be, how do you structure a day? How do you stay focused? How do you create high vibe, energy? How do you stay talking about the spiritual, energetic part of it? The business side of it, the social side of it, and thinking about who am I, what do I stand for? And how do I want people to feel? And it was more than just colors. And it was more than just taking a quiz. It was all about asking people around me. What do you think are my quirks? Like when you talk to me, what are my quirks?

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If you had to have one power adjective to describe me, what would it be? I also thought about this. I want you to think about this in your personal branding, because your personal brand is like the Peloton instructor or that yoga instructor. When you think about going over to, I think about my friend, Heather, if I were to go to her house for a party, I know that we would be dancing to Beyonce. She'd have loud music playing. There'd be a certain smell, a certain vibe there'd be high energy. We'd be like jumping in a limo and going places. If I went over to my friend Katherine's house, it would feel calm. And she would probably have some acoustic guitar, music playing and essential oils. And we would have a nice vegan meal and we just really sit and talk and stay grounded. And that is part of her brand is peace and calm and centered.

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And part of who Heather is in terms of what makes Heather, Heather is, she's the one that is adventurous and exciting. And she's like, we're going to play ping pong. And we're going to go. That's a piece of who she is now. It doesn't say that Katherine's never going to zip lining, but it's what do people expect from you? And I want you to think about all different contexts. And then how does that show up on social media? Because like, there's certain people that do Facebook lives and they're like dancing to music because they saw somebody else do it. And I'm like, I would expect my friend, Heather, when she comes on live to be like dancing around. But if my friend Catherine did that, I'd say that's, that's not like, not really her vibe. And so a personal brand is way more than deciding how do I want to show up?

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What do I want to say? And like, what am I colors? So thinking about one of the Peloton instructors or maybe your favorite instructor at the gym, what makes that person stand out? When you think about a small gathering, what would people say they would expect from you in a small gathering? And when you think about those things, that's what colors come to mind? What, what are the words that come to mind? What are your power verbs? And that is going to give you like who you are when you show up. But I don't want you to spend a million hours on that piece of it. Those are the that I have with people. When you say that people buy from you, you, they don't buy from the company. And so when I, it was showing up and I was all the company, all the company, look at this person, look at this person and my cover photo and my profile photo.

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And every time I turned around, I was all right about the company I love with the company done for me, but my friends did not care. We are who the company was. They came weird that I was showing up and I was connecting with them. And I was providing value and sharing resources and everything time that you hope come in to my social media world or come to a podcast, it's going to connect with you. And

you're going to say, yes. Oh my gosh. Yes, she's speaking to me. And so I, me, so then you can see, so why would you be with a company? Why wouldn't you just sell your own thing? Well, you're with a company because they've got the product, they've got the manufacturing, they've got the shipping, you are getting results with the product or with the service. And yes, you can be in both places like Robin can be Robin.

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Who's teaching the Peloton class and loves these artists and talks about her mom and the things in her life that are important and encourage you as you, as a woman, to be a certain way, then you can hop on the bike with Cody and know that I'm going to feel like I'm at a dance club. And I'm going to feel like super energized by the things that he says to me. But the overall umbrella, they can still be a part of Peloton, but you're taking the class from them and people are buying from. So when you connect the dots of who am I, and then there's a lot of people that help women over the age of 45 or over the age, but what is the connecting piece? So do you know who you are help? And if somebody were to come to my Facebook page, to my Instagram, could they say, who does she speak to?

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And who does she help by eating my content? Not by my offers or not by, Hey, I sell this product. Could they look in my stories and would they know what I have calls to action? Would I have testimonials? What I have quotes would, you know, if you went into my stories, how you could get in touch with me and what you could buy from me to help you with a certain transformation and would there maybe perhaps be a Facebook live event on my page, that when you watched it, you would say, Oh, now I see, see the transformation that she helps or now I see what she does. So do people know what you do? You help and do they know how you help them? So even, yeah. And when you look at the description, I have a friend and her tagline is I help women lose their last 10 pounds.

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And I know exactly how does she do it through a life coaching program? And if maybe you're thinking, Oh gosh, I do help women lose their last 10 pounds. But think about this. What is the transformation of somebody? What, what do you, how then when you're thinking about content, perhaps you are in the weight loss space, you think about what is the transformation? What are the things that worry her? What does she wake up in the morning? Fearing? What does she go to sleep at night, wanting to know what is she Googling? What is she buying at target? What's going to make her laugh. And then my other question is this. So you can show up as yourself. So there's weight loss, coaches all over the place that helped people lose that last 10 pounds. But it's the vibe of the person. It's how they put out their program.

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It's, there's a podcast and she helps people lose weight. Her name's Corinne, Crabtree, and she's super spunky and perky. And she says a lot of cuss words, but she says it in a good Southern accent. And she loves people to lose their weight, eating real foods. And then there's another person that's all Quito. And she's very strong-willed and she tells you like, it is like that coach. Like she is going to be a no BS. And then there's people that just want to talk about peeling intuitively. And, and so you're not just a weight loss coach. There are different persons analogies in different parts of the program. So as you think about your personal brand, your personal brand is you taking the stand of, this is what I stand for.

This is who I help. This is the vibe I give. And then what problems do you solve for the people that are watching you?

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And so you can't solve every problem. If I tried to solve problems for every coach, if I try to help people become Instagram influencers, Amazon affiliates, and helped CEOs have boundaries in place. And I try to help all these people, but they were all women over the age of 40. Let's say I would lose my mind and I would lose all of you because you're like, Oh, that doesn't apply to me today. So I speak directly to someone who's building a direct selling network, marketing business. Some of you are coaches how to actually show up an organically built connection and have more sales. But some of you are doing a lot of fluffy, a lot of fluffy content. You're like, Oh, I love this quote. And it's fluffy and it's sharing stories, but I don't know really how I take the next steps with you, because you've never asked me for a call to action.

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I don't know. No, you can have a simple call to action in your profile. That is a Google form that says, do you want, I help women have more energy and get their happy back? Do you want a free happy pack? And then you can have a Google form. You can have it actually go right to your messenger. There's a link, M dot M E slash M dot M E slash and then your Facebook username. So you can say, Hey, use this link, shoot me a message and say, count me in. And that is how you get them into your messenger. Better than that. Like that's, that's some people will be like, Oh, I'm not, I'm not going over to messenger like that. One of the best ways that you can do that is this is if I go to your stories, can I see your personality?

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If I go to your Facebook page, I see your personality. Do I see you as like Catherine with the guitar acoustic music? Do I see you having like pop-up Beyonce parties? When your friends come over, meaning what's the vibe, do I know who you help and how you help them? Do I see any transformation posts? Like not selling, but stories. Are you telling stories of transformation? If I were to go to your stories on Instagram or Facebook, do you ever share any testimonials? Do you ever share call to action? Are you like, Hey, I can't, I can't believe I get paid to do this. Take that's my face saying, Hey, I can't get, believe I get paid to do this. This is, this is mindblowing. Take a look at this next thing, a text. You can use the app. There's a really cool app. Let me find it on my phone, that it actually types up the I'm going to do a whole episode on apps that I love it's mojo.

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And it types out like you can have the story, actually. You know how you see, like people say, Hey, what's up. And it like pops the bubbles pop in. You can use the mojo app. So I could say, Hey, I love that. I get to help women with this transformation and share a texts that I got our testimonial, or even do it on the pop-up. And then the next screen would be a call to action saying something like, Hey, do you want to be in my next monetize your message masterclass, it's free. And it's going to help you have results. Like you just saw with Robin, put me on the list. Heck yes, count me in. And then you've got them in your DM. The other thing is, is connecting with things that aren't selling. So if you've got two books that would speak to your audience, getting the conversation started.

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So you're in your stories and you're consistently in those stories, providing solutions, sharing the quotes, sharing the testimonials, sharing calls to action, sharing behind the scenes, sharing things that are funny. And then you're in conversation. So they're kind of seeing you pop up eight to 12 times with your brand on brand. So I'm seeing, let's go back to Heather. So I see Heather pop up with like her funny little self, and she's like, I'm having a dance party over here. It's homeschool time. And then she's the next screen is, Oh my gosh, thank goodness for this. And she's pointing to her nutrition patch that gives her like ease and flow and calm. Thank you. Thank you. And then the next screen might be a call to action. Now, then she might have on, you know, that that is showing her personality and it's what you expect from Heather.

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And so maybe you're not ready to buy from Heather. And then maybe you're like, maybe Heather pops up again and she's sharing something really cool that she found because she knows you have team kids and she's sharing something really cool that she found for stocking stuffers. And you're like, Oh, I've got to check that out. Or she's sharing how she gets her team kids hydrated when they're in sports. And all of a sudden you're seeing Heather pop up and you're seeing that, that perky personality and she's sharing things that give you value. And then all of a sudden you're thinking, wait, Oh gosh, I saw that testimonial. I really need what she has. And so thinking about consistency of showing up saying, and I know like who she helps, she showed me the testimonials. She's given me the results. And I know how she does it.

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She's sharing that too. She's showing behind the scenes how she does it. She might even be interviewing people live to share that as well. And I also know how to take the next steps because she's got a little link to message her, or she's got a little Google form I can fill out. There's always a way I know how to message her. And my last piece that I will say to you is this, when we're thinking about showing up consistently being on brand, it's about having really great content and value, but the best way is to continue. Now that they're following you to build the connections. So here's a couple of tips for your connections in your stories, and you can, and even thinking about using these on social media. So first of all, I want you to think, to give quick thought polls. I want you to get easy engagement on things that you're thinking about.

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Like maybe it's a gift for your husband, or maybe it's Crock-Pot or AirFryer for my sister for Christmas or this book or this book, because people will engage with you, make them engage in a way that's not asking for the sale when you are doing your, if you're doing video and you're talking, make sure that you give cliff note texts because you want to make sure that they don't have to have their volume on. Okay. And make it fun when you're choosing your gifts. Oh, if you do a Google search and I actually will post this in camp in the social media section, you can find there's boho. There's all kinds of gifts that you can use in your stories that could match you. So Heather would probably use glitter and pink. And my friend Catherine would use like the boho calming the calming ones, and then make sure that you are always giving value, not just entertaining, but giving a lot of value.

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And they're going to keep watching and keep watching. And they're going to say, Oh gosh, I loved that quote. Or that was such a great book suggestion. And when you are getting into the DMS and they're

answering the questions, you're making those connections. And we talk about the power map method, a lot in camp elevate. And it's actually a course, that's coming out. It's I think we're about three weeks away from launching it. And it literally is how you create this valuable content, how you connect, how you ask for sales and how you do it in 55 minutes a day. It's my power hour, but I call it the millionaire action plan power method, because it is so based on valuable content, valuable connections, and it gives you the exact steps. Like I have millionaire messenger hacks so that people do show up in your inbox, but it starts with this.

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And if the power map method, you just stay listening to the podcast and get yourself in camp and get up, make sure you're on my email. SPS. As soon as it comes out, you will have the first option and below you can also, if you are listening to this and you're not on my email list, there is a, an opt-in in the notes that you can grab as well. Just says, Hey, put me on the list and you'll get one of my free things. So anyway, what I want you to think about with your personal brand is show up as you be, you be that pink, Beyonce loving, fun, loving, energetic, or if you're peaceful and calm. And then from there, think about, okay, so everybody's on a Peloton, but they're not like, everybody's not saying all the time like, Oh, I love the Peloton.

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The Peloton is great. My name is Robin. Get up. Like she mentions the Peloton. She talks about the rights on the Peloton, but what are the ways that you can help and serve and provide value? And we also go into the next section, which many of you have a total big zone of genius that is really going to micro-niche meaning, do you have value? Like my friend, Amy, she talks about breath and relaxation. It's part of her brand that people come to expect and they're like, Oh gosh, I can't wait for her next visualization. I can't wait for her next meditation. So that's what we're gonna talk about in the next episode is how you take what I just talked about with being you showing up, being authentic, serving, and actually knowing who you help, how you serve all those calls to action. But I wanted you to think in terms of big picture with it, not just, Oh, I've got to be this person all the time.

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My last little tip is I love when you are going to have, if you're going to post quotes, if you're going to post, which people love, quotes, people love memes. If you're making them on Facebook with like the pop-up color, use the same color. So that when I scroll, it makes me feel that there's not a bunch of weird color everywhere. Choose a color that fits your vibe better yet. You can even start to build your own quotes on Canva or word swag or something like that. But that's just a side note, stay on brand. So that like when I go to my friend Lindsay's page, I always know it's going to be bright pink. It is bright pink. When I go to my friend Amy's page, I always know it's this Aqua blue. She makes me feel calm and that's how she's going to be when I show up for her.

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So I hope this was helpful for you on how to like really lean into your authentic self, showing up as you and asking those questions of what solution do I provide? What solution do I provide? How do I help? How do I serve? And what is the transformation? And the final thing as always is if somebody in my stories or even scrolling without being spammy, without being like, buy my stuff, buy my stuff. Do people know who you help? Could someone read my stuff and say, Oh, this is who she helps do. They know I help them. And do they know what to do to take the next steps? Is there a way for them to

contact me or find me or connect with me? And sometimes even using link tree is a great way to do that. So we're going to be talking about all this and more over in camp in our lives this week. And I can't wait to connect with you in the DMS. Love your reviews. Thank you so much for all of your reviews, for your downloads, for getting this podcast out to your friends. Come on over to the camp elevate group.com. We do live trainings in there on Thursday nights at 8:00 PM. And also we have, we have so much going on. I want you to go over to camp elevate and you're going to get a ton of free training and I will see you next week. Thanks for being with us today.

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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.