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Clubhouse. So let's talk about what it is, why you need to know about it. Why not to be afraid of it, how you can use it for new connections in your business and how to really kind of hang out with cool people.

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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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Happy new year and welcome back to episode. Number 71. I am going to talk today about something that you may have heard of. Maybe you haven't heard of it yet. It is all the rage. It is the new social media platform app called clubhouse. So let's talk about what it is, why you need to know about it. Why not to be afraid of it, how you can use it for new connections in your business and how to really kind of hang out with cool people. And also now how not to be over wound with it. So basically what clubhouse is, is it's an app on your phone. And I want you to think about this. It's it's like the new FOMO inducing social app. It's an exclusive invite, only audio app. And what happens is, is that you download the app on your phone and it says, you're waiting for your invitation.

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And one of your friends, like I'm in there. I get like a couple invites. I had two invites to give yesterday can invite you inside of the clubhouse. So inside of the clubhouse, the members move around in virtual rooms. And this is what happens is, is like, you'll get a pop up or after you put your bio in and they see who you're following, you'll get invites to rooms. There's people discussing arts and culture popular TV shows the music industry. I mean, we've got yesterday. I was in a room listening to real estate investment opportunity because I ended up in there. I was like, well, this isn't really me, but I was in rooms with people that were pretty famous. So I kind of worried when I heard about it, what my friend Jackie reached out and she said, are you on clubhouse? And I thought, Oh gosh, just if that is it like another one of these popping up political platforms?

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Is it like Tik TOK? Am I too old? Although all of those things, but it's really cool, especially if you love podcasting. So I immediately got in started. I actually got an invite from my friend, Alicia may, once I went in, cause I, she, I popped up as wanting to be invited and I thought, okay, I'm to go in here and I'm going to see what's happening. And it was, it's really cool. So what it looks like inside is you go in and you're greeted with like a little home page and it lists the discussions that are happening and chats that are scheduled for later. And your algorithm, what you put in your address, book, who you choose to follow your field, your work, your interests, your friends, that's where they'll give you your suggestions. So for example, my niece would probably get a suggestion to be in a room.

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She's a social worker that was more related to her work. Or perhaps she, you know, talked about travel. There's just, there's people talking about travel and music and culture and there's Harry Potter. But how does this work for us in a business? So, first of all, I went into a room and they were doing social media

audits and bio audits. And you see all of the faces and you're listening as though you're listening to this podcast and the app actually lets you listen, even if you're like working someplace else on your phone. And so I went into this room and there were some, so you can create a as a member, you can create events and people can join them. And once you're inside of the rooms, you can also put up your hand to contribute or to ask questions. And I'm going to give you some tips on how to use this for expanding your network, because we don't want to go in here and be like, I'm here to meet people and sell my products or get people to join my opportunity.

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We want to go in as though it is, it's a virtual networking event. It's like walking into a big clubhouse and saying, Oh, I could go over here. And they're talking about the love attraction. And there's a discussion over here with a moderator slash influencer. Oh, I could go listen to Shaylene Johnson. Oh my gosh, Beth has a room over here. And then there's rooms that you can lock as well and have private conversations. I just feel like there's so many things that will come from this. And there's also, I think about like even my, my, my women in the six-figure club, I think about, Oh my gosh, once we're all on there, we can plan to be in an audio room together and I can invite a guest in. Or when I see some like when, even like my team camp elevate my friends, my sisters think about this.

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When you see something you're like, Oh, this is a great discussion. I am going to let my sister Karen know that this person is talking. Or if you're a total movie buff, you're going to find those people and be able to network, but there's no video and there's no proof. You can only see the bio of the person and you can then link to their social media accounts. So that's the cool thing is, and there's no, I don't think there's any, like one-to-one chatting that goes on, which I think is really great. And they're moderating it and getting new rules around like, uh, not having like polarizing hate fueled type of groups. It's not, you know, like a lot of people left social media to go to a platform that they felt was politically energized in their direction. And that's not what this is at all.

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So I want you to imagine you're walking into a room and you're actually walking into your app and you can follow people that are in your industry. You can follow people that you enjoy. You can meet new people and they're just in soft launch right now. The cool thing is, is that now look at, so you get on the wait list and you'll get an invite and I'm staying super active. So I'm looking at when yesterday I was able to invite my friend Kelly Hoover today, which is new year's Eve. We're actually hosting a millionaire, social selling daily mindset thing we're hosting. And so that's going to give us a lot of invites. And like, what I want to say is that don't feel intimidated to actually raise your hand and talk or create something. Maybe it is, maybe you are, remember we talk about our niche.

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Maybe you are really great at pairing wine. You like, I buy budget-friendly wine and I can, I'm going to give you those suggestions. If you want a really good bottle of wine and you, you start connecting with different people with wine, you could host your own little, I think they, their events or something like that, there's called something like that. So the basic part of, of this app, like who, who came up with it? Um, I was reading an article on this and it was developed by an entrepreneur named Paul Davidson. Who's an ex Google employee. Rahan Seth. They got 12 million in funding. And in may of 2020, there were only 3,500 users. And there's going to be millions and millions. They've already updated it so that

you can have it continue to speak to you as you leave the app, you know how you can leave the podcast and I'm still talking to you.

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There's I mean, there's so many, it's like seeing your friends in real life, you'll see the different panels. It's like I said, it is culture it's business. It is fun. You'll find friends on there. And I mean, even Drake and over Winfrey have joined. So when you see celebrities popping up, you can hop into a room with them, like having a chat. I can't wait for Bernay to like have a chat. And I'm there with her. They have a statement. That's content condemning anti-Semitism hate speech. And anti-blackness they allow moderators to block and report and mute in-house violations, which I think is, is really important in an app like this right now, it's only for the iPhone and it's just incredible. It's incredible. I want you to I'm normally, like, I don't need another thing. We all need to be on this app and you don't have to go in and be like, I am going to be like rule the world on the app.

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However, I'm going to tell you some things for your business. Number one, I want you to realize the bio. I haven't, I'm doing my bio today, but just look at, look at my bio. I looked at Haley Hopson. I looked at other network marketers, business coaches, and you want to have a lot of info in the bio and there's even chat rooms that are chat rooms. I don't know what they're called, like discussions, panels that you can go in and they'll talk about how to have a great bio. So don't panic like I did. And think you have the perfect bio, tell people what you do, who you help and put that in your bio. The next thing that you want to do is make sure that you follow and connect and participate in inside of rooms to learn. And don't just like sleuth around in the background.

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Raise your hand, talk to talk inside of if there's smaller chat rooms, I don't want to call them chat rooms. I don't know what they're called. Um, go in and talk and, and contribute again. Have a boundary on it and want to not be on our phones all day. Maybe you'll say I'm just gonna look at one event that I want to participate in the other thing, in terms of your, how, how could this work for business it's visibility and it's connection? So I made a new connection. I was in a room with a woman who was having her Instagram bio looked at and we have a lot in common. She is an I just, what I did, what I'm doing is following them on the clubhouse app. And then I'm going over to Instagram and giving them a follow and a message to say, Hey, I, you know, we connected over in the clubhouse and, and just like putting out my hand and shaking their hand and saying like, what have you enjoyed about it?

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What have you found? And even having conversations of, have you used it for business? Because remember with our business, it's giving the trail of breadcrumbs. So the man yesterday, I don't remember his name. I will find that out. That was doing the Instagram bio audits. He wasn't saying I sell things. I sell things, but he was, as we always talk about putting out value. So of course I went to his Instagram account. I followed him. I looked at what he does and he does like marketing business coaching. So it's putting out value to make new connections. And then if you have, are continuing to provide on the Instagram platform, even Facebook platform, Twitter, whatever those platforms are that you put out your work. For example, people will see that I have a podcast we'll connect on social, we'll connect in there. And then we get more podcasts listeners.

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And then when the content is there, they might get on the email list and they might say, Hey, I want to work a little bit more closely with her. And that's comes from really good content sharing how we talk about sharing testimonials and talking about what you do, and specifically having an offer and a call to action. You can have a call to action on your profile, but remember that you don't want to go in and be like, I am here to recruit for my team. That's going to make people uncomfortable. It is a social networking culture, networking really cool app. So I'd love to hear more in camp elevate. We're going to have clubhouse discussion. We're going to have one day a week that we talk about clubhouse, or we're actually talking about different networking apps, highlighting different ways that you can use them for your business.

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Use them for fun, using them for your family. And I would love for you to come over to camp elevate. I also want to invite you to let me know when you are inside of the app, send me a follow. Um, let me know that you're there. And also I don't have any extra invites, but the more I do, the more invites I have and then my people will pop up that are connected with me either via my phone. I think it's, they figure it out. Like I popped up. Maybe I popped up on Alicia's because she had my phone number, but I encourage you to get in there. I encourage you to, um, have some boundaries around the time spent because it's, again, we get these kind of addictive apps on our phone, and we want to make sure that we're remembered for holding a hand in that holding a phone, but it's a cool way to really connect.

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So with that, I want to wish you the most beautiful and abundant 2021. You're listening to this on Monday, January 4th. And if you joined us last night for the campfire, thank you. We had a campfire. It's actually coming up as I record. And you can still, you can come into camp elevate and get the link for the recording for it. We did a lot of healing, tapping a Reiki, Reiki. I always say it wrong healing. We had so much connection. I'm speaking as, as if, because I haven't been there yet. And so also check out Beth Holden graves.com forward slash campfire. Because if you get on that list, we will make sure that you get the download and that you can get the recording of the campfire. It's not the same as being there, but it is going to be something that you can watch and do some of the healing, the breathing thought downloading journals, the affirmations, because my goal is for you to just have all the tools, the connections, the mindset, the abundance, the coaching, if you desire to have your most abundant 20, 21. I so appreciate every one of you. I'm cheering for you, whether we've personally met or not. And I would love to meet you in the Instagram DMS. I also would love to meet you in camp elevate. So get yourself to camp elevate. If you are, are in the group and you've kind of been quiet, please, please pay attention because we've got so much coming your way this year, the camp elevate group.com happy new year it's 2021, 2020 is hindsight. Hindsight is 2020, right? I'll see you guys all 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 click on the link below. And we will see you around our campfire and help you to create what you crave.