

[\(00:00\)](#):

So what happens, the people that were coming to you for value, or like, I don't really know what to expect from her. She's all of a sudden, like, I feel like it's when you open the door of a room and you yell some random things like, Hey, here I am. So remember that even when you're excited and celebrating, continue to provide value. I see it when there's like huge bonuses dropped

[\(00:21\)](#):

Suddenly every welcome to your Napa box, you are determined to break glass ceilings, and you are always to show 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. Hey friends, welcome back to this week's episode.

[\(00:50\)](#):

So I've got some exciting news and I want to share it with you right away. So that by the end of the podcast, if you happen to have to click away, which I hope you don't because I have an exciting little gift to share with you by the end is we are going to have more podcasts than ever. And then next 90 days. So I put a lot of breath. I ran up the stairs because it's finally quiet for me to record. So here's the thing is I have been doing a morning leap for my personal team. And one of my friends who has an excellent podcast said to me, why aren't you just throwing that content up? Because it's daily affirmation to action. And I give a 15 minute, not only pep talk, but something to learn an earning activity, how you can attract more leads and attract more abundance.

[\(01:46\)](#):

And then also how you can put into your calendar to plan. So for example, today, we talked about planning the three times to show up in your stories and what would be super effective if you are leaving a trail of breadcrumbs. And I got to thinking that many of you may be new to stories or are still thinking, okay, I know how to use stories if I'm just kind of sharing my dog, running to the pool and jumping in, but when do I post about business? How do I make sure that people don't just scroll past my stories? Maybe you're making them entirely too long. And I want to tell you, this is that my number one goal on social media. And if you see my social media, I'm very, very me. I'm very authentic, but I'm also looking for ways that I can provide value and serve, create curiosity, educate, empower, inspire.

[\(02:42\)](#):

And it sounds overwhelming, but I want you to have a simple step-by-step plan of how to be in your stories in an effective way. If you're already advanced with the story technique, this could help you as well, because there's a couple of tips that I'm going to give you. So, first of all, what are your stories and why should you be in them? Most people that are listening are already social selling on Instagram and Facebook for quite some time. And I have to say that just like clubhouse, some of you are probably thinking I'm never going to do that. Maybe you aren't, but for a long time, I didn't pop into my stories as often as I should. And still to this day, I have to put it on my calendar. So today we talked about plan. The reason why now I am not advocating, being totally stuck on your phone all day long, recording everything, recording, everything can actually preplan your stories.

[\(03:40\)](#):

Sometimes you'll pull up out your phone and it'll be real time. Like I'm recording a podcast. And my dog is snoring like a crazy dog, which he is. I just throw a mask at him that was on my desk and got him to move. Cause sometimes when he moves, he steps that snoring that noise. He always says this on podcast, say hello, Yogi. Okay. Back to what we're talking about, what we are really wanting to do when we are in our stories is leave clues, educate, have someone take a call to action about wanting to either know more, have a resource from us, or just get to know like, and trust us personally. So I like to have three times a day that I just set my alarm and I have my stories preplanned that I do on content day, unless I'm putting my face to the video.

[\(04:32\)](#):

So first of all, let's talk about different content ideas that you would put in your stories. And then I will give you a little blueprint for the three times that you're in them. So remembering this, if we're putting out value. So as a social seller, as someone who markets on social media, someone who is not being spammy and weird and posting post after post about my team and my accomplishments and my, this and my that there is a place for celebration, but I see so many feeds, especially people that are with new companies and so excited and the next one in and the next one in and the next one in, and I, I love success and celebration. However, what we're looking to is nurture and connect and serve over time. So if you are the mom who is, has talked about how to become more sustainable and how to help your kids to eat broccoli, and you are also an advocate for breastfeeding, and perhaps you do a weekly show, this is like ideal a weekly show on ways to pack protein into your picky toddlers diet or something that you're, that you give these tips and you might be doing a food prep, video and shopping lessons.

[\(05:47\)](#):

So you've got this audience that is connecting with you because they understand that you are putting healthy organic foods into your toddler's bodies that you are, maybe you teach and educate a lot on the benefits of breastfeeding and how to get the toxins out of your home. And perhaps you sell products that are clean green products to help keep the toxins out of your home. So you've got this following and you're providing value. Providing value on people are looking forward like, Oh my gosh, she gives us the shopping list. I am completely making this little green smoothie Popsicle from spinach and kale and berries. And you're really excited and you go live and they know that every week, this is how it should be. You guys. So I'm giving you, I'm giving you the backstory every week at noon. It is time for them to have healthy snack making.

[\(06:45\)](#):

And so people share you out and people find you. And now let's talk about that. Sustainable green cleaning product. One scenario is that you are going to earn the right to present the offer, which you already have. So you are this clean green mama and you share like books and stories and ideas, and you share, maybe you even have a community where you're sharing more recipes. However, that looks you're serving. Now you have a product that you sell. Let's look at the first scenario that suddenly you go from value, value, value, connecting, connecting, connecting with some offers and having your business be a part of your brand and having your business be 20%. But sneaking it in like, perhaps you are washing your food processor with your clean drain soap. And you're like, Hey, by the way, did you know that dishwashing detergent can actually cause children to have respiratory issues if it has these chemicals?

[\(07:48\)](#):

So you're like talking after your recipe and saying, you know, listen, you've got to chat with me because I didn't know that I just would buy it from the grocery store. So here's the deal I am going to, I've got some information on this, let me know. And I'll send it to you in the DMS. Just say, you know, put in the comments, fork, fork spoon. I don't know. I don't know. I said that. So I'm walking you through like a really great social media profile. So what if suddenly the feed turned to a jumping out of the moon excited and I've never felt so good. And Oh my gosh, this is crazy. I've never, I've never seen such a thing in my whole life. And suddenly I am with the right family of amazing humans where I wasn't in the past and your followers that are coming to you because you've personally branded and you've shared value.

[\(08:37\)](#):

Now they know you have a business, but suddenly your page pages full of none, really value serving the pitching and pitching and FOMO. So what happens? The people that were coming to you for value, or like, I don't really know what to expect from her. She's all of a sudden, like, I feel like it's when you open the door of a room and you yell some random things like, Hey, here I am. So remember that even when you're excited and celebrating, continue to provide value. I see it when there's like huge bonuses dropped suddenly every post is about that. So we want to make sure that we're continuing to teach, to solve problems, to show techniques. We want to inspire with perhaps like maybe this mama that we were talking about, maybe she also teaches her children to have a morning gratitude practice and that's inspiring.

[\(09:28\)](#):

And she might share that. So the business side, we want to, how do we use our stories and how do we get those followers on your page? So you've got you. You're not short on sales, you're short on connection. And when I was just explaining this whole Facebook profile, wasn't that fun. And everybody knows, she goes live. And people are like curious and intrigued because this is a really cool woman. And she is sharing some great value and they know they can trust let's call. Did I name her yet? Let's call her Kelly. So Kelly in her stories is going to show up. So people that she's meeting, maybe she's meeting in groups, she's sharing value. She's asking questions. She's in a breastfeeding group, she's in a, a group about organic growing your own organic garden. Maybe she's in a homeschooling group. And part of her daily action is to provide value in those groups connect.

[\(10:25\)](#):

She's got friends, she is connecting. So they see this value. They're like, wow, she is so super cool. And they might see some things, Oh, she's got a business that she does this as well. When you go to your stories, you can create that offer. You can do more selling in your story. So if you're providing value and content, that's speaking to your avatar. So she's is Kelly speaking to me, probably not. I love green sustainable products, but I'm 50 50 on it. And I I'm getting better and better, but I don't have little kids. So I'm not going to show into show up for her recipes. And so we're probably not hanging in the same crowd. She's most likely not selling to me. So she's talking though to a very specific group and her very specific group, she understands, this is the deal when you're posting in your stories.

[\(11:18\)](#):

And when you're posting on social media, it's not about having the perfect framework and having the perfect, you want to have calls to action and having the perfect timing. It's about consistency of connection with content that serves your avatar. And it's also about not just being a person that serving, but letting people know what you do, who do you help? So I want to have Kelly in her stories. I want her

to show up and share a teach about one of her product benefits. I want one time, even one time, a day, she can show how she solves a problem. And that could be, I would say, like in the middle of the day, solve a problem for people with your products and say, okay, so show your face. And we're going to do the M this is middle of the day. We're starting. We're going to do a product highlight in the middle of the day.

[\(12:10\)](#):

And maybe you'll do this three times a week. So she's going to show her face and it's three slides. And she's going to say, Hey. So I just was talking to my neighbor who was super curious about, can you get a toilet clean if you're not using bleaching chemicals? And then the next thing she might do is show a boomerang of her product. And then the next thing she might say is why would you not want to use bleach in your toilets and have a call to action saying I lavender smelling toilet cleaner. I would love to, you know, show if you're looking for a solution to what the hazards of the toxic chemicals of bleach, I've got it for you. Do you want me to share X, Y, and Z? Yes. Or heck yes. And more, more than anything you could even take a step to say, would you like me to send you this article that I just found you, um, hidden toxins in cleaning products.

[\(13:06\)](#):

So you might not even be asking for the sale yet, but you are showing a product highlight. So you're teaching and three steps showing your face. Oh my goodness. I was just chatting with my neighbor about this article. And she shared it with me. My mind is blown about what we are doing. We're cleaning our toilets, listen, people, we all have little boys that are peeing all over the toilet. And we do not want to keep that itchiness all over, but how are we going to clean it? And then the next step would be maybe the, uh, screen that has the toxins and a picture of the bleach. And then maybe you smiling with your new product and or say giving some information. So the next screen is information. And the third screen is maybe some factual quote that's from the article with a call to action.

[\(13:58\)](#):

That is, do you want me to send this information your way, let me know right here, and I'll shoot you a DM or something like that. So we want to at least have a call to action. Normally I'm a little bit hotter on the trail of what the call to action is, but I'm thinking off the top of my head. So you're solving a problem in three steps, one, two, three, and you're asking for a call to action. Now, maybe the next day, you're going to share how you have a hack for something that's not even related to your product, but you're showing your product. So maybe the next day, if you are a clean green machine, you are showing people how you're using those new brushes that are, they're not that new, but they're, they're silicone and they don't hold bacteria. And you're like, listen, how many of you have ever had like that horrible sponge smell and the amount of bacteria and sponges.

[\(14:49\)](#):

So you're giving consistency about showing up and just getting hacks. You're giving hacks, you're showing. So today you're just using, showing this, this brush that you have and how cool it is, how easy it is to clean. Maybe you've got your baby on one hip and you're showing that. So that's like showing up with a call to action and providing value. So it makes sense because the trail of breadcrumbs is you're providing value and content for your audience. You're showing up in your stories and you want to be also showing up with more than just selling. Okay. So you might want to share what's on your mind today, share, share something that you're reading, share a story from your life that you think they could

benefit from. Like maybe you, or like at wit's end and you thought, okay, so it's okay for me to take a step away and get the car and sit, tell my husband that I'm just going to drive around and listen to music, like talking about self care, open up about a struggle.

[\(15:47\)](#):

That is people really like to see that as well. The other piece of content that you could share is, and this is what I like to do. So in the afternoon, maybe you just say, I am going to show my pro showcase my product or a testimonial. So a great screen would be a testimonial for somebody that's using that product. Maybe you're going to highlight one of the ingredients. So maybe you have a vitamin that has elderberry, and you want to say, listen, people I had, no. Have you ever heard of elderberry? Like where does elderberry grow? But this is what I found out today. And then you, the next screen is information about elderberry and immune support. Then the last one could be, and guess what? I have this amazing little powder packet that tacks you full of the antioxidants. I love it in my LaCroix.

[\(16:36\)](#):

I want you just to tap below and I'm gonna put a sample pack in the mail to you. How's that sound? We all need immune support. Now, are you thinking, Oh, this chick is cool. I want to have some of her elderberry or the cleaning supplies. So let's commit that at lunchtime, you're going to show up with sharing and teaching. Now there could be all different ways to do this, but sharing and teaching at school, we'll do that at lunchtime in the morning. Why don't you show up and share what's happening in your morning? Like just do something consistent for 30 days, pulling information and share. If you have a product that you use every morning, like share that in the morning, share a wish, share your morning checklist. You can have consistency of the same little checklist that you make in a story app.

[\(17:24\)](#):

It might be like, wake up, take my super capsule vitamins and have a little checklist. And maybe you are going to share your Peloton ride or an affirmation card. Just like saying, Oh gosh, this is such an incredible day. I'm headed to, I'm headed out to do X, Y, and Z. So you could ask your followers what you think. You're like, okay, I'm trying to think vote below Crock-Pot dinner tonight. I've got to put it in by noon. So let me know chicken with ranch or chicken with X, like get people to give you advice in the morning, share your inspiration, share what's happening for the day. Now, another thing that you can do is at night is do a recap of your day. Like you could show like celebrating, celebrate, like say going to bed with gratitude. Maybe you have some sleep hacks. Perhaps you are just going to show behind the scenes.

[\(18:18\)](#):

Perhaps you are going to show your laundry, but sharing something. Or that's when I usually share out a quote from somebody else, somebody that inspired me and I love to celebrate, like have a, I want to celebrate. And I have gratitude for this shop, this store, this person. So I have a lot of hacks, hacks or connection hacks where you share somebody else's info out. But I want you, if you're not using stories at all to think, okay, three times a day, I'm going to be planning and thinking, and you don't have to take the picture on the spot, but perhaps you want to do the morning. And perhaps you have an affirmation that you want to share each and every morning, then you highlight a product, share a tip, a tip, a trick at lunch. And then when you're headed off to bed, share some gratitude.

[\(19:08\)](#):

Maybe you're celebrating something that happened in your community. Something that gives you a way to teach, inspire, share, show, ask, and celebrate. Now another little tip for your stories. People want to see behind the scenes so they don't need to be perfectly crafted at all that. But one thing that I love is when there's some consistency. So choose one font and use that font, choose one color and use that color. And then the gifts are, you can find, so I'm going to post this in camp. If you're listening to this on Monday, we'll post this on Monday as well, but you can find really cool gifts by searching like search boho. And I never knew this. I found this out with searching boho. I think if you put in retro, I found all of this on Pinterest, but you can, people will look for that consistency.

[\(20:03\)](#):

So if you always use the same font and you always use the same pink highlight, and you always have the same types of buttons, they're going to become very used to seeing what you're putting in your stories. And it's just, it's a cool personal brand. You don't have to get crazy, but keep it consistent. And don't have too much stuff going on. If you have a new post, you can post about the new post, but you want to make sure that you're always thinking about that ideal human that's watching you is this interesting. Is this funny? I mean, make, make people laugh too, in your stories. So in conclusion for providing content, I shared with you all that information, right about Kelly and she's posting all of these different ways that she's serving. And then all of that audience of hers, she might even say, Oh, up in my stories, I'm going to be sharing some of my ideas that I have for keeping your helping to not be dehydrated on a hot day.

[\(21:00\)](#):

When you're at an amusement park, I don't know something to get people to your stories, but the more you connect and the more value provide. And the more that you comment on people's stories, people are going to start tapping your stories. And especially if you have something that's entertaining, something that is serving and a value, they will continue to stay in your stories and asking them to interact, even doing a giveaway, like vote for this. I'm I'm sending my favorite book. But what, what I would love for you to do is X, Y, and Z share podcast out. So visibility. There's a lot of visibility. If you share this podcast out, I usually share it back if I'm on, on the ball, but when you're sharing the podcast, make sure you're sharing something. That is your takeaway. So it's not just here's the podcast share that it is the takeaway with it.

[\(21:47\)](#):

All right. So are you ready to stay consistent to serve, give value, and then go up into your stories and you can actually pitch in your stories. And the other thing that if you have a sneak peek of a business or you have an event coming up when you've got people you can get on and, and, and you can record that and say, Hey, most of you know, because I, I talk about my clean green products all the time. I'm pretty obsessed with this. I'm also obsessed with having freedom, to be home, to do all these crazy cooking lessons that I teach. And it will say if you're looking to partner with, to make money online partner with X, Y, and Z, or just say like, are you curious about here? This is even better. I like to think off the top of my head.

[\(22:32\)](#):

I like self-coach myself through a podcast. Have you ever wondered if you could make money cleaning your toilet? I figured this out and I want to share with you today and then just say, tap here. And then you might say, honestly, I've partnered with X, Y, and Z tonight. There's a sneak peak because let's face it. We're all looking to diversify. Our streams of income, have some time freedom. And I would be



honored to invite you to be my guest and then tell them what to do. So you can do that as well. So why in the world would we not be using our stories to share our genuine and really, really authentic value? Because people aren't going to be like, Oh, she sucks. I don't want it. I don't want to know how she makes many clean air toilet. It's fun to see somebody asking and talking and sharing and connecting.

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

So why don't we do this? Why don't we commit? And I will do it with you too. Just like a three putting on your calendar. This is the plan, something in the morning, something about your day, something that inspires something that gets people talking and connecting, and maybe telling you what you should cook that night in the middle of the day. How about we share something of about our business or something about our product or a testimonial, or you using the product last part of the day, you could share something that makes people laugh, something that, you know, you do every single night. Maybe you'll pull an affirmation card for the evening. And the most important part is really, really knowing in your stories that you're connecting. We show you, show, you, show your dog, but show your dog in a way that is like, I show my dog a lot, but I also have conversations when my dog is there about, about the podcast or something.

[\(24:16\)](#):

So when you're serving and when you're speaking and when you're, when you're ready to sell people love. If you listened to how we set up Kelly. So social media, she's got she's, she's listening to this podcast, good job, Kelly. She has a regular piece of content that she's doing once a week, that people look forward to she's in her stories consistently. And she's showing the know like, and trust she's serving, she's giving value, but what she's also doing behind the scenes as massive connection, massive, massive connection. And when it's time for her to S to sell, to have a suggestion, when perhaps she is booking one of her events for one of her, um, for she wants to do an online something or other, maybe she wants to do a Facebook event. She's got a lot of people that want to come in and be a part of that event because of what she's serving.

[\(25:00\)](#):

So remember, it's always about serving, serving, serving, and providing value with content. And when you do want to celebrate and shout out the wins and share about the business and tell people what the opportunity is, you can do it in a way that is all about them all about, and you will share stories and testimonials. But remember that if you are consistently one brand, you're like, what? How about my staff here I am. This is insane. Oh my gosh, here we go. It becomes that the only people talking to you are the people in your personal network, marketing tribe, or peop people that are in the business. And pretty soon that wears off and they forgot that you have the Tuesday show. They forgot that you were providing value and they've moved on because we want to keep captured with that valuable content because we are showing up authentically serving.

[\(25:53\)](#):

And then the selling part is exactly where it should be selling is solving a human's problems, solving your avatar's problem. All right. I hope this was helpful for you. And I actually am looking at my Gabrielle, my Gabby Bernstein spirit junkie cards, and one is right on the top. And I want to read it to you as we head out. And I also want to ask you a favor. The card says, owning my power, inspires others to do the same. I am not afraid to shine. So my friend, I want you to shine your light bright because you are inspiring others. And I also want to invite you over into our free group camp, elevate the camp elevate group.com

This transcript was exported on Jan 18, 2021 - view latest version [here](#).

and come on in, because we have a campfire the first week of every month, we are also going to be talking about giving you some story templates and tips and tricks this week over in camp, and make sure you catch the live leap that will be uploaded almost every day. I would say you'll get three to four extra podcasts a week. That will be 15 minutes long and they will help you too. And now we'll also be sharing in the leap ideas and examples for your stories. All right, my friends have a beautiful day.

[\(27:10\)](#):

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, that 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.