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I create content or videos or PDFs or lists or top 10 lists or resource lists. I create those places where, and you use the word breadcrumbs where people can follow and get a piece of value from me. Get maybe partial solution or a full solution to their problem. I don't, I don't know, but then there'll be a to find,

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I know how to get more welcome too. 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.

[\(00:51\)](#):

Hey, Hey, my friends. Welcome back. I am with my new friend Karla silver, and I'm so excited because Carla is not only the best-selling author of two books when she wrote with Brian, Tracy, but she is a network marketing experienced top earner has even owned her own company for a bit and moved out of the network marketing space to when she saw a big need to help network marketers, to find their people and do it in a new and modern way, and also be able to find space and time. Because when we moved to social media, so many people were found change to their phones, scrolling being in Facebook groups all day posting all day, and now we're seeing people in clubhouse all day. And what I love about Carla is she makes it easy and simple and creates a roadmap so that you never run out of qualified leads and gives you a step-by-step.

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So, Carla, first of all, what was your biggest win? When did you realize network marketing was the answer, first of all, before you answer that, I just want to say I am so completely grateful to be invited to join you here today. I have been listening to your podcast and I love what you stand for. And I love everything about you. So we'll have a little girl crush going on here. So when I knew network marketing was going to be, for me, it was actually well into my network marketing business. So when I got started the very first time, I was told to do certain things and it wasn't like one of them was generate a lead and call your lead and follow up with your lead. But for the other things where like personal development, visualization, and your goals being present with your goals, and I'm like, I'm not going to do those things.

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I'm just going to do my income producing activities until I was broken. It was a bit, it was two years. I had made decision in the true sense of a decision. And I think it's Latin. Like it means to cut off. I had decided never to go back to corporate America again. So I wasn't leaving my company. I was going to do it until, but I was going to do it my way. And so I did that for two painful, horrible dumpster diving, awful years, until I finally said fine, it was one of those fine. I'll do it your way. And I'll incorporate this, the personal development Island I had, I have it here on my desk. I have a card to fill out my gold card. I was present with my goal a day. I said it to myself over and over again. So I did the things that my company told me to do that I didn't believe were for three months.

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And so what it was wasn't anything complicated. I had a goal that I set for myself and it was about, I'm looking for my full coat on my table. I don't see it here cause I'm a mess. I'm in a mess, but no one can see my desk. So this was quite a few years ago yet. I still remember what I wrote on that goal card. Beth, I wrote it is August 20th, 2006. So as long time ago, August 20th, 2006, I am so happy and grateful. Now that I have 20 associates at our company event at the Arizona Biltmore. Woohoo. And I had said that to myself when I was brushing my teeth, when I was watering the plants outside, when I was on my height, I said it over and over and over again. And as the summer went on, I had a little bulletin board with hash marks on it.

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I had 10 people going to the event. I had 12 people. They, two days before the event we left to drive there, I had BB 16 people. I did a three-way for somebody, a three-way call helping somebody on my team, close somebody. And they decided to get on a plane the day before. And I had 18 people at the event and I'm like, yep. So that she has don't work. So there ha I, I, I I'm so smart, right? I'm the smart, I'm smarter than all these other people yet. I'm sitting at that event and I'm looking around at my people that we had brought to that event. And there were exactly 20 if I counted their spouses and show the moral of the story. So that is a long answer to your very simple question. But that moment at that moment, a huge shift happened for me.

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Number one, be careful of what you asked for. Right. So if I had said new associates at that, we called them associates, not distributors where we have new associates at that event. That was number one. That was a huge switch. Be careful. What you asked for number two was Holy heck, this works great. Oh, Oh, I can do that over again. And I can do that over again and then do that over again. And there wasn't a third shift and this is what I, when I really, really knew that I was never going to leave this industry as a result of bringing 20 people, which I had no idea was a bigger issue number than most people that hadn't had any success before. I didn't know. I just picked random 20 about 20 people to the event. And we had something like a \$26,000 a week, a couple months later. And it was because those people saw the, the, they caught the vision. So that's, for me, it was getting out of my own way, incorporating the idea that I needed to program my head. Right. I had to be in my future. And then the big thing was being able to impact other people's lives. So that again, that's a long answer.

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Well, and you said how many when, where they would be, I mean, it was so clear in present tense, but I've done the same thing where I've said an amount of money or an affirmation and it shows up differently. I was like, Oh, I needed to be a little bit more specific on how that was going to work. So the industry's evolved since that day. I mean, I'm sure you were on the phone and sitting in living rooms and flipping charts to now. Oh, you weren't not even in 2006.

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No, I have never. I've been to exactly one meeting ever.

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I love that. So I was assuming because 2006 people weren't as automated and online yet. So you had the vision of creating systems and automation?

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No, our, our, we, we had, uh, a phone presentation. So we put, I would, uh, I would generate a lead and my company just told me to generate a hundred leads a week. That's all they ever said. I said, Oh, by the way, you can do that by placing ads in newspapers. So I did that. People would, I would call them up. So back then we prospected on the phone. Yes, life has changed. I spent four hours a day, four to five hours a day, four to five days a week, calling people on the phone. They had requested information from me.

[\(08:30\)](#):

So they were so well, how has lead generation changed from putting an ad in a paper? We are not suggesting you put ads in newspapers. We generation, I don't know that anybody gets the paper, but my mother. So nowadays what, when you people hear generate leads, generate leads, generate leads. Will you define what is a lead

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For me? A lead is that has raised their hands and said, Hey, I want to find out more about what you're doing, whether that's find out about my product or find out about my business opportunity in a network marketing business.

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Okay. And I'm going to, I am actually, I don't know. There's one super power skill I have. And I'm a fortune teller in a good way that I know what my audience is thinking right now. But they want me to ask you because I know my avatar so well, they are putting out value. They listen to people like you and I about providing value and serving and connecting, but they don't know how to go from that. Hey, how are you Carla to offer? So what would you tell someone that is using simply organic Facebook, Instagram strategies, using stories, sharing the, winning, the testimonials, the celebrations. And they have people kind of saying, Oh, cool, great to connect with you. Here's a, here's a resource. Walk me through that. The going from, Hey, we're chatting and you're giving me value too. I had just purchased your product or upgraded to become a business partner and bought the highest level package.

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Okay. So there's, there are a lot of questions there and there are all kinds of ways to do that. But the simplest one of course, is to get into a messenger conversation and find out what their problems are. And this, this is super, this is where people would hit a little friction point. Like how do I do that? I don't necessarily know this person that well, but we do right. You're their warmup.

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Yep. So let's, I'm mirror, let's say that you are selling skincare and neither of us sell skin care. Well, you're selling skincare and you posted about five superfoods. And we connected, let's say we connected in a Peloton group. And I was like, Oh Carlos, well, we did, we did the, what's your favorite ride right now?

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I'm still on Anthony to saints intro. I just got my pellets in a couple of weeks

[\(11:09\)](#):

We're together and we're connecting and I send your friend request and we're chatting Peloton. And, um, um, we're like chatting about shoes and socks. And you're reading the on rides and we're connected now. We're kind of friendly and you post about five super foods that I can eat to help my skin. And I'm kind of stuck stopping you. And I see that you've got some things going on. How do you go from the work? We're talking about what ride we're on. I'm commenting on a couple of things, but you really know that I'm your person. I need what you have. So how do you do that? Like, Hey, Carla, how would you like the ride today? But it's commented on something on Facebook. How do you jump from we're new friends, a Facebook group

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To meet. If you've commented on my, if you've liked or commented on my post that says I've got the solution five things that you can do to never get old. If your face never get old, whatever it is, you know, send it. Yes, please. That's exactly what I'm looking for. So that came out of my mouth. So I, so I saw you posted on that. I've got a PDF. Would you like that? And I'll send all of it to you. I'm happy to give that to you. So that's what I do. I create content or videos or PDFs or lists, or if top 10 lists or resource lists, I create those places where, and you use the word breadcrumbs where people can follow and get a, uh, a piece of value from me, get maybe partial solution or a full solution to their problem. I don't, I don't know, but then there'll be able to find out how to get more.

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So what I do over time, I've done this over time. It's just I've I know my avatar, just like you do. I know what my people's problems are. And so I will create videos. I put them on YouTube or somebody asks like, what do you do when I don't know when you can't, I'm trying to think this keeping the skincare. What do you do when your skin is it's too dry and no matter how much moisturizer I put on my face, it's still dry. I might've created a video around that that provides a bunch of solutions, including mine. And I'd send that person to that YouTube video, or I'd send them that video to them and say, if you want more information, I'd love to help you. Here's how I've solved it. And now we have the video, cause I know this is, well, this is my jam, right? So most people are missing out on the sale because what do they do after this? In the video? They don't follow up. I wish I had a music, like a big, like my, one of my mentors sent me this and you might be able to hear it. Yes.

[\(14:08\)](#):

I don't know where she got it. Um, but I just, I just love it. So here's the, here's the deal guys. And here's the shocking thing. If you don't have some way to automate your follow-up so that you're in someone's email because nobody in their right mind is going to follow up on messenger with somebody for ever. And not only that, if you tried to do that, you would be labeled a stop, stalker, a salesy weirdo, and that person would block you and unfriend you almost immediately if you went to follow up. But if somebody has said, I want this information, whether it's how to fix my scaly dry face. So if it's how to help the aging process, or if it's how to fill in the blank and you're providing some value, we call that a lead magnet and internet marketing terms. You provide that lead magnet and you can have them give you their name and email to get it. Then you have an update. They've raised their hand, can't see me. I'm raising my hand. They raised their hand. And they said, I am interested this little bit, right? I'm less interested to take the very first step with you, but then they've invited you in their inbox. And a lots of people say, Oh, email marketing is dead. That is not true. We don't know what's going to happen. It's so not true.

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Well, I'll, I'll be approved from this. We are here together today because of email marketing. We met and developed a friendship and have something like how you guys can learn what Carlos talking about because of Carla's email marketing, because she offered me something I wanted to learn. I wanted to have, I studied the industry. I found her interesting. I stopped her and cheapest pride provided me value. And I like, and here's the thing on the follow-up. It's not, it doesn't have to be a production. It's seriously can be as simple as, Hey, I've got this video. And when you are speaking authentically, and many of you are on my email list, you probably are. If you're listening to this podcast and I hear all the time, I like getting your emails because sometimes I'll just like, talk about Oliver and I'll be like, Hey, does anybody know what all, you know, all of my golden retriever, but I'm usually providing value.

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You're seeing personality and I'm giving, giving you something to help you grow your business. Be a better human. When you can. The know like, and trust comes from consistency of showing up Mondays at 6:00 AM. I am in your inbox. And I also will show up on that social media piece. So if you take what Carla was saying about the anti-aging we're friends, we're going to stay connected. You can do it once they're in. You could call that person and say, Hey, let's have a quick chat. I would love to give you. I'd love to walk you through a couple of things that you can do with things you have in your cabinets. Or you could continue like a hotly, or you could continue with some incredible emails that share your story. That shared tips, that show testimonials, you know why people don't do this to her a lot. This is like, this is me walking into what we're going to be telling them where they can get part two to actually learn how that process works from you. But you know why people don't do this, even though they, they, they opt in for things all the time. And they're on a million email lists.

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I don't know. Cause it makes me crazy. Cause everybody should do it

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Because it, they have the mindset that it's hard that they're not, then it's not for them. They're not there. They're brand new. Had I, this is what I want to tell you guys is have a team of over 15,000 people. I recruited hundreds and hundreds of people, but I have lost hundreds and hundreds of leads from, you know, people answering my stories and saying they want insight or that looks interesting. And me being like, Oh, let me write it on this sticky note. If I would have said, let me send this your way and created that email list of interest since 2014, do the math. If I did, we talked about 75 leads from a great Facebook or Instagram story, 2014, what would I have now with that? If I would've followed up just that one post does that one post,

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You had 35, you had 75 leads. You'll have approximately 30 new people in your business from just that. So I always put it this way. If you think about this, you're generating leads all the time, whether or not, you know, it, your ideal prospect actually is not probably the one that is necessarily commenting and posting and loving and liking your stuff. Your ideal prospect is mostly, usually at least for me, I've always historically for the past 17 years, stalking me on social media. They're watching, they're asking themselves, is this girl and think about, put your name in this. But it's like, is this girl real? Is she going to stick in this opportunity? Is the opportunity real? They're weeding for enough evidence. And whether they get it from me via email or they get it from me by watching my social media, they're watching you.

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And more importantly, your is watching you and the most important person in the world is watching you in that is you. And so if I have an opportunity to connect with them over and over and over and over again, that a way that it doesn't make me feel like a salesy weirdo. And I don't look like or feel like a salesy weirdo. And uh, to my prospect, that's where you win the game. That's where you win the game. 50% of your prospects are net. Real prospects are never going to get started with you. But the other 50, if they're followed up with PR appropriately will, and that is exactly why we're here. I have to, this is the exact story. So I didn't know Beth. I had no, I didn't know that she actually didn't even know that you had bought one of our products. I didn't know that you had been watching me and reading my emails until I got an email back from her one day and like, let's talk. And so,

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So here's the thing too, is I put, like I bought, Carla's a course offering that she had because I was like, wow, this is making sense. And I need to learn this and I'm a leader and I can, I can help my team with this. And I said, I want to have a conversation with her. And I literally said personal email. I said, let's talk personal email. And she answered it. And I was like, Oh, and we chatted. And that brought us here today, about how, you know, she asked me it was market research. What is the biggest frustration that people that meet from your team, from your communities, from the people that, that are in your, in your free group? We have a lot of network marketers. And so that's where you shared with me what that we've got. You've got an event coming up.

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I'm excited. So can you talk about, so you're listening to this on Monday. What's the data on Monday. I'm looking at my calendar the day on Monday is February 1st. Woo. So Carla talk about what's and if you're listening to this and it's not real time, you're, you're in the archives and you're like, I missed it. Go to Karla, silver.com and you can see what's upcoming or go find her and her business page on Facebook because she rolls. And even if it's three years later, you know, she's evolved something for you from exactly what you'll hear. So we've got something coming up. I have to give a disclaimer right now that I am not profiting in any way, shape or form from Carla's event. I'm not an affiliate for it. I am just here to share someone that has, will provide you with tools. Um, I say that because I don't want anybody to think that I'm promoting something, I'm making money. I'm promoting someone that I know can help you. And that's how I bring people to this podcast.

[\(22:20\)](#):

I have to say, I am so grateful. And, and here's how this happened. So I've been teaching network marketers, how to build their businesses since I got started right in network marketing back way back in the olden days. And, uh, I saw somebody get started and really fully automate their business years ago. And I, I knew that that was something that I needed to do. And I knew that I knew that we needed as a community of network marketers to really understand how to leverage this amazing thing called the internet in more ways than just messaging people on social. So out of that, I created some courses and some events and our events, obviously in last year, uh, went away and my whole team said, Carla, you are a online marketer. Let's take our events online. So therefore TopProducer roadmap was born. It is eight three day event.

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It is not a challenge. It is not a course. It's at three days of coaching where I'm going to push you and we're going to show you exactly. What's working now. Day one is all about finding the right prospects for your business. And we're so excited because Beth is going to share some of her goodness, that top producer roadmap to yay. But it's all about how to find those, those prospects. And not necessarily through messenger, we're teaching Facebook live strategies and other strategies. I won't give them all away, but we're going to show you how to use and leverage social media, the internet, and to use attraction marketing in a authentic, beautiful way to attract your ideal prospects to day two is how to leverage technology. Some of the technology tools that you can easily incorporate into your business so that you can go faster and we all want to go faster, right?

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We want to grow faster. We want to make more money and we want to have more time. Day three, we focus on the leadership principles, the personal development mindset shifts that you must make to go from that person. Who's making maybe \$200 a month to \$2,000 to \$20,000 to \$200,000. Those are very different people. And we've got everything that you need within that package to be able to help you begin that process for yourself. And then we end building out your 90 day robot, your personal 90 day roadmap of what new things you're going to incorporate in your business and what other things you're going to do more of and what the things are that you're going to do less of. We all pick procrastination. We're not going to do any more of that, but we're going to help you work on that. And you'll leave with a hundred percent of what you need to tackle the next 90 days in your business. Easy place to go find out all the information we've got a special, special deal for Beth and you as a listener here today is go to Carla. That's a K a R L a R less silver.com forward slash Beth Karla, silver.com forward slash Beth. And we'll give you a 50% discount.

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Gosh, and I like the event 50% off is the last than I spent at three items at target on the, like the tender, like it's it's it's. So it's so inexpensive for three days of commitment and training and learning this, and I'm excited to be there. And I'm sharing. I said today, we were, we did a live, go check out the live on Carla's Facebook and her business profile. But I said that one of the things that a lot of, you know, some of my content strategies, but I've got new stuff and I've actually got a messenger hack that I had 75 new leads last week from this messenger hack. So I'm going to share that only, only I cannot wait so that I want you to look below. Well, we'll put that in the show notes below. It'll also be in the, in the email.

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I'll also post it over in our group camp elevate. And I know that we can get to come on over. Maybe even before the event will go live inside of the group together and we'll do a training. We'll actually have her share some. How about we do this? If you, if you come into camp elevate and you want a little bit of training, we'll have Carla pick one of her followup strategies where she teaches you how to not make it about you, but make it about them. And it's pretty magical on how you can dive in that way. So we'll do a quick training on that. And with that, we will see you all at the top producer roadmap. We'll see you all next week on the podcast, come on over to camp because we're going to be putting some goodies in there. Do you have like a freebie or something that we could send to people as well?

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Something that gives them a little sneak look at what you do. Well, I know if you go to Karla silver.com for slash, um, you'll be getting on my email list and I'm going to send you all kinds of goodness,

goodness. And here's the thing is that when you get something I'm going to say for three, you have three days to have a 90 day plan. And it's the commitment of showing up and saying, I'm going to show up, create this plan and go out and take action on this plan. That is a huge thing for you for anything. If you're looking at drinking water, sleeping, dieting, shifting, going on date night for 90 days, go 90 day, date night every day, see what happens then that commitment to your business. And so congratulations for that commitment for all of you that I know will want to be there. And I can't wait to see all of you and for you to learn from Carla, because I've learned so much already. So thanks Carla for being on. And I'll see you,

[\(28:31\)](#):

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.