

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

Okay. So the first thing that we know that Abby needs is she needs to understand what it is that you offer and have a connection to you. So, first of all, there has to be some sort of connection and value that you're getting happy, that she wants to read what it is that you have on your, on your social media, in your stories. And so it's value driven.

[\(00:22\)](#):

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.

[\(00:44\)](#):

Hey, Hey, my friends, I am so excited to bring to you today. A life coaching session. So my friend, Jen Nelson, who's a member of the six figure club. She hops on with me as we are masterminding, brainstorming and coaching through how she wants to show up with her message on social media. And we connect the dots between who she serves, who she helps and her own personal mission and brand. So hope you enjoy our conversation. And I hope that this helps you in some way to connect the dots of how you can show up to honor your mission, to have sales that actually serve the people that you're meant to serve and to feel authentically you. So here we go, meet you again. We're talking about a new business with Jen Nelson, where can they find you on Instagram? I love your authentic. My it handle is authentically Jen, but it's J E N N N.

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

Yeah. Authentic lead gen. So we are having a little session today because you have decided that you want to shift and help people with health, with their health and wellness. She found a supplement that you love, and there's a low, you're a little nervous because it's switching, you're cutting your platform, your company. So share about what, what is going on. And we want to talk about who you're attracting. Right? Right, right. Exactly. Because I do like, I am a multi-passionate entrepreneur and anyone that follows human design, I am a Manny Jenny, so I will always be creating. So I won't. And you are amazing at helping people connect the dots in such an amazing, simple way that when I'm all about women empowerment, I do girl empowering workshops, but I, Oh gosh. Yes. And I have my athletic coach. I've had Jim franchises or I've been in the health and wellness industry forever. So this is a perfect fit for me. Like my husband's like, you're glowing. Like I, your live, and

[\(03:00\)](#):

This is what you were supposed to be doing. Like, this is your jam.

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

Well, and that is what is so important when you start to think about, okay, I've got all of these things and you don't want to just show up and be like, I'm selling something new. Cause it's, you're not an affiliate marketer. And you're looking at the transformation. So when we're thinking about a personal brand partnered with a network marketing company, we start with you. So we're going to put you in the middle of a piece of paper. So draw a circle with Jen. And then some of the words that I came up with is that you're boldly authentic. You empowering. And because like our age, we're in our fifties and we're

looking at this new definition of white, what life looks like without kids at home with different money needs with different health and nutrition needs. And so those are some of the things that I come up with when we're thinking about who is the person. So the big umbrella of the women that you help would you have women who want to level up their life. So let's then throw that down to if we were choosing one person, your ideal person, she let's give her a name. Just give her a name. Someone that you know is wandering around target right now. Okay. Her name's Abby. Okay. So Abby's wandering around target. And what do you think Abby woke up this morning worrying about?

[\(04:35\)](#):

He woke up worrying about all of the things saving for retirement weddings coming up, grandchildren. My body is falling apart. I want to feel amazing. You know, I've been married for 29 years. I want to still be sexy for my husband.

[\(04:57\)](#):

Oh she did she wake up this morning and like, what was she wearing? Did she sleep in like sexy pajamas? Does she sleep in sweats? Like what is the, what is it looking like?

[\(05:07\)](#):

He slept in a, a wife beater, you know?

[\(05:12\)](#):

Yes. I don't know. I feed her as well. Here's the thing is I I'm imagining Abby and theater and all I can think is this. And my listeners will laugh at this. It's like, can you, like when you're having a bunch of kids and you're wearing the wife theater and the doorbell rings and you're like, Oh gosh, I've got to hold them up. I've got a full these 36 logs. All right. So she's, that's something, if I'm happy, I'm waking up in the white theater and I'm like, thinking about those, all the bodies.

[\(05:42\)](#):

I better get up and put abroad.

[\(05:44\)](#):

Yes, yes, yes, yes. Okay. So what is she doing to keep her energy levels up? How is she making sure that those things happen

[\(05:54\)](#):

As far, you know, scouring, Google, looking at all the things. If she is not sleeping well, she's up at night and then she's watching the ad since and desperately trying hundreds of product too.

[\(06:11\)](#):

She's probably was like me that she bought 422 things while she was watching sex in the city because she wasn't sleeping. Right. Brett, and then, okay, so we're getting a picture of this midlife mama. And what is, what do our friendships look like right now?

[\(06:29\)](#):

You know, I actually, her friendships are a little evolving because our kids are able to be because they're adults now. And so that's another whole nother layer of fun friendships. But as far as like female, like other fun moms, she has her group of women, friends. And then she's got her couple friends with her husband and then she's got her kids as her friends. Like if it was completely my avatar, I love hanging out with my kids and my family.

[\(07:00\)](#):

Right then. Well, that's, that's what kind of shifts is you when you think about we're going to hang out with, with our family now, like that's where it goes to and okay. So we we've got her dialed in. And so when you think about this and we're thinking about your social media, your strategy. So first of all, I always tell someone is that because our avatars are very similar to us, we went and now take a look at that to you. Now you've got a product that gives people a results, right? If we give what results can we give her? So we've got Abby and we've got Jen and Jen is this one that you're, you connect people to resources and tools. We know that you are, you're all about helping people with their, with their nutrition, their mindset, their energy, their marriages. And so that's who you are.

[\(07:50\)](#):

And you're authentic in that way. And you share it like you've shared with me a book today, you shared with me a workout today. You didn't even know that you're doing this, that you, you are like, I was complaining about not having time and scheduling this. And you sent me a 10 minute workout. And then you were like, Oh, this book is cool. So I think that what we're doing is we're like you and I have been going back and forth on, should we share this? Should we do this? What should go in your stories is let's look at how you treat your friends every single day. Right? You sent me two things today. You sent me a book that was going to up level my gratitude and my energy. You sent me a 10 minute workout. And you also, I was, I should have asked you like, Hey, I'm headed to the doctor.

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

And I've only been wearing pajamas and stretchy clothes for 300 weeks. So what can I throw on? So I feel like you kinda just are more you're you're not there we'd be, that is ever there's that queen bee. That's kind of like untouchable, but you're the one that's like, Hey, here, I can see this. You're wearing this cute hoodie. And I'm like, I love that. Where did you get it? And you're like, here, take it. You should see my closet, right. Is that you? Would you take it off and be like, I had another one in my bag.

[\(09:04\)](#):

And then, then the other thing that happened today is we're sitting. I was interviewing someone you hop on and within like 10 seconds, we'd already planned the trip that we were all going to meet and go wake surfing. So you're, you are someone that creates fun activities for people. So knowing that that's, what's on social media, that's, what's educating and attracting. So we want to think about if you connect and when you connect with even people that are already in your space. So a lot of people will say, when you start a business, Oh gosh, never bother your family and friends, but you know that you have multiple people that will benefit. And they're used to you being the go-to. Right? So I always say, this is like, the first thought is, Oh gosh, you're going to think I'm coming at them with a business again.

[\(09:52\)](#):

The next thought needs to be, if you had in your purse, which you do a solution for that, waking up with a headache and thinking, Oh my gosh, I know when I was waking up after watching sex in the city all

night for, I started to figure out how to fuel my body with nutrition. I was hopping on one foot because my heel hurt, I was thinking nothing in my closet looks good. My closet was complete mess. I didn't even know how to put things together because we're changing and shifting. So are we wearing momos now? Or how do we, or, or are we looking like we're wearing exactly correctly clothes from data? Because like you could, but you could open the Venus catalog and you could show me what to order to, to kind of be youthful and yet not be slutty. Right? Right.

[\(10:39\)](#):

Like all of these things. Yeah. Bridge, bridge the gap. Like I'm allowed to have long hair, even though I'm a hundred. Okay. Now how do we put this all together and start to create? We want to make sure that we are educating, empowering that when people come and see your profile, you're making these connections. Maybe it's a friend that your kids went to preschool with. Maybe it is someone that you've met in the book club, the manifesting book club group that you're in. First of all, we have to let people know you're in business. You're starting a business. We cannot be fogging up the lens and being like, I kind of started this thing. That's the first thing that I do is how you're going to open your doors for business. So how does that look? Right? I'm coming out of that. How does it, well, right.

[\(11:30\)](#):

And so here's what happens is we've been trained to say, Oh, well, it's like if you opened a gym for your elite volleyball players, that they were going to come and get specific training mindset training at all these different stations. Like this is a great business idea. You should think about it. You would be shouting it from the rooftops. You would be putting it on social media. You'd be taking pictures. So I want you to get into the mindset of I have, because you have said to me, this is not just one piece of it. I, I really understand the comp plan. I really understand what's happening. I want to be all in on one thing. Still do my coaching. Still have, you know, share these things, but this is going to be your main thing. So we have to think about how do we let people know that this is what going on.

[\(12:24\)](#):

And so that's your profile of who you help and how you serve. And so the first thing to take all these steps to me for this woman that wants to put on a cuter outfit and wants to get a little fund back in her marriage and wants to like have a pro Kadima tournament this summer and plan it and have matching. T-shirts the first thing that she needs us to have that proper nutrition that you supplied. The first thing we have to do is make her physically and spiritually and emotionally feel better. But it starts with step one, which is, I mean, two, I talked to my friend today that said, she said, I've been, I stopped drinking wine and I've been drinking my water and I've been moving my body since January 4th. And she said, I already feel I've just better. I'm a nicer human. So I think it starts with this first transition you make is helping that person, helping Addie, make the decision to invest in herself and that you can provide the transformation for Abby.

[\(13:31\)](#):

And it's not beating around the bush because I know that the transfer that happened for you when you started on your, on your supplements, on your three-step supplement, was you had been feeling super foggy. You had been in a slump as all the other things you were putting in your body. So we have to start with, and I think that this is, this is where I'm coming. Like, I feel like I'm reading right now. Cause we've talked about this before this. And I ha I knew I had to record this podcast. I start, my crystal ball starts happening. I feel like what you are going to provide in your content. And even in your office, it is a stack.

It's a stack of cards. Abby needs like, let's look at this. Okay? So the first thing that we know that Abby needs is she needs to understand what it is that you are and have a connection to you.

[\(14:24\)](#):

So, first of all, there has to be some sort of connection and value that you're giving Abby that she wants to read what it is that you have on your, on your social media, in your stories. And so it's value driven. It might be some, we know that she struggles with sleep. We know that she struggles with stress. We know that she's struggling with understanding, like, how do I, how that, how much, like one of my big questions was how much money do I need to be able to like, have these events with my kids and create this future for my family? My, I mean, my dad wanted to work at the, like, when he retired, he had the choice and he and his friend, this is so funny. They, they retired and they, they got jobs because they were bored. Right. And that was fine.

[\(15:08\)](#):

But I S I look at sometimes the older guys that are reading at Walmart and I'm thinking, I hope this is a choice. You're not 70 years old and you don't have enough money to be enjoying life. Right. So the first thing is that you've got it. She's got to know that you are, that you've got, you're like her Google, you are the magazine that she wants to open. You're the podcast she wants to listen to. You are the ultimate resource for midlife menopausal Abby. Who's like, I got to get my groove back. Like Stella got her groove back, like a book. I want you to think about the book. What's the first chapter in the book that Abby opens. If it's the book of, okay, I'm on your social media, or I'm clicking on your stories, or I'm coming to your event. What's the first thing you're going to talk to her about for step one would have to be her.

[\(16:02\)](#):

She has to buy into knowing that she deserves to be first, right? Yes. And as, as Yvonne would say, right, we raised that deserve level. And so what she has to, because we are used to putting ourselves last of course, that we've, I don't know about you, but I'm like, okay, listen, I'm getting the bigger piece of cake today because you guys all have like, but there are women that will be that, that have to, that are like, Oh, I, I just can't. So she's got to know she can put herself first. She's worthy. She deserves it. So that's like a mindset shift, right? That's, that's, self-love, that's knowing that and knowing that it's available and it can happen. And it's like, it doesn't have to be, is this all there is, right. Exactly. Is this other, am I going to be a roommate with my husband?

[\(16:54\)](#):

Am I going to, you know, right. That that's sometimes what, and when you don't feel well, and you're fighting about money, or you're not, you don't have an optimistic future and you don't have a bunch of friends too, like, is this so it's it's is this all there is, so we've got to get her to believe. So maybe some of your social media will be, um, not just quotes, but even teaching about. So I think of Glenn and Doyle, I think of, I think of Bernay Brown. I think of really empowering Mel Robbins. I think of Melissa Elizabeth Gilt, Melissa.

[\(17:31\)](#):

I said, Melissa Gilbert. Cause when I said that little house on the Prairie, I was really dating ourselves.

[\(17:39\)](#):

Oh my gosh. Think about Nellie. Remember Nelly?

[\(17:42\)](#):

Yes. I do remember Nelly and they would

[\(17:44\)](#):

Get the fabric for the dresses,

[\(17:46\)](#):

Uh, talking about massage any, right. Um,

[\(17:51\)](#):

So when you think about what I want you to do in terms of, when we say we want to empower many times, people just throw up a quote and it's like, this should make you feel great. It's the, the story behind it. So that is even talking about even sharing and empowering about what, why did, why do women put themselves in second and third place? Because we,

[\(18:15\)](#):

Yeah. So let me ask you this, because this is what I have found through my years of coaching and also within myself and my health journey is that when you feel like crap, it takes an extreme amount of self-discipline and mindset to take that other road. And a lot of people aren't used to doing that yet. So how, like an I is so nutrition driven because when you feel good, you're open, like you're vibing at a completely different level. You know, I think of like, I had to talk to my team about this because they crapped out in the championship match and I'm like, this has nothing to do with today. This is how did we feel our body the whole week up until the tournament?

[\(19:06\)](#):

Didn't you think about how an elite athlete, right. Would feel their body, the water, what you're drinking, what you're sleeping, even what you're consuming. Think about when you get, I, I remember this, this is like a Splashback I remember showing up at now. We were, uh, uh, tumbling. We were a competitive cheerleading squad. So like, I go that we're talking these elite college level athletes, but I remember I just had this flashback when you said that. And I, I had been, I got in a huge fight with my mom and we didn't do that very often. And my eyes were swollen. It was by those crying. And I, I couldn't do anything. Like I couldn't focus. I couldn't. And I had to like blip off something and I, I hurt myself because my focus wasn't there. Right? So I think we're onto something here. We've got to, we've got to share this.

[\(19:57\)](#):

And the way that you can get this message across is to share the stories. You can share the stories of someone who said enough, the transformation of women. And you say it in a way that is whether it's an interview, whether it's, it's not always the transformation of from 216 pounds to 145 pounds. Because when we think about the big leap and we think about how people have a ceiling, you'll notice that when someone starts to have success in business, they can start to stop taking care of their bodies. When somebody that is super focused on a fitness competition or a marathon, they stop paying attention to the people in their house. And that's because it's like when I, so I think that those, I think that educating

around these topics and even bringing in a life coach that could talk about that, talking to women that have had most of the time, what happens.

[\(21:01\)](#):

And for me, it was a significant event that had to happen in my life that we had to be put in a situation for you. It was a health event for me, it was a financial obstacle. That was a wall. And it was like, do I sit up? Do we sit around and wait? Or what, what is it that we could do to have this happen? So we go, we get out of the emotions. I have a friend that has an incredible, incredible, most successful interior design business. And it wasn't until her husband wasn't able to play polo any longer because of an injury, a team thing that she stepped into that greatness. And she did it after the age of 40, because all of a sudden she had to take her gifts. And before it was just fun, like, let me come over and organize your shelves.

[\(21:50\)](#):

Right. So I would start telling those stories. That's, that's a big piece of, of that content. And I would start to think about where, where are these women hanging out and what, and when you think about how what could you provide for them? Sometimes it's it's right now, they're not even in a place like you, you know, that the book that you shared with me today, or how we, I didn't understand how to raise my vibration. I didn't understand a morning routine. I'm thinking back to where I was at 45 years old, I'm an optimistic person. And I knew God. I knew going through life that I attracted a lot, but when I, I didn't know how to get back there. So I think this person to this and tell me if I'm wrong is not somebody who is, who's never believed in herself. She used to have it all.

[\(22:45\)](#):

She had it all she had, like, she is, she has that, that side of her, but she's, she's lost it. She's back. Yeah. She's lost. She doesn't know how to. And you, you listened to a podcast episode when it was happiness, wasn't found in hair extensions. Right. Did you listen to that one? And I remember my husband saying, what is it? And for me getting back on the tennis court, but I couldn't get back on the tennis court to like, take your little vitamins that you're taking. And my knees felt better and body felt better because I was like, I back and air laughter yeah.

[\(23:24\)](#):

It's the missing link. It is just like truly that nutritional gap that we need to, we really needed, especially at our age to get our group back.

[\(23:36\)](#):

Yes. And so it's how do you, so you, you sell through storytelling and transformation. And so the first is, is that when we are educating, so we want to share resources and educate, and that would be share about cortisol levels, share about what happens when women don't sleep share and keep a list of those things. This is what happens. What happens in people's lives that they just feel worn down. And, and most of the time it starts with a health related issue or some stress creates the health related issue. And when you look at, and, and other things, I would research because when you're doing your content and you're researching, I would look at what are the five things that a, a content and happy person, what are the five things they do? And I would think about we're stacking this, that it starts with nutrition.

[\(24:35\)](#):

And you could think about even having inviting into a challenge of some sort, what, like where you're saying, Hey, we're going to read, we're going to do a gratitude challenge or even understanding how to use all of the, like the rate Rachel Hollis did that the five to thrive. There was like that thing in her journal where it's and Glenn Glenn Lundy, who has his rise and rise and grind show. It's these five steps of getting up in the morning, Mel Robbins talks about it. So we hear it and we know it, but I think, Oh, everybody knows these things, but we're we're w many women are, is they're not plugged into that professional development. So maybe I'm thinking that in your stories, you have a, just this every single morning, the five things that you want somebody to do this morning, that you do to raise your vibration, your energy and start your day, and you share the routine over and over and over again.

[\(25:40\)](#):

And you know what that routine is. We won't go back to the routine, check Jen stories, that'll keep her accountable. Right. And one of the things that I've noticed too, is that keeping it the same, that everybody knows that you're, you're getting up. If you're not checking your phone, if you're doing your breathing work and then having a call to action on that, to give a resource like, Hey, I've got my, um, my favorite, do you want my favorite free YouTube meditation lists? Like, cause we all have YouTube meditation or I have one from Gabby Bernstein. That's like a Kundalini breath thing that I love. And it's just a resource. So sharing, teaching, like how can you help this woman start her day and get through her day? And then there's other things that can come into place that will help. One of the things that, that, like I listened to a podcast and add my, let talked about anchoring.

[\(26:39\)](#):

And so you know all about anchoring and you studied this. So you're just showing, I'm going to give you small little shifts and you are known as, right, right. Now you were saying, I'm scattered, I'm talking about coaching. I'm talking about this. I'm talking about that. And even right, that's fine that we have the whole, that you work with the team, you work with girls and you, because once you have, I'm talking to other moms, you're able to have that in your newsletter and have that as part of that that'll fit in. But right now we want people to, I want to have Abby say to her 10 friends that she gets on her zoom with. I have my 10 friends from college that we did our, this has 50 in Costa Rica. You would love all of them. If you're listening, I'm going to make them all, listen, you need to know them.

[\(27:31\)](#):

And they're all there. They're all from the Midwest too. And if I found this book, this person, I want them to say, Oh my gosh, you've got to follow up identically, Jen, because she just keeps getting. And, and you have a sense of humor too. So like, be that be that person like, listen Sundays, but you, you have a sense of humor, but you're not. There's some semi accounts that are like, okay, this is way too edgy for you. But first for other people, like that's who they are. So I would love for that to happen and thinking about, okay, we want to educate on the nutrition part of that. We want to educate on what happens when we become dehydrated in our sleep. We want to educate and become a valuable resource. The next thing that we want to have happen is to consistently show.

[\(28:23\)](#):

So we've got the education on the health side and that we want to share your routines. We want to, and I think an incredible thing for you to do is then to have so on Mondays, you're sharing like the Monday mantra. This is what, how I use this in my routine. So you might talk about anchoring. You might talk about one of your Zulu King things that you do. Like, I know it's like, listen, if, if somebody had told me I



could sleep with this crystal on my chest and it would help me to attract his city when you're feeling like crap, you're like putting that in your net, wearing the wife, beater, looking cute.

[\(29:03\)](#):

You're sleeping on the side of the bed and you're going to bed like at three o'clock in the morning. And you're, you're grunting at each other in the morning. And so even talking, talking about like, so educate now, when we want to get engagement, we want to have the next post. So we're just going to spell this out and, and that worry about, so the education is, if you are, if you were writing a quick podcast, 15 minute episode, if you were going to write a quick blog post, if the morning TV show were to call you and say, Jen, like, how do we, what is it? How do you rock this? This, I call it the second act. But my sister's like, we've already had our second act. So we have our third. This is a third act. It's called, there's a name for it.

[\(29:49\)](#):

We're a half a century halfway to 100. I used to say, you're halfway to 40. You're halfway to 16. We're halfway to 100. But when we take care of ourselves, we're going to be a hundred with all faculties and plants. Right. Cause we're biohacking. So that's a research. That's the day that you are sharing that information. And then the next day is I would start to Monday mantra or Monday, you know, Monday midlife, and then on the edge. And the next day I would start to ask like, have something fun. You could even have beam me Monday where you are asking people for funny things, like, have you ever left your keys in the refrigerator? What's, what's one thing that people didn't tell you what's going to happen after 50 is the Brazilian really worth it after 50? Like, I mean, would you ever go on a vacation without one when you were 35 and now it's like, Oh really? Just like, come on. Like him.

[\(30:49\)](#):

I mean, these are things that when we talked about, right, it's all we talk about.

[\(30:54\)](#):

I want you to, I want you to think about like those questions and so get, get people engaging and being funny and asking your groups and be like, I'm doing, I'm doing research for the over 48 crowd, like what is going on? And, and things like we can, and you can brainstorm this. Like, what's one piece of clothing that, you know, you should get rid of that totally ages you and you can't. And people love to reminisce like the eight track tapes, right? They love to reminisce and talk. And then I think that, that the next piece is that education part. And I think about all, and I would just keep the topics, how to have, like, you're really close to your adult kids, but how do you, and this is where you're going to have the live show. So I want you to have a live show that people tune into.

[\(31:45\)](#):

That's not product related that once a week, whether we make it a podcast, whether we make it ICTV and you're bringing in specialists, and this is going to bring up your visibility because when you interview somebody that also has the same audience as you you're sharing. And I want you to treat this show on Facebook. We can record it super easy to even grab a podcast channel, but I want you to be bold and ask people who, who deal in these areas and have a format for the show, have a name for the show. We'll come up with that. And it is something that people can count on. It's what you invite to when you're in your groups, when you are asked to be on podcasts about how you have all of these hacks,

when thinking about all of those things, people will know that you're like saying no to the Mo to no, to the dreary foggy midlife.

[\(32:42\)](#):

Like you are we're, we're making 50 and 60 look like it's the, it's the new thing. So you might even have a marriage specialist. You might even have. That is your thing, is that you are going to say, we're going to, we are going to level up your mind, your marriage, nutrition, all of it, because we don't need to feel this way. And even if you talk about the thing about, okay, so you're allowed to spend money on Botox, you're allowed to spend money on yourself, but mommy money. Yeah. We want some mommy money and you might even bring somebody on there that talks about, okay, so do we inject? Or do we like, what are the ways that we day on? And then you can even ask. So you're, you're really just being the ultimate resource for how we Uplevel and, but having the empathy, having that piece.

[\(33:38\)](#):

So then on Wednesday, if we're going in an order, Wednesday is Wednesday. Well, Tuesday, well, let's do that. So let's keep it. Let's keep it Monday name where you're funny. People are engaging about funny things flash from the past parachute pants, also things. What were those pants? Oh, those guests jeans with all the pockets. Oh yeah. I had those, Oh, my friend Erica had three pairs. I drove her to school. So she would let me wear them because my dad worked at Sears and we weren't at buying guest jeans, but I was like, I'm going to get my hands on some, the guest sheets I'll drive you to school. If you let me wear those. Yes, yes. Eric is going to send this podcast to you. Thank you for your guest, Jean Erica. She had all the best clothes. Okay. So Monday means Tuesday is Tuesday.

[\(34:30\)](#):

I want you to share the stories of transformation because we've had all this engagement and Tuesdays, you're going to share either your story, a story of transformation, about somebody that is using your product. And it starts with the decision to do this. And when you, and I've got a template for you, you guys can grab the template. I'll put it in camp elevate. If you're listening. And it is the way to tell a story. And it is the way to highlight another woman who is, and this will be your customers. This will be celebrating wins that these stories can be about starting with the nutrition, or it can also be a story about how empowering it feels to finally figure out for me. I finally figured out how to freaking do my own IRA stuff. And, and if I wanted to renovate the kitchen, I of course consulted with, with Don.

[\(35:23\)](#):

But I was like, Hey, this is what I'm going to do. We've paid all this off and all that jazz. So that's where you're sharing the stories of success, of transformation, proof of winning proof that working with you with a call to action of if you are ready to thrive in life in your body and your girl. So, and that's, that's the transformation. Wednesday is your show. And maybe it's something about women on Wednesday. We'll come up with a good name on that and thinking about this content, then your story starts the same way every day with the rise and thrive, whatever with Jen and you. You're going to share all of the, I want you to come up with five things that have been imperative for you to Uplevel your energy, your mindset, your body, and non negotiables. And non-negotiables the five priorities, the five, the five pillars. So then on Thursday, what do you think? What do you think we're missing here?

[\(36:24\)](#):

Okay. So if we did fun and then we did transformation product, we need business.

[\(36:29\)](#):

Yes. So you've, you're giving value on Wednesday. You gave value. Um, Monday, you're having fun. And, but you're also talking about getting people to talk about what if they knew, and then, um, you can sell and present an offer of what it looks like to have this transformation and shift. And it can be something about work. Like maybe, maybe your, your PR when you present an offer, it is how to work with you. And when you buy this, when you buy my product, you also will get 30, a 30 day box or access so that we can shift your habits. And I can show you all kinds of templates that we have, and you've probably bought them because you bought everything. That's on sale on the internet. And when you look at coaches who sell and they say, this is the day that we have the offer.

[\(37:25\)](#):

I mean, I have 48 Trello boards, so many network marketers. Don't present the offer in that way that they're like, this is how this is the call to action. But when somebody buys product with you or comes with you to your company, there is a unique selling proposition that they get. It's a team culture, it's a team culture and they're getting, and so if somebody is building a business with you, you're not starting from scratch. You've got millionaire mentors. You've got, uh, like this week in your wifi wealth group, there's a, a webinar about the college degree and the network marketing model. So you've got a done for you business plus inside of the product you've got, you've got communities that support people with the product. So when you create the offers and the call to, Hey, let's do this together, or the call to buy the product, you are presenting an offer.

[\(38:20\)](#):

So when somebody looks at your social media, they know exactly what you do. Exactly. Oh, she's going to help me get started on this product. She also is partnered with a health and wellness company, but it's not just buy my product and feel better. They're getting right to help them. And maybe when they get the product, you also share with them a little download. You say, Hey, I've got your five, your five to thrive checklist. I'm going to send you, we can break down. What are the, what are the areas that you want to shift? Whether you're helping them with their, with their food plan. You don't have to, you don't have to be a coach, but you love that part of it. I deal with know if I bought product from you, I want that 10 minute workout that you're telling me about. I want to, and then, I mean, how cool would it be?

[\(39:10\)](#):

That if you said you have your live and once a month, you have you bring it group together. And you have all these people that, you know, and you study with, and like Amy tag worker, who did the breathwork for us on the campfire. But when you can build a customer community and you're like, Hey, join me. We're going to make some fishing boards together. And that becomes your community. You have this event that you can invite to. And in real life, it might even be like, Hey, we're going to meet and kayak down the river. This group of my 50 thriving women, whatever it is that you call it. I mean, if you think about rotary for men or whatever, like the moose club, the Mo, whatever they do, where they wear the hats, like you, you're creating this group of empowering women, almost like you do with the coaching.

[\(40:05\)](#):

You're a part of Jen's world. And you want, and you want women to win in their health, in their mindset, in their marriages. Or even if they're not winning in their marriages, you're going to provide the

resources to help them to, to get out of it. And then the other pieces is that when this starts to come together, then you have the ability to support the women that haven't had, the resources that are under-resourced that whatever that is, it turns into something much bigger. It turns into a much bigger piece. So we've got the Thursday is the offer. And then Friday is can, whatever the heck you want, like whatever I want to post on Friday, I think it's a Friday fine. I think it's like in the closet with Jen, that everybody knows on Fridays, I'm going to share my find. And this could be a person.

[\(40:57\)](#):

It could be a podcast. And you can ask people to also share their fines. Like on Fridays, we get together on Jen social media, and everybody knows that we do this. You can share anything that, but you have to say, why, like, why does this help, like my circle? And you can say in your call to action. And when you build that email list that you can say, listen, I don't care if you want to sell me your essential oils, but you've got to tell me, and it's not just post your business. It's like share a restaurant share. Like, did you find that by taping duct tape on your, and that's the day too, that you can also do a giveaway. So anybody that shares, and then this is where it goes viral is I'm going to tell you on Mondays and Fridays, I'm telling all my secrets today on this, like you said, can I pay you for a private coaching session?

[\(41:49\)](#):

I'm like, no, you can't pay me, but we're going on the podcast. So you guys are getting like \$895 worth of value here. Think it's a lifetime. I stalk you until like, until you're in my world. So think about this. How do we create this following? So on Friday, I want it to be a giveaway that you say, if you share a tip, a trick, your product, some way that we help wimp, whatever we decide to call your, your thing. Like I keep coming up with somebody. Somebody already took the, she had a group, the 50 AAF group. Were you in that group? No. Oh my gosh. So she, her name is Stacy. I'm sure people listening were in it. The group got shut down. It was just a funny, funny, it was, it was very racy, but she is, um, she had a great sense of humor.

[\(42:38\)](#):

Oh, I love that. Authentically AAF, authentically AAF, authentic eight F so, so we're, we're thinking about the giveaway because we want people to know that and you're giving away one of your favorite finds on that day. And you could even do a live by yourself that day. You could say, Hey, it's favorite, fine day. I am going to show you. I've got five things right here. I am going to show you one of these five things. And all you have to do is share your favorite. Find whether you sell it, whether you love it, it could be a book. It could be a tip, a trick you have to share below you are entered. And one of you is going to get one of, one of the things that you, your earrings like and do and bring into it.

[\(43:19\)](#):

That's like one or two, you are. Yeah.

[\(43:23\)](#):

Your love language. So you talk about how, okay, so listen, we know we're 50, but did you know that when you like, you're wearing these earrings today that make your face shine? You're you're, you've got like better lines because of it. You might say, listen, I'm not, you know, you're, we're going to talk about contour today and why you need it. And so that video is going to be repurposed over on YouTube. But also, as you ask people to share these things, you are going to take what they've shared and you don't have to do it on the day. And this is where you might even get a VA to help you, or one of your kids that

whenever someone asks me for money, I'll say, Oh gosh, I have some VA work you can do. But think about this, you take what they say, and you're putting it in your stories and tagging that person.

[\(44:15\)](#):

So Jen said like, with the authentic AAF, whatever, we're going to call it. So your Friday fives, you're going live and you're sharing these cool things. And you're also shouting out maybe, Oh my gosh, I have got to show you, where did I put it? Oh, it's the best find in the world. Listen, you can't wait for this. Well, I found this. It's an Etsy. So even buying things from little women owned shops in black history month of black owned businesses, and you are, I bought these, these bracelets and they I'm going to send you the person. It's gotta be one of your Friday, finds it. It says, manifest that or something. And it's like, one of those breakaway bracelets. Then I found somebody that does these cool stickers. And she sent me, they were saved the drama for your Lama. And I got like Lama pop candy.

[\(45:05\)](#):

So finding women like you're in clubhouse. So I found this woman has this oil. I've got to find her and we can have that be one of your things. And you're just like, Hey, I want to feature you on my Friday, Friday fights. Um, I'm going to order it is that cool. I'll tag you all over the place. And you could even, then you take other people's Friday fights and you share it out. So now people are knowing what you're all about. They're knowing like this woman is fun and she's informative and she's encouraging me. And the next piece is when you're talking to these small business women that are, that you're making your earrings and the oils and they're, they all need energy. They all need a diversification of income. So it's not like you're recruiting, you're connecting. And then, I mean, I love the social media plan.

[\(45:57\)](#):

Why didn't we think of this sooner? I need this for myself. You're going to coach me next week on my cause. Like I'm still, I still am looking at my social media today thinking, Oh, what am I going to pack? Like, only if you bring your magic wand C that is going to be part of the Friday fight. I want that magic wand. So, okay. So that's what we have on Friday now. What ha how do people know what you have? You've got all this content we're connecting. You're going to make, what I would do is however, are you is to get a big piece of paper and then column it and start brainstorming. So you have that content, you researched the content. And the next piece is that inside of your stories, you are making sure that you're making more of the offers. And you know, that little template that I taught that you asked me about, I actually got it for you today.

[\(46:51\)](#):

I'm going to read it to everybody that's on here. And it's the curiosity sequence stories that you wanted. Oh yeah. So I'm just going to share that now this podcast. So one of the things that we talked about was a hook. Are you tired of, have you ever tried? Are you struggling with a slight one? So I want you to do your morning routine in the morning. Kind of be funny, show some things like here's what I do in the morning show you taking your product, say it's like my freaking magic wand. Then when you are doing your call to, with product, you can do things like, Oh my gosh, I just got this text from another one of my, that guess what? I made her take her vitamins. And she has already started X, Y, and Z. But, um, have you ever tried, are you struggling with then proof share social proof, share your results, share the testimonials.

[\(47:43\)](#):

So the first slide is, are you tired of share the results? And then it's explain how the product works. Why educate on the next one? How to, so it's the hook, the proof, the how to, and then the call to connect. Would you like to do more? That's the four steps and that's even the four steps in your post where you sell. Does that make sense? And I'll say that I'll share that with you. So people that find you have the, have the breadcrumbs, and then from here, we'll start to build out how ones, if they want more information, if they want, if they want your checklist or at your book, if they want a book club, we'll build that out. But for now we're, we've got we've, we've basically said, I'm going to help you by being my authentic self, we're going to celebrate wins.

[\(48:34\)](#):

We're going to have proof that winning with Jen's coaching and leadership works right. Winning with Jen. And then we've got how you like that empowerment part. And you don't have to, like, you're still allowed to share that personal stuff. Like we want to also have, like, you can do the Friday fines. And then we want to share the family side. We want to share, this is a format, but you might say, okay, this week I'm doing my show every Wednesday, but this week I'm going to, I'm going to talk about winning with your kids and the communication with your kids and go look at an issue. Somebody that really we get caught with. Oh, but what about the people that still want to know all about my life? So when I look at somebody who's really winning in social media, it's look at somebody like Mel Robbins and she shares some, but it's mostly her content around a shift in mindset.

[\(49:30\)](#):

So we kind of shift from, okay, we're building a business. We're showing the family behind the scenes. And I have said, like, I had a handful of people on my Instagram who were like, I still want to see your family. So I just said, Hey, listen, I built my business on social media. My kids don't even want to, they don't want to see it all put them the really important family announcements. I have had people too that just have a family. Facebook's separate family, Facebook, that's private. And sometimes with large families, like we, whenever we go on a vacation, which she'll have to come with us, we start a Facebook group where we all the family members start sharing. We make plans. We pack inside of the group. Um, my SIS, my sister does that because she's like the queen of, of planning. The cruise director is the cruise director.

[\(50:18\)](#):

Okay. So how are you feeling? I feeling amazed. I'm like, but you know, I have to turn on the microphone to do that. We've been trying to do this all for three weeks and I'm like, ah, we're going to record a podcast because when my brain kicks in right coaching mode, I am beyond. So then we can start to look at the hashtags and we can start to have an Instagram strategy. And I just learned this, I'm going to do this for four, for six figure club. And I, and for our team, I've got to, I'm going to like say this out loud and people will, but I found out that you can, and you're allowed to pay for this. Uh, cause I told you is so Elise Darma, who is, you know, you bought her stuff, right. Go to her website. You can book an hour with her, an Instagram strategy or like \$597.

[\(51:10\)](#):

Wow. I don't have an affiliate or anything, but I thought I would book one because I have the girlfriend's guide going my personal stuff going. It feels a little scattered. And so I thought too, if I book it, maybe I could get her. I don't know if she does trainings or anything, but even having an eye like on Instagram, like, but basically we know that through Instagram, it's connecting and the biggest piece will be taking

your Friday fines that are, you know, and then tagging. And, and then the other piece that you can do is when you find those accounts of women that have the same things going on, share a quote of theirs, right? Put the quote in, tag them. I mean, I think that's how I stopped you to start. As I started sharing your stuff and my stories, I shared all my secrets,

[\(52:01\)](#):

But I loved your, your, your, my avatar,

[\(52:04\)](#):

Right? Your, my avatar, you, when you showed up in my life, I was like, Oh, I must be because it was the podcast that you said, that's you, you found me on a dumb Facebook ad. Oh, it was. So I must have watched that thing a hundred times. I loved it. I absolutely

[\(52:21\)](#):

Loved it. And here I was,

[\(52:23\)](#):

You should have seen. So I don't, I rarely run ads. I mostly get everything on referrals, but we were building for this challenge and I was in my office alone and I was like, Oh, I've got to make a real. And then I just, I love to, my friends have always said, you just say, I send them videos all the time where I'll like, put on a hat and I'll imitate. I wish I could. I need to be on Tik TOK. Maybe. I don't know. So anyway, when I did the mat manifest your dream business, you guys can see this on my real son, Instagram. It's still there. I was laughing so hard because it was the go for the, no, go for the no, go, go copy and paste. Oh, just manifest it. But we know we have to, as you know, we have to literally want to be, what do we need to do?

[\(53:03\)](#):

And we do attract it all. So I feel like we, I feel like anybody that wants to see this in action, they're going to see it. And that's the piece of that we have to, then we'll do the profile of, we're going to start seeing like, go look at midlife podcasts or look at the Instagram and start seeing that, who you help. Like, and I want you to be really clear that you help women with their nutrition because that's where it starts most would not come and say, I need Jen because she's going to help me read better books and raise my vibration and be empowered because Abby did not wake up wanting to read the secret today. She didn't wake up. Wishing she had meditation. She woke up saying if only I wasn't feeling like crap, I could get back to being that fun.

[\(53:52\)](#):

Excited. When I felt like, remember when, remember when, and that was called that your fault, like, think about the time, visualize the time when you felt your best, when you were the most confident when you were like, you are rocking it, where were you? How are you nourishing your body? How old were you? It's usually when you're first falling in love and everything was perfect because when your vibration is high, all the things come to everything is good. It's all good. It's all good. It's all good. All right. So we're going to turn off the microphone. I hope you guys enjoyed our little coaching session. Wow. That was so cool. I had no idea that when we hopped on that, we would just feel so in sync and

uncover so many pieces of Jen's brand and how she wants to show up and serve and really, really start to be authentic, but also let people know what she sells and what she does.

[\(54:49\)](#):

This is the work that we do inside of the six-figure club. If you're interested in like hopping in and diving into your personal brand, diving into how you're going to generate leads and show up and build an authentic business that makes you more money and also impacts more people reach out to me at my email, [beth@bethholdengrieves.com](mailto:beth@bethholdengrieves.com), or just send me a message over an Instagram. We don't have the sales page up at this time. And we're taking people on application only that could hop into the mastermind group. The other thing I wanted to share with you is last week inside of camp elevate, I did a training about how you can connect with your future prospects in a way that does not feel spammy and icky. And like you're hunting in Facebook groups. It's a training that took place, and there's also a free guide. The guide is [Beth holding graves.com](https://bethholdinggraves.com) forward slash Facebook. Grab the guide and come into the group for the live training. I'll see you all next week.

[\(55:51\)](#):

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](https://campelevate.com) or just click on the link below. And we will see you around our campfire and help you to create what you crave.