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Every single week, we've got a new episode out. We deliver value and we give a freebie away. That goes with the episode that will attract people that are interested in the benefits of what our product provides that we're selling. So that way I'm building my list of interested, eager buyers. When I make my offer inside of my freebie, after I earned the right to do that, by delivering value, people buy all day long without even me saying, Hey, like, do you want to buy my big

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Welcome to you're not the boss of me. If you are determined to break glass ceilings and build it your way, this show is for you. I'm your host Beth graves. And I am obsessed with helping you to not just dream it, but make the plan, connect the dots and create what you create. Are you ready? Let's get started

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Friends today. I am so excited to bring to you. One of my dear friends and someone who has really, really put so much value into the network marketing space and showing us how to show up as true marketing CEOs. She understood in 2009 that she no longer wanted to sit at a desk and finance. And she learned the power of residual income and leveraging systems. So here we go. If you want to know more and all about Tonya, we have everything in the show notes below, but we talk about her about the history, how she got started. And also there's some really, really brilliant gems in this episode. So I'm so excited and we had so much fun chatting. Here we go with Tanya Eliza. Hey everyone. Welcome. I'm so excited because when you're not the boss of me started, the first person I reached out to to interview was my friend, Tanya Eliza.

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And I want to do, we've got the introduction that you heard before we started, but I have to share why Tanya has completely shifted everything for me in the network marketing space. And I'll get a little teary Tanya talking about this. And then I want to share this because this is such an important part about connecting. And I was brand new to network marketing and didn't have a clue, but I've always been really, really great at asking people a lot of questions and providing connections and solutions. Cause I like to tell people how to live their lives. And I somehow Googled found, and this is take notes. Content found a home business guide with this beautiful blonde that said, I'm going to give you some tips to building your home business. So I downloaded the guide and I think it was within 12 hours. My phone rang and I was at the gym.

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I picked it up. And so you can talk about how you called your leads to start. And it was like, Hey, this is Tanya Aliza. I'm like, Oh my gosh, I'm talking to a famous person. And she asked about the guide, asked about the business and recognize that I was having success, loved what I was doing and didn't pitch, but only said this I'm so excited. I provide content every single week. I want to cheer for you, help you build your business. Let's stay connected. That one phone call within the five years we've known each other, I think, and this is, this is just honest truth. I've invested \$30,000 over the years with ti when Tanya was offering private coaching and mentoring. And the point of that is that one free content offer that spoke to me. I'm your ideal avatar client person, that connection, and then consistent content coming from Tanya week after week was why I was able to get more in her circle and more inner circle. So with that Tanja. Hello? Huh?

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Hi Beth. Oh my gosh. I'm honored to be on your show. And it was funny because we were talking a few weeks ago and you shared that story with me and you said, do you remember calling me? And I said, no, I was calling hundreds of people every week. And I said, we have to share that story because I think people just think build it and they will come. But you have a missing piece sometimes, which is the connection part. And I love that. We have that story. I love that you can actually like tell people, yes, Tanya used to call every single one of her leads when she was building her foundation. And I was one of those and here's what happens. So I'm so honored to be in your world and on your show, finally,

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This is a long time coming because sometimes you meet somebody and I would say that the timing was perfect because, and then we're going to go back and I want Tanya to share her journey of how she got to where she is. And the biggest piece of what I started to realize when Tanya first called me, I was really in my warm market. I was that kind of human, who said, we're getting on the bus and we're going someplace. I had this belief in this vision and I was helping people to get their first sale, to make their first money, helping them to win. But I didn't understand yet true marketing meaning I was talking to everyone cause I could solve everybody's problems. And I am thankful that I was chosen to have spammy out there telling the world success because people were having stories with the business and the product.

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And I just started sharing the stories. Well, that started leading me to when I first found what Tanya was sharing was this consistent content that needed to go out that needed to serve and help. And I made it super complicated in the beginning, Tanya and I could share a brain. I'm the confetti and she's the organized problem solving step by step. And I made consistent content. So, so hard in my world that I just stopped after we had done all this training around it. And if I could go back those, I think that was three years ago. I would consistently this podcast has grown my list by thousands. This podcast is allowed me to help so many people, the messages of that, you really spoke to me today when I was walking my dog and uplifting and inspiring people to be a part of the industry.

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And that is the biggest thing I can take away is I made it hard and confusing. And so I just didn't do anything. I was continuing to build my network marketing business because that was easy. I knew how to do that. So going back to the start and Tanya has an incredible story of going from, I can't be in everybody's living room. I've got to figure out how to automate, to being, I think the first person before attraction marketing, before content marketing, the first person to bring the world of marketing, to network marketers. And to really say, you are CEOs and you can have your target audience. You can have your avatar, you can speak to that, human and solve some problems and create a real business. You are the one that blaze the trail. Then everybody started, started after you. Like, I mean, I don't want to call them copycats, but you are the, you're the original and still putting and still becoming better and better and better. So can you talk about, I mean, I just rambled taking what I just said, a net, most of who's listening. They're network marketers. They're they're like every day thinking I know I need to post, I know I need to say something. I'm not finding the right people, but talk about your transition to really understanding true marketing and content that speaks and, and serves and how you became a multiple seven figure earner, not only as a network marketer, but as a coach mentor and having programs.

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Yep. I am now the, Oh gee, I've got to add that to my tagline. Oh gee. But it's true. I mean, as far as in the network marketing space, I was a black sheep back in 2010, when I started wanting to learn how to market my business on social media and wanting to do internet marketing for my business. And it wasn't out of weakness because I didn't want to talk to people. It was because I was moving. I I'm from Canada originally. I've been in the States for, I don't know, almost 10 years now, but when I was up in Canada, I left my finance job, making about \$50,000 a year in my network marketing business. So it got some legs. We were getting some traction and I was like, okay, I can either keep treating it as a hobby and it'll keep paying me as a or I can double down. So I actually quit my job when I was at that point where I was comfortable. And then as I was growing my business, I had a friend of mine asked me if I wanted to move to Costa Rica to help him grow his restaurant business, that he was opening there. I love surfing who doesn't love Costa Rica. So I said, why not? I, I didn't have anything tying me down

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Side note side timeout. Cause you know, my brain, have you ever wake surfed behind a boat? Yes, I do that all the time. I have a new wake surfing boat. So you're planning on coming. Right. Okay. I'm getting on it.

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I ain't a tomorrow I'm there is one of my favorite things to do.

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Okay. I'm writing that down so I can follow up. Yeah.

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Oh see all these cool connections you make and the, in the world of online. So I moved to Costa Rica, but I didn't want to, I mean, I had to grow my business. And so I was like, okay, there's people on the internet, literally looking for the benefits of what my product provides. And at the time I was in a company selling health and wellness products and the, and the product, the hero product that we sold, it did whole bunch of things. Everybody claimed it to, to do all these crazy benefits. But one of the major things people said was that it helps with inflammation like helping to reduce inflammation, which attributed to a lot of health benefits. So I was like, man, if I could just get in front of people who are searching for that benefit online and I can attract those people to me, then I have the perfect people that would possibly most likely buy my product.

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And I said, so how do I put this together? And at the time in 2010, there is no trainers, everybody. And their dog is a guru now online training, whatever. Some people are great. Some people are not great, whatever. There's a lot of courses. There's a lot of trainers out now. But back then there was very few. So I was following and buying like all it, I could going down a million different rabbit trails trying to figure it out. Um, you know, somebody would talk to me about an email list or an opt-in form. I'm like, what are you talking about? I'm like put your, but what happens when you put your name and email? Like where do they go? Like I had, and I had a business mentor of mine say, well, why don't you just put your information in and you'll see the journey your people go through.

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I'm like, Oh my God, that's genius. So this was me back in the day. No idea. I mean, I got my very first computer in 2010, basically just because I wanted to grow my business online. So I moved to Costa Rica. I'm learning all of this. I'm on webinar after webinar, after webinar training, after training. And I finally start generating leads and I became the black sheep back then of my business of my team, because they were like, that's not part of this system. So like, just to give you a perspective, like now corporate is teaching all the time, social media, they know it's like where you need to be. And so I truly believe that as a business owner and we're an entrepreneur, like if you have products or services that you sell, you need to learn how to be a smart marketer. Like you have to, whether it's you have the resources to outsource things or you have to learn how to do them yourself.

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And back then I didn't have the resources. So I had to learn how to do it myself. So I learned the concept of delivering value because I learned the hard way of going out on social, screaming from the roof tabs, buy my stuff, buy my stuff, posting links to my products. And you know, people were just unfollowing me and unsubscribing because they were like, we don't want to be sold like social media. Isn't a place that people go to buy stuff like that's Amazon, let's eBay. That's, you know, it's not social media. People go to social media to get entertained or, you know, educated on something or they get value or, you know, they're there for selfish reasons. So you have to really learn how to lead with value and create your content to serve an audience that would be looking for the benefits of what it is that your product provides.

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And you know, sometimes people really over-complicate it. And I always say like, if you don't know who your tribe is, just take a look within. And typically you're going to want to attract people who are like you. So if you're a mom and you like boating or you like dogs or you're into your kids, or you're just sports or you're into healthy eating or you're vegan or whatever, like try to attract those same people to you because then you're going to enjoy your tribe. And inside of that tribe, there are going to be people that want what you have provided. You learn how to deliver value every day on social and then create one high value piece of content every week for them that has a very specific call to action into your thing. Right? And so for me, I learned a long time ago, how to create these freebies and these giveaways.

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And if you follow me or you know, me, you know, Beth knows every single week, we've got a new episode out, we deliver value and we give a freebie away. That goes with the episode that will attract people that are interested in the benefits of what our product provides that we're selling. So that way I'm building my list of interested, eager buyers. When I make my offer inside of my freebie, after I earned the right to do that, by delivering value, people buy all day long without even me saying, Hey, like, do you want to buy my thing? That is a pure case study of this happening. Right. I delivered value. I made a connection with her. I didn't try to even sell her anything. She told me she was happy in her network, marketing company, things were going amazing. And I was like, awesome.

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I am here to support you in whatever you need. And you know, years later, 30,000 plus dollars later, she's a beautiful, amazing client of mine that I've seen growth. So, so much. So anyways, you know, from

then to now, we've been able to grow a multiple seven figure business by doing this. And I'll just give you a little bit of a growth stat. So in 2013, I was making about 56 to \$60,000 a year in my business. That was kind of like what our threshold was. And then I learned the concept of creating these freebie funnels for my business. And that next year in 2014, we went on to create \$434,000 in revenue. And then ever since then, we've doubled until now. We're kind of consistently hitting \$2.1 million a year. Now that's not to say that exactly what's going to happen in your business. This is all variable dependent results, not typical, definitely possible, but I just want to give you the lowdown on like the projectory on how well this has worked build with consistent weekly content and Beth, you're crushing it with your consistent content right now, too, with the podcast.

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And you can deliver it in any way that you, that you want, like that is decided that podcasting is her jam and that's what she loves. So that's what she's doing on a weekly basis to provide value and education and build a relationship with you guys on a weekly basis. For me, I loved video. And so I was like, okay, I'm going to put, buy value up on YouTube. And then post that over onto my blog and then promoted on my social media channels. And we do that once a week and altogether from like production to, you know, idea, like we just map it out a little bit to production to getting it out there. You know, I batch them. So it takes me, I would say five or six hours a month to get that all together and then get that out. But it has been literally the saving grace and you know, my secret to success inside of the business.

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Well, and here is one of the biggest keys of why I still am following and watching that side of your business build with the coaching side and the network marketing, because you value so much time, freedom away from being chained to clubhouse, changed to Instagram in your stories all day. It's like we didn't build this business, but when you have a list that loves you, that's waiting for you to provide more thinking about if I threw this podcast up and it's reminds me of Seinfeld like opening the door to Jerry's apartment and closing the door, like nobody knew where what's, what is his name? Um, Kramer, nobody knew where Kramer was going. So I had to say, okay, how do I make sure that people know the podcast is coming out? It's consistent. It's every Monday at 6:00 AM. How do I create community around the podcast?

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It's Instagram, Facebook group and the email list. So what has given me a ton of freedom? And then I would love to segment to someone that's just doing network marketing is that I had to shift my thoughts when I first came to you, emailing was hard. Emailing was too techie. I can't segment a list. I can't do this, Tanya. That was my mindset. And you know, she's like the mindset guru. Let's talk about why the can't. So it became, I'm a smart, intelligent woman. This is awesome. I can't wait to learn more. And I'm also going to do what you have shared at is having every single person that if I have a VA having it there, like a screen share, this is what we do. This is how the podcast goes out because we had an emergency. My project manager, her mom was sick and all of a sudden I had a podcast to go up.

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I'm like, Oh, we have screen shares and how to do everything. Tanya taught me this. So once I wrapped my head around the fact that I could learn how to consistently follow up and communicate with email, email is not dead. And I could segment my list from people who were coming to me for brain fog, menopausal. I have a lot of tennis players. I have a lot of 50 plus year olds that are not going to become

frumpy and fluffy. They want to stay cool. You got to hang out with young people like Tanya, then you can feel cool. And then so many of those aren't network marketers. They don't want to get how to build your network marketing business. So I've got that list and I give them value and I give them ideas for product. And when they're asking me more questions, I choose not to scroll Facebook and be in the scroll hole and try to find people all day long.

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I will say, listen, I give like all of my favorite books. I just got this book called crazy, sexy diet that Blair recommended. And I give suggestions and, and I then to things your way, and then I also give products, suggestions. Can I add you to my, to my newsletter? And they're like, yes. Heck yes. And I make that fun. So I've been able to follow up and get new orders based on that. I was so resistant because I was like, this is how we've done it for a hundred years in network marketing, Tonya. This is the way. And one thing that you also shared, like all these tidbits, like we could probably have a week long show. And I'm thinking about this wake surfing idea. There's these cottages, there's women listening that are like, I want to go hang out. So we're going to have to figure that piece out because, and if I can bribe you with my bow, I can get like 25, five to 500 women that want to be there learning from us being there.

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I just like walk you into that. Like 10 don't really do those things anymore. I have a \$2.02 million business. I'm going to get her there. You should see, I got to tell you the boat story later. Anyway, I'm so excited every day that I work my business, because there's a plan. And one thing that we, when, when you used to offer these VIP packages, I'm so glad we did it. Like it was it's the first time that I invested. And I remember sitting there in the, in the workshop and I'm looking at Blair and I said, I think we should do this. And when I made that decision, my income doubled next year, because all of a sudden it was me taking my business. Seriously. I paid that I could have had a college on that, a college degree when you're a college. So what I want to say about that is that at that moment, I said, I've got to either stay with my list of 100 and scroll, scroll, scroll, and go to every school meeting and have this business that feels reactive and does not have ease and flow.

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Or I can have a business that has a plan, ease and flow. And while we were with you in Florida, which was amazing, like hot tub, chocolate wine building businesses, you mentioned we were on like 400 three-way calls. And that's when you said, you know, you guys have great, a great team culture, but you can create some automation to that team as well. And that was what opened our eyes is it didn't need, need to be. I wasn't the reason the team was growing. And so just a side note, you were the person that said let's leverage leadership. Let's put these resources in a place where everyone can access using some, like we call them social marketing funnels, using some Facebook groups, using some sneak peak businesses that are more automated. And that was a huge relief because my husband would probably needs to pay you double because he got me back.

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I wasn't working every night. It was money meant to me that I had to work hard. You showed me money is abundant, but we have to work smart. And there will be times when we like right now, you're getting ready for a really cool launch that people can hear about for a program that you're doing and you're working your butt off. But I know that afterward there's going to be a lot of self care. There's gonna be a lot of, a lot of freedom. So let's talk about let's shift to, we've got network marketers here and they're

thinking, okay, I don't have a coaching business. What would I create? What Tanya's talking about around that? They get stuck. Yeah. My business opportunity, my product. And then one other thing that is also when they're making these connections, I looking at these profiles and I don't even know what people do, who they help, what they sell. I don't know their offers. So they're so worried about an offer there everything's clouded like cloud the product. I know we don't like to say the product name, but now it's just like, Oh, I help human beings be better. It's like, what do you do? What do you sell? And how can I buy your stuff? Talk me through that. Yeah. So this is cool because I can give you

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Examples, like peer examples from some of my clients. And I don't work so much one-on-one with people anymore. Cause I like leverage

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So sad got in early, you know, but there are, you know, there's a

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Are ways that you can definitely get the same information, maybe even packaged better, but you know, that's just my automation and leverage, but here's my clients. So I have clients and I love teaching list, building like list building and creating your own branded giveaway offer. Well, you hope to find

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List building, building your email

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List. Okay. Yeah. Like you said that, then I'll explain the power and I'm going to cast a vision on how this can be possible for network marketers and the thing that they can look forward to when they do this. So, you know, I, I have clients that come to me all the time and they have all different kinds of products, network, marketing products, coaches, and everything. But let's talk, just network marketers here. So let's say you're in network marketing and you style a health and wellness product. So I have a client that's in actually beauty and skincare. So her hero product is this three step cleansing system for your skin. I'm going to totally butcher it, but it's, I'm going to keep it generic, but it's a three-step program and it's for your skin. And I said to her, I said, okay, what is the major benefit when somebody uses this, that they're saying it's helping them with and who is that basically serving?

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And she said, well, I use it specifically because it's helped me to reduce fine lines and wrinkles. And it's really great for aging skin. And I said, okay, great. So what we want to do is we want to attract people who are interested in learning how to reverse age on their skin, at least, you know, you gotta be careful with what you say and don't say, because if FDA and all that, but you can, you can say helps to reduce the look of fine lines and wrinkles. So what we did is we said, okay, well, what can we give away? That's reverse engineer. We know what we're selling. How do we find something to lead with value? That's going to attract people who are interested in that benefit. That's going to be perfect potential client breasts. And so what we did is we reversed something very simple and she created a phase four food guide.

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And basically it was for foods that help you to reduce the look of fine lines and wrinkles and make you feel more competent in the skin you're in. It was something like that, right? So she went to Google because not an expert, right? You don't have to be an expert to do this. Google is your expert. She went to Google and she was, did a bunch of research. Like what are the, what are some really good foods that people should incorporate in their diet? If they're interested in healthier, better looking skin. So, you know, she got this, she got four really good foods. She did research, took her about 60 minutes to do research and put together this little four food guide. And then we package it up. We made it look pretty right. And then I said, okay, and now she has a free the offer page.

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So what the freebie offer pages is when she shares her link, Hey, do you want this for food guide? It's a link that takes people to a place to give her, her their information. She gets people's information. She's not just giving away free value without knowing who's interested in who she's supposed to follow up with. So that's an opt-in form. That's a landing page. So they'll put their name, email, and sometimes their phone number in there. So now she's got their information. She knows who's interested. The next page that the prospect sees is a page. That is our thank you page. Basically it says, Hey, thank you for Anne. She did a video for this. I recommend all my clients do a video because you want to build a strong relationship fast with your people who might not know you, who are interested in the benefit.

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So people buy from people they know like and trust. So I coach all my clients and say, Hey, put a video on your, thank you page of you that says, Hey, Hey rockstar. I'm so excited for you to be picking up my four food guide. Obviously you're interested in younger, better looking skin and that food guide is going to help you. However, while I have you here right now, I love to share with you something that is not only helped me personally, make me feel, look, look confident, great. And she shared her story, but has also helped thousands of other people with their skin as well. And if you'd like to know exactly what that is, please click the button below and learn more about my favorite skincare system. That I believe everybody who is interested in looking younger and feeling better in their skin, absolutely needs to have a part of their routine every day.

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And so immediately, I mean, you have people coming in that are interested in younger looking skin, they're getting that value. And then they're seeing an offer that is congruent with what it is they originally want is a perfect storm of making autopilot sales on social media. Now I'll give you the, how you would promote into this in a minute, but I just want to give you the 30,000 foot view. Now, some people are going to take action and buy right away. And then a lot of people are not right. I would say about 10%, maybe 5% of the people are going to buy right away. And that's really cool. You want to have that opportunity. Now, some people are not going to want to buy right away. They want to go through the freebie first. So inside the freebie, I teach my clients a formula on how to construct the freebie, the giveaway, the four food guide to make autopilot sales and multiple streams of income for them in their business.

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And so there is a way to do that. And now as well, you have to remember that these people are now on your email list, which has a list that you can broadcast to, or have a series of automated messages, go

out that bring people back to your offer on autopilot. And so I have a four message formula that I like to use whenever you're trying to sell something in these freebie funnels is what I like to call them. And they're very strategically constructed to drop a little bit of information every day, that brings your prospect back to your offer. That gets them excited about it. So one email might have some testimonials of people that have experienced great things with the product. Another one might share some of the ingredients or some of their awards or accolades. Some of them might be like one email might have your personal story.

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There's a formula that I have that works really good. Um, and I teach my clients to implement, but just think about the power of this now, how does this work in your business? So when you are showing up on social media, instead of like you saying, buy my stuff, buy my stuff, buy my stuff. I teach my clients post every day. You know, you have to be on social. If you want people to see you, you've got to be posting every day. This doesn't have to take you five hours. It can take you 10 minutes. And by the way, it should only take you 10 minutes post every day. And you're going to have a mixture of posts. You're going to have brand awareness, post story posts, and then curiosity posts. And I teach this formula. And really, I would say if you're posting seven days a week, three out of the four days, you'll have a call to action for people to come and get your guide that you created your freebie.

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So in my client's case, you know, she would post that. We were like, Hey, you know, she would just post her every day, like brand building posts. And then she'd be like PS at the bottom of the post. Hey PS, if you don't have my four foods, it's a freebie that I created. I created this previous four foods that you need to incorporate into your diet. If you're looking for more youthful, younger looking skin, I'd love to give it to you, go here to get it. And she dropped her link. So now every piece of content that goes out that has that call to action is a fishing line in the water for you working for you 24 hours a day, seven days a week, even while you're sleeping globally, worldwide. And in fact, it was funny because this client, while she was a coaching client of mine, she would send me a box or messages.

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And she would say Tanya, and she was doing YouTube videos. And so I love this because YouTube is amazing for this, but she would do YouTube videos with our call to action for people to go get her freebie. And people were at people were buying right away. So she would pop sales. And she was a nurse in the middle of like the pandemic. And so she got hit pretty hard, emotionally, physically, all this. And so she wasn't really able to run her business as well as she was running it as consistently back in the day before COVID. And it took up all of her time and she was sending me messages to say, Tanya, you know, even though I'm not able to run my business right now, I'm still making sales every week because I've got this content out. And I don't even know where the sales are coming from, but I'm popping sales every week from this.

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And I was like, that's awesome. But here's why it works so well. Not only because of all what I just said, but because you're building value and authority and credibility with your audience before I believe you have to earn the right to sell to somebody. I really do like giving them something of value. And then you've earned the right to say, Hey, by the way, I recommend this, or I suggest this, or maybe she'll look

at buying this. And once you give somebody it's the law of reciprocity. If you give them enough value, they obviously want to spend money with you because you sowed into them. They will sow into you.

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I'm taking, I've got like my, my notes all over the place. So what I want to share is, and this is why this is like the one, two punches. One of the things that I help people with is visibility and being known, being known and being seen. And so when you think about that freebie, if she wasn't showing up on YouTube and providing value there, that it would just still be just sitting with her high school friends, like, okay, I've already got this. So I, my, my mind starts going to think when you're looking at, okay, I know that women that are maybe hitting 40, 45, need my product. What else would they be searching for? What else would, what keeps them up at night? And I always think about how could I connect? So I'm thinking, what if she did a Facebook live with someone that was sharing like, uh, different ways that there's all these, these real videos, I'm obsessed with them, Tanya.

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And they're like these Jade rollers and these ice rollers and facial massage things, and started to connect and say like, listen, I talk about nutrition and food. Can you come on and share with my audience, how you use all of your different tools. So they might go out and buy like the Jade roller from the person, but it's creating like opening up your world in an abundance mentality. Some people would say, Oh, why would you have Tonya Eliza on? She sells coaching. And she's a network marketer. I'm like, because there are so many people that need what we have. And there's so many people that need these messages that the right people come your way and the, and when you make those connections. So I want you to think about when you're hearing that. So let's say that I have an, I was just talking to my, to my sister about this.

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She's not a network marketer. She is retired and she's found intermittent fasting and certain, and she's super active in Peloton groups. And she loves to learn. So she became certified in like menopausal something, something, something, she helps corporate executives to get their health in line. And she's a perfect example of this. And she sells a high level coaching program. So she has been just promoting herself, getting on some podcasts, talking about her journey. She loves LinkedIn and people are fighting her. And then because of what Tonya has taught and the marketing through the years, I said, so whenever you're on, as Tonya will do with all of you today, you share that. So more and more people find in viral content quotes, like people that love reels I've I found so many people on reels with funny things. Like, do you just love watching the dog reels?

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Yeah. The Italian greyhounds are my favorite right now. Yeah. So the whole dog world, isn't it. It's so fun. So there's also, okay. Hey, this is totally off topic. There's inst uh, YouTube just started something new, like the mini thing or the YouTube. Have you seen that yet? I just read about, okay, we're going to search it because somebody posted now, this is how we do trust me, Tanya, we'll have a whole episode on this coming up. Abby Lee, the dance person did something in a YouTube. It's like a little snippet. I think they're trying to do reels of some sort and it went a little viral. So will you please learn it and teach us? Yeah, maybe both. I don't know. Well, I know that you don't bring it to us until you're like, it's it's for real. So there I go, like jumping to the next thing before perfecting one, right?

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Like stay the course friends. Okay. Tanya, we have learned I could stay here all day. And what I want to encourage, all of you to do that, that are listening is in this was, this was a big takeaway that I had sitting at the Gaillard in Orlando. And it was stop talking about your features, all the, what I call, what the sharks want, all of the details and start talking about the benefit and what is the benefit. When if I was looking at a certain exercise program or thinking about wake surfing, I want to like be super lean and hot and like, and stay in that like hurt my back. So the benefit would be like, not that I'm going to get 3% more muscle. And my body composition will change. It's me like visualizing and seeing, and a glistening muscles and looking hot in my bikini and my husband being like, Whoa, I know that's totally misogyny, but I'm going to say it.

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So, cause that's good. Yeah. That's what I like when, when we're, when we're like doing our behind the boat. Wait until you guys see. So I want you guys to think about what is it that is your benefit, not just your feature, what happens? What's the transformation that's that happens not just physically, but emotionally and personally. And that happens for your business as well. And one of my transformations has been really learning about how to leverage money and how to earn money and use it to make more money. And I didn't have that seven years ago, who would have thought this industry, it just crossed over like a \$2 million earning Mark. And I'm like, all I did was like a product and get this call from tanyaaliza that said keep going. And I think it was that evolution of saying I'm here. I'm ready to learn no matter at what level and I'm, and that's where I am now in my business is constantly pouring in to what people like Tanya.

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I used to think I had to learn it all and teach it all. But then I realized my super power is doing what I do really, really well. And then saying, Hey, here's the connection, because this is going to take you to the next level. I am never going to teach you how to connect a freebie opt-in and tech that thing out. I'm a show you people that can do that, like Tanya and so share with us, what's coming up in your world and how people can connect with you. And if you're not ready to invest friends every single week, you could literally learn a business top to bottom by going to 10, his YouTube channel and getting every freebie and building your business that way. Like you literally have a \$25,000 course for free that she's put into social media and the amount of money and time of her team that puts that together is Marie and Jesse and the editing and the amount of Tanya's brain and the five hours a week. That's free. So guess what, if you want to learn further, you're not calling somebody saying, Hey Tanya, can I pick your brain? You're like, I'm ready to put the money on the table and learn to take the next steps with guidance. So tell us how people do that with you, and also tell us how they can grab something really cool for free today because we love to give free things away. Yeah.

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So, so before I, before I do that, I do want to say one thing as a network marketer that I, I wish I would have known when I first got started was to actually look at it as a business. I was not looking at network marketing as a business, how this is going to be a message for those of y'all that want to build six figures and beyond. I mean, if you're here and you're just listening and you're like, I just want to make \$500 extra a month. You do that. I mean, you, you don't need a whole lot to do that in this industry, but if you're looking at, you know, six figures and beyond what you want to do is make sure that you are treating this as a business. I work with network marketers, real estate professionals, fitness instructors,

supplement creators. It's funny, the difference between dealing with network marketers that don't yet understand business and then dealing with business owners that understand business because when a network marketer sometimes is presented training or a course or coaching, they're very hesitant and, you know, maybe rightfully so, they were never educated on business.

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But then when you're, when you're dealing with like a real estate professional, or like an actual, like, you know, sometimes brick and mortar business owner, like that's kind of the concept when it comes to coaching. When it comes to tools, when it comes to anything in their business, they're throwing down the money faster and going, like how much ROI can I get on this investment? Like how much? And they're competent in themselves. So it's almost like you're betting on yourself. So whenever I invest in a course or I do anything at all, or even just invest my time here today on a podcast, you're investing your time here today on a podcast you are investing in, you believe in yourself enough to go out there and do something with it. So as a network marketer, I wish back in the day, somebody would have said, Hey, here's my, you treat this like a real business.

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And if you do it, we'll pay you like a real business, right. As far as commitments and time and things like that. So, yeah. And thank you for that, Beth. I mean, we've got, you know, we've got something coming out this year because I think with the pandemic, with COVID and all that, the landscape has changed immensely. We have more and more people that are needing to build their business online using social media. But they're knowing that they don't want to spend all day every day on their phone or their device. And they want to create some leverage and they want to be a smart marketer. So what I did was we have a couple of things coming down the pipeline. I would say, you guys keep an ear open for my list, building bootcamp that is coming. We also have a free, so here's, if you don't know me yet.

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And you're like, I don't know if I should ever invest in this check ever, but we've got a free Facebook challenge coming up. It's a five day challenge. I don't do these often, but we've got one coming up where I get to work with you live for five days and I will help you build your freebie. That is best suited for your products and services that you are selling. So I'll go over my framework with you on how to come up with the best freebie idea that your audience will love, that will lead seamlessly into your products and services. The best way to get notified for that is you guys can just find me on my blog@tanyaeliza.com. I'm sure you'll link to that in the show notes. And if you come there and on the very front page, you'll see that we give away our social media selling plan and that's a freebie.

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So you can see how I do my freebies. I recommend opting in for that and getting that for your business, download it, go through it. Kind of get an idea for how I put them together, the best way to learn, how to do things for your business. And sometimes to model success already, that's out there like don't go over and recreate the wheel. And once you download that, you'll be on my email list, which means you'll be the first to know when the challenge, the free challenge opens and when by list-building bootcamp program, which is my newest program. I haven't created a new program for four years. So, because we haven't had to, but I think now it's time and this, I think more people need to know how to do these simple freebie funnels for your business. So we're teaching you all of that in the things that are coming and launching out. So

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I also love, I was thinking, as you were saying that you all may know someone that is looking at wanting to bring their business online. I'm thinking about my niece. Who's been working on the frontline social work social worker, and she said, I really, I really want to think about going online. And so the first step for her would be her list building to learn how to start using social media, to provide value, start building a list around her niche. And so it's not just for this Tonya's can branching out, correct me if I'm wrong. That it's not just geared toward the network marketer that it's geared. If you have a real estate business, if you are thinking, gosh, I would love to create something around my teaching. Some of you have some other, you're not all network marketing full time that are listening. In fact, I had someone say to me, like stop saying, you're just for network marketers when you're teaching visibility and you're teaching all of the mindset, work around building being a solo preneur.

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And I was like, yeah, but Tanya told me I needed to really dial in on my iPad, my iPad, my net, but it applies to so many businesses, even my husband who does insurance, I'm like, you got to have value. You've got to have a way for people to opt in. They've got to come back. So I love that. Share that out, go over to [tanyaaliza.com](#). We'll keep you posted on the wake surfing adventure. It might have to be in Costa Rica. I mean, if we're going to go, we're going to go big. I got some work to do to get, to get Tanja convinced because I love that you felt leverage. I love that you have a business that doesn't run you, you decide how, and when it's time to focus and grow. And then I know that that list building bootcamp, all of that what's being put into it. You'll leverage it over and over and over again, making it better and better. So thank you for everything you've poured into us, this industry to me, and for taking the time to be here today.

[\(46:57\)](#):

Thank you, Beth. I am so grateful to be here. I appreciate you so so much. And your people that get to tune in each week and hear all of your goodness and value, they are so blessed and lucky to have you. You just give so much, so thank you for what you do for the profession. Thank you,

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Q and yeah, my people, they, they are definitely not on a very scripted podcast because some weeks we're just talking about like, you know, listen, we got to get up and shower and get on the Peloton people. That's how we start. All right, Tanja, I'll see you in your free challenge. And thank you so much as always Tanya Eliza dropping the brilliant bombs of her genius on us, right? So if you loved this episode, as much as I did, please screenshot it and tag us both on Instagram at Beth Holden graves at Tanya Eliza, and share this out with a friend so that they can also learn more, earn more and have a life of freedom that we know the network marketing model can bring to us. I'll see you all next week.

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Thank you.

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He was 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

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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 create.