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When we know what we're offering and when we know what people are saying yes to, it's much easier for us to create content around the results that people are seeking. So when you think about a product that you purchase over and over and over again, where were you before the product and where are you

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Now? Why do you love this product? And what was your, what is your journey then falling in love with whatever it is. Welcome to. You're not the boss to 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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My friends. Welcome back to you are not the boss of me. I am excited today to share with you three tools that you can have, what I call evergreen tools, tools that don't go away, that you can use to help you to have more sales, more customers, and make your life a whole lot easier. So before we get started with that, I want to give you a few announcements. The boss hats have been ordered and they are going to be back in stock. I think we've got 14 days. Many of you voted over in my stories or on Facebook for which color you thought I should go with. And we also had a five-star review contest that if you did a review and I'm going to keep this open for the first 20 people that send me a screenshot of their review and their address, or put it in your stories and tag me and I'll see it.

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But DME as well, and the first 20, we'll get a boss hat sent to them. If you leave me a review, I hope it's five stars because I love, love, love the reviews, because it allows me to have more reach, talk to more people and impact more network marketers. So I want to read you a review that actually made me cry. This is from my friend Harry Carey. And here's what I want to say about reviews and testimonials. It's okay to ask people that you're working with that are your customers or your team members say to them. Part of my business is social proof. And here's a little challenge for you today. Would you be cool with sending me a quick testimonial about our work together? And if you'd like, I can even send you a template. I'm going to be giving you templates. And that means a fill in the blank like Madlibs.

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I am going to be putting those over in camp elevate, and that will be there, or how to ask for a testimonial. I'm going to do that for you tomorrow in camp elevate. And we will also have a unit about why and how to ask for testimonials. And in this episode, that's one of the ways that we get more customers to stay, to stay with us and to attract more customers. So I'm going to talk to you about that today. But first may I read to you what Terry Carrie said? She said that listening to the podcast is on a weekly to-do list. Thank you, Terry. She can relate so much to what I talk about in my series. It's refreshing to find someone relatable and full of value. Beth gives the strategies and tools to help you build your dream empire while also tackling the mindset and the belief aspect that we also desperately need.

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She helps us to be bold and go after what we deserve all while elevating the standards of this thing, we call network marketing. I'm forever grateful for God bringing Beth into my life. We could all use more of a rainbow unicorn superhero powers. I mean, that is like going on my desk. It's going on my wall. It's going in my eye. I'm going to just engrave it. How about I tattoo that on my skin? Thank you, Terry. That, that is so beautiful. And I hope I can be half of what you said in that testimonial. So let's get down to business today and talk about what are ways that you can have more sales and have more tools for those sales. So one of the biggest frustrations, maybe you can relate that I hear from new people on my team, from people in camp elevate from my coaching clients, what do I say?

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And what do I share? So we know that when you partner with a network marketing company or maybe you're an affiliate marketer, we know that you've partnered with this company who has a product and a business opportunity. So first of all, I'm going to say, number one for you to have more customer orders. Number one, I want you to write this down and remember, I want you to have a, a journal, a business journal where you have pages and pages of information, and then you can, I even have mine like customer advice, customer retention. So what I want to share with you is this number one, when you are saying I'm with this company, I have this product. We want to first be very, very clear on what you are asking your potential customer to say yes to. So let's talk about, let's say that you have a contour kit for makeup.

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And so you're saying why I have them say yes to the contour kit. That's what I sell that. So that's our hero product. I want you to go further and have a list of what would make me want to buy your contour kit and not buy that contour kit from Amazon or Ulta or someone else that has the same contour kit. What makes your contour kit special? And the one that I want to have is it that you're going to send me a testimonial of someone else that's done it and show me before and after. So I've got results. Is it that you're going to is your contour kit better than I can get from Amazon? Tell me why. Like we have essential oil. Anti-aging goji berries in our kit. What makes it different? What makes the experience different in buying this kit from you as opposed to buying it from Amazon?

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So when you're asking your customers to purchase from you and many times their objection and, and I've done, this is that it's harder to purchase from a person. It's easier just to click my app on my phone for Amazon. So you need to tell me or your avatar, what makes me want to place that order with you? And instead of buying another product, that's easier, cheaper. And I don't have to jump through three hoops. So what are they saying? Yes. To, and every single time that somebody tells you, they love your product, or you talked to a business partner and she, or he, or they say, I'm in love with this. You write it down in your journal. You have a journal that is people who love our product. People who have testimonials, you can keep this in Google documents, but I, I seriously have a notebook that fits in my purse because when I'm talking to somebody, when I'm saying to them, Hey, tell me why you said yes.

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I always say that when somebody introduces me to a new customer, when someone introduces me to a new business partner, when I'm talking to a coaching client, tell me why you said yes. What made you say yes. I want to know that from you too, as you're thinking about getting to the yes, with your customers, what made you say yes. And that's most likely one of the pieces, why someone would buy

your product. We're only talking customers today. There's a whole nother podcast episode that we're doing next. So next week, about how this works for your recruiting. So now we've got this list of why people say yes to your product and why they say yes to buying the product from you. So we've got information. And the next piece is what do we do with this information? So when we know what we're offering and when we know what people are saying yes, to, it's much easier for us to create content around the results that people are seeking.

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So when you think about your customer that just purchased from you or you're a customer, that's been a customer for 30 days or where you were as a customer before you decided to do the business, or maybe a product that you love, a product that you purchase over and over and over again. And where were you before the product and where are you now? Why do you love this product? What was your, what is your journey been with falling in love with whatever it is? There's a reason why you order. There's a reason why you have brand loyalty. And that is what you want to be sharing is why would you want to continue to have brand loyalty with the product? Is it the result? Is it the experience of getting, like, I get one of those fab fit, fun boxes, every single quarter. I don't necessarily even need the things inside, but I love the experience of having this box up here on my doorstep.

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So he said to me, why do you do it? I would say, well, I'd love to, I'd love to see the new things, but I'm really in a declutter mode. So I'm thinking, what am I going to do with everything? And then I just send it out as gifts. So I like having new things to send out as gifts. I go ahead. I usually take one over to my elderly neighbor and say, my box came here's, here's some hand cream. I will surprise my sister in the mail, share the wealth, right? So you're saying, what are they saying yes to, and you have this list. And then the next piece, what is the transformation that somebody gets when they use your product as well? So you've got that information and it's key in your brain. So how can we use this to have more customer sales and make things easier for you?

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When you go to have conversations you want to just babble, Hey, this person said, yes, and this is what I help you with. And ours is especially special. And here's the results and check out this testimonial that gets chaotic as part of the sales process. So I'm going to give you a couple of little hacks that I do that you can do. And I think will really help you is first of all, when you are talking with customers to have a really, really easy funnel of how you give them the information and also to have social proof is something that I, I believe is imperative. So many of you have customer groups. Many of you have learned at tech message. I do add tag message in a little bit of a different way. It's inviting to a really fun event. And then using that event over and over again, because people get, people have been added to 422 groups, and there's a company video and there's 486 tags on the video.

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And it doesn't feel personal. So whether you have your own little group, because your team doesn't do this, or you talk to one of your leaders or you do it inside of a launch event, everybody has access to Facebook groups. Here is this is what I have done to have double digit new customer orders without having to do. I didn't even have to do three way chats with these people. I didn't even have to send 7,000 different messages about what it is that they want to order. And I'm going to walk you through my process. So, first of all, I wanted you to know what they're saying yes, to now, once a week, we have a

really cool event that we have cute canvas images. It's two of our really fun business partners that have a great personality. So you can alternate it. And in my group, Terry and Sarah do it and they have, it's a Q and a, and we had, I think jelly bean, the elf came one week, but it's a 15 minute Q and a where they do a giveaway.

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So how does this relate to customers? This is evergreen. This stays in the group. So they open up the Q and a with many of you are here for the first time to learn what our products are all about. We want to welcome you, and we're doing this live. If you are alive, you are going to hear our secret word because we do a giveaway each week. So we do this as a giveaway and it's inside of a group. I'm going to walk you through how to get somebody to come inside of the group and watch it and how you can do it on evergreen as well. So you've got an event it's in a Facebook group and it is sharing in 10 to 15 minutes. Exactly. What is the product? And some fun giveaways, that's it. And if you can have personality behind it, you can have a theme behind it and you get it to be a, we do, ours is a little bit of a Q and a, and it starts with, okay, many of you are here and you are just learning about what our products are all about.

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And we start with rolling through if you're on streaming, or you can do this rolling through some of the testimonials. So it starts with having some testimonials of the products that come up onto the screen as people are hopping on. That's the first thing they see is we start with, Oh my gosh, we got this text this week from Natalie. And Natalie said that ever since she started, she noticed X, Y, and Z. Oh, here's another one. And Sarah reads that. And then Terry says, Oh my gosh. And here is one other one. This one, this one just warms my heart and it doesn't have to be on the screen. It doesn't have to be fancy. It can just be something that they read. But if you use stream yard, it's really simple to do a screen share and show them the actual text. If I get fancy use Canva, but you can just start with reading it from your phone.

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So you start with the testimonials, social proof, and then you go to the hook and you say, have you ever felt X, Y, and Z a pain point. Many of our customers before they get started on our product are frustrated with, or they're just looking for this. So you're giving benefits. So let's tell you what it's all about. And you usually talk gesture, hero product, not like 422 different products. Here's what it is. We're not going to go into the science. If you're a nutritional supplement we've got in, then you should tell them where they're going to find that information. Maybe you're going to post it a link below to a Google document that has scientific studies or whatever it is that you have you do. Here's what it's all about. And then you say, Oh my gosh, at eight 11, we always do a giveaway.

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If you are with us, live, drop something, a comment or a selfie, and you will be entered in a drawing for XYZ. And then they go back to it and they finish with here's what it's all about. And if you're ready to get rolling, which of course you should be. I want to have you reached back out to the person that invited you here and they will help you to get started. And we can't wait to read one of your testimonials. We're so excited. And if you have a referral program, you say we're here every Tuesday and this is recorded. So if you're thinking you have a friend that would love to do this with you as well, because nobody likes to, whatever it is alone, go ahead and invite them to the group, tell the promoter, your distributor, whatever you call your people. And they get tagged as well.

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So what have we done? We have social proof. We have a way that you're sharing information with third-party validation and we have some fun giveaways. So you might be saying, how do I get somebody to participate in this? And what if they're not available eight 11? Well, here's the great thing is it stays in the group. It's evergreen. So you can use that each week. I like to have a new one each week go up because then it creates, it can create a giveaway. It can be thematic. And we love to be there live. And as people are, if we do this inside of our customer groups, so it keeps our customer group algorithm up. So how do you get people to attend this? Well, when you're posting curiosity, when you're reaching out, when you're, even if you're reaching out to somebody that your reaching out first, I would reach out and say, I know that you have expressed some curiosity, or perhaps it's a new reach out.

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And you would say, Hey, Natalie, I'm super excited about a new project that I'm working on or a new business and a new partnered with a health and wellness company. And I'm really blown away by what's happening with this product in terms of my sleep and my energy. If you're anything like me, you're always looking for ways to, to improve. Would you be open to taking a look at it? I know that that sounds like a spammy message, but I want you to know that when I, what I train and what we do is I've already connected with Natalie three or four times in comments. We've already been chatting. I've already shared resources with her. I've already connected. And then I'm coming back to, I don't wait for a hundred years. Been coming back to there's an exciting event coming up it's tomorrow night and there's a giveaway.

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So can I get you an invite? And she's going to say, of course, and I'll say there's a giveaway. And, and here's what we do is my team never knows what we're giving away. Sometimes I give away a full month of product. Sometimes I give away my favorite exercise bands. And here's the thing for you leaders. Once you're making money, you should be investing back into your business. So if you've got six people that are looking to have orders and looking to make money, you, you can have business expenses. If you're making a profit, you need some business expenses. So we know they never know what I'm going to say. I'm going to give away. So there, I was like, I don't know, what's being given away, show up live, and then we have some fun. So how I do it, as I say, it takes place inside of a Facebook group.

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Here's what I'll do. I'm going to add you to that group. And then I'll send you a link so that you can find the group. And then I will send you a reminder as well. So instead of just adding to the group and going away, I will add Natalie to the group. I'll copy and paste the top of the group. And I'll say, here it is, click on it. As soon as you've done that, let me know. So as soon as she's done that, I let her know. And then I tag her. We do a little, Hey, this event is coming up. So that is a way that we can have more customer sales, because it's not just some boring video. We create a really fun pop up event with giveaways, but it's super informative. It's not just like fun, fun, fun, click, click, click, let's go and win some things.

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And so it gives, it gives your team a format for how to reach out how to follow up and how to stay in touch. So before the event, I know that I know that I'm gearing all of my reach-outs for this event. And I start on Sunday and I know what's happening on Tuesday, and I will let them know an hour before. And so in my time-blocking, I know that on Tuesday nights, that about fi well, I usually do about five o'clock

cause I have a five to five 15 block that I am. That's not in the middle of chaos for us. Cause our chaos isn't doesn't really start til later is I have the list of people that I invited. I quickly copy and paste. Don't forget. We never know what the giveaway is. Here's the link to the group. I'll see you at eight.

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Then if I am available that evening, which normally I am, cause it's one event a night as the event starts, we ask our team members hop in, be active, be commenting. We do a lot of tagging. If I see my like, let me know, I'll say, let me know if you're on by leaving a comment. So we create a ton of act, a ton of activity and excitement. And we're commenting too. When they're reading the testimonials, I'll have team members sharing, testimonials, sharing why they love the product. So there's energy around it. And then I tell our team, if I get a hundred people on live, I incentivize the team as well, screenshot the comments, let me know how many of your people showed up. And I do giveaways behind the scenes for our promoters to say, if you're there live, you're entered in a giveaway.

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And if you have five people that show up live, you are also entered into giveaway. So I am incentivizing and my giveaways for sometimes are a canvas template for like making a Canva template for them to use in their social media. Or maybe it's a one-on-one coaching session that they get an extra coaching session with you. If you don't normally do one-on-one every day, maybe it's a passion planner. Maybe it's something that came from the fab fit and fun box, whatever it is. And it's, it's, it's building community, it's building a lot of fun. So that is something that we've really expanded with our customer groups and with having a way that you can reach out now afterward, the followup is, Hey, where did you see it live last night, I'm going to check back and see who the winners are. And you can, you can have your own winner.

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And if they say, Oh, no, I wasn't there to watch it say, Oh my gosh, go ahead and watch the replay and you can leave them up or you can leave it up for three days and take it down. Whatever the case is, I'm going to go ahead and watch the replay. And then I copy the actual link and I put it right into messenger. And then the follow up is, Hey, what questions do you have? Sounds pretty amazing, right? Let's do this thing. So that is, and then they see the simplicity of getting a referral using, using this. And then as it grows, you can do this two times a week as well. You could have two Q and A's, but we do it once a week and then it stays there. And so if you have somebody that wants to know more about the product, you can say, Oh my gosh, well, we have this live event on Tuesdays and don't wait till Tuesdays to get your order, but it's, I want to tag you in it.

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You go and watch a find out what it's all about. And then what we'll do is it's gonna give you the, it gives them the testimonials, right? It gives them everything that they've everything that they need to know about the product. And then step two is inside of your group, have a loom video and a loom video. It's easy to learn. Somebody on your team knows how to do it. It's a screenshare video. Step two is I'm going to tag you in a video that tells you exactly how to place your order. So that will give you the next steps. So your team, isn't frantically trying to figure out the next steps that night, 15 minutes after the video goes up a how to place your order. New loom goes up because I want it to be new. And if you don't have it new, it doesn't have to be new.

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And it could be Sarah Terry. It could be me saying, Hey, I hope you love the life. I'm going to walk you through how to place your order. If you don't know your username or your password, reach out to your promoter, but here's how you place your order. And then I show them exactly what it is that they're putting in their cart. And then the next step is once the order is placed, there is also a how to get started on your product video. So everything can take place. One, two, three, four, in terms of how to get started the testimonial. So that's how to get more orders, you know, the benefits of your product. So if you're writing this script, you know what they're saying? Yes to, and then you're making it simple. Here's how you're going to place your order. Let's walk you through that tonight.

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It's and you can have step-by-step in writing. You can have a little video on it. You give them the power to place that order. And then from there, what I would tell you to do is follow it up with, if you have their email, follow it up with an email, that's thanking them for coming. I love to use BombBomb in my emails. It's a, it's a little attachment. I always add a BombBomb video and say, Hey, I'm so happy that you were able to watch our watch our live event tonight. And I'm going to share with you below the link that shows you exactly how to order. I have my own video that tells them that as well. And if I have a special for them that expires in 24 hours, I give them that as well. I go over to messenger and I say, Hey, I emailed you a video with a special, do you check your email often because I want to make sure that you get it and that's it.

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So we're sharing inside of the group. That's w number one, what are you saying? Yes. To number two, you have a video with the testimonials and with some fun and some giveaways and some team excitement, and you incentivize your team to be there for the event as well. So it's live, it's fun. It creates community. And then below it, you have, Hey, here's how you're going to order. And then you will do a post that says, who is starting on their experience, who is getting started with their essential oil, whatever, whatever you're doing. If you had a makeup demonstration and you will say, here's exactly, you might have a tutorial of exactly how you get started. So you've got all of it inside of your group and you can put them into units or guides depending on your group. Now, if you're saying I don't have any of that, we didn't have any of it either.

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We didn't have it. I created it. So if you have five customers, if you have five team members, you can create your group. Now I would not create a group. If there is already a larger group, we did that. I used to have my own, and then another leader had her own another leader. And it doesn't leverage time. It doesn't leverage time because you're constantly doing the video, making the group, doing the invites. So I would make sure that you get it. If you don't have this going on, share this podcast with your leader, send me a message. If you have a team that doesn't understand, you want to set this up, send me a message and I'll send you step-by-step on how to do it. If even if we're not in the same company, I have set this up for multiple, multiple leaders and companies and shown them how to do it and shown them how to have what I call a live launch customer experience every single week in their business.

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So if you need help with that, let me know. And the final thing is, is that I said, one, two, three, is that you're saying, here's three things. You know what they're saying? Yes. To number two, you've got an

exciting event each week. You can invite them to that stays evergreen so they can tag in it. You also have the team behind it putting testimonials, putting excitement, and you might even separate it out. You might say, okay, I need 10 people that are available the first Tuesday of the month, the second Tuesday. But it's fun. It's fun for the team to be there. It's fun for them to try to win the prizes for themselves. I think what I'm going to do is do a, do some sort of retreat or something like that. And that for you, you can accumulate points. It can be really, really fun as an incentive on both sides.

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And then finally you give the instructions right inside of the group on how to place an order. And that can be evergreen that can go into, Hey, you're looking to order, click on the guide. It's it's right here. And then you can put below ready to place your order. You tag the people that were on the video live, and there you go. And it doesn't take away from your followup. That's why I bring it over to email because I love to take it off of messenger and get into email. And my biggest tip is show your face in the BombBomb video. You can get BombBomb for free. It's just search it. And it has a little attachment to Gmail and you make a video and it's like, Hey, Sarah, so excited that you came to our event tonight. I'm really excited to talk more with you about X, Y, and Z.

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I've put below the instructions and how to order. And for the next 24 hours, I wanted to offer you my extra special XYZ. I look forward to working with you and helping you to XYZ signed your favorite network, marketing IX, executive, whatever that is. So listen, why are they ordering from you? You've made it fun. You've made it special. You've made it personal. You're standing out. You're already showing them your community and you are going to rock this like never before. So thank you. Thank you. Thank you so much for being with me today. If you have questions on this, come over to camp elevate because I am going to make this week's training, this exact podcast. So on Wednesday at 12 o'clock, I'm going to walk you through how to do this. If you are already doing this, I'm going to walk you through your sales process of how to make it better.

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And that will be your life training at noon and camp elevate. So if you are not in camp elevate my friends, that camp elevate group.com. Remember first 20 of you to do a review, write a review, send it to me over in, um, either Instagram, DMS, Facebook messenger, I'll check the other box. If we're not friends, share it in your stories, give it some love. And the first 20 we'll get the, I ordered 50 boss hats. We have 20 left and I'm going to have to order more, but I love that you want to wear the boss hats around because you are bosses. You are the bosses. Um, I loved this post. I did it. Here's a great engagement post ask people. Hey, the third, the last task that you, physical tasks that you did, you are the boss of tell me below. And mine was the boss of cleaning up dog poop. Thanks so much for being with us today. I will see you next week and see you inside of camp elevate for our training on Wednesday at noon. I appreciate you all go out there and be you bravely.

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Thank you so much for hanging with me today on the podcast. And remember you can create what you create. If you're looking for a supportive sisterhood, I would love to see you over in our free Facebook group. As most of you know, I love camp. It's part of, you're not the boss to me because when we're building this thing, we're doing this thing. We need a supportive sisterhood and I also crave more fun

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and more connection. Join us at camp over in the Facebook world, that camp elevate group.com or just click on the link below. And we will see you around our campfire and help you to create what you crave.