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You will remember, I would say, remember with gratitude, those that have helped you along the way, don't focus on the negativity. And I'm always one that in any way, shape

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Perform, I will always tell somebody, this has specifically helped me. And I'm so grateful. Welcome too. You're not the boss of me. If you are determined to break glass ceilings and build it your way, this show is for you. I'm your host Beth graves. And I am obsessed with helping you to not just dream it, but make the plan, connect the dots and create what you crave. Are you ready? Let's get started. Hey, Hey, my friends, welcome back. Sometimes we continue to

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Create, instead of leaning into tools that we already have, have you ever found that you'll see someone new come into the company, someone new start looking like they've got a secret that you don't have. And so suddenly you're all the way in their stories and you're looking at their highlights and you're thinking I've got to figure this out when really we already have the answer. And this has happened to me recently. It happens all the time because we're, we're learning more and more on social media. And here is my advice for you. So we're going to two things in this podcast today. I'm going to give you a little pep, talk about my advice for you on squirreling and thinking you don't have the answers. And I'm also going to share with you a behind the scenes of my 10 ways guide. So I received a message from my friend Leshan, and she's just one of the most phenomenal humans.

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And she said to me, I was like, what guide are you talking about? Cause this is a perfect example of me creating something. And this is what we do in business all the time. And then thinking I need bigger and bigger and better and better, and kind of leaving this so that I don't think I've really talked about it much on the podcast. So Leshan said your 10 step guide is gold. By the way, it has given me a better way to look at getting a list of new people. Plus have them coming to me instead of chasing them down. And I said, which guide are you talking about? And it's one of the very, very first free free offers. Freemiums freebies, whatever you want to call them that we created. And I want to walk you through that guide today because I think that what can happen is as I read it for you and share with you some behind the scenes, it will help you to know how to use this guide.

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And if you don't have it, it's Beth Holden graves.com forward slash 10, the number 10 ways, w a Y S or you can check below in the show notes. So the first piece I want to talk about is yes, there are new tools or new things that we need to do in order to continue to grow our businesses. But we want to know, we want to really, really stay to the core. And remember this, that there are still that build the business, picking up the phone. You may say, I build mostly on social media. I don't pick up the phone. I will encourage you to have personal conversations whenever possible, because you can scale a business to the size that I've scaled mine by actually saying, Hey, let's chat, let's get on the phone. Let's have a conversation. It's not strange cold calling, but as soon as you're making that connection, and this happened recently with a new customer of mine, someone that I had met in a Facebook group, and she saw something in my stories and she asked me a question and I thought, you know what?

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I'm going to practice a little bit of what I preach. And I said to her, after she said, I'm curious, and I didn't respond. I never respond with here's what it is. And here's the link. I will ask a question back. And I said, so tell me, what has you curious? It's a pretty phenomenal product if I might say so. And she gave me a few things and I could tell that, yes, definitely I could help her. And I said, are you open to giving me a quick call? Because we could take care of us in 10 minutes and I could answer all of your questions. And she said, sure, so quick call. And I, and we don't sit and chit chat. I usually say, I want to be super respectful of your time. And we have a connection now. I mean, hearing somebody in person, hearing her story of where she wants to be over the next 90 days and starting to like take better care of herself.

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And I was able to suggest a few books and a few Facebook groups. And actually she is now my Peloton friend. And I said to her, I'm really not stalking you. I promise. But that sales is providing a really personal touch. So anyway, don't think that you don't have what it takes because you already have what it takes. If you love the product or service that you provide and you really listen to your human and you might say, well, I don't have anybody to listen to. Well, we need to have more connection, more connection, more conversations, social media that pulls and attracts. And that's what we're going to talk about. The 10 ways guide, but instead of looking for a new strategy, instead of looking for a new way to post on social media, instead of thinking that somebody else has better stories than you get really good at what you're already doing.

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And one thing that I do is I have a little checklist and I say, how am I attracting and pulling people toward me? Am I giving them a behind the scenes? Look at my experience with the business or the product. Am I asking them at least once or twice a week, if they want to take a look, be invited to an event or be invited to what I call a sneak peak. And last week was all about that Facebook event. So I'm asking myself, am I showing up? And then the other thing is, am I providing value to my audience? Or am I helping them to laugh? Am I being a valuable resource? Am I connecting them with information that will educate knowing that I want to really speak to the women that are in my niche. So when you can answer those questions and you're consistently showing up and then are you actually inviting?

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I know that we hear so many times, Oh, like Leshan said, people are actually coming to her. And when you really work consistently on your social, selling on your social media, on the way that you're connecting your energy, the way you're showing up, people will come to you. But I am going to tell you something that might not make me very popular. The marketing out there for network marketers is to tell you that you never have to have conversations, like never reach out. And I do have someone that never did a reach out on her way to earn rank on my team, but she has an amazing way of creating curiosity and telling stories on social media and she's consistent. So I will say this it's a great combination, but I think challenge myself every single day to have five reach outs, to not spam, but to have a conversation and say, Hey, I've got this event a love for you to consider spending 10 minutes and seeing if this is up your alley, how does that sound super casual?

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This is not okay. Sales, how to do a sales reach out. We'll have one of those, but I want to talk about 10 ways to get more sales right now. And it's just starts by saying that million dollar businesses are built on more sales. So if you're in business, there's nothing scarier than running out of leads. That means

running out of people to talk, to, to connect with that. You can provide your service, that you can share your business. And so remember, this is, this is something that I put and I'm going to read it to you. You're not, if you're not hitting your sales goals, if you know that way more is possible and you know, your wage made for more, then this is going to be for you so first, okay? I want you to get fresh eyes on Facebook, fresh eyes and followers on you.

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So show up in Facebook groups, show up in your stories and interact with people who need what you've got. And yeah, that doesn't mean that you're going into Facebook groups and that you are spamming and putting your Lincoln. And anytime someone says, Oh, I'm not sleeping. Here's my stuff. Oh, I need skincare. Here's my stuff. It means if you've, if you've listened to me long enough, it means you're going into Facebook groups and you're participating in the community. You're having conversations, you're celebrating, you're sharing valuable resources. And I always say that if you can, yeah. Can action go to Instagram, become this, become a new one follower of your new connection on Facebook. It's a, it's not as invasive as getting in an invite. So make that connection comment, you know, that you're cheering, let her know like, so if you have this new friend in a Peloton group and you can send a friend request and have a conversation in the DMS, that's what happened with Bridget and me is that we met and we were chatting in the Facebook DMS for quite awhile.

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Bridget's one of my, one of my new team members. She's not new anymore. I don't know. I said she was new. We'll back that up. But w I'm thinking about how I've met people in Facebook groups that have become either coaching clients or team members, but here's the deal is you have to just be cool if you are one of those people that shows up at the parties, and you're not because you're listening to this podcast and we only have cool people on the podcast, you know, like really awkward, sticking your face in conversation, saying weird things all the time. You would not walk into a party and say, Hey, Hey, buy my stuff, buy my stuff. I've got oils oils in my purse. Now you can be funny about it. I have a solution for people in my purse all the time, and I'll be like, uh, so this is one of my favorite things to do when we used to go out is I have a, a really great energy shot and halfway through the night, when I would see somebody starting to like, get a little bit like yawning and tired, I'd say, Hey, I got this for you.

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And I would hand it to them. And I call it, I call it the elephant in the room. I want, I always say, you know, I'm going to be your vitamin girl. So remember to, to have a sense of humor. So grow your friends and followers. Number two, share a daily testimonial, sharing your stories, sharing your Facebook page everywhere, get yourself seen by showing exactly how much value you bring to the table. And that means testimonials. Like I just shared with you and testimonials from your happy customers, testimonial from your happy team members, testimonials from anyone who has worked with you, and you can share them about yourself or share them about other people. And here's another tip on a testimonial to get more visibility is always be shouting out, sharing the story of somebody that has helped you serve you a book that you've read.

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That's a testimonial, share it and tag it in your stories. You will get that the author of that book or the business that you are shouting out. They'll share the story back. And it just puts more eyes on you. And you can also do a testimonial post of, I love to do a favorite Friday post and give a testimonial for a

business or a person or product, but making sure that I'm tagging, sharing my story, my experience, and trust me, that gets shared out. And then it's new eyes on you and what you do go behind the scenes. Now we've got the fresh eyes on you. Now we want to show up in your stories and interact behind the scenes so that people know what you've got. And that means by behind the scenes, you're not spamming your product all over your wall. But when you're noticing, for example, maybe you're, you're in a group.

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And you've noticed that a lot of women are complaining about moodiness, and you've got an essential oil blend that can really, really help. You might share that out in your stories. And you might even go behind the scenes and send a message. If you've got, if they're an uninstal gram and say, Hey, I put this in my stories today. I know that we're in that mid-life moody stage. You know, we're friends, we're friends from the Facebook group, take a look. So you can go behind the scenes and share as well, tell the world who's rocking it. And this is like the testimonial. But whether you shop locally or online, whenever you can tag and give visibility to what, whatever the, your latest earrings, your favorite Shipt shopper, I don't care who it is. I don't think you can tag shipped shoppers online, your veterinarian, let people know how you're living your life, who you love, give references, give referrals.

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They're going to do the same for you. Facebook is always remembering and reminding us how we met, where we connected and who's got a birthday. So if that's not a reason to reconnect, I don't know when it is. And I don't necessarily go in like sell on somebody's birthday, but it is a reconnection time. I will always look back and say, how did, how do, how do I know this human? How did we connect? And I won't just show up in somebody's box and say, happy birthday. If I don't remember a connection, I will look at mutual friends and I will go find them on Instagram. Like it is birthday time. I, I will never outsource that to a VA because I want to, that's like my time to kind of clean things up too. If we haven't talked in a couple of years and I'm not serving you and you're not serving me, I cleaned out a lot of people on their birthdays.

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I know that sounds bad. And it's not like, Oh, Hey, I don't want you sitting at my table. It's weird. We don't have, like, I want to make space for people that want to connect with me. So also I'd, memory's a great way to reconnect with someone. And I just did this tonight about a memory of an old video of my daughter. And I reconnected with an old friend. It was my daughter and her daughter doing a lip sync competition. And I sent it to her, Oh, we haven't talked to years. And her daughters are now 21 and I'm not selling her a product. I don't know if I need to even say, I don't know if she needs my product, but I'm reconnecting. And that is how you open doors to referrals. How you opened doors to actually, maybe she has a business. I can help her with.

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My goal is always to reconnect with at least at least 10 people a week by sharing a memory or, or showing up and giving value and being a day maker serve more, sell more. So here's something that if you want to stand out, here's a great little example. I once met a realtor who went to every football game at the local high school with a photographer, and he has some take pictures of the juniors and seniors. And he sends them to the parents afterwards and he works with empty nesters. So get creative, get specific. He sends pictures of kids graduating from high school and says, Hey, this is my gift to you. I

love being a part of this community. And he helps nesters relocate. So of course, hello, serving, serve more, sell more. I look for ways that you can serve. And that means also volunteer.

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Get out, do something safely. If you know, we're almost almost to the end of this pandemic. I know we're almost to the end and make sure that you're volunteering and you're serving because that's how you're going to meet some of the most phenomenal people as well. Do weekly giveaways who doesn't love a freebie, do a weekly drawing for people, follow and tag others in your posts. My friend, Lou, or something really cool this week on Instagram, she did a Starbucks giveaway. She loaded her gift, her Starbucks card. She had a link. I'll figure out how to do this. I'll ask her and I'll share it with all of you over in camp elevate, but she, she loaded her card. And then there was a link that you could actually click on and take it to Starbucks. And then when it was gone, it was gone, but she bought people.

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Coffee. How cool is that? That's a giveaway. I always do. I love on really close friends per face to ask people like, turn the date into a way to, for example, this week we celebrated Bridget's birthday. She seems to be the common theme here. And I talked about how we met. I used a little story about how there's some friends that you don't clean up your zoom background. And there's some friends that just get you. And I shouted out Bridget's birthday. I asked my community to share someone that just gets them to shout out another female. And then I turned it into for every female that was shouted out a \$10 donation to Brigid's charity of choice. So she gave me a charity that if I said it has to support women, and of course that's Bridget. So giveaways where you're, you're helping with engagement, giveaways, where perhaps you're giving away your favorite book.

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I love like the duck, duck goose. I know it's old school, but people like, okay, whoever ends on. If it's St Patrick's day, maybe it's lucky. Maybe it's green leper con or something. I don't know. Lucky charm, lucky charm, lucky charm. And then somehow somebody that, that when she stops and they win the prize on the charm, there's something like that. It's a game people play, and a lot of people will play it to get some free product reach up and out. Who's helped you get where you are today. Write a kind note tag. The mentor, coach or client has made a huge difference in your life. Ask for referrals and then get to the ask. Are you making a difference? Are you solving problems? Ask the people who love you, what you do and to share the love your in business and referrals are what keeps your business running, sustain.

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So be willing to ask those people that you serve and help. So I give a lot of referrals and I don't have any problem saying, Hey, would you share something out in your stories today? Do you know anyone who needs X, Y, and Z? Can you get me connected? I will ask for referrals all the time. People love to give referrals. They love it. And then finally make the ask. Okay. Are you actually making the ask? Have you been actively inviting people? How many times are you asking someone to buy what you've got to offer? If you're not off asking? They can't say yes. If they can't say yes, you're not making money. So let's that, that, that is like the one that you're thinking, wait, you mean I have to ask, yes, you've got these connections showing up on social media and sharing the testimonials.

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And you're showing people the stories that you're helping to rewrite. Think about your job as I'm helping women to rewrite their stories or I'm helping men or I'm helping families. And how are you helping them to rewrite those stories? Is it paying off debt? Is it a resource that you're providing in terms of maybe your coach and you're teaching social media, whatever it is, you're helping a human to rewrite a story. Most of the time it might be with a transformational product, so help a human rewrite the story and make sure that as you're thinking about the stories that we're rewriting, make sure that you are sharing and shouting out those stories. I'm going to give you one last thing that I do. And it's, it's really served me in terms of my mindset, my memory, and knowing the work that I do even on days that somebody might just set, like decide they no longer want to be a part of my world for whatever reason.

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And they leave with how to trace, you know, so rude, right? It doesn't happen very often, but sometimes people just like exit right there. They're gone. And they're like, no, no note at the door. So I think that one of the best things that you can do is have a sketch pad. I use a sketch notebook for this, and anytime I have a new customer, anytime I have a new business partner, a coaching client, even a friend like Lashaun, I have a page and I T I do a tablet alphabetically so I can find them. And I write about, Oh, I just met like today, I Lashaun. And I've been talking for a long time about diversity and inclusion and how, how we can start showing up differently and how we can support black owned businesses. We've we've had a lot of conversations over the past year and I have, when we first connected it, wasn't like, I don't have any she's, she's a sideline in our business.

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I don't have anything to sell her, but I, I want, I wrote like how I felt that day, that I was so happy to find an ally that I could share with and learn from. And it just, just like the, it's like the story of the people and the humans that you've met in, especially I started this just for my customers so that I could remember like, Hey, you came to me when you, when you wanted to lose 22 pounds, and this is how we did it. And I do it as how, like, record the conversations, but it's become a beautiful, beautiful, like memoir for me of, um, when somebody says something kind or when somebody, uh, sends me a message and says, Hey, this, this happened today. Thanks, thanks to this business. And even on the most disappointing days, and there are very few, but let's say somebody in the, in this industry, people can act really crappy if they decide like it's usually when they leave a company or something.

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And even, even on the rare occasion that that happens to you, but it will happen to all of us. You will remember, I would say, remember with gratitude, those that have helped you along the way, don't focus on the negativity. And I'm always one that in any way, shape or form, I will always tell somebody, this is specifically how you helped me. And I'm so grateful. So when you have a notebook, you can specifically share to somebody how you helped me and how you, and it's just all about being a great connector and being a day maker. I hope this podcast was helpful. Grab the 10 ways guide and make that part of your checklist. I would challenge you to 90 days of doing those 10 things. Every single day, I would add follow-up to the list as well, like making the ask, making the follow-up and you are going to see your business show up differently, and you are going to have a different energy around your business.

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And like Leshan said, people actually coming to your inbox. So I'll see you over in camp elevate. We're going to do some training on this actually each day next week will be one of the 10 things. Obviously there's seven days in a week, but we're going to break down and share and celebrate and really learn each of those 10 things. And ha, and you can ask your questions. I'll give you the feedback. And we also have our live training every Wednesday in that group at 12 noon. Thanks for being with me today on the podcast. I appreciate you so much as always be brave people and go after the things that you so desperately know that are just waiting for you. On the other side of perhaps asking somebody really bravely, if they would be open to taking a look at what fit, your phenomenal opportunity or your product,

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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 and more connection. Join us at camp over in the Facebook world, the 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.