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The industry that we're in of network marketing. And I don't know if anyone else can relate to this, but I certainly experienced it. I had a really tough time. Beth transitioning the knowledge that I had learned in corporate America and in my traditional brick and mortar entrepreneurial business, into network marketing. For some reason, it seemed like it was two different worlds.

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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 stream it, but make the plan, connect the dots and create what you crave. Are you ready? Let's get started. Hey, Hey, my friends, and welcome back to episode number 87. I'm excited today to be chatting with [inaudible] who I am inviting you right now on Thursday to a free summit that she has invited me to be one of the participant. Well, not a participant, but a presenter. Yes, that's it. Presenter, I'm participating and presenting. So I caught sight of Cheryl and heard her speaking in a Facebook live. And I thought, I need to know more about this woman because she was powerful. And she was speaking my language.

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She was talking about how network marketers can rapidly grow an online audience, finding the right people with content and with authenticity. And I said, this woman is my new best friend. So I reached out and I teach connection all the time. Right. And I just said, Hey, Cheryl, I love, love what you're putting out into the world for network marketers. How are you? Tell me a little bit more about what you do. And we started chatting. So she is hosting this incredible, incredible summit called content that connects get the secrets to creating magnetic content that connects you to your audience. And you will be able to get the tickets. We will leave the link below. It's also over in camp elevate. And if you are on my email list, you're getting that as well. But some of the things that we're talking about are how you can create authentic content that will allow your, your people who are looking for you, your product, your service, to connect with you and how you make that transition into sales.

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There's also going to be talk about visibility, how you can show up and I'm not going to, I'm not going to ruin it all for you. I want you to sign up for this free event and listen in as Cheryl and I are. We're doing a live over in camp elevate. And it's the podcast today. I want to tell you a little bit more about Cheryl though, before we rock over into that, is that a thing? Do you rock over into Facebook live or am I making that up? It's one of those days that I'm a lot of conversations with myself. So I'm doing it on the podcast for you as well. So what Cheryl's background is corporate real estate. Then she was burnt out, found network marketing, and now she runs online communities for over 4,000 men and women who are looking to learn online strategies to grow their audiences.

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And she also speaks all things, leadership for network marketers. She's an entrepreneur with a brain and a heart, any love for helping all of us. So I'm excited to rock in. That's what we're going to call it. We're going to rock right into this Facebook live and you can listen in on what we chatted about. And I hope to see you all. It's zoom. It's not even just you watching you are live with us on this coming up Thursday. And if you're listening to this on replay, I am sure we can get you a copy of this. If you're thinking it's a year later and I want that free summit, just message me, email me, support Beth, holding graves.com.

And we will help you to get your hands on it or come on into camp elevate because we normally will have little snippets of the trainings in there. If not, I'll do my very best to get you the recording of it. Be sure to sign up. If you're listening to this in real time, here we go over to camp elevate with my interview with Cheryl and I'll see you all on Thursday.

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So while we're alive is sure Ralph, Hey, elevate. So I have a surprise for all of you today. Yesterday, we talked about connection in our weekly training and how committing to that connection over the long-term is going to elevate the amount of followers, people, community. And so Cheryl and I, we met we're meant to meet. And so she's a amazing, amazing entrepreneur network marketer and has been at the top. 1% of the industry really has a mission of how do we help network marketers to authentically build businesses around creating content visibility, online, a personal brand that creates the business that you truly want to build, but keeps you in a duplication mode because she's built large teams. So I was so excited to have a conversation with her of how do you transition from, okay, we're talking about content that really connects with our audience, but we still are in the mode of building that network marketing team and having those conversations.

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And she just does puts it all together so perfectly. So I'm gonna let her just introduce herself and how she went from building, not online to all bringing the branding, the online space together. She's bent, she belts at the top traditionally, and then has done a rebrand build and is teaching even what I, a lot of humans that haven't been in the online space to embrace it and to say, Hey, we're here. Give us a little back story of, I mean, you're a mom and a wife in Chicago and a total bad-ass, but give us a little back story. Yeah.

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Yep. And before we came online, I just, just full disclosure. My kids are remote learning from home and I have three of them. They're under 11 years old and they may pop in here at any moment because they're all on break. I just heard them get up from their desks. So who knows, who's going to pop it into the scene while we live together. But yeah, thank you for the introduction, Beth, it's a pleasure to pop in here and share with you all what we're doing in a project that she and I are working on right now together. You know, I've been in the network marketing industry for nine years now and I came from the corporate world and, you know, finished there. But Sam, a corporate evacuate, I left, ran as fast as I could at the age of 30 and I got into, into real estate.

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So I became an entrepreneur first before getting into network marketing. And the interesting part about the industry that we're in of network marketing. And I, I don't know if anyone else can relate to this, but I certainly experienced it. I had a really tough time, Beth transitioning the knowledge that I had learned in corporate America and in my traditional brick and mortar entrepreneurial business into network marketing. For some reason, it seemed like it was two different worlds. And coming from my corporate background where I created solid relationships and connection points with the team that I worked with within my corporate job, as well as moving into my real estate brick and mortar business, where relationship was key, but also the connection with, you know, my leads that I was generating online and in real estate. But also during that period of time, being very focused on lead generation and creating a list, an online list that I could email and real estate.

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I knew that that was how business works, but when I got into network marketing, no one really taught that no one was teaching how important it was to connect with people. I mean, we talked to, we taught, we talked about writing a written list. We talked about inviting people to that list. We talked about all the legacy ways that we all have learned on how to build a duplicatable business, but there was a little conversation around relationship building, you know, authenticity and being transparent with the people, your prospects that you're talking to and how valuable that is in order to create longterm, sustainable connection and relationship with them that could lead to a greater enhancement in that relationship. And we certainly didn't talk about how to create a list outside of like a list in the form of having a list available for you to be able to have your own traffic.

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If you will. You know, we talked about that written list, but we didn't talk about how that written lists would become your inventory. That is your asset. You know, we didn't talk about it in that sense. It was just like create a written list of warm market leads, friends and family, you know, ask them to see if they would be interested in your product or service and keep building that list, keep finding new people. And that was really it. And so coming from that legacy traditional way of building for nine years, it works. So you'll never hear me say Beth, that, you know, traditional ways of building your business do not work because that is what promoted me at the top. 1% of my company. It absolutely does work, but is it sustainable? Does it work for everybody? What happens when you run out of leads?

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What if you're ready to scale? You know, what, if you want to monetize, what if you realize, Oh my gosh, like I'm doing so well in network marketing. My team is flourishing and I've built all of these skills. You know, all of the personal development that we've done, I'm now am much more attractive to a greater audience now. So now I have all these other pieces of me that can be monetized. You know what I'm saying? And so you become this very powerful influencer where through other ways, which is online marketing, you have an opportunity to portray that to a greater audience, build exposure, and expand your reach and really optimize your time once you get online. So that's kind of the backstory. The backstory is yes, traditionally I've done it well, but then I want it to scale. And I want it to exercise the greater asset and leader within me that I grew within network marketing, which got me into the online space so that I can increase my exposure and expand my reach further, build my team and just build my overall brand and an asset, which is me.

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Well, I love, and here's the thing, is that the, one of the biggest pieces, when, you know, I remember reading like open your church directory, is that when we're the generation, when we're looking at growing that list, I always think about how do we better connect with our current list, which will then grow with referrals. Meaning as we grow in this space, I'm a very different person than I was online in 2014, when I hadn't invested the hundreds of thousands of dollars into my personal development, as you have yourself and saying, okay, so how can we inspire with the story, but stay, stay connected. And so we never really talk about even our, our customers that we have. If you have, like, for example, it's usually about get that sale, go to the next. And we talk about the journey online that we're inspiring our customers.

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We're inspiring our newest team members to stay connected. And then those people that you're, that when you really dial in on, and I would say like beginning of each week, when you're thinking of content, I'm thinking about my human that needs that needs right now, a community, a circle, maybe an extra stream of income. And last night my daughter called and said, her computer crashed. She's working from home. She needed to have a desktop. She does a lot of design work. And certainly I get emotional about this business all the time, because being able to say to her, yes, we can do that. She, you know, have this negotiate, like I have half the money and savings and she's, she was out of a job during most of COVID, but that it's like freedom and flexibility. So this morning in my content, I thought my human that needs me had to say no last night to her daughter, because there wasn't flexibility and income and she's working 40 to 50 hours a week at the bill.

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And so I am write that down in terms of how does that content create the connection with somebody that's not just, Hey, join my team. We're doing great things. Look at us win, but I see you. I hear you. I know where you are. And if you'll allow me some space, let me see if I can offer you a solution. And we do that by creating content. And when I looked okay, we're about to tell you guys what is coming up when I looked at some of the names of the UL that you are bringing. I mean the top of the top, because what I just explained, yes, we can post it, but there's an ability to, to use words with power when you know how to have good copywriting in your content. So that is how do we take that emotion? We all know I've got people I can help, but it's, it's understanding and learning that we are professional marketers first. So let's bring that skillset together. So I know a lot of people watched this on the replay and I'll redo our, our titles. So you can have the link right there. But with knowing that there's this need, and there's all these men and women who are saying, yes, I hear you. I hear you. I want that. I want that. But how, tell us what you've put together and how we can all get it on this summit.

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Absolutely. So what we did, we've been working in the backgrounds you all worked in, in the backgrounds to bring you value. We're basically pulling together four experts, uh, well, five, cause I'm one of them speaking to help, help you get the secrets to creating magnetic content that connects you to your audience. Because what we all know very well as experts in the online market industry is that creating content helps your business, build relationships with the audience. And it allows you to answer questions that your audience has and interact with your customers, thereby creating a more engaged community. And so the key is when you create value without taking anything in return from your audience, you're more, your audience is more likely to trust your advice and your recommendations. And so we've got Ms. Beth graves who is going to be on the online stage, speaking about con connecting content across multiple platforms and how to transition the conversations and the connectivity that you creating in those relationships and converting them into sales, into leads, and then ultimately sales cause that's what we all want.

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So that's what she's going to be talking about. So I'm great all Beth that you going to be joining us for that. And then we've got miss him, dang, who is an owner of a company called group convert. And she actually is talking about engagement strategies that she uses to attract people into a Facebook community, right? Where it's her audience that she's speaking to and how she's able to transition that cold lead into warm and fuzzy relationships, such that she can provide even more value to them within Facebook communities. So that's her expertise. So she'll be talking about that. And then we've got a

young lady all the way from Costa Rica who is absolutely phenomenal in the public sector of media, right? So this is you don't usually get immediate people when you start, you know, when you start bringing in content experts, but I love her angle from getting you from what she calls invisible to invincible, using your authenticity, being genuine and creating good content in the marketplace.

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And when we think about paid media, you know, a lot of people are like, I can't afford it. I don't think about it, but there's so much free media that she's going to expose you to. That helps you get your message out there. So it's, it's about creating magnetic content and being invincible. That's how you know, this is, these are her links. This is her language, by the way, these are her words is being invincible with your messaging and how to become much more relatable to your audience. So she'll be talking about that. And then we've got miss Chrissy, chin Chrissy Chen is actually actually met Chrissy Chen around the same timeframe. I met you Beth, back in the fall and October, Chris Chen has spoken with me before she is phenomenal. She's going to be talking about pot. She's going to use podcasting as an example of how she creates content and connects with the audience through audio and engage her, all her strategies on how she's engaging deeper connection, creating deeper connection with her audience using podcasting. But the model that she's going to be sharing can be used across multiple different social media platforms. But she's going to use podcasts as an example for what we're going to be talking about next week. So when you've got me, you've got me, I'm going to be coming into and I'm going to bridge the gap, but I haven't even decided yet what I'm going to talk about. I'm like, Hm. I think going to just see what's what we're not talking about. And then I'll put my little 2 cents in there.

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I think we should. I want you to comment below [inaudible], let's pull and say, okay, knowing that we're doing inside of the summit, it's, it's that intuitive feeling of, okay, this is the next step, because what I love so much about what you have done with your business is you're, you're confidently bringing forth the offer. And it's not just a, Hey, watch my video. The offer is now we've had this connection. We've provided this value. And I look at it as, um, you know, the 17 types that we've carpooled our kids home. And then we don't have any problem asking on Thursday when you can't make it Mrs. Higgins to do the drive because we've driven her child home 14 times. And so she's like, of course that's content, all of a sudden when you you've given this value, you've connected. And then you go to get asked to give that offer, that irresistible offer of what certain products it feels so natural. And that's where you're so strong is I didn't even know what I was saying yes. To when you said we're going to do this. I was like, yes. Yes. Because you've provided so much value for network marketers. For me as an entrepreneur, I was like, whatever it is, we're going on a rollercoaster going to Disney world. I'm there.

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And you didn't even know I was reading your emails. I'm looking at, you know, I'm stalking quietly inside of your group. I'm watching your Facebook content to learn. And me as someone who I'm never someone said to me, well, like, do you still watch other people? Of course I do. Because I'm like, this is I, I need to see what's going on here. And even if you take your strengths in your content, but you also show this vulnerable side of what winning looks like in your life and winning some days is just getting the homeschool done without, without the house falling down. And I love that. So I love how, anytime you ask for an offer and saying, I've got this for you, you built this trust and I'm getting in your bus, I'm coming home with you. I don't know where we're going. So if that sounds exciting for all of you, let's talk about what we have coming up and what you've created for everyone. Yeah.

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So I think on March the 18th, we're going to be getting together and guys it's it's, there's no cost for this. This is just something that we're doing. You know, it's, it's for individ five individuals who are just sharing their expertise, what works, what didn't work and stakes we made along the way and just sharing, you know, what we're doing to help increase our network marketing industry so that we can all have success in this way. But we're going to be getting started at 12:00 PM central standard time. It's going to be like a masterclass series. So it's going to be very different in the sense that I can see you and you can see me, we're going to be on a zoom platform. How about bats? Like we're going to be in class together, which I love because we're talking about content that connects, right. We want to be more connected in this way. So we're not going to just be talking at you. We'll be live. I'm having this conversation, this dialogue with you, you'll have a chance to have a Q and a with us as well. So we'll make certain, we try, we'll try our best to get your questions answered. So the link to register is, is pretty easy. It's content that connect.net. I guess I could throw that in the comment or not.

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I can't, I can't because we're on string art, but most of you didn't email this morning from me because you're all on my list that had the actual link. And right after this, I'm going to post the flyer that has all the information and we'll post this in the comments and the links so that you can register and I'll be reminding you and sent and sharing. And this is something that it's not just exclusive to this group. If you have team members, friends share the link out. And let's, let's really, I, I'm excited about upleveling the industry with, with just a positive jolt of a lot of women's stuff. You good men, a few good men will arrive that why to elevate what we're doing online. And honestly how people perceive the network marketing space is not a post about you're missing out. If you're not hopping on board and making all this money and like, yes, they're celebrating.

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And there's ways that we do that. But this is elevating you as an entrepreneur, people are going to know love and trust your brand. So that at any time, whether you are, you know, there are some times that you might have to shift in your business. I had a friend whose company went under and she said, thank goodness I had a personal brand and community and content and followers because it wasn't like I was just selling my, her vitamins that went under. She was talking about her vegan lifestyle and how it had changed her life and empowering, empowering content that really brought every, everybody to the next stop with her. So I love that piece of it, that we're coming at it from entrepreneurs as we have this incredible time and space to, to learn about building our personal brand and partnering with companies that make making money really easy because we're not manufacturing products and we're not responsible for the backend bills.

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So I'm excited for this. And I'm excited for all of you. And we haven't had an event or a challenge in this group in a long time. So who better? I'm the one that lets other people do the organizing and I come to the party. So thank you for having all the fun things I like with that. I was laughing. A friend of mine said to me like yesterday, when I was at my friend's house, I just brought my bag full of fun things. I'm like, thank you for organizing it. She's like, I know you pretty well bad for you all. I'll always show up and bring her best, but I loved, I love when it all works out. So I'm excited that we're all going to be in your space because you are so powerful, captivating. Like I get a lot of emails. I subscribed unsubscribed to a lot of emails.

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I see a lot of top earners in the network marketing space that are also coaches. And I just, there was something about, this is a genuine, authentic person and I want it. And, and your, your lead of being a leader who has shared this journey was, is so powerful. And I'm excited for everyone to, to have that in their lives because I want to have all of you in this group and on this podcast is we're also putting it on the podcast, finding the value and, and seeing people like Cheryl, who are elevating humans, the industry, and doing it in the right way, morally, ethically, and powerfully like super woman. That's what you are. Wonder woman. Thank you, Beth. Can you change into like superhero t-shirts the last hour in the same room, because that would bring everybody t-shirts.

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I appreciate it. Thank you. And as a mom, that's exhausted, constantly exhausted and working a home-based business. I'll take that compliment and fill myself up with it. Thank you.

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I wish I could say that there's gotta be a meme of what we do behind ourselves. Like when we're getting ready, like throwing the dog and I like yelling out the windows and the lawn guy, I'm like, hold up for one minute. We're going live in the comments. If you're in, I want to know if you're in and if you're listening to the podcast, you can DM me. I'm going to be putting in my stories every day. Something for you to share out that says that you're coming along and giving you an invite as well. But I'm going to do a giveaway for anyone that registers and comes in live. And that will be one person who's there live. I have to see you on the zoom is going to have a 30 minute personal branding, Facebook, social media audit, where we're going to talk personally about your content.

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You have to be live and you have to sh I'll give you all the details, but I want you to share it in your stories. I want you to be there live, and I want you then afterward. This is there. This is a lot. So I'll tell you to send a testimonial about the event. I want you to give feedback. So Cheryl, who's putting this on for free. What we often do is forget to, we say it was fascinating, but I want a testimonial of the event if you feel called to do so. So I'll give you those, those three or four things I just said to enter my personal contest. And if we have a lot of you that enter, then I'll open that up more. But I just want to very rarely do I do a one-on-one coaching. And so I'm going to offer that or anyone who helps us to get this event promoted and you participate. And I want, I really just genuinely want all of you to grow and love and learn and be able to do what we've done with this industry. Because so many people before us took our hand and gave us some mentoring, anything you want to see to close this out

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Forward to seeing you all there. It's my honor, to, to be able to bring all of these great speakers to you all. So I'm looking forward to it. It's going to be a, it's going to be a fun day. It's going to be a fun day of just sharing and just experiencing new information. And like Beth said, I'm constantly learning from the people that I surround myself with. And so I'm looking forward to learning from all of the people, myself that are going to be presenting. So definitely take advantage of it and let's learn together.

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Oh, good. Michelle already signed up. This am from the email, Michelle, you are going to love it. So, and, and how fun I'll share this last thing says Michelle was our first signup is on my vision. Board has been a cottage, a Lake house, and Michelle and I met years ago. And she actually is the realtor that helped me to the Lake house. I mean, there are so many pieces of it that fell into place that it was so meant to be. So, um, I will be live from the Lake house with my mom, which was one of the big reasons that I wanted to do that was to have a space where she come and visit. So how perfect that you were probably our first sign up from that email, Michelle. All right. Well, Cheryl, thank you so much for coming into camp. And anytime you want to come on in here and share your brilliance, we are, we are like, we have campfires.

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I can't wait to invite you to the campfire. You can bring some more marshmallows and all of your awesome knowledge. So thanks everyone. And we will see you on Thursday on the zoom live. And I know, all right, bye-bye guys, so you guys, isn't she powerful? I just cannot wait to see what unfolds on Thursday. And I've been working on what I'm presenting and it's not anything. If you've been following me for awhile, there's going to be an extra little piece to this around how you can have your content plan, not sound like you picked it up from Pinterest and share your tip Tuesday, right? We all do it, but how you can actually use the art of storytelling emotion and to

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Grow the people that have eyes on what you are doing. And that is the key. That is the key. So we're gonna be talking about connection all week. Last week, we had a great live training on connection. I gave a challenge. And if you are in camp elevate, you know what that challenge is? We'll continue talking about connection because you are never short on sales. You're short on connection. So come on over to the camp elevate group.com and I will also see you live on Thursday inside of Shirelles content summit. Have a great week. 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.