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Hey, Hey, my friends. And welcome back to episode number 92. I am so grateful and happy that you are here with me. If it's Monday morning, may this be the Monday as to Monday, most marvelous, Monday ever. That's sounds like a little, a little overkill there. I have this quote that I like Friday is Friday ever. And so I thought I'd try it for Monday. How'd it go today? We're going to dive right in. Um, I've had a couple of questions, one from my friend, Angela, about, uh, this is for network marketers and it will also make sense for you. If you have a coaching business. I have, I have many listeners and some coaching clients that have either coaching businesses or product businesses. This will make sense to you. So don't click off just because it says the word, join my team. We're going to talk from last week.

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If you didn't listen to last week's episode, we talked about where your, your ideal audience, your target audience falls into the different parts of your funnel. Meaning are you, there's three different parts to that funnel at the very, very top. Well, people are all over the place. There's millions of parts of the funnel, but the funnel is how people find you, how they know you, how they like you, how they trust you, how you nurture, how you create community, and also how you speak their language to help them to see as Amy Porterfield says that invisible bridge from where they are to where they want to be and knowing really how to speak to the solution that you have for them. So I know that's a lot, but hang with me here because so many times as network marketers, we hop in and in any business and we just put up our offer, join my team, earn this bonus.

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Hey, watch this video. And we forget about good marketing has this big piece to it. The most important piece to it for social selling, for any kind of selling for any kind of super fan following is how are you speaking to where your human is? Let's call her Emily, where is Emily? So if we know that we w w Emily is a great prospect to either buy your products, take a look at your business opportunity. She just doesn't know it yet. Or she might not be a great prospect. Maybe she has no desire, but we need to know that Emily has found us. She's found you because you really, really speak her language in terms of waking in the morning and saying I'm creating content and value for this specific human being. I'm not talking to the mom who woke up three times last night, because she had a baby who was colicky.

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That's completely different content. Then the almost empty nester who woke up with fear around how many more years can I actually go to this job? Or how will, how will I have this flexibility and freedom to jump on an airplane and go see my daughter who's living in Utah. Our conversations are very different. And so we're going to talk about different kinds of ways to my niece. Haley right now, she's worried about adding her diaper expense, uh, being sustainable. How does that look in their monthly budget? Where my, my friend, Kara isn't that's, unless she's got grandkids on the way, she's not worried. That's not what she wakes up worrying about with money. So she might wake up and think, I really, really want to give my, my, um, partner, my husband, some flexibility and freedom to have some options for travel and not have to be tied to his job.

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So she might be looking at, at that as her, why she might there's that there, we're not talking about content that connects today, but you get it right. You get it. When you are building an, a business on social media, your content needs to connect with the desires, with the hopes, with the dreams and with

edge, educating your ideal, boo, your Emily, your avatar, and you that. And then when you niche it down, that needs allows you to talk very specifically. So if you need more help with this, I have tons of podcasts on, on this we'll link, a few of those, the episodes below, but why is joy? My team earned them. These bonuses watch this video. Why is that failing? Well, it's failing because you've gone from this, having this lead, or maybe it's a know like, and trust person that's been hanging out with you a while.

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You've got you've, you've not provided the, the invisible bridge, meaning she might be curious and interested or even tapping through your, or maybe she's a friend from maybe you did a business three or four years ago, a brick and mortar, and you both work together and you really, really know that she would be an excellent person to do this business with you. However, if you're going from, she is commenting on a post directly to, Hey, watch this video, join my team, earned these bonuses. You're making it about you and that about her. And she's probably going to say, no, thank you. Like that feels weird. Uh, but you go girl. All right. So the invisible bridge, how does that look? Well, you can, it's, it's the middle of the funnel where you are ugly view three ways to help to bridge someone from just watching to, Hey, yes.

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Like tell me more or curiosity enough to say sure. I will watch, uh, I would love to watch that live video. I'd love to go into that group, or I'd love to hop on a zoom with you. So how is that invisible bridge created? Well, we have to look at this. We have to look at, um, what are the, what, what are the ways that you can share the wins and the testimonials of someone that your, your Emily can relate to? So are we sharing the stories and the testimonials about where, um, someone that is having success, where let's say where tide was, where she is now and where she's heading and really diving into, how, how did that, how does that feel for her? How does it look for her and how, how have things changed for her? So testimonials next, um, we want to create, um, energy.

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That's, that's just really great energy. If you're always saying nobody nobody's responding, nobody wants what I have, nobody, blah, blah, blah. I mean, your energy is not attracting. So we want to make sure the invisible bridge has it's like your energy is holding it up. And that comes from visualizing and having affirmations. And I mean, moving your body because your business is not just about content, your business is about the energy that you attract. It's about the gratitude that you have. And it's about the energy you have around the humans that are coming into your space and not always being, how can I get her, but how can I serve and how can, like, whatever it is when she comes into contact with you, are you, is she walking away saying I'm better? I feel better. Thank you. Thank you. Thank you. So it's the energy is your energy aligned with your mission?

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And if your energy is she needs to be on my team. Yeah, of course. You know that that is a solution, but your energy needs to be, is this the right fit for where she is? And is this part of what her vision is and how can I serve and help her to take the next steps? It's not for everybody, you aren't for everybody. And it's, uh, now you have an opportunity to show the benefits with the testimonials. So the invisible bridge is your energy and is your intention. And that is worked on daily. Whether you need to burn some Palo Santos, meditate, um, go for a run, visualize, visualize how your business feels and looks, and even

like decluttering your space. Those things will create the energy. And that's an, uh, gratitude, gratitude, gratitude as the default. The next piece for that invisible bridge is having connection.

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So if you are working on 10 billion people and trying to market to 10 billion people, I would be starting to take a look at who are those people that are maybe inside of your Facebook group, very connected, who are who's connecting on your comments, who seems to be connecting with your content and how are you creating a closer connection? Are you connecting on her social media posts by giving value? Are you looking for ways that you can connect that might be outside of the business so that it takes, you know, a little bit more than just, Hey, we're dating. Um, you know that like, Hey, we're on a date to, Oh gosh, I ordered you cauliflower tacos because I know that's what you want as your business grows. You like, for example, I can't with, with the number of people that might listen to this podcast and, um, send me messages.

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I can, I still can have that personal connection because that's real being relatable and having a personal connection is super important. So you're never too big. You might need to automate and have, um, an adding a person to an email. So my Monday emails are like my love notes to all of you. And I so appreciate knowing that my open rates are there. In fact, I had, I had someone and this is just a side note of how we all take things, personally, someone who, when you get an email, you know, you can scroll to the bottom and unsubscribe. And I've realized now that I'm behind the emails, when someone does unsubscribe, I've learned that it, it allows me to define even further who is for me, and who's not for me. And it's not a personal, it's not a personal thing. However, also respect.

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And many times, if I am going to unsubscribe from a newer entrepreneur, I send a message. And I just say, I love what you're doing. I am, I'm just not, I'm in a space right now to ne for this content or for, for what it is that you're offering. I'm going to keep following on Instagram. I will actually let them know why not, why I'm unsubscribing, because I had someone that had a, you know, if they have an offer, that's not for you. Cool. So I have somebody that just sent me a message and she had opened, I could see that she had opened many emails and even had a lot of engagement, some of my free things. And then one day I just get this email instead of unsubscribing, it just said stop. And I was thinking, and at first I took it personally.

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And then I thought, you know what? I'm going to shift that thought to, she must be having a bad day and it's not personal, but yeah, don't send somebody an email that, that goes to you and just say, stop. I mean, even just say, Hey, um, I don't know how to unsubscribe. Thanks for all you do. Just a side note, be cool. Be kind, don't be like, don't be telling people, put themselves out there. You put themselves out there, you put yourself out there. So I'm just sharing that because it was a little silly. And of course I'm sharing it because this is like therapy behind the microphone. So thank you for listening. Thank you for hearing me and seeing me, my friends, all right. Back to the invisible bridge. So here's the thing I love to also not just depend on a messenger scroll, what we're doing in the six-figure club right now.

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And if you, I want to share this is, um, if you are listening to this and you're thinking I do want to have some structure to setting up some of my, some of my social media, I want to have a community where I can actually organize and implement and track things in my business, and even learn more about how to solidify that niche and get, get speaking to your ideal person, the strategy of sales. Well, you just need to send me a message, email, email from just click reply, get over to me and messenger and ask me about it. It's a very, very inexpensive mastermind because it's a membership slash mastermind. So in terms of what most masterminds cost, it's V I've made it very accessible. And if we're, we don't have sales pages right now, but if you're like, I want to get in and have a little bit more help, just ask me about it and I'll tell you all about it.

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So just that's on a side note, cause I had someone last week say, well, when does it open? And it's right now, there's not a, um, a formal launch on it. People are coming in and we do, um, one one-on-one session to get you caught up to take a look at, to take a look at what you want your roadmap to be. And then off we go. So let me know on that. But I also offer tons and tons of free value driven content over in camp elevate. So you're cool. If, if investing isn't for you, just let me know, have a conversation. So that was like a little commercial hygiene. Like it, I didn't even plan it. So that invisible, what I wanted to say is my invisible bridge. And this can be yours too. Can also be adding your, having a call to action to give them, give them something that's not joining your team yet, but maybe something of free value.

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Maybe you are, um, maybe your ideal person is looking for gut health. And so maybe you'll have a list of five different foods that you can add to have, um, better gut health, better focus. And you're looking at leading with a product, perhaps you want to share some money tips. And when you really dial into what, what are the conversations and connections that are content that bridges to your opportunity? Meaning how do I bridge this money? Talk that I'm doing today on my Facebook live and into join my team or not join my team, right? We want to say into, Hey, would you want to, uh, learn more so that you can see if this is aligned with your goals where you're going to diversify your income. So perhaps the money talk is talking about the business model and why it is different than another up online business.

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And as you grow and as people love your content, you can create an opt-in, which is opting in to an email list. And it's super, super simple. You don't have to have advanced funnels that opt in and have videos. It's literally, Hey, I send love notes to, uh, to my friends and to my social media followers, where I give advice and share valuable tips on X, Y, and Z. I'd love to add you to that list. And then with great copy copywriting is, is emotional copywriting helps. If it's done correctly, it helps your, your human to emotionally and, um, even intellectually start to see how, Oh yes. Now I get it through storytelling, through content, meaning how you're, how you're sharing those stories. Um, and also through giving value giving value, the biggest piece is, is continue to celebrate the wins and celebrate the stories.

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And then don't be afraid after you've done this promotion. And I mean, after you've shown your personality and you shared many of the results and you're educating and you're giving so much value, then you can have promotion. You can present an offer and the offer might be, Hey, many of you have asked or maybe you're thinking, what is it that she does? I see her celebrating, um, X, Y, and Z, or I see, are you talking about how to diversify your income and build a business online? Let me break that down

for you. And then perhaps you invite to, um, the next step, a happy hour zoom, uh, an event inside of a Facebook group. And you present that offer with a call to action and it's not, Hey, here's your offer? Join my team, make a thousand dollars. It's, here's how to take the next step with me.

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Here's how, and that is it's perhaps you could call it a little masterclass that you do inside of a group or a Q and a, um, a behind the scenes tour that you're giving value without that pressure pressure pressure. So they can see if that's a fit for them. And then you can reach out to people individually. And you're not saying, Hey, watch this video. Um, what do you like, let me know what questions you have sums up, have a conversation and say, we've been connecting a lot over on my social media feed and we've been chatting back and forth about, um, maybe they've been, they were really engaged in your posts about what does it take, uh, aggressive retirement strategies. If that's one of your buckets is talking about compounding money and different streams of income, perhaps that's something that you often talk about and your audience relates to.

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Then you can say, this may be an option that fits that is a fit for you. I would absolutely love for you to come and hang out with me for 15 minutes. It's a, it's a Facebook live inside of a group. You can get some information about what it is that I do. Um, and if it's a fit for you to get started, would it be cool if I added you to that group and sent you an invite to that, see how different that is, that you're not like, Hey, look at my video friend and having goals. I've sent that video gold falling from the sky. Um, that is how you bridge the gap of join my team, get the money. And when you're building and leaving the trail of breadcrumbs, they might, and then perhaps you would put that offer in your stories with a yes or no.

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But when you are very clear on, on, what's making her laugh, why did she wake up this morning, worried about, and then educating with empowering stories and empowering copy the words that you use that will say, Oh yes. Oh my gosh. Yes, yes, yes, yes. Like a great post that, that actually brought somebody into my network. Marketing business was a post about how much we spent at target. Oh. Since our kids were like five years old and it was asking like, if you had to go back and look at the \$50 here, the \$200 there, um, did you know that we would have compounded that money in our IRAs and have X amount today? Um, and so there was a conversation around that and I said, the target, you know, I spent too much money at target is the reason why most people start, uh, a little side hustle and the side hustle turns into, wait a minute, this is way more than a side hustle, but it was using humor relate-ability and then the conversation about Holy cow, that is craziness.

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So that's some of the, some of the sprinkles on the top, in your content, meaning the rainbow sprinkles that you can add to have a lot of fun with it. So that's it for this episode. I want to give you a, I want to give you, um, an action step. So we had to learn, um, w the earning activity is actually the invite to an action step is don't worry about having the perfect presentation, make it as a Facebook life, write down five benefits of working with you, working with your team and working with your company. Just write them down. If you don't know what those are, what are the benefits of working with you? Maybe it is, um, having, having connection and a daily accountability. Check-in maybe you're awesome on social media. So you're going to, um, help with a 30 day getting started posting plan.

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Maybe it is just having, maybe your team has working zooms, or has, has, um, a millionaire mentoring once a week. What are the, but most importantly, remember that someone that's taking a look at network marketing, they really want to know, um, they need to have belief that it can work, and that comes over time, but clarity on the, on the steps that we'll take. So you want to educate, but then give clarity on, we're going to give you step one, step two, step three, so that we can take you from where you are now to your first goal, and that you can learn it. Won't be overwhelming. You don't need to do like three hour zooms. We're going to give you a step by step plan, but let's talk about what this actually looks like a day in the life, how they want to know, how do I make money?

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And what does that look like? Because the objection is usually I don't want to bother my family and friends. So we talk about how do we generate leads? How do we build online, but asking a lot of questions along the way. So do a Facebook live and make sure that in that Facebook live, you're interviewing someone that is like, Hey, what have been the benefits, um, for your family, for your life of building a business like this? And why is, why do you love this business model and do some research on it and have those bullet points of why you love the business model, why you love building, what you're building and why you think that your ideal person that you're like, I want her to join my team. Why, why, what would be attracting her to it and get those five bullet points and then speak to those in the life and open.

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And I will record this for next week and actually in camp elevate, um, share with you the template for it, but always open with here's what we're going to talk about today. Share a story, give the five points, the three to five points, and then the call to action of what to do next. So today we're going to, I'm going to share with you, um, why the network marketing business model is, is extraordinary and these in the, in these times and why I chose to partner with the X, Y, and Z, and then share a little story, talk about the bullet points and give a call to action. And simplicity will rule and connectivity. Meaning is this authentic? Am I connecting? Um, you can't screw it up. If you just go for it, do it inside of a group, do it on your timeline, but have a call to action for more information, not a call to action to say, join.

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If you are doing a great job on social media of sharing the wins, educating, empowering, and connecting your bridge will be much shorter than someone who's going from occasionally to. I've got this bonus. Let's go for it. Show up consistently and drip and nurture and build community. And off you will go with an extraordinary business with rainbow sprinkles and a cherry on top that you love because it's authentic to you. So be you bravely and boldly, show up, serve, show up and connect and show up. As you want to show up, and people will become your super fans that are meant to be your super fans and that super fans, where they gather around you, but super fans that are like, you know, where I'm getting on the bus with you. I'm getting on the bus with you because I don't know where we're going, but this is exciting.

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The energy, the attraction plus giving, um, that value. It is a home run. My friends that's it for this week. Thank you. Thank you. Thank you for being here, head on over to camp elevate. And I've got a special gift for you today on how to connect, um, with new interested and ideal avatars, meaning your tr I don't

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like to call avatars. It sounds like, and like a robot, but where are your people hanging out? Many of them in Facebook groups, we don't want to be spammy and Facebook groups. So I've got a, um, a free thing for you. It's Beth holding graves.com forward slash Facebook. And it's just a little Facebook formula, how you can connect and pull, um, pull the people that are meant to magnetize toward you, toward you and without being a weird spammy, um, Facebook group, stocking person. Nobody wants that. Right. All right. I appreciate you. I'll see you all next week and I'll see you over in camp elevate.