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Missing community. I really would love. Oh, they look like they have a great thing going on. Your person might ask you. You might not even have to go in 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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Hi friends. Welcome back to episode number 90. Hi, that feels I cannot like I am so excited for episode 100. I cannot wait to have a fabulous 100 day celebration. Has anybody ever had you, did you, did your kids do the hundredth day of school? I remember Mackenzie dressing up as a little old lady on the hundredth day of school. You had to bring a hundred pennies in a jar. Oh my goodness. I miss those days. So if you're in the, if you're in the mix right now, I hope that you, or maybe you would, we didn't have the hundredth day of school. It would have been a great thing to do to say, I'm going to have the hundredth day of school at home. Maybe you did all of you. Creative homeschool, mamas here's to you for you made it. We're almost there. We are almost there.

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I think those get us are, most of them are all back in school. They will be back in school and Holly Lou. Yeah, you did it. So good job. All right, let's go. Let's get into this episode. I want to talk today about something that is one of my favorite, favorite, favorite, favorite topics. And what is that? It is closing sales and the DMS. I said nobody ever. I mean, yes, I can say, Oh, I love, I love to sell. But really there are people that are like, yes, I'd love to sell. But when you're in the DMS, there's this moment of, Oh my gosh, how do I transition from this conversation to asking about the sale? So I want to talk to you about how you can make that easier. Most of you that have followed me for some time, know that I talk all the time about power commenting and connection.

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And I am all about connection. When you are even reconnecting with someone that you've known for a long time or newly connecting with someone that you've perhaps met at a networking event, or perhaps you've met this person in a Facebook group. So you make this new connection. You are comment, you do a power comment on their Instagram or their Facebook page. You're looking at each other's stories, you're checking each other out, right? So how do you start into the DMS is the biggest question. And honestly, it's intuition and it's not, it's not saying I am sending 422 messages today and asking if they want to see a video. And if they don't want to see the video, I'm going to follow up in 32 days. That is not a fun way to build a business for me or for you. So when we're talking about a new connection and being in the DMS, I truly believe that if you can have an invite to watch a Facebook live on your wall, where you have, where you have interviewed a happy customer or happy new business partner, your life will be forever easier or an event or a Facebook group.

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So using something that is not just, Hey, do you want to place an order? So you've made this new friend perhaps that you've identified that you are both. Maybe you both play tennis and you both have kids one in college, and you've got some, some things in common. So I can guarantee you if you're doing what I say to do, which is your connection blitz, and you have your hot 10. We talked about this last week in camp elevate. We'll talk about it again, is that I have a hot 10 list of new connections of new people or reconnections new connections. People that I've got on my mind that I've got on this list, like, okay, we just connected in my pizza dough, making class, and I'm going to put you here on my hot 10. It doesn't mean I'm going to absolutely positively get into the DMS and sell to you.

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This is the difference between being spammy, Pammy and being just right. Jackie, I need to first figure out if my offer, if my product, if my business offer is something that can serve. And can I provide for you information that will even allow my newest contact? Somebody on my hot 10 list to actually say yes or to ask me about it. So follow me with this. We are talking about selling in the DMS. We've all received that message. Hey, would you like some skinny tea, detox, mascara building route for your hair and nail Polish. If not, no big deal. I'm like, what in the heck is that like, that is bad news bears. Now, if it's my friend that I know and love, and she's like reaches out to me cold and she says, I'm cutting to the chase. I've got something. You need it.

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Trust me on this one. And then she goes into her pitch. That's okay. Because she has earned the know like, and trust it. She is somebody. I had a tennis friend reach out last week and she said, Oh my gosh, I found the solution for the issue you're having with your shoes. Because I was having with my, with the slide in my shoes and she sent me a link and isn't an affiliate. I don't know. And I don't care cause she's solving a problem for me. Did I say like, you are not to send me a message without a warmup. No. Use your intuition. So I've made a new friend she's on my hot 10 list. We're kind of in each other's stories. Here's the thing. If my content is empowering, if my content is something that makes her laugh, makes her learn, something makes, allows her to have a better day.

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And then I'm also sprinkling in the promotion. Oh, the testimonials at, because I'm going to be sharing testimonials all Wiz and sharing the success stories because it paints the picture of what could be my new friend, because we're in connection because I have also said, I'm going to, I've got this system. I'm going to connect on the timeline. See what she's all about. Ask her a question and then share something of value by based on what I see of her in the timeline or what our connection is in the group, share a valuable resource into the DMS and say, Hey, I was being a little bit of a stalker because we're new friends. Like I just say funny things. I don't think I'm that funny, but I just say things. And I noticed that you are really into like maybe she was posting salads and I just bought the salad.

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Chopper, be careful with your fingers, but you will not want to be without this. Here's my here's an Amazon and I don't make money on it. So we're, we're, we're talking salads. She's gonna be like, Oh, what's this chick all about she's commenting. She seems cool. And I have a social media profile that literally makes her feel like happy, sparkly, sunshine, or gives her information because you remember we're attracting and connecting with our perfect avatar. So, Oh, did I share a book that would inspire

her? Did I share a resource? Did I educate on why women who are over the age of 45 need to diversify their income? And did I share like way to go princess Diana, that you had control of your own money and left some to your kids and how incredibly important that was in if you saw the interview on Oprah, which everybody should see.

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So she might get curious. She might say, wow, this is interesting. Yes. This speaks to me. You want them like shaking their head and, and if they are, if they're not shaking their head and your content is really great and you're doing the connection, then maybe you're not a person for them. Or maybe it's just a different issue. So after you have the connection, here's the thing. If you are sharing the testimonials and product highlights and fun behind the scenes and your stories, and you have that social media that serves who got tons of episodes, and then you also have promotional social media that makes it, that speaks to, Oh, I'm really missing community. I really would love, Oh, that they look like they have a great thing going on. Your person might ask you, you might not even have to go into the DMS.

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However, if you do, and you think my new friend, Barbara, this, like, she's talking about college, she's talking about wanting to travel. And I know that somebody like that really, really needs or should net needs, but really, really would be excited about diversification of income. So I'm going to have that conversation and then you just have the conversation. So you've uncovered the problem. So I would say, Hey, Barbara, you shared with me. So then it's not no that I say, no, you shared with me a few things that made me think I need to have you take a look at this. So if it's cool with you, I would love to send you a quick link to a group that you could hop inside. And here's why after what you shared with me, I realized traveling college expenses being super cool. You would be such a great business partner with what, with what it is that I'm doing.

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Would it be cool if I added you to this group? No, no pressure. Just take a look. I tag you in a video that gives you a little more information and she's going to say yes, please, because I've identified that she has a super big passion for travel. And then I might say, Oh, and by the way, I'm also going to tag you in the fact that we have lifestyle getaways. That is the way that you make a connection to not feel spammy is that you uncover something that can help you to say you sh when you shared with me that you have some knee issues, when we were talking about running, I really need to share with you that I do have a solution for that. I know I can help you. Maybe you're talking to a non-toxic mom and you have essential oils and you can say, Oh listen, knowing what I know about you after you told me that I've got it, I've got to share this with you.

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I've got to show you this it's helped me so much. It's ease my mind to not have to use so many XYZ with my babies, whatever it is, you are uncovering, repeating it back in a way. That's like, Hey, when you told me this, it made me think I need to see if this is something you want to take a look at. So be super cool and be yourself. And then those conversations will absolutely happen. So the moral of the story is use that high vibration, intuitive, little self of yours to really assess the situation of how can I help and how can I serve? And sometimes it might feel like fear to jump into the question. But if you can say, I know that I have a solution and I know that I can help her. And I'm going to come from a place of love and caring.

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And I'm going to come from a place of also no judgment. What her answer is, is not going to reflect on my self-esteem. It's not going to make me feel like I'm not enough because I'm simply offering. It is not a reflection of my worth. And she simply has an idea to answer. And if I've given all the information, I will be able to take the next steps and I'm going to help this magnificent, extraordinary human. How does that feel? Doesn't that feel so much better than copy paste, copy paste, copy paste. Now, if, if you're using your hot 10 and connection, you really don't find yourself seeing that opening. It's okay to say, Hey, I know we just re I know we just connected and I I'm having a business launch. That is, this is, this is going to be the next episode. Clue, clue, clue.

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How can you invite without too, to some sort of a launch or to a little pop-up event where you might be sharing the product? How can you invite and have that person not ever say no ever? They will say, yes, I'm in. If you use my little strategy that I'm going to share with you on the next episode. So you have to come back next week. I might make it, my Facebook live training on this coming Wednesday. So you would have it early, but I am going to share that with you next week. So you better come back because that was a little, little teaser. Wasn't it? So my friends, we are at the end of another episode, and I want to again say, I'm so grateful. I'm so grateful for you showing up for you for your business and for your, you leaning into your superpower.

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I have an assignment for you today. It's something that I do, Oh, I'd say once a quarter, because you're having these conversations about connection. And because we're having this conversation about why we really, really feel strongly about sharing what it is that we do, your assignment is to write a love letter to your business. Why do you love it? What is it helps you to do? How has it helped you to grow? And I want you to have a piece of gratitude for every single person that has said no to. You said yes to you has helped you to create a story with your product or with your business or every single mentor. So write a love letter to your business, and also do me a favor, send a message, an unexpected message to someone that has impacted you in your business in some way, shape or form, and say, here's a quick, thank you.

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I know it will never be enough or here's a quick, thank you. You don't even know that when you stopped and said this to me, that my, that it really made an impact and it gave me confidence, whatever it is, send it, write the love letter, send a beautiful message. And what I would love for you to do is encourage your audience in your stories to say, Hey, I was listening to this podcast. You're not the boss of me. And I was encouraged to make somebody's day with a genuine, thank you. So I'm passing it on to you, go out and tell someone how much you appreciate them and how you're grateful for them in your life and will spread good news. So if you go ahead and post that in your stories, maybe tag the podcast or put this podcast and let me know that you've done it because we can spread good news and we can help elevate our industry and help. So many women have really, really, really abundant businesses that bring them joy. I'll see you over in camp elevate. Remember, I might share that secret early in this week's training, have a beautiful week, go out and make things happen.

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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.