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And that is the missing pieces. We don't talk to other network marketers as marketers, every single customer that comes in every single order, every single time someone says yes to you, backtrack and think what were the steps? What were the things that made this human say to me? Yes. I'm saying yes to you. What type of message. What type of conversation so that you can know that you can do more of what's working and less of what's not working

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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 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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Welcome back. My friends episode number 91. And today we are going to talk about one of the biggest missing puzzle pieces for most network marketers. And this is a little bit of information that many times is not shared because I don't know. Maybe it sounds confusing or we try to say, you may hear reach out to 50 people a day and you'll have success. It's a numbers game and it isn't a numbers game. Friends. It's not a numbers game. Yes, you have to have many conversations, but I know a lot of people that are having icky messaging conversations, or they're sending copy and paste, sending weird voice memos on your birthday, and you've never even met the person. So let's, let's talk about what is the missing puzzle piece. But before we do that, I want to say, thank you. Thank you. Thank you to so many of you who are leaving reviews and sharing this podcast out and I've got good news.

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The boss hats are in, and I had a challenge. I think it was maybe five episodes ago that if you left a review, you would get a boss hat sent to you. And we're going to do that for one more week. So if you've left a review, even if you've messaged me with the review, do it again, but do me a favor, go to the podcast app on your phone, find your review, screenshot it, and share that out in your stories and tag me. And you will be entered for not just a boss hat. You get a boss hat. If you've written the review and you share that in your stories, if you don't want to share it, your stories, but I would love for you to do it. Send me it in a DM and I need your address. Um, you can do that on Facebook or Instagram.

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And if you share the review in your stories and you tag me, you will be entered for this week's grand prize, which is it's my book stack. It's five books that are new, that most of you wouldn't have. And I want to send one person, those five books, or if you win, you could give me five names of people that we can bless. So if you share it in your stories, you will be entered and I'll announce that winner next week. So I want to read Wendy Lawrence is review this week and thank you, Wendy. She says you're not the boss of me is absolutely one of the best podcasts that provides the kind of information that leads to perspective shifts and new approaches in business in life. It's rare to find a podcast that crosses generous while providing immediately applicable content in every episode.

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Oh my gosh, Wendy, thank you. When you sit behind a microphone in an office by yourself and you think is this resonating with someone and to know even one or two people are saying, this is helping me to grow my business or to dive into another project that feels in alignment because we've said or shared something that makes all the difference to me. So thank you. Thank you. Thank you. I can't wait to get boss hats all over. I have huge boxes of them and I can't wait to see you all in the boss hats. And there's a crown as well because with this podcast we straightened each other's crowns. So I want to talk about this missing puzzle piece. And when you look at let's talk about, we're going to talk about the F word funnel and who doesn't love funnel cake from the fairs.

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Can we say let's bring back funnel cake at fairs in 2021. And I mean, that is like all I knew about funnels when I started with network marketing and all of you are inside of my funnel, meaning, and let's talk from that perspective and how we don't talk funnels with network marketers. And I get it. If somebody had come to me in the beginning of my business and said, we need a funnel. And I would've said, what is a funnel? This sounds confusing. I'm done. So I want you to think about this as a leader. When someone first gets started, they're at what we would call the bottom of the funnel. The BOFU is your hot list, BOFU, bottom of funnel and the middle. And there's the top of the funnel in the middle of the funnel. So I want you to think about we all you, every single person that has come to you as your customer, as your business partner has been in your funnel in some way, shape or form.

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So meaning when someone enters at the top of your funnel, that's somebody that doesn't know you or is just happening upon you. So let's say that you are scrolling podcasts and you searched network marketing, or maybe you heard me on Rob Sperry's podcast. All of a sudden you have gone from a very cold lead to the very top of my funnel. Now you are seeing me, you're learning what I'm all about and in your, your, at the very top, you're just listening you somehow. And that's where so many network marketers and business owners get stuck is not understanding where their people are coming from and how you are opening up your doors, opening up your business for more eyes. So my podcast, many people that come into my coaching programs or get some of my free content or even join me on my network, marketing team have found me because they find the podcast.

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So I'm going to talk about my friend, Jen and my friend, Jen. And I'm going to give you four examples of how people have found me that if become coaching clients or customers. And I want you to start to think about and identify, we're not going to talk about what to do in each part of the funnel. That would, I would be giving you a PhD in, in this, but I want you to start becoming aware of where are you in, in somebody's meaning in, in their number line. I'm trying to think of another way to say it if you're, if you're looking at this. So I didn't realize that I wasn't actually working with a funnel when I started my network marketing business and used sticky notes. So I am going to, I'm creating right now, a sticky note funnel for you to follow.

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It's going to be a free masterclass because I absolutely positively build businesses with sticky notes. And the funnel piece is the top of the funnel. The very top of the funnel is I've never met you before. You are absolutely a cold lead to me, meaning we've never crossed paths. I didn't know you in high school. I didn't meet you in the bathroom at a, at an event, we have not crossed paths. And I absolutely positively

believe in terms of funnels that the universe, God has a plan for many people to cross our path. So algorithms and Facebook ads and all of the things they work. But many times we've got to look at the energetic side of things to know that when we really visualize who and what we want to build and bring into our businesses and our life, we can use the law of attraction.

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So we're looking at love attraction, and really good marketing strategies combined. And then you get the sprinkles on the top of your freaking business, add a cherry as well. So let's talk funnels top of the funnel we've never met. So when you come into network marketing, and this is where we get the copy and spam and bad advices, we as leaders. And I, I know that there's a little controversy with many outsiders on this to say, Ooh, I don't like MLMs. Well, we're just business owners, friends. We are just business owners with a product or with a business opportunity that is marketing to humans. The problem is many people stay at the bottom of their funnel and they start marketing to humans that don't want what they have, or they said really weird messages that are totally out of the blue, like buy my skinny tea, lemonade and I lash serum and charcoal soap and face mask.

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And Hey, happy birthday. And how did we meet? And that's like, you have gone from cold lead to asking somebody to purchase from you. So if we can, up-level this industry and we can say, okay, how do we find businesses? How do you find other coaches? How did Jen find me and come into my coaching program? How did, so I'm going to give you some examples of people that have come in and where they came from and we're going to put them in the funnel. And that's all I want to teach you today is identifying how did I meet this human? And why did she decide to buy from me so many times, we're talking about attraction marketing, put this up, post this, go in this Facebook group, connect in this way, but we're not looking at identifying how are people that have never met us on this earth before finding us that's lead generation.

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Many times that's Facebook ads or being more visible by being in someone, someone else's summit, helping another human with a Facebook live another woman in going to network being event. And so Jen found me on a Facebook ad, rarely do I run Facebook ads, but I ran Facebook ads for the monetize, your message challenge. And that was paid advertising. And I happened to because of her. I happened upon her feed and she happened to see it's a real, it's pretty funny. I think I've talked about it before. And I talk about manifesting your perfect business. And she found that. So, uh, she was at the very tip top of the funnel of somebody that we had never crossed paths. Suddenly she came in through an ad. Then what she did is she opted in for a challenge. She then I was able to bring her into the middle of the funnel, what we would call the MOFU, the middle of the funnel.

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And I was able through a challenge to build a know, like, and trust to build some rapport for her to see what I'm all about. Started listening to the podcast, know like and trust. And then she decided to purchase into the six figure club. That was how she made that. That's where she found me. So that was through an ad. Let's take someone else. Let's take my friend, Jodi, Jodi would have already been, she was a warm, warm, warm market. I was her camp counselor. We had known each other for years, been friends on social media. And she already had some know like, and trust because she knew me, but I needed to, she was in the middle of the funnel when she found me because she needed to get some

value. She needed to see what, and this is way back in the beginning of my business, where I was probably more spammy than I would have liked to have been, but it worked.

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She saw some results. She saw something that was intriguing to her. And she reached out to me and said, Hey, I'd love to know more about what it is that you do. I'm drinking like 72 Dr. Peppers a day. And Jodi like lost massive amounts of weight and transformed her mindset has built an incredible, incredible business based on the fact that she was in the bottom of my funnel, but she became know like, and trust because of valuable content. So that's how Jodi found me. I want you to think about this. How do people find you and how are you bringing them from either bottom of the funnel where it's well, bottom of the funnel really means somebody takes they're ready to take action. So Jody would have been in the middle of the funnel because she had already heard of me. But even though someone, and this is the biggest puzzle piece, many people will tell network marketers to send messages to all of their friends.

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Well, we've got to provide value of some sort and create an offer that actually speaks to that family or friend to get them to go from middle of the funnel. Meaning they've already known you. They've already known you in some way, shape or form to what we would call the bottom of the funnel, which is somebody ready to take action. Somebody is like, I'm here. I'm ready. So my whole podcast today is about the mindset around you as a consumer, you as a business owner. And I want you to like, you know how, when I think it was, I can't remember which of my kids, it was, might've been Mackenzie. And when she first started to use words, she would like point to everything. And everything was like being identified. And many things were the same, like bear elephant, blankie, milk, bear, elephant, Blinky milks.

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I want you to become really mindful in marketing. Okay. So here's, here's another, another way is figure out something that you've purchased that is from another network marketer. Was it a referral? Did you see a post? Was it someone from high school that reached out to you? Where are you in their funnel? Meaning are you still watching? I think most of you are either you're in the middle of my funnel. You're still listening. Maybe you are someone that's on my team, someone that is a sister sideline. And so you're getting value. You're you're, you're in my circle. You're already in my community. The bottom of the funnel is people that can purchase coaching from me or people that will say, Hey, I really would like to see what it's like to build with you in network marketing, or really like to become a part of the six figure club and have coaching and have access to some of these materials.

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But where were some business owners make? The biggest mistake is they think everybody needs to get to the bottom of the funnel. Not everybody will get to the bottom of the funnel and purchase, but what's really fun is having a community. And here's the thing is 99% of you, you are helping people to find me because you are generous and you share, and you will say, I learned. So when you can shift from, okay, how do I convert to sales? How do I convert sales? I'm always hearing that. Like what kind of, what will convert to sales? I think this, this is what, this is my philosophy. I think if I keep showing up, whether I give it away for free or whether they be this person becomes a coaching client, if I have inspired them in some way, shape or form, the money will come, the money will always come.

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So that's one of the biggest puzzle pieces is we talk about how do we get people in the funnels? How do we convert? How do we get those customers? Just keep serving, but also know, Hey, if I'm going to get someone from the middle of the funnel, meaning know like, and trust giving value, serving, serving, serving, how do I get them to the bottom of the funnel? Because I know I can help. And that is where the sales process takes place. So I always say to, to my coaching clients, I will always say, how are they learning about what it is that you sell? Like, are you sharing that on social media? Do you put that in an email? How do you convert from middle of the funnel to bottom of the funnel? So I will talk a lot about top, middle, and bottom and how people will move through, but middle of the funnel can be yours.

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And that is, Oh, K, that is okay. And people might come and go. So let's talk about another person that is, I'm going to talk about a purchase that I've made. I made a purchase of my Rhodan and fields lash boost from my friend Kip. So my friend Kip, I was in the middle of her funnel because I wasn't cold. I had already known her. We also went to summer camp, this summer camp friends profitable, right? All of those connections. And she was giving value, connecting, sharing some results. And she reached out to me and said, I love watching you where we both build businesses in the same space. She gave me such. She gave me a resource. She also said, if I can ever help you in any way. And she asked me like, what products do you have? Because maybe I can compliment what you don't have.

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Cause we only have one, we have a CBD skin, Caroline. And so lash boost. I've been her customer, I think for four or five years. And she's awesome because she gives me value. She keeps me, she keeps me in the loop and I love her. So I'm going to keep ordering. And I stopped ordering for a bit when I had eyelash extensions, but I still sent referrals her way because of my experience with her. So when you're purchasing or when you think about how did you find a podcast, how did you find this person? Did they pop up on social media? Did you see them in an ad? So there's a lot of coaches that will say it just keeps showing up on your social, keep giving value and keep, keep posting because people will find you and come to you. And yes, social media is super, super important, but there are, there are strategies of getting from just posting on social media and hoping that a cold lead becomes middle of the funnel warmed up.

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There are strategies of how you can accelerate that process. And that might be providing value in Facebook groups that might be becoming a guest on a podcast that might be Facebook ads. I don't suggest Facebook ads for most network marketers, but I love when I could, I have to be honest and say, that many coaches will say, Hey, this strategy works. But behind the scenes, they're building their business with hundreds of thousands of dollars of Facebook ads. But here's the thing is they're providing in that Facebook ad, some content that attracts you. And then you're probably going think about anytime, you've you have opted into a freebie, you go to a list. Many people come into groups. I get, I have thousands of people in camp elevate and not all of them are active because they came into the group. And it's not maybe that I missed them, perhaps I did, but they didn't find a way to quickly get and stay engaged.

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And so you forget like how many groups are we in, do a group audit this week. If you are in camp elevate, here's my ask of you go post something. I want, I need to have it. I need, we need some more confetti in that group. I need to hear more of your voices. And it's because I don't want to be the teacher in front of the room. So you're in camp elevate, go in there and share in some way, shape or form something that you think a resource, a book, a quote, a meme, something, please, please, please share a way in camp elevate. So this podcast remember is just teaching you that there is a funnel. And that is what the missing puzzle piece is, is that we don't understand. We're like, okay, we're out of our warm market. We don't have anybody else to reach out to.

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And how do you grow from middle of the funnel? Meaning people that already know you to get them to become raving, raving customers like I am for KIPP. And then how then can you find and connect with more people through people that are already in the bottom of your funnel? So this is what happens is, is that we forget about people that already know, like, and trust us and buy our products or our inner circles. And we go right back to the top and think I've got to find more people. I've got to spend it cause it's days and months, and it can be years at the top of the funnel. So meaning your gold is already in your funnel. It is someone that loves your product, the referrals. And so I want you to be very, very, very open with your conversation after this podcast to say, and the next podcast I'm going to record, and I'm gonna record it right after this one.

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So you'll get the next week, how to build out a referral program that keeps people in your funnel. So here's the thing is many times we have people in that middle of the funnel we've worked, we've built content. We've invited them maybe to they've watched a Facebook live. We may have sent a sample pack. And finally they're at the bottom of that funnel, meaning ready to place the order. They place their order. And off we go to find somebody else to place an order. And we don't nurture and take care of the people that we've worked so hard. I'm guilty, guilty as charged. I am so guilty of this. We worked so hard to find new people and we're not taking care of the people that we already have either in the middle or the, or already purchased from us. So let's be better about supporting the people that have found us. Let's nurture that community. Let's be clear,

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Beautiful, beautiful

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Doctors. Meaning if you have a business, wouldn't you love for your friend to say, Hey, I've got five friends that need what you have. And that's what sharing the podcast. When I ask you to share the podcasts, it's a beautiful, beautiful thing for you to do for me. And so when I think about the missing piece, the missing puzzle piece, we're always thinking, how can we attract new leads? How can we get people in? How can we post things? How can we build a freebie opt in and use that email nurture list? That's perfect. Those are a lot of ways. And a lot of advanced marketing strategies that I teach that I use, but most six figure earners. And I will honestly tell you that I built my business to earning multiple seven figures with only one person going through an opt-in funnel. The rest of them, the rest of the people came from middle of the funnel, know like, and trust already too.

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And they may, they may have come in at the top of the funnel, just from me being visible and being at events and networking. So a lot of networking going to different events, meeting people out and about. I am very strategic knowing that networking is very, very important. So I might've, you know, it's like when you, when your kid starts a new school, you're at the top of that funnel, right? Your kid just started at a new middle school and you don't know anybody. Everybody's at the top of the funnel, like, think about that as like the Facebook ad. And so how do you build the trust and the know like, and trust and the rapport. And it might be that, Hey, you show up and you're cutting things for the homecoming float and you get to know that other mom. So I want you to think about, are you taking care of the people in your middle of the funnel that already are part of your Facebook world, part of your Instagram world, maybe even, maybe they're even a part of your sideline team, meaning middle of the funnel, people can refer for everything in your business.

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So my husband has a horse insurance business. Many people are referring all the time because of excellent customer service. So where are your holes in your funnel? Are you constantly looking to fill the top of the funnel and being like, I'm going to really rock it in this Facebook group this week and find 22 new people? Or do you already have people that are in the bottom of the funnel, which really to me should be the top people that have said yes to the business. People that have said yes, to being a customer that is your gold. If you are working on referrals and you are creating a community that they love to be a part of. So that's our next episode. So start to identify and be like, Oh yeah, this is how I entered this person's funnel. And we learn. And, and I love to think about it.

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Like when I think about I'm P I'm holding anything, pick up anything on your desk right now, or in front of you, if you're in your kitchen and I'm looking at, okay, I've got in front of me, some high shine, lip gloss, and I'm thinking, how did I find this high shine lip was, Oh, this was a, I was never, I was never in their funnel. My daughter told me this was a great lip gloss. And she sent me a link to it. So that was a referral order for this company. I never saw an ad. I'm looking at a bottle of that's called snap out of it. And it is a grapefruit essential oil. And this was purchased from a friend of mine who sells essential oils. And she was in the very tip top of my funnel, heard the podcast, built the know, like, and trust.

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And I saw her post something about the grapefruit oil and I asked her about it. So she, she came to me and I was attracted to her social media. So where are you inside of that funnel? And then if you're looking at a product, how often do you refer it and what makes you want to refer that product to someone else or that person to someone else and become aware of marketing. And that is the missing pieces. We don't talk to other network marketers as marketers, every single customer that comes in every single order, every single time someone says yes to you, backtrack and think, what were the steps? What were the things that made this human say to me, yes, I'm saying yes to you, but type of message. What type of conversation so that you can know that you can do more of what's working and less of what's not working.

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Okay. I hope that you have a beautiful, beautiful day. I want to end this podcast with, I want to share with you a quick little quote that I found this week and I put it on my phone so that I wouldn't forget. What I found was this is, and then it happens one day, you wake up and you're in this place. You're in

this place where everything feels right, your hardest calm or soulless lit, your thoughts are positive. Your vision is clear. You're at peace at peace with where you've been at peace with what you've been through and at peace with where you're heading. I don't know the author, but I really wanted to share that with you because that is where I want you to be in your business and in your life. And yes, things come in that feel disruptive or things happen that creates urgency or creates some unrest, but you have the power to be in that place of peace.

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And it starts with gratitude. So if you are not starting your day or ending your day with some sort of gratitude practice and some sort of visualization of how your day will run smoothly. And if your business is causing you agitation and unrest, and you're feeling like I don't know, even where I would find people to put in that funnel. I want you to work with me. I want you to come over to camp elevate, do the work with us, get inside of the six-figure club. You can message me to learn how to do that and have peace and flow and ease to your business because I want you to live by that quote. And it's not every day that we all feel that way, but that is, that is the North star. I'll see you all next week. Thanks for sharing the podcast. And I'm just so excited about funnel cake at fairs in 2021. So you guys later,

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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.