All right, welcome everybody to call number two of the Jumpstart Your Sales and Systems Bootcamp with myself, Katrina Sawa. We are here today to recap some of the things that we talked about from call number one, which was your order of importance, all the things from what technology you're using to where you're at with your marketing, your lead gen, your sales, all that. Put my phones on silent. I didn't have them on silent. Sorry about that. And then today we're going to talk about the importance of the positioning. Positioning with everything you're doing. How you're positioning yourself as an expert. Because that will help you get paid higher rates. And we're going to look at also your offerings. Again, because a lot of you in...

sharing the homework from call number one, what I'm noticing is that a lot of you could use some tweaks in your offerings, potentially some high-end offerings and or consolidating. One thing a lot of you could also use, I noticed, no offense to anybody, of course, is a signature thing. So now I know that like, Sabrina in here has a home improvement store. She sells shelves. OK, so that's not what she needs, obviously. But the majority of you are selling some sort of online training, coaching, something, you know, service oriented. And so a lot of you really could use an upgrade on what you're known for, what you're known for, like your signature thing, your signature process, your formula, your your system, the transformation that you provide.

Some of you already have that. But I noticed in looking at all your guys' stuff in the Facebook group that a lot of you could really use an upgrade in your signature system and your signature formula. So we need to make sure that's clear. And we're going to talk about that today as well. But I want to make this, I'm just going to show a few slides I know that people are still popping in. So let me go to the slides because I don't want to share too much before everybody gets here. But I love the fact that so many of you were on time. Thank you. Appreciate that. I see Sabrina's in the car and some of you are off. So just do your best to follow along.

I know I switched the dates on you. Hopefully you had a great Easter. And I'm going to share my screen real quick so we can start there. I wanna get through the slides as quickly as possible. I might stop actually and work as we go through them on the topics of the day. But first I want to see where we're at from the last time we talked. So let me, all right. Okay, I've got the chat room open if you guys wanna post anything in the chat. And so today is call number two, offerings and positionings. Some of you I know didn't get to the homework. Some of you I know also, maybe not those are on the call, but some of you also didn't see the recording.

You weren't on last call and you weren't on the recording. So you could feel a little left behind. I don't want you to feel left behind, but I do want you to go back to call number one before you listen to call number two. If you're watching this, please do that first. Don't try to jump in, start from the beginning, because it's important to have a good understanding of everything that needs to flow in through your website and your marketing and your sales process before we dive into fixing some of it. And that's why I did order of importance first, because some of you, I noticed, were focusing on some things that may be more and more advanced when you didn't have all the basics down yet.

So I want to hear from some of you, like, are you confused? Did you like my comments? For those who got them, I think... I'm looking at the chat. I think every single one of you, almost every single, no, all but two have submitted your homework, at least that I saw before this call. Is there anybody confused with the feedback? Does anybody need more feedback? Anybody got some good stuff they can actually go implement already? And keep in mind, the reason I have the four calls up front is because I want you to Learn and understand. Get the big picture down. And then we have three months with a monthly call to implement. So you're going to be implementing a lot of this stuff, even from call number one, over the next couple months.

There's so much to do in a business, right? So anybody need any additional clarity on anything that I commented on? Only for those that I actually commented on that did your homework. No? Okay. If you didn't do your homework and you're asking for clarity, I can't give you clarity until you do your homework. So that's what this program is for. I know. So you got to do the work. That's the thing with business is you have to stop to focus on working on the business. And I know some of you have lots going on. I get it. But if you really want to move the needle forward, we have to stop and spend time every week working on our business, the backend stuff.

Okay. As well as the lead gen marketing, follow-up and sales stuff. You have to, you can't just let the business basics and the foundation stuff go because you've got a hot lead or two or three and you want to sell them. That's great, but you still have to stop to do the work or you're going to always be in chaos and that's not good. Right. Or something's going to come up. Like I had, I don't think it was anybody in this program, but somebody had, I Oh no, she had a call with me prior, like just a one-time 90-minute call. And I gave her all these things to do. And then something happened in her life and she has to take care of a parent now.

So she emailed me and she's like, well, I can't do any of this yet because I don't have to take care of my mom. Okay, great. And you just have to get to it when you get to it. But the whole reason we have to do these things is so that when things do go awry, like you have to go take a parent or you have a surgery or... or you have to take care of a kid or a loved one or something, or you go on vacation, that the systems are there. So we have to do this now before you know you need it because when you need it, you're gonna be screwed, okay? So that's why we're trying to get you to do some of these things now.

So yeah, if you guys didn't tag me in the group, then I may not have seen it, but I did look in the group Aparna, I didn't see your stuff. You want to put it in the Facebook group. So I didn't, I looked there. Marlene says, yes, the feedback was very thorough. I definitely have to go back in each comment so I can see if I understand. So I've had a chance to work over all of, yeah. Okay, that's fine. Yeah, it's a work in progress. Okay, let me tag you. Okay, good. I'll go look at it after this, Aparna, for sure. I'm going to go back in. Suzanne, you have, Okay, I just got a chance to look at the comments you had.

Thank you. I know that was late. But one question was you were saying, yes, I do have a Facebook group, which would be good for me to nurture with. So I need to do maybe more in there. The CRM, I've got to figure that out. But one... So I've got to consolidate the website. Yes. So I'm going to do the Wix thing just because. Whichever one is easier for you right now. Okay. Now keep in mind, if I'm saying use Wix now, it could be in a year. You really want to up-level to a different platform. Okay. Or maybe six months. So you will always be working on your website. It is never done. So yeah, but for now, for you, for everything you're doing, because they're similar and related, you want one website.

I want it to look nice. You want it to be something you can change and or get somebody in there for it's up to you. But so my question with that is, would I be all sending it to the fairy ball domain and then having a masking on the other pages or what? Yes, I think I tried to do that. And then it was telling me there was like, I don't know, it didn't like it or something and I couldn't figure out. So this is part of positioning is picking different domain names and URLs that you might use for different pages. So for different reasons, for marketing, for ease of use. So yeah, if you have a main page for your consignment clothing, right?

And your store, your marketplace or whatever, then you would have that domain name go straight into that page, not to the main page of the main website. Okay. go straight into the page where you talk about that thing. But keep in mind, if you're doing that and you're marketing a domain name that redirects to a certain page on your website, then you need a free gift in there somehow because you need to be doing list building for every little thing you're driving people to. So you don't want to just drive them to your store and if they don't buy, they go away. You want to make sure that strategically you're thinking about the process, right? So like if I... For example, jumpstartyourwebsite.net is one of my domain names.

It goes to my free training on website success secrets right now. But it used to go to a page where I used to sell people website design stuff, services. So you can change where you're redirecting it anytime you want. That's the beauty of having a domain name that redirects. But it's for positioning and marketing strategy to use those things, right? Okay. And yeah, I've got multiple website or domains that I have purchased. So I can, I can work on that. So, okay. URLs and just an FYI, don't buy all the extras for the domain. You don't need this. You don't necessarily need the security on it. You buy one year at a time. If you find one that you buy, then you buy it and you buy it for a year.

If you end up not using it, I've let some go. So I've had up to probably a hundred different domain names over the 20 years. Okay, because I'll create a program. Like I have jumpstartyourbizinaweekend.com was for my events at one point. I no longer call my events jumpstartyourbizinaweekend because I don't do them on the weekends anymore. And so I got rid of that URL. I don't pay for it anymore. Okay, but I used to send it to the page where it would promote that event. So that's how I used it. So you want to start thinking about those kinds of URLs because think about it when you... When you post on social media and these days, it's really, it's not very advisable to put a link in the post because hardly anybody will see it with all the algorithms, right?

So you create an image that said, do you need help with your website? Well, you should check out my, you know, or do you want to come to my event? Like this is an example of mine. Do you want to come to my event? It's on this day, this time, and this is what you're going to learn and go to jumpstartyourbusinessweekend.com. for registration. And I can put all of that in an image. Therefore, it's easy for them to see and read the URL. It's not a jumpstartyourbiznow.com forward slash jumpstart dash biz now dash in dash a dash weekend dash. I mean, like, don't do those URLs on images or in social media because it's complicated for people to remember, right? So you try to figure out the URL that's easy for people to remember.

You have to make it easy for them to buy or sign up or get info, remember? So you want to buy URLs that are going to be easy for people and spell easily and put those on images now, okay? Now, that way, now, granted, there are still people that don't pay attention to the dang image, won't see the URL, and then they'll comment, where do I go? Where's the link? Well... It's in the image. Like, look, read. I know. I get it. It's frustrating. But then you can put the image in the comments or something later. But don't post something and then immediately put the link in the comments either because that is getting caught. So you really got to get creative with posting.

So it's for marketing purposes that we usually use those domain names primarily. OK, that answers your question in a long roundabout way. But you only need to pay like 12 bucks a year or whatever it is for the domain. You don't need to buy all the extras. You don't need to buy a website with it. Please don't do anything. GoDaddy tries to charge you for all that stuff. And you say, no, no, no, no, no, no, no. Check out for twelve dollars. OK. All right. Any other questions on people that I actually commented on your homework? Anything else that you're not clear on, Marlene? OK, so first of all, hello. Good afternoon. I know it's morning where you are. OK, so off the top of my head, I'm remembering some of the comments.

One of them you made was in reference to the stripe. I have square. I forgot to mention that. And so the way that I started to build my, my list was from my square because my book was the first thing that, or the first item that I had. So it keeps in that database a recollection of, you know, people who buy. So should I switch to stripe or is there a way I can try to? if square works for, and you can create shopping cart pages, then you can put those, uh, linked to the buttons. If you can put buy now buttons on your web pages and it opens up into a square shopping cart looking page where they can put in their credit card or whatever, and it takes all their full contact information.

That is fine. Leave it in square then. Okay. Okay. That sounds good. And then one of the other questions you mentioned, I'm trying to think, you said. Hold on one second. But if Square needs to integrate with your email CRM service, so it needs to take all that contact information that people are entering when they buy and automatically, ideally dump it into your CRM and send an email autoresponder. So I don't know if Square does that or if it has to connect with something to do that. So if it doesn't do that, then you definitely want to switch processors because you have to get those things integrated. What you don't want to happen is you don't want to have someone buy and then you get an email that gives you all their great information.

Okay, great. But then I have to go manually enter that into my database. We don't want that manual enter. Yeah. So I don't know about that. Luz, can you get the FedEx guy for me? I'm sorry. I'm here at work. Okay. So the next thing was, so I'm going to replay this back so I can see what you said so I can figure out if the integration actually happens. The next thing I wanted to talk about, give me a minute. Oh, you muted yourself, Marlene. I'm sorry about that. I had to go tell them. They didn't hear me and the FedEx guy. I don't want him to leave. Now he's banging the door. Okay, so... OK, my other thing that you had mentioned was I had asked the question about the podcast and editing.

I'm not necessarily, I agree with you. I think it's something that I'm going to record these episodes just so I can have content and I'll put them on to like my YouTube page. But I'm not editing to do anything elaborate. The only thing I'm thinking of editing is I don't know yet how to incorporate like an introduction and maybe like an ending where at the end, there's normally like a thumbnail that has like your contact info and stuff like that. That's why I need it there. So, um, I would pay someone on Fiverr $5 to do that every time you record something and have them put the front, uh, front bumper and back bumper on. Okay. Okay. So I would just pay someone to do that.

Stop wearing it. I have to figure that out. Just record your front thing, record your back thing, or have the slides. And then, then every time you record a podcast, you send it off to your person and pay five or $10. Do not try to learn all that yourself. That is a re ridiculous thing to learn i know i know um okay that's it for now just saying i don't remember everything else so it's worth five or ten dollars on fiverr okay yes okay we'll do okay thank you i'll read the rest of the comments and reply um accordingly i just don't remember right now we can keep the conversation going over in facebook you guys and just keep replying and i'll keep asking you questions and keep replying and keep asking you questions and what i do is when i

see something like I was just in the Facebook group and I pulled up her name. So I have all my comments right in front of me. So that's how I'm working it. And so these questions now are only for things that I've already commented and you need clarity because I want to keep going today. Liz, do you have something? I just wanted to ask real quick about, you said we were going to talk about positioning and that's something that I'm actually trying to figure out. I'm expanding my position in my marketplace. I'm already known for one thing. I want to be known for another, for more than one thing. So is that what you're talking about when you're talking about positioning? Well, I have to get to it first.

So you don't need to ask a question yet until we get to it. Oh, OK. OK. I only want questions right now on comments that I've already made to something, and you don't have clarity on it. OK. So I do have comment. I do have a real quick question on a comment you made to my information I sent you. Is this the appropriate time to ask that question? Yes. OK. have produced a journal. It's not a journal, a blank journal. It's a journaling process that I'm building a coaching program around. But it's a video class. And I think that the word journal, I think gave you the impression that it was just a handwritten journal that I'm gonna sell on my store. It's possible, yes.

So a journaling process, got it. It's a process and I wanna do a video. It's a 10 part video. What would the pricing be be on something like a 10-part video with a once a week uh q a or a once a month q a i'm trying i'm still trying to figure out my time. This is another thing we're going to talk about today, which is the messaging. And so you really have to be clear on the transformation that this process is going to get for people. And it could be worth, uh, 200 of people who actually, you know, find that it could be worth 2 000 it could be worth a lot more. I don't know. You have to decide or figure out what,

the process you're going to take people through, and if they do it, what is their outcome going to be? Is it going to be a much happier, healthy life, which could be tens of thousands of dollars of value? Is it going to be bring them more money, which could be the same? That's the kind of thing. And then we have to, you want to look at how much your time is worth, of course. So the very, the retail value of it could be how many hours you're spending, plus uh, the transformation, it could be thousands. The actual dollar you're going to charge could be way lower, of course, especially if it's a group. Um, and it also depends if it's your initial thing that you want people to do, or if it's a later thing, or if it's the main thing, you know what I mean?

Like your main thing should be your highest price thing is what you take people through. Okay. Okay. So while we're talking about the messaging today. Okay. OK, all right. So, yeah, it's it's hard. Yeah. And I probably need to think, even though it is a journal, it's really a journaling process. I get it. Yeah. And my first thought is that people may not see how valuable that could be. That's my first thought. Is it because people think, well, I journal. Yeah, the word journaling. Yeah, I think the word journaling is throwing it off. Yeah, it might. that might lower the price tag thinking people, you know, do I really need this program to just tell me how to journal better? I don't know.

So you might want to rethink the name. Don't know. Yeah. The, the journal is called the power to change journal. So it is a recovery type of process journal, but it's, I got to get rid of the word journal is what I kind of think. So, okay. I mean, the journal itself sounds like it's just going to be a bonus that they get when they join the program. So you have to outline the program. What are the things you're going to walk people through? What is the system you're going to take people through? That's kind of what we're talking about today. What is that signature system or process? What's the transformation? If someone does the work that they could potentially have, that could be worth thousands to them in the future.

So that could make it a higher price point program. And then one of the deliverables is to teach them how to journal more effectively. And they're going to get a journal and all this stuff, but you're going to do all these other things, I'm assuming. Yes. Yeah. Okay. I think I need to reposition the name of that. Yeah. Okay. Thank you. Okay. Sharon. Hi, Katrina. So I wanted to ask you in terms of your feedback, you mentioned me getting some software for generating leads, housing the email list and emailing people. And I just wondered, could you tell me more about that? Because I'm not exactly certain. I've heard of MailChimp. Would that be the sort of thing? We're talking about- It could be we'd have to know more about your whole system and your abilities and if you're going to do it yourself or if you're going to hire someone.

So you have to, in order to email, you know, groups of people, you have to have a software these days and you're probably going to need to pay for it. And that's just the cost of doing business because that's important. There's so many laws for spam these days. You cannot just randomly send a bunch of BCC emails to people that- say they wanna get your emails, okay? So you have to get professional and get the email system. Again, it depends on my answer to you if I'd have to look at all the things. So are you like, I have to know like where your website is, what you're currently using for any of the software, because if, what did I say to you?

Yeah, the only thing, and you mentioned about having a landing page. Right now, I'm in a website creation class with Christina Hills. Yeah, I know. Right, right. So, you know, I'm in that. So hopefully within the next three to four months, I'll have that set up. And you're building on WordPress. Yes, that's right. And then I also... Hold on. What theme are you using? I would highly recommend the DIVI. She gave us DIVI. Perfect. Okay. OK, so you're going to have a really easy to upstate website once you learn that. And it is good to learn that, OK? And then you're going to need an email software, and you're going to need a payment processor. So do you have Stripe or Square or PayPal or any of those for taking payments right now?

No, I don't have any of that. The only other thing I have is Teachable. That's it. You don't need Teachable. I don't know if you've prepaid for it, but you don't need it. You don't want two places. especially if you don't have a list yet. There's no reason to have a course software, period. No reason. This bootcamp, I have a sales page and I have a thank you page. I'm putting all the recordings on my thank you page. You don't need course software unless you have lots of people paying for your programs. Never do that right off the bat. So just don't use it. I don't care if you prepaid for it. It will confuse you and it'll take too much time to get that up and running.

Don't use it. Sorry. Okay. And I'm just trying to be blunt because I want to be fast and want to get to everybody. OK, so that's right. Yeah. And so if you're paying membership for that, just cancel it. You don't need it. I don't care what you've invested. It's just unfortunately, bye bye. Like it's gone. OK, move on to the next thing, because trust me, you just want to use your WordPress website. And then I don't even I had a course. Anyways, it doesn't matter. What was the other thing you said? You can take PayPal for now. You can get a business account for PayPal, put PayPal buttons on your web pages, and start selling stuff right away. That's the simplest way. But eventually, you'll want a stripe, and you'll want it connected to an email system.

So you could take money today through PayPal, of course. But you need an email system. And because you're using WordPress, I might recommend Constant Contact or MailChimp then for you for email marketing. Because you don't need to pay a lot for landing page software and all the other things because you're going to put it all on your website. Don't do landing pages if you have WordPress, please. Don't do landing page software. Just keep it simple and put everything on your website. Okay. So I would look into Constant Contact and MailChimp. They're both going to have a cost. Don't think you're going to get away for free. You need at least the minimum because you need to be able to build a list and communicate and have lists of people online.

MailChimp, though, it's a little bit more complicated. Like it gets pretty expensive once you have more than five audiences. And so you really have to know how to segment the list. And if you don't, I would highly recommend you get a techie person to set some of that stuff up for you. So you have to pick one first and then you want to get a VA. If you're not really that techie, trust me, you don't want to mess up your email system and you want to get it set up the right way and integrated with your website. and the payment processor. So I never do that stuff myself. I will do it once it's all set up, but I don't set up that process myself because there's too much room for error.

Don't try to be a master in that, okay? So that's what I would do. And I've got referrals for different VAs if you need to. Don't go to Fiverr for those things. I say get a referral, but there are people in the that know MailChimp or Constant Contact. So first you have to pick the software and then we go find a VA that works with that software and loves working in that software. Don't just pick any VA. You have to pick the VA that knows the software that you've chosen. Don't let them switch softwares on you. They will have their opinions on which ones they like and they'll say, oh, well, you should switch here. Don't listen to your VA. They're not your marketing and your business strategist, okay?

They're just trying to get you in one that they like to work in better. So just find a different VA that works in the one that you want to use. That is my recommendation on delegating. Okay. Okay. I feel like I'm like angry today. I'm just really passionate about giving you guys the right answers and as quickly as possible. I'm not trying to be angry. I want to be in love. Take a deep breath. Okay. So please keep commenting on that, Sharon, and let me know what you're updating. And Sasha, I don't think you submit anything. This is for Q&A for clarity on something. Correct. I do have clarity question about the homework. I'm in the process of doing what you had given me to do of getting the characteristics and the features of my less annoying CRM and my get response.

What is it exactly, bottom line, that you want me to see that they can do in regards to communicating with each other? So you need... Everybody needs... to be able to have a, I mean, everything that we're talking about. Did you listen to what I just said to everybody else? Because it's, we need opt-in boxes, autoresponders, campaigns. We need email newsletters. We need being able to take payments. That's what you need. Okay, yes, of course I heard everything you said. Okay. And the question that I had was that you brought up in our last class was making sure that the autoresponder connected with the, uh, get response in a certain way. And it was that certain way that i wanted to get some clarity about.

I don't remember. Can you watch the replay and then comment in the facebook group or comment? I don't have a facebook group okay i'm done thanks everybody yeah i i don't remember what i said. So you have to listen back and then. Yeah. I don't have those notes in front of me. Um, If you have clarity on what I said, then I can help you. Well, the clarity was basically that you wanted to make sure that Less Annoying CRM did a certain kind of communication. The GET response does have those kinds of web forms, and you wanted to make sure that it triggered the information of the contacts in Less Annoying CRM. Okay, but did I say it then? If I said it in the other call, then you have to go to that call.

You didn't, but it's okay. This isn't worth it. I, I, it's okay. I'll figure it out. I don't know what less annoying CRM has. I know what that response does. Right. Right. Okay. I'll, I'll, I'll go find out what less annoying has. Then you outline those things. Cause you need to probably pick one. You probably don't need both. Okay. I'm just going to leave it there. I'll, I'll go back on it on a deep. Pardon. I said, I'm just trying to save you money. Like, We don't want two softwares that do similar things if we don't need them. Okay. Right. Okay. Okay. Thanks. Cecily. Hey, Katrina, real quick. You might've mentioned, how are you doing? You might've mentioned on the last call, I have to watch like the last half hour still, but the CRM names, like the most common ones that you recommend, did you toss those out already?

I did not because individually, you're all probably needing different things, perhaps. So I need to know what you're... This is why I look at your funnel because I need to know what you're selling and all that and what software you're currently using. And then I can advise you whether you should move or not. Did you... Is MailChimp an example of the software that could be used? It is. I think it's... The limiting thing about MailChimp... is that you can only have like, and i still haven't figured out. I'm in it right now for polka dot, but so i'm only using it for like four different lists under one audience. If you know MailChimp, I believe you can only have five audiences in there period.

And then you can have segments because then it costs 300 a month, which i'm not willing to pay that for MailChimp. So I'm just saying you have to be careful how you add audiences because you could run out of segmenting abilities pretty quickly and really start paying a lot of money. So that's the main reason why I don't like it long-term. Okay. Okay. Would you think it would be okay on the like beginning end of like building like the list building and such? Yes. But what I know is you have one audience, like you might have the Firestarter community, right? And then under each, you might have different segments, right? It isn't as intuitive as some of the other ones I'm finding for sending emails because we have to put them under like campaigns, but then everything's in one page, which is complicated.

I prefer the emails over here and the lists over here, but it's all in one in that system. And I don't, I personally don't like it that way. So I don't know. I find that there's better systems, but yeah, like better system. Yeah, no worries. Okay. I'll continue to inquire. I would not normally send you to MailChimp. I would probably send you to GoHighLevel or something like that. But Sharon's a different story. She doesn't need GoHighLevel. That's why I'm saying different people, different things. Okay. And I'm also looking at your budgets as to how much you're making and how much you have ability to stay there. But keep in mind that a year from now, if you got a whole bunch of stuff going, you're

And then we talk again in a year or we're continuing to work. It might be time to up level at that point. You're going to constantly be evolving everything you're doing, your systems, your tech, your team, your business models, your pricing, everything as you go. So it is handy to have someone like me to keep redirecting you to the next thing. You know what I mean? Sure. Totally. Is there a central place that you are aware of that we could research kind of like compare and contrast the different CRMs? No. Yeah. Did you... I can give you... Hold on. Let me look at my comments too. I don't see them. Where are they? Oh, here you are. Okay. Okay. You said you have MailChimp already.

Correct. Okay. So for now, I would not move. The thing that's going to slow you down is moving software. So I would just maximize MailChimp. And honestly, like the setup of these and putting all your products and all your autoresponders and all your forms together initially, that is the best thing to delegate, you guys. Okay. 100%. You have to invest some stuff in your business. I'm sorry. But to learn all the ins and outs of these particular softwares is maddening. It's maddening. And please don't try to do that. You're going to slow down making money. If you need to make money, you have to delegate it. I know that you're saying, well, I need to make money before I delegate. Stop saying that, though.

You have to delegate before you make money, period. You can't expect to build everything for free. It's just not a reality anymore, especially if you want to get done faster. and up and running smoother. So the setup of your software should be delegated. If you need someone for a particular software, then you ask me, I'm using this. I need someone who works in this. I will look at my resource list and I will give you two or three people that work in that software, okay? I built a resource of different VAs. And if it's $50 an hour, then you pay them $50 an hour and you might pay $500 to get something set up, but then you're set up. That is the cost of doing business.

And I'm not just talking to you, Cicely. I'm just saying like you. Oh, no, I don't have an issue with the investment. I just want to make sure I play. Yes. And now because you're already in it, I would just use that. OK. OK. Because I see what you're selling. So you're selling coaching, training workshops. You know, you're selling some sessions and books, speaking engagements, that kind of thing. You have freebies. You need a lot of opt-in boxes and you have a lot of payment sales pages. So you just need to get that stuff on your website and then integrate it into MailChimp so you can get the marketing going and the autoresponders. But I will tell you, I'm really good at techie stuff and the MailChimp is taking me a long time to figure out and it's annoying.

Okay. So thanks for that. Okay. Okay. Thanks so much. Thank you. And I appreciate, I know that it's not easy to raise your hand and make comments and get, you know, berated or talk to in front of a group of people you don't know. You guys, trust me, I know. But this, we're here to get solutions. We're here to get results. We're here to get you moving forward faster. We're here to fix the things that are broken and implement the things that you need to do next. So just get shit done. And okay, Marlene, another question and I need to keep moving. Okay. So, um, I remembered one major thing, um, that you mentioned and it was that you couldn't tell with my website, what I'm selling or what I specialize in, et cetera.

So as a preliminary to me, officially responding, you know, to your email, one of the things you said was a way to kind of get leads is to hold, you know, workshops or webinars, but because you couldn't tell, uh, what I was, you know, what my specialty is, why I wanted to let you know, um, my niche is fertility, but I'm also a leadership person. So I help women, you know, with whatever facet that they need help with. So either way, it's still coaching. But my main coaching that I'm trying to offer is fertility, because you said, you would give me some options on or suggestions on what type of webinars or masterclasses that I could hold that will then I would either do an offer at the end, because those would be free, right, the webinars, and then

Either do an offer at the end or somehow people can sign up to work with me. Things of that nature. Yes. OK. So and I know you're driving, so it's going to be hard to see this. But you have to replay. So don't worry. That's OK. So I'm going to share a screen because this is kind of what we're talking about today, which as far as positioning. So we're going to jump into positioning and I'm going to compare and contrast your Web site with somebody else, another client of mine. don't take offense just like no url and go revise yours to okay stuff i'm telling you, it's the fastest way. Sometimes, let me just tell you guys, I find i run across a web page of somebody else's that does similar stuff to me or whatever, or i love the layout or the look and feel or the engagement stuff.

And I tell my tech eva to go clone that page and stick it in the back end of my website as a draft. And then I can go in and edit and change everything to my stuff. So I'm not copying. I'm just copying the layout or the feel of it all, but changing it all to mine so they'll never know it was theirs. But she does that and plops it into my WordPress. And then I go in the back end and play with it. So that's what you got to do. You just got to get someone who knows how to do that and just plops it into the back end. And then it's got sections and layouts and all these things. And then you just swap out their information for your information.

Honestly, it's the fastest thing. And if you have WordPress, that is an easy thing to do, okay? If you don't have WordPress, you have to recreate it. Okay, that's the problem. So that's why I love WordPress. So let me just do some screen sharing here. And I'm going a little too fast for the chat. So if you have something in the chat that needs addressing, can you raise your digital hand? That would be great. Let me just... share this so this is uh Marlene's website. And I looked at it on my phone, not the desktop earlier this morning or whenever that was. And so I don't think I even saw these things motivated, courageous, dynamic. I just thought about me connect. I didn't see this.

I saw the quote of the day be motivated. And so most people will not even scroll beyond that, but I did see these squares, but fertility media and women matter. I was like, okay, maybe she does something with fertility. I don't know, but I'm not clicking. If I don't know you at all, this is not enough information for me to do anything with. And the book was on top of the button in your, in your, and on this mobile, right? So the book was sitting on top of the buttons. I couldn't even click the button because it was sitting on top. It was not formatted correctly for mobile. So when you design a website, Usually you have to design the desktop version and then you also have to design a mobile version.

In case you didn't know that, you have to design both sides or both types. And most people don't know that. And I personally don't do my mobile. So if my mobile is messed up, it's because I only focus on the desktop. But I also know that 95% of my people who come to me look at me on a desktop, not a mobile. So you could be completely the other end, which means you need to focus on mobile, but you also need to focus on desktop. So I... delegate to my techie to fix the mobile after i'm done with the desktop. That's how i do it because i don't want to mess with the desktop or the mobile. I just want to do the desktop because that's what i look at all day.

And then i tell her to fix it for mobile. So she'll look at it and she'll fix it for mobile. And so that's what i do um but we need some wording here, sweetheart, about what you do, why and who why they should care, who it's for, why they should care and that kind of thing. So we do have testimonials. That's a great thing. And you have uh A book here. Great. So it's a get it now, but that's a buy thing. So if I don't know you, I'm probably still not buying your book. Why should I buy your book? What's it going to do for me? There could be bullets here and all this kind of stuff. So there's a couple of different websites.

Specifically for you, because you do fertility, I'm going to recommend you go look at my client Aaron's site, which is vibrant, healthy woman.com. And we, all we did with hers redesign was, was we figured out the best thing to put in the header up here in this image. I literally created this image myself in Canva, and then the website guy made it fit to the webpage, okay? So this is where we spent the majority of the time, is figuring out what to say on that header. Learn how to get your hormones balanced and feel your best at any age, health and nutrition, coaching, workshops, hormone testing, community, and more. And then her name. So we know exactly what she does. We know who it's for.

And we know that who she is. Right. Right from the get go. So then immediately we talk to the target audience. We're not talking about Aaron right below the head or we're talking to the target. Are you a woman over 40 who doesn't feel so vibrant but wants to do this? Are you that? Are you this? Are you stuck? If you answer yes to any of these and you're in the right place. So what is really important about your audience? homepage especially, because that's usually the main page you're driving people to, is that you're talking to that ideal target first with the right messaging. The things that matter most to them, the things they're struggling with, either the outcomes they want to see or the problems that they're currently going through, and you talk to all of that right in the beginning.

And then immediately, it's usually good to do a free thing. Most people are not ready to buy when they come to your website. Again, you're designing the website for people that don't know you. So immediately her thing is to help you get five, you know, more energy. So she has a little ebook that you get and notice that there's bullets. Some of you have a free thing, but you say free gift or you say free thing and then no bullets. It doesn't tell them what they will learn, what they will go through, some outcomes and deliverables. Try to add just a little bit more and into your free gift section on your website. Super important, okay? So this is the number one thing we want them to do when they come to a website is to get on her email list because then she continues to send email newsletters and different uh promotions and things like that to get them to the next step.

Then there's some other credibility stuff. So she has a little credibility and a video. Number one thing most of you need is a video on your home page of you talking to your ideal client with your passion, your purpose, fire starter. I think I said that to you, Cecilia. Like you have so much energy. I know at least your website says energy, but there's no video in that homepage. Like, oh my God. Right. I think you could just blow up an amazing video. All of you could on your website. So a video, she went kicking and screaming to do this video, you guys, honestly. Okay. But It makes a huge difference. And I told her every word of what to say. I gave her a script because she's been working with me for three years.

OK, so I know exactly what to tell her to say. And then it's a little bit about how to work with me and they can click through. All these go to a separate page on her website. There are some testimonials for proof. She wants to get booked to speak more. So that's on the front page. And her book is on the front page, too. But honestly, we don't expect a lot of people to buy from the home page. That's why it's on the lower end of the book on the front page. And then blog, there's more to read. So this is good for search engines, for Google to come in more organic traffic to your website, having more content on your website like this.

And then full contact information. You guys, some of you are missing contact information and you have to make it easy for them to like, because if someone's going to buy, we want to know we can actually call you or send you an email or find you and know where you are. in case we're not happy, right? So people sometimes won't buy because they don't see the contact information and that is just trust and credibility 101. All right. So then look at your navigation. Okay. This is just another little example. She has a ton like home about services, free stuff or free call speaking. If you're a speaker or want to be other workshops or events, blog and contact, please have most of those.

Most of you need most of those, if not additional links. Under services, she has a page for each type of service she offers, whether it's a wellness club, a program, a free guide, all the different things are under that. And then she has a whole bunch of free classes that are by keyword here so that people could opt in for different free things. So this is an example, even if you're not in the health and wellness space, it's a good example of a site that makes it easy for people to to get information, to find out more, to sign up for stuff, just, you know, just giving you that as an example, and i'll put it in the chat. Any comments on that particular site?

Okay, so, and with my site, because i love that one, and i love that you have it there, so i'll talk with my web lady, um, to, you know, we can work on that, but on my site, too, I have more info, but on the you know, the other radio buttons at the heading. So I guess what you're emphasizing on is that that homepage needs to have that versus them having to go click everywhere else to see the main stuff. The trend these days is to have little snippets of info down the homepage and have it be a longer scrolling page so that people that are scanners will see which thing they want to click on. That's the trend. It doesn't have to be that way.

But I want the header and the initial free thing has to be one of the main things people see first. Otherwise, they may not scroll. Some people say, well, down on the page, you'll see the free thing. No, no, no. It can't be down on the page because I might not get there. You have three seconds maybe to get someone's attention, to make them want more or to get on the list. And even then, they don't always sign up for the people on the list. Okay. All right. So... Any other comments from comments that I've made so far to you? I know Jill, I made some for you. Bernard, you're good. The big header. Did you see what I meant by that? Like maybe just scale it down a little bit.

Are you good with that? Or do you like that idea? No. Jill Bernard. Oh, you didn't. I didn't submit mine yet. So you don't, you didn't have any notes for me yet. Yeah. somebody else. I'll be submitting mine today. Okay. Sorry. It's okay. So sorry. All right. Okay. Let's go back. I did have, um, video on the other pages though, but i do like what you were mentioning about the the home page so i just wanted to let you know, it was some on the other pages though yeah if you guys can go and create a video, honestly, for most of you, Um, here's a little script, right? Like for your home page hey if you're on this website, then you're interested in blankety blank.

Um, my name is such and such, and i'm an expert in blankety blank because i've been doing and what i know is that if you are a woman ideal client and introduce your ideal client, if you are this type of person and you're struggling with this type of thing, or you want this kind of result, then you definitely could probably use X, Y, or Z. And those are the things I specialize in. And I'd love to help more. There's some free stuff on the bottom on this page here. I would love it if you just opted in and grabbed it. I think you'll see that it'll help you get started. I'm always here for a phone call if you're interested in going deeper.

And then you'll be on my email list. And I share lots of tips and videos and information on how to blankety blank in those emails. And I'll see you on the next page. And so... It's a welcome, but don't ever say welcome. Please don't say welcome to my website. My name is blah, blah, blah. And I'm an expert in blah, blah, blah. Nobody cares. Talk to them first about what their need is and have some energy. You have to have energy. You have to bring the energy. So stand up if you need to do whatever to bring the energy. I wouldn't just sit on my website like this and talk like this. So whatever it is you do, even if it's not in character, you have to have some energy.

You got to go bigger so people get excited. If you're like this, how often do they want to come to your website? Do they really want to get on your list if you have no energy and you're like this? Then probably not, right? So do whatever you need to do to bring that energy for that three-minute video or however long it is. And don't ask me how long to make it because it doesn't matter. Just make it. Put it up and then link us to it over in the Facebook group and we'll give you some feedback. And if we need to do it again, and please don't rerecord. Like, who cares? Just put it up, okay? And then let's get some feedback. And if you want to do it again, do it again.

You can always change it out. It only takes a few seconds to do that. But that could be a big thing to make or break more results on your website. 100%. Hey, Katrina, real quick. Would you mind in the thank you page? I don't know if this is possible, like the bullet pointed like contents that you just referenced there. Or can we go to your website and maybe see an example that we can replicate? Most of my pages will have an example website like that. Yeah. or a video. Yeah, and then if all of, this could be a big deliverable for you for the positioning actually exercise this week is to do a video like that on your homepage, do one on your about page.

Your about page might be different. It would be like, hey, if you're on this page, then you're coming to check me out. Who is this Katrina chick, right? And why should you hire me to be your coach? Or why should you come to some of my programs? Well, you know, I've been in business for 22 years and I know a lot about a lot. I'm a broad business coach and dot, dot, dot, dot, dot. And my philosophy is to help blah, blah, blah, blah, blah. And, you know, most people stay with me for three to five years because they get a lot done and they always get that next step and they get the handholding and the support that they need. And so if you're interested in a coach that does that, then let's have a chat.

You can sign up for a call right below this video. Click the button, sign up. Let's have a chat and see if or how I can help you. Do you see how all of you could do that? in some way or another, right? On your about page and click them to a call for the most part, right? I know Sabrina, you know, she sells shelves. So that might be a little different wording, right? So we just have to, so, and then on your services page, hey, if you're on this page, then you're probably looking a little deeper to see how I can help you. Right. You're looking for a business coach. Maybe you've had some. Maybe you've been burned. Maybe you've not gotten what you needed through group programs.

Well, I do things one on one primarily. And even in my group programs, you get a lot of one on one attention because that's what people need. You know, like I so like there's a whole bunch of services down here. If you're confused on which one to just click and buy, I don't expect you to click and buy. I would just love to have a conversation because I need to make sure that you're a good fit for me, just like you're making sure I'm a good fit for you. So click to sign up. If you want, there's also testimonials. You can see how some of my clients have benefited from working with me in the various programs over the years. All below on this page.

Let's chat. Right. So there's a services page video. Right. Contact page video. Hey, do you have questions about my website? Are you wondering what services are? Do you wonder like how I should help you or what? Maybe there's something wrong on my website. I will gladly take some feedback or questions over email. Just fill out the form and I'll be in touch with you on email. I mean, you could put a video on every single page. Hey, you want to come to one of my events or my webinars? I would love to talk to you on my webinars. I go deeper on some of the topics that I teach. And this is where you want to get on my email list so you don't miss anything because I do them at least once a month.

Do you see how video can be so powerful? Right? Even if it's just a minute on a video, on a page, it gets them to feel your energy and get your excitement, hear your passion about what that is on the page. I'm telling you, go add three to five videos, you guys, and then put them in the Facebook group, the links to the pages, so we can actually go watch them and give you feedback. It'll make a big difference. It'll also elevate your positioning. Now, while you're doing that, please make sure you have a good Zoom room. Please don't do these in the car. If they're going to go on your website, please make sure. I don't recommend blurring out your background like Tom.

No offense, Tom. I love you. I just, when you're doing these kinds of videos, don't put a background on because when you go like this, they can't see your face or your hands, okay? Be authentic. Be you. Find a place that's going to be welcoming, warm, and nice, please, okay? Please also don't have a partner. I love you too, but... Blank wall is boring. So we need something behind you, right? So we, no offense, you guys, I'm really like, put some flowers, put a picture back there. You know, I had a client once who I bought a picture for her, for her wall behind her video because she used to always say, business is elegantly simple or something like that. And so I actually put it on a canvas and I shipped it to her in Canada and she's stuck it on her wall behind her.

Now her favorite saying is right behind her in her Zoom room. Okay. It costs like, I don't know, $14 to do that. I'm best to print you guys stop having playing, have design a room, right? People always think I'm a publisher and I am a publisher because I have so many books, but it's also impressive. If you have any compilation books or anything that you're a part of, or you're an artist or do anything, put something behind you, please. And, and create a zoom stage. This is your stage. So if you're doing videos, it's your stage. If I didn't have a good background, I would stand up, turn my video around, and do it on the wall over here, which has a whole bunch of heart and love pictures on it.

It's a red wall with a whole bunch of artwork on it. So that's a fun background. So please watch that. That is positioning. If we see you blurring, we're thinking you're a mess. We think you're unorganized. You know what I mean? It just makes a huge difference, and you never know what people are thinking. OK, and while we're at it, please make sure you look professional. Put some jewelry on, even if you don't wear jewelry every day. Put some makeup on, even if you don't wear makeup every day. I put so much blush on when I'm on Zoom, you guys. It looks ridiculous out in public. But on video, I have to put so much blush on my face so I'm not this white, stark face.

It's crazy. But then when I go out to the store or something like that, I have to check the mirror and go, oh, like because I look ridiculous. But you have to dress for Zoom. when you're on Zoom or when you're on video, okay? This is positioning. This really is positioning. It's what you look like, what you're wearing, how you're positioning yourself on stage, in person, when you go to a networking event. You don't wear tennis shoes to a networking event unless you're a fitness trainer. Come on, right? So dress to impress. You don't have to wear high heels. I never wear high heels anymore because my feet can't handle it. So, but I can still wear something very presentable. So I'm just saying like, look at all the things.

When you are looking to present yourself, that goes for your social media. So let's look at a few people's, we can look at a couple more websites. We can look at a couple more social media profiles. Does anybody have anyone that really wants some review on their website? Because like for positioning, okay? Like if you're worried that you're not positioning yourself as an expert or why people aren't buying, raise your hand. Sasha, is that you? It is me. My question has to do with background for Zoom. May I ask that question? Yeah, your background is fine the way you have it now. Of course. That's it. You must be psychic. Yeah, it looks like you have a deep office behind you. So it's the best you could do for what you have.

OK, so I mean, right next to you, it looks like you have a little table to your left. Do you have a table to your left? And aren't you in a book or two or something? Don't you have some books? I have one book, so I'll have to figure out where to put that. So you should prop it up right there on that table on the end. Put your hand right now where that table is where I'm talking. Nope, the other side. Isn't there a table right there? Yeah. OK. So cover that window, which is too bright. So if you have something like a workbook or a journal or a book or something, stick it right there. I typically put a candle given that I am in the psychic world.

That's fine, but put your book too because it adds more credibility. Okay, so it won't be too cluttery if I have a candle and a book? No. Okay. No, because everything else is so far back, we're not really paying attention to the other stuff in the back. Okay, excellent. Thank you. Suzanne. I know what your office looks like. My question is my social media content. So far when I'm posting, I'm probably only posting promotions of my stuff. So do I need to intersperse it with others? Yes. Yes. So social media is, is really, I mean, if some of you are getting business from it and people are clicking to buy more power to you, but it's not the norm. Okay. So the norm is, I mean, really what you want to focus on on social media for marketing.

And that's not really the focus of today's call marketing yet, but Um, because we're not ready for marketing. I'm sorry. Like, right. So I don't want to get too much into it, but you got to do list building first. So pull people off of social media with free stuff, free stuff, get them on the list. And then that's where you do more promotions. I still put promotions and stuff on my website, but I also put a lot of pictures of me out at events and drinking wine or me and my husband or the dog. Um, I'll do all kinds of different analogy posts or, um, Even sharing of other people's stuff. So how can you share other people's stuff? Think of social currency.

Right. The more you share other people's, the more they might share yours. So that's really good. Inspirational quotes and images. You just want you definitely want to sprinkle in between promotions. Otherwise, people won't really watch your stuff. They'll think, oh, she's just promoting something again. Right. Or they could. OK. Elizabeth. So what's your take on using free, like a free Facebook group site to build community that's free and then drop in when you're doing a new class or when you're doing a thing? Do you do that? Yeah. So I've had a Facebook group for a really long time and nobody cares. Okay. So I don't care. I don't care about my Facebook group. If you are going to be in your Facebook, if you're going to do a Facebook group, you

motivating, encouraging, inspiring, talking to going live, sharing with people. And if you don't want to do that, then don't even start a group at this point. Okay. It's not worth your time because I have a group I post in there. My assistant posts in there every day or two or whatever. And nobody cares. Nobody's commenting. Nobody's like, cause I'm not in there and I'm not nurturing. I go in every once in a while, still nothing. Okay. Because people have given up on that group. They have Everybody, don't you guys have like the five groups that you participate in pretty much? Maybe 10. But don't you guys have like five? If not, I do. I have like five groups. And you know what? They're all polka dot.

I have one international speaker network and maybe one other women's group. So they're the groups where I'm networking with the ideal clients. That's the kind of groups that I stay in. So I don't go to groups for learning. However, there's tons of people that do. So... My I guess my answer to you is don't start a group unless you're willing to be there all the time. OK. Yeah, that's it's something we're exploring in terms. So are you saying let me just get clear. Are you saying that the best use of social media really is to build your list? A hundred percent. OK. Go live. Go in all different ways. Like video is big. People can get to know, like and trust you better when you're on video there.

So like if you can go live more often, even if it's messy, that's okay. It's real, right? So be authentic, be supportive and helpful, share good information and do it in different ways because some people like to read, some people like to watch, some people like to click, right? So you wanna mix it up. That's what I say about social media. And again, there's many of you that could be doing other things like, challenges and all this other stuff. But if that's your lane, then of course you can do that. So I think I may have said this last week, but you know, you can pick a lane in your marketing. So again, this is marketing and kind of positioning, but it's mostly marketing.

We're talking about here is I prefer speaking and networking as my marketing lane. Now I will do that in person. I'll do it virtually, but I love to network with other people at events. I love to go to conferences. I love to be an exhibitor because that's the fastest path to cash for me. People can like, trust, and connect with you like that and then hire you or buy something, okay? I'll do it on video. I'll do it in virtual. That is just what I love. I love connecting and networking. Some people don't love that, okay? And if you... Social media has gotten so ridiculous with all the algorithms. It's just... People don't see the things you want them to see. And so I'm so frustrated.

I'm over it. So I spend about 10 to 15% of my time on social media and honestly, 85 to 90% of my time in networking and speaking abilities. That includes doing webinars, doing workshops, hosting speaking things too. It also includes private messaging. So private messaging on social media works for me. But again, that's networking to me. OK, so that's networking. That's communicating and talking. It's not posting and hope that people click or comment. There are I have some friends that are really successful on social media, but they don't do a lot of stage time. They don't do a lot of events. They just want to stay in social media world. That's fine. But you've got to know what to do then. OK. It's almost like you have to pick a lane because I'm saying pick a lane.

Yeah. And do it 80 to 90 in that lane and 20 to 10 to 20 in the other lane. It's okay. You'll build a plenty big business even investing most of my positioning and social media on on youtube is what i'm building right now because i feel like it has, it serves what i do best and what, where i'm going best. But I use the other social media just to kind of say oh by the way, this is here. Like I'm not doing much beyond that because i just think it's almost useless. Yeah. And it's a waste of time. Yeah. I think if you're on there, hold on. I'm trying to find your stuff. If you're on all the social media sites already, then it's worth it to ideally pay.

If it's not your lane, you can pay an assistant to do some things. My assistant gets really creative with inspirational posts, pictures, questions, and promotions. So I think she does a great job with doing all of that. And by the way, she's from the Philippines and it's $8 an hour. So I pay her like, I pay her like $500 a month though, because there's, she posts so much stuff. So it's worth it to me to have her doing that. And then I sprinkle in with personal pictures and stuff. So how did you find a person you could, because I've hired a few people through Fiverr and stuff and I haven't found the right people. I don't hire VAs through Fiverr usually ever. I do data entry through Fiverr.

I do other digital things or marketing materials or design sometimes through Fiverr, but I don't hire virtual assistants through Fiverr ever because they want to keep the communication on Fiverr and I need a virtual assistant that I can actually talk to. So I have a list of people, like I said, I can refer you, or there is also a site called PH online, I want to say, or online PHBAs, let me see. Online jobs, onlinejobs.ph, onlinejobs.ph, there is a fee to use that site. That is not where I found this assistant. She actually marketed me. And, you know, you're probably all getting them like, hey, you need a VA. They message you on LinkedIn or you get some email. Well, she was messaging me on social media and I forget which one.

And then I went and checked her out and I followed her and I saw what she was doing and I said, OK, I'll talk to you. And so I did it that way. But she marketed me and she was a persistent and aggressive. And I want that in a VA. I want someone who's going to push out stuff, not just go like, maybe I'll do your stuff. No, I can't stand that. So you may want to start looking at some people who are reaching out to you, but follow them and see what they're doing. Some people are really scammers and some people are actually have a whole profile and they're doing stuff, right? She had a website or website and everything. So, um, yeah, I don't know, but the online jobs I've put, um,

information on there before, and we're not to the delegating point yet, but you have to be really clear on your job description on the software or the platforms you want them to know and really clear on the personality traits and how you work and just put a really good job description together. That is what I did. And I find better people with that. So just, I'm looking for a VA is not a good job description. Okay. Even I'm not, yeah, just, you have to get really specific on what you're looking for and like, kind of person and who you are. Because I'll send emails all day long to my assistants. Sometimes they'll get 30 in one day, because that's what I'm working on stuff.

They have to be able to organize that on their end. And if they don't like that, then that's not the VA for me. Right? That's just how I work. So yeah, that's definitely something I'm going to delegate is the Facebook stuff. I'm going to continue. I don't delegate the private messaging. I don't do the Private messaging, like the cheesy, like here's what's coming up kind of thing. And I definitely would not have my VA private messaging people anywhere because I think that's very impersonal and they won't be able to know who's a really good friend, who's my sister, who's this. And, you know, they sent, so it's just, it's a bad combination to let someone arrive in your private messaging. So, and that is what's working these days.

And that's why it's taking longer. And there's more to do is because we need to spend time doing private messaging with people. And so the posting is not as important as the private messaging. I'm telling you for most of us. Yeah. I definitely found that to be true. Thank you so much. I appreciate it. You're welcome. Okay. All right. Let me get through a couple of other things here. Okay. So we're already talking about all of this stuff. One thing I want to talk about though, is your, your payments or your pricing. Some of you are low price. And I know maybe that's all you can say without stuttering. But I always try to push you a little bit to raise your rates because most of you could probably raise your rates on almost everything you're doing.

And now maybe you don't know the value. So maybe you aren't sure how to value or price things. And so first, I want to make sure whatever time you're spending, is worth your value so you need to know the value of an hour for you that doesn't mean you're going to be charging by the hour or people have to know how much you charge by the hour it just means you want to make sure you're not undervaluing the hours you're spending in a program product or service please okay because a lot of times when you add in all the work you do behind the scenes and all the front calls for a program you end up working for like 20 30 50 an hour which is not enough for most of you who are coaches or consultants so please

watch that. Please also know that people will spend tens of thousands of dollars on something they know they need, or they desperately want, or they want the solution for, or if they find that you're the perfect person. So always start high in your pricing and you can always negotiate and go lower. But once you start low, it's hard to go up. Okay. So start high and negotiate down in the sales conversation always. And again, Know the value of the transformation for your client. We were talking about this earlier. If I have a client, for example, or not a client, it was a friend a long time ago. She was a relationship coach and matchmaker, and she had a service for $10,000. She would work with you for the year to find the love of your life.

For one year, $10,000. And if you didn't find the love of your life, her guarantee was that she would continue working with you until you found them, that person, for free, okay? So that was her thing because she believed in her service. She believed in the value. And honestly, in 2012, when I was looking for the man of my dreams, I would have paid that, okay? Because I did pay. I paid like $12,000 for relationship workshops and a matchmaking service. I ended up paying $12,000. I would have much rather pay someone that. So don't underestimate what people are willing to pay is my point, okay? especially to get the result that they want. We have to look at the wording you're using on your website.

Does your ideal client know what you do, who it's for, and why they should care when they visit your Facebook profile, your LinkedIn profile, your Facebook page, your Instagram, your wherever, your YouTube, your website? The messaging and the wording that you're using, they have to know within seconds who it's for, why they should care and what you do or what you help people do. So that messaging has to be right up on top. It has to be in that header. You're probably going to have to create a lot of marketing materials and banners and headers. And if you are not design savvy, that is something to delegate. OK, because you need a good looking banner with your photo in it. If you're selling you, if you're somebody else and you're selling something else, then, of course,

it still has to be clear to that ideal client. So this is what I look for sometimes on your web pages and on your social media. And so we're going to look at some of that. I know we looked at this last time, but don't shy away from a high-end program. I know some of you put need, I need one, next to it in your funnel. And just create it. Honestly, if you want a high-end program and you're a coach or consultant, you can just decide today, I have a $5,000 program. And it's gonna include this, this, and this. And the transformation is this. And it's for these types of people. And now I have it. Just because you don't have a website yet or you don't have a payment button doesn't mean you can't sell it now, okay?

You want to sell it now. If you don't have a high-end program, you'll never sell a high-end program. So please create that. And some of you, a lot of you wanted to create a course or a DIY program, but you only had like a few hundred people or a couple thousand people on your email list. Unfortunately, that's not enough people to buy a lot of your courses and make a lot of money. So don't go back and creating a course when you're still in list building mode. I mean, you should always be in list building mode, but if you don't have that many people on your list, you don't have enough people to buy a $200 or even a $2,000 course and make a lot of money consistently.

You probably need to sell more high-end one-on-one or a longer group program or even a short group program like this. And then when you do a group program like this live, you're creating the course as you go, okay? Now, granted, a lot of this stuff that I'm advising each of you on, I probably won't box this one up as a thing, but I did in the beginning have a Jumpstart Your Biz in 90 Days program. It had set goals. training calls where I did not take questions in between. And then it had a Q&A call, whereas I took all the questions. But the set trainings, I boxed into a course and people would buy it by itself. But I did it live first.

Why? Because then you have proof of concept. You get feedback from the course you're working with people on and you can improve it and do it again and again until it's really perfected and really dialed in. And that's when you box it up into the online course. do it yourself course. So that is my advice. That's more general advice. Some of you might have exceptions to that. I'm just letting you know. But please don't focus on creating a course until you've worked with a few more people and or it's easier to sell one $5,000 client than however many $200 things to make $5,000. So you just have to get your mindset around that shifted and get your courage up and Learn the value that you provide so you can go do that $5,000 or $10,000 program.

So again, we had this in the first call. If you're not sure what to put in a high-end program, here's some ideas, okay? You can do VIP days. You don't have to do a whole program. You can just do a VIP day for $5,000. You could do a VIP day for $2,500. It doesn't matter. It's whatever you can say without stuttering is what you charge. And then you provide really massive value. Right? You can do a retreat. I have retreats coming up this year. I have two retreats, three-day retreats. You don't have to be in an annual program with me this time. You can just come to the retreat and pay the fee and go deep dive with me for three days. That could be a separate thing.

If you like that kind of a deliverable, right? You can just do one-on-one. I love one-on-one because I can get nitty gritty. I can open up Canva. I can log into someone's website. I can change their website. I can create them a flyer. I can do all kinds of stuff because my goal is to get shit done. So you get more clients and you make more money and you have a better life. So I like to get my hands dirty with people one-on-one. So figure out what you love to do and how you can do it at a higher price point and who it's for and why they should care and create only the programs that you wanna deliver, not what everybody else is telling you they think you need, please, okay?

All right, so more things about positioning. We have to look at branding. We have to look at, doesn't mean you need a logo. Nobody cares about your logo, but we have to look at the design of your website and your marketing materials and your social media. It all has to be, if your website is brown and orange, then your social media should be brown and orange and your marketing materials should be brown and orange and your business card should be brown and orange and your book cover should be brown and orange. OK, that's that's a flow of branding and positioning. It might also be colors that you wear often. I don't know. So those are just an idea, but marketing material, you don't want to design purple and pink.

Oh my God, it was, what book was that? I did a book for this gal and I'll stop sharing for a second. And I love her and she's amazing, but I did this book with her. Isn't it pretty? Nice cover, right? It's gold and browns and slight purple and it's really pretty. And then she went to go create the journal that supposedly went with this. And it was purple and pink. I'm like, why would you design a purple and pink journal that goes with this book? That doesn't make any sense. But people don't think sometimes about that kind of stuff. So I'm telling you, please stop and think that everything has to flow together with the color scheme, the brand, the, you know, I'm about the jumpstart.

Everything is a jumpstart, right? This is a jumpstart. Your sales and systems bootcamp. My retreats are the Jumpstart Your Lifestyle and Business Growth Retreats. My website is Jumpstart Your Biz Now. My other one is Jumpstart Publishing. My talks are Jumpstart Your Sales Conversations. I mean, everything about me is Jumpstart and it's not just for newbies, right? So I have to explain that where I go places. So I just want to think about and look at all your branding stuff, please. It's so important. And we can go through some of it. And so if you're hearing these things, post things in the facebook group because i want to give you feedback. So we can't give you all feedback all the time throughout the whole call on every little page on your website or every little profile.

So if you say, if you put a post on facebook and said, can you look at my Facebook? Here's my website. Here's my Facebook. Here's my LinkedIn. Tell me what's missing on all of them or how i should change them to be all more cohesive, right? You put all those links of all the different places. then I will look at all of them. I will compare and I will tell you, do this here, do that there, do this here, do that there. Easy, easy for me to do that. But you have to give me all of them to compare, okay? To make it easy for me to give you feedback, please, okay? And put them all into one post. That'd be great. And I'm happy to do that.

And that's what I, one of the things I want you to do for next call or this week is to do those things because we have to change or update what you look like on the outside to people looking in. You may think, oh, it looks fine. But on the outside, I always look at it as I don't know you at all. And I'm just seeing if you look good on all the places and I understand what you do. So then number two is photos, hair, makeup, outfits, authentic look. We kind of looked at that a little bit. It doesn't mean you have to, you know, color your hair a certain way. It doesn't mean you can't have gray down the middle. I don't care about that.

It doesn't mean that you... Have to spend a lot of money on clothes. You can go to the dollar store. I don't care. As long as you look put together, it doesn't matter. OK, but if you're trying to get business, even if I was taking a program, I would show up like this, you guys. OK, I'm just saying like I'm not trying to criticize anybody, but think about it because you never know where you're going to get your next client. You never know who's watching. OK, social profiles, descriptions and links. We're going to look at that in just a minute. We have to look at your descriptions. Sometimes you don't know what you're showing to the public versus what can't be viewed by the public because maybe you set your profile up on Facebook or LinkedIn, especially Facebook, as private or friends only or something way back when.

Maybe you did it eight years ago and you forgot. But someone who's not friends with you, what we see is sometimes different than what you think we see. because you're looking at it from your point of view and your friends and what everybody sees, but it may not be. And a lot of times I run across that. And so you really, if you're on social media to get business or to get leads, you have to be open to the public everywhere. Open to public, open to public, open to public. Everybody should, everybody should see you. Yes, you're gonna have more spammers. You're gonna have people like men commenting on your profile that say, hey baby, of course you're gonna have those. Just hide them and block them.

It's part of doing business on social media, okay? But you can't make it private just to not have those people. You have to be public or people are going to not see you. Reviews, testimonials on your website, on social media. You might want to have them in your profile. This is what one person said about me, quote, right? You definitely want to look at your Google reviews is probably the best place. Some of you might have a Yelp. I know I have a Yelp because some people have done that, even though I'm not like a brick and mortar. But If people have reviewed you on Yelp, you have a Yelp, whether you know you do or not. So you might look at it.

But your Google profile, your business, you definitely want to look at that. Sometimes people haven't even claimed their business on Google yet because you haven't gone over there to look and see what it says. But there is a place where people can review you on Google. And guess what? Google is the number one search engine behind YouTube. Well, they're neck and neck. But so you want people to review you on Google. Okay. And, and then you can take snapshots of that or copy them into your website, et cetera. And social, you can sprinkle my, my BA, for example, take some of my testimonials and creates fun images with the person's picture and their testimonial. And it says testimonial, right? And so you can create images and those could be things that you sprinkle on posts on social media as well.

But again, You can have a full testimonial webpage or webpage on your website, but do sprinkle them in to almost every single page on your website as well. Put them everywhere. Not everybody's gonna click on every page and definitely they're not gonna click on your testimonial page unless they're ready to buy and they just wanna make sure there's no bad things, right? When you go onto Amazon and you wanna buy something and you're like, I don't know, it's 50 bucks. And then you scroll down to the bottom and see what the reviews say. And if they're all negative, then you're like, ah, shit, I'm not gonna buy this one. I'll go keep looking, right? But if they're pretty positive, you'll say, okay, I'll buy that, right?

So you have to think about that too for your ideal clients. Elevated and expert pricing offers, we talked about that quite a bit. And your video stage, we talked about that as well. Any questions on these things? Let's look at some of the social profiles real quick. All right. Who's a good example of... doesn't have good social profile. So we can tell you what to do to add. Anybody want to volunteer? Okay, Sharon, thank you. Okay. Can you, let me find you on social media. Are you on Facebook or LinkedIn or both? I, yes, I'm on both, but you're the one without the, you're the one without a picture on social media. Oh my God. I don't even usually friend people. I don't friend anybody without a picture, just so you know.

So have you, You haven't added a picture yet since I told you that. Why not? Well, actually, I just saw that particular comment this morning about the picture. But I don't know. I'm just kind of getting into social media. I've really resisted it for a long time. OK. I know I have to do it. But the picture is the most basic thing, unless you have a stalker, which I have had two friends, actually, who've had massive stalkers locally. that they didn't have Facebook for a while, but that's not you, right? No. Why wouldn't you just put a picture? Please put a picture. I understand you don't know what to put up here sometimes, but they have lots, you can put anything. So this is your profile.

So you don't have anything on your profile. Did you just get a profile so you could come into the group? Well, no, there was some other things that I had participated in and I had to have the Facebook membership, Basically, that is why so that I could participate in events online. Yeah. But even in this group, for example, we're seeing you here today. But even in this group, in this particular in the boot camp. Like everybody who's in the boot camp, you're the only. Oh, look, there's two. Who's this? Why is there two? Sasha. Oh yeah. Because she's not on line. That's right. Or she used to be online. I forgot. So Sharon, like ideally you're the only one in here. So they're probably wondering why doesn't she have a profile picture?

Right. So they don't want to hire you. They don't care what you do. No offense, but like, because you don't even have a picture, you're not even showing up. Right. So you clearly don't want to be seen. You don't want to have a business because nobody's going to hire you because you don't have a picture. Yeah. And I love you for being here and being vulnerable. But let's go fill this out, okay? I know. Do you think I can just wait until I get my website up? No, stop it. You need to do it now and then just keep changing it. You have to keep changing it. I'm constantly changing my header up here right now. What did I tell you I'm promoting?

My retreats. So guess what? There's a picture up here with my retreat stuff. But it's also fun pictures. It's not just a marketing image. It's fun of pictures from my retreats. Now, I also have the wording around here about the retreats. Right. But it doesn't have a link in there because I want more people to see it because there's a link up here. Now, people are not very smart and they don't always look at that. But the point is, so if you want to know what's missing on your profile, go look at mine. Not mine. Mine is not perfect, but I have keywords of things that I do with people here. Right. With my Web site. I can't tell you how many people don't have a link here and don't have these things filled out.

Or they say wife, mom of four and dah, dah, dah. And that's great. But if you're on business, you need to put some business stuff in here. Your personal friends can go around the business and find the personal stuff. I'm sorry. You need to be blatantly in business. And yes, you can do that on your personal profile. You can have all your websites. This is where you put all those little links that we were talking about to individual pages. I have a jumpstart events thing that goes straight to my... events page on my website to get people to come to events and things. So it's a redirect to my event page, right? And then I have Jumpstart Publishing goes to that. Jumpstart Bookstore goes to the books page where they can buy books because I know it's a low end thing.

So a lot of times people will buy low end books to get started. So that's why I put that link. But a lot of you also don't have your business page. So if you have a business page, it has to be linked here under edit bio. And a lot of times it says self-employed. CEO business coach at self-employed. Do you know what goes to self-employed? It's like some random page where everybody has linked to that doesn't have anything about you. You can't do that. You have to go in here and edit it so it goes to your page. And then I have another one. And then the next place we go, if we're looking for contact information, We're looking for your work and education.

We're looking for, here's my bio. Here's the contact information, my phone numbers here, my email address, all my website, all these other social places, my birthday, everything. I don't know why people are scared to put their phone number. This is not a mobile address, but I don't care. They ask for mobile. I don't give them mobile. I give them a landline because I don't want a bunch of random texts coming my way. So I don't, put my mobile on my social media. I put my landline. If you don't have a landline, you might want to get a landline or get a Google voicemail so that you don't get a bunch of crap coming to your cell phone. Honestly, that's been a business strategy of mine for a long time.

The email address, I don't put info at, I put Katrina at because I want it to come to me. A lot of people are trying to get ahold of me and I don't want any barrier to entry. Okay. But the... overview, a lot of people don't have details about you. You have not filled in your details. Look at how much stuff you can put in the about you. I'm looking to connect with people who need help with this or trying to do this, want to monetize that. Look at all the links I've got in here. Do this stuff, you guys. This is positioning, my official bio, personal stuff, right? So that you can get to know me more. Like, I don't know anybody that has this much information and why wouldn't you?

Put as much as you can possibly put on these social media profiles because it's keyword oriented. It's going to give a lot of people a good idea. Here's even a little video link about me about coaching so they can get a feel for me if they haven't run across some other video yet, right? So this is just a video that tells them about coaching. So these are things you want to do. Anybody else want to look at theirs? And the personal profile is more important than the business page because the personal profile is where we can connect with you. It's where your friends are. People want to do business and connect and be friends. They don't necessarily want to just go like your business page because then they can't do anything else, right?

So your business page, you can't really connect with people. It's just people go over to the business page and they might go like, okay, great, and see some things. But honestly, my assistant posts over here, I don't do a whole lot. I might share some stuff over here. But I don't pay attention to my business page and I could and it hasn't even moved like a number of followers. I don't care. I want to be friends with people. Now, the problem with being friends with people is you have a 5000 person limit and on Facebook. So you you have to go through and sort through. And one of the way I sort is I get rid of the people who don't have a picture, Sharon.

So I get rid of the people who don't have a picture for sure. They are not going to stay friends with me. And like because I just get rid of people who aren't showing up. That means they're not really doing business. That means they're not going to be interested in what I got. And that means that why would I want to be, you know, I want to be with highly motivated women, business entrepreneurs, and a few savvy men. That's it. There's probably like 20 male friends out of almost 5,000 people in here because I've got rid of all the salesy promotional marketer guys. Right. So Marlene, what you got? You can look at my Instagram. I I put in the chat that my Facebook, should I get a business Facebook or should I just make my current Facebook, which you saw, make it private?

I'm sorry, make it public instead. But I just put my Instagram in the chat. So this is Marlene's, right? And there's nothing wrong with putting a good quote up here or a fun family picture. During Christmas, I'll put a picture of Christmas and my family and I'll sprinkle those in throughout. And you know, it's a really good strategy to change this picture up here often, like once a week. Because that is the number one thing that I have heard through the grapevine, through my social media friends, that the majority of your followers and friends will see, is they'll see when you're changing your profile picture or your cover image. But the thing is, you have to add blurb. You have to have a blurb to that image.

Don't just put the image unless it has everything you need. Anyways. I don't recommend family pictures in the profile photo because if you're a business owner, like, okay, you're surrounded by men there and boys. So we know it's you in the middle, we get that. But sometimes people put pictures of three or four women and we don't know which one is you, right? So you gotta think about people who don't know you first. If you wanna put a picture of your family, you can do that up on top perhaps, or you can also pin things, I believe on your personal profile But it says digital creator lives in Miami. There's really nothing here like mine. There's no info. So if I want to see if you're actually in business, I have to go here.

No workplaces, work and education, no workplaces, contact, no contact. I don't even know how to get to you. So if I've met you at a networking event and I try to follow up with you, I have no idea what you're doing. No idea what your business is and no idea how to contact you. OK, so I'll work on that because quite honestly, the only... reason my Facebook even has this stuff on it is because my Instagram automatically updates my Facebook. So the Instagram is the one that has more of the detail, but like contact info about, so I'll work on updating the Facebook profile as well. Yeah. You've got to go to each site individually. You can always post stuff on Facebook and share it to Instagram or post stuff on Instagram and share it to Facebook, but you can't always fill out the profile like you need to.

You have to go on each platform and each profile, place to fill out the profile. So if you do have a business page, you have to do it over there as well. It won't share. Okay. So should I create a Facebook business page? No, unless you're going to, unless this is your lane, don't worry about a page right now. Okay. Yeah. Cause you only have 275 followers. I don't know how many friends you have. Hold on. Is this your, where's your friends, your friends? I would, you have thousands of people that you could still add as friends. I would focus on getting to friends because when someone friends you nowadays, it usually auto follows you. And so unless they click to unsubscribe from your, your notifications, they should see them.

So you want to focus on friends right now. It's hard for me because I'm almost at 5,000. And so, like I say, I have to go do a purge or I have to just allow you to follow me. I can't necessarily friend everybody, that kind of thing. So. I have to get rid of old people so I can add clients and things like that occasionally. But you have plenty of room to add tons of friends and followers. Okay. Can I do, can you look at either my Instagram or my LinkedIn? Probably my Instagram because different people tell me different things about my Instagram. Yeah. Let's go look at LinkedIn. Okay. I'm starting to build that one more too and get into that connection.

And so here I still have a branding, a similar branded color scheme kind of thing, right? And I have all the details in here. You can look at mine later. Let's look at Marlene's. Is it the same? What's the last name? D-U-R-O. There you go. Yeah, that's me. Okay. And on LinkedIn, you don't have a limit. So you want to definitely friend and connect with anybody and everybody that you meet and connect with because you'll have more people. So, and I know that it, so when you go to someone that you don't know, this is a good example because she's a third connection. We're not connected. It says message, follow or more. I always click on more because I wanna connect. I wanna click to connect.

Now, some of you will only be able to connect a certain number of people every month. I'm actually paying for LinkedIn now. I wasn't though until like two weeks ago. So for nine or 10 years or however long I've been on this, I've never paid and I've never had to, but now I'm doing a lot more private messaging with people. So I need to be able to message more people more often Connected or not. So I'm paying now and it's worth it. A hundred percent. I wish Facebook would charge. I would pay a hundred dollars a month for Facebook. If, if they would just show all my stuff to all my people, I would gladly pay. Okay. They would make so much money if they did that.

They're stupid. So I can send a note and go, Hey, we know each other from bootcamp. Right. And then I would send a message. So. use the more, please pay attention. Don't just follow somebody you want to connect with them. And like i said, you might only have availability to do seven of these a month or something like that. So you might have to pay. Um, but so clicking on your contact, all i see is your linkedin profile, right? So that doesn't help me get to your website. I have no idea where your website is or what your website is or your phone number anything so if i met you at a networking event or speaking gig I can't really connect with you.

I have to hope that you'll see my message because we're not connected yet. And you're missing a really key strategic branding position here by not having anything up here in the header. Now, these are really, you have to design these carefully, but over in Canva, they have special images. You just have to know, don't put any pertinent information on the bottom left-hand corner of the image that you're going to upload here, right? Whereas on Facebook, it's different. On Facebook, that's only cutting off a teeny bit of it here in the profile. And on the business page, it doesn't cut off anything of the image. But you want to get a perfectly fitted image for each of these places. YouTube, it's different too. So you just have to go and create these images that are going to make people be interested

in what they want like don't talk about you talk about the client or what you what the transformation is, right? Okay. And then just fill everything out. So when i go to LinkedIn, I fill everything out. And you can just go to your um i see a lot of hands and it's probably on linkedin stuff. And you just have to spend some time and click the edit button, right? And you just have to fill it all out. You just have to fill it. Fill it out, people. You can have a custom button. Does it matter what title you put first? Because sometimes when people go onto your LinkedIn, we have different titles. For instance, do I put the author and speaker or fertility person or leadership executive?

Well, think about it. Yeah, think about it. What does mine say? Need consistent cashflow, get multiple free trainings for entrepreneurs at jumpstartyourbusinessnowandjumpstartpublishing.net. My URLs are very descriptive, first of all, so I can do that. I don't say author, speaker. It's in my bio though, if you scroll down and read the about more, right? So I have my bio here because if I put author and speaker up here, who the hell cares? What do people, who cares? I want people to connect with me. I want people to click and contact me. I want people to take action. I don't give a shit if they, you know. Now, if you're a speaker and you're looking to get paid speaking gigs, that's different, okay? Yes, correct.

For example, one of my longtime clients, not currently, is Jennifer Darling and she's a paid speaker. And she has booked me for speaking or drumming and she has her email right there in the thing. Right. And she has increased your visibility, attract more leads, close more sales coach trainer author and speaker in here. So you design it based on what you're selling, who it's for, what, who you're trying to reach and all that kind of thing okay okay yeah okay uh liz do you have a question about this? Yeah. Yeah. I am looking at my social media. My, if you look at my linkedin i've got it marketed. I, I'm not super crazy about it's elizabeth edwards let's see what is it? It's, um, yeah, Elizabeth Edwards, singer songwriter, I guess.

I don't know if you can bring that up. Okay. So that one's branded, but i got hacked a couple years ago with Facebook. So I restarted my personal, but i have like five different facebook pages. And I, I'm wondering, should i do consistent branding like i have here on on LinkedIn or something like this probably could be updated a little bit across my personal Facebook and my other Facebook pages. Yes. The thing with you is you had multiple websites and they all looked a little different. So part of my advice was to consolidate as much as possible. If you really need more than one website, you can do more than one website. But if you don't keep it all in one, Liz Edwards, singer or whatever you want to do,

Um, and make it one brand, one look and feel all across, I think, and an updated picture. This is how old. Yeah, it's, yeah, it's my last album cover. So a lot of people have seen it because on my Facebook, between the two pages, I've got about 25 000 followers on my fan, on my facebook page as an artist, um, between two different pages when they got hacked, what happens With Facebook, if your person, I had 5,000 people and was doing what you're talking about, having to get rid of them and then bring them back in. And I'm getting ready to do that again on this one, which, you know, I've got a picture of it when I was in Italy. So that's not going to, that's going to get changed and I'll build back up to the 5,000.

But my fan pages, my Facebook pages have the artist one. And then I have the giving voice to recovery one. And that's kind of my process. Problem. I'm still trying to get a consistent across the board brand imagery, kind of like what I have in the other one, but I need them. Like I said, you could have two, you could have one, the singer and one to the recovery if you want, but they might intertwine. Like you might have, uh, like, you know, brown and red on this one and brown and gold on this one. So they have a consistent one color or, you know, red and green over here and red and blue over here. So it has a consistent something or other.

but yeah i i the the thing so what i'm known for in music are my recovery songs that, so there's a consistent theme is the recovery theme so the podcast is about recovery. The journal project, uh, class is about recovery, the coaching programs. I work with people in recovery, um, and the music's about recovery but i had started this business in different, you know, I started as a an artist only. and then it built and built and built like all these other things. So I've got to find a way to get a consistent brand across the whole thing or get something that ties it. So what would you do so before i do this i mean i would i i think you need to talk to someone like me, like offline, like we need a few sessions to really come up with that messaging and that brand.

And then you can have somebody build it. Like to tell you in a five minute here is not what you need. You need, We need to talk about it more. And whether that's me or somebody else, you need to have that discussion with somebody who can really look at everything you're doing and figure out your next brand. So it's really an evolutional. It is that next. I get it. But the other thing, so you have a link tree here, right? So tree is okay for Instagram because Instagram, you ideally can only have one link. Although I have more than one link now. I don't know why, but, but Instagram is where there's only one link available. Typically on social, on Facebook, you can put a gazillion links.

You saw mine. So you need to change that here because we don't want to go to your LinkedIn because it's really not a pretty place to go. Right. And we don't know what to click on. So it's not helpful to give LinkedIn or link trees unless it's necessary to give one link. Does that make sense? So only use link trees when you're trying to get people connected. to see all your stuff like in instagram other than that i want you i recommend you put all the links separately here and you have to show us you have to link to your page so your page is not linked here so you have to fix that in the back so we can't get to your page we have no idea what your page is we would literally have to type in giving voice to recovery to go try to find it so you're making it hard for us to go see your page okay good feedback.

Yeah. Okay. And then YouTube too is a link tree thing because it's they put everything in the more and you can put a ton of links in more, but they're not going to see that in the top. So that's the YouTube is my YouTube is giving voice to recovery. I just realized we're way over time. Okay. Yeah. This is the stuff I love to do, you guys. I love doing these kinds of reviews and stuff like that. And I love to it's not just review, but we got to fix it. So For those of you who are just hanging out, because I know we've gone 18 minutes over the time. I want you to go look at all these places. I want you to look at your Zoom room.

I want you to look at your website. I want you to look at your marketing materials. And I want you to look at all your social and update as much as you possibly can. And then show us, like take screenshots if you want of what it used to be like, if you want and say, this is how I changed it. What do I still need to do? Right? So that is what I want you to work on for next week. And, um, And or as soon as possible. It doesn't have to be by next week. You don't have to do all this homework in the week before the next call because there's a gazillion things to do. And that's why we have the extra months to keep working on this.

But hold on one second. Yeah. Okay. I just want to make sure. Yeah. Go through your webpages. Maybe add some videos. Those are the things I want you to work on. And then I want you to put things in the Facebook. Email me if you must, but I really prefer them in the Facebook because everybody can benefit from what you're seeing. And so read other people's comments too. If they ask something about a review on their LinkedIn and you're trying to get yours updated, go look at what I said to theirs and look at theirs and compare and see what else you could add because what somebody else might have, you may not have, and I may not see to tell you, but you saw it on theirs and you might want to add it to yours.

Does that make sense? Okay. So we're going to look at all these places and And we're gonna come up with a more cohesive plan. Now, if you don't know how to use Canva to create these headers and stuff like that, that is something you could delegate on Fiverr for $5 or whatever, but you need to give them an idea of what to create. I love to do that. If you wanna do a one-on-one call with me, I will do, like I think I said it in the beginning, but a 90 minute where I'm working on all your stuff for like 350 bucks. It's usually 1500, okay? So for those of you in this program, you can schedule that anytime. I'll give you the link in the Facebook and on email and you guys could schedule those and we can do some of this stuff and get shit done because I love doing that.

I'm fast at it and we'll just help you check things off the list, okay? So that's what we got. Now, for those of you, I can stay for nine more minutes and then I have another call. I will answer more questions. If you have to go, you can go. But that is your assignment. If you choose to take it... Mission Impossible, it's possible, you guys. Everything is possible. All these things, you just have to say they're easy, okay? They don't have to be the end result. About the videos, like all of you look fine right now, literally. The only thing I would say is to maybe take off your sweatshirts, right? So if you're gonna record a video today, Jill, I would just say get more light on you and put a cute top on.

And Aparna, like take your sweatshirt off and just look good. I mean, honestly, like just do something to have people get to experience you more. Okay, Sharon, you look fine. Just you're on the very low end. See how your video is. We need to see you closer up. So whatever you need to do, maybe get your phone, get closer to your face so we can really feel your energy because you're just in the bottom square of your square here. It's too much square around you, right? So if you could just do one or two of these things, I want to see what you're doing. I want to see you make... Progress, it's okay. None of this stuff costs money unless you have to go get someone to do it for you, of course.

But if you can do most of this stuff yourself, do it. You guys can do it, all right? If you gotta go, go. I will take Sasha's question and Marlene, if we can get to both, which question? Do you drink coffee? I do. I wanna know the brand. Okay, aside from that, so Jill didn't smile at that, okay. So what I want to do is resurrect my presence on Facebook. I don't know how to. I don't know how to help you with that. If you've been banned, I cannot even tell you. Right. Only thing I can think of is you might have to start fresh with a different email address. You might really get a different email address in general because you have a lot of things bouncing.

So I would really get a new email address for you. OK, where I was going to I planned to do that because I don't know what caused this, et cetera. So my question is, how would you suggest I start to build my friends? Because I had five thousand close to five thousand friends, which was a combination of number one thing you can do. I don't mean to interrupt you. I'm just trying to watch the time. The number one thing you do is go to some of your current friends that you can think of their name and go to their friends lists. So you could go to my friends list and see who I know that you know that you were friends with and go request to be friends.

But when you're requesting to be friends, send a private message. Always send a private message. So you would say, hey, my previous account was hacked. I'm back. It's me, Sasha in Carmichael. You know, love to reconnect with you. And then you would copy and paste that. But keep in mind, you do not want to message people on Facebook more than 30 people a day. Do not message more than 30 people a day. Even that could be a trigger for them to shut you down. OK, so it's they're very sensitive about that, which is annoying because you can't get anything done with 30 people a day. But you're just going to have to do it slowly. OK, that was question one. Question two. And I only had two questions is what what is the should I what should I focus on for homework?

Because I don't have it. fixing your website, because it has been forever in a day. And I've told you how to do your website a long time ago, and I don't think you've fixed a lot of the things. So if you don't have time to do your website, then go into your software and try to do landing pages so that you have really results-oriented, customer-focused landing pages to get people on your list. So getting people on your email list and then getting from an email to a call with you, which is, I know, your process you want to take people through, right? You want to get them on a call so you can sell them into coaching and services. So my priority focus to be prepared for next week is to set up a landing page, do a cursory type of single video, and what else?

And to set up an opt-in process? Yep, you need all of that. because I know you need clients. So you want to put video on it. You want to create at the very minimum one webinar or something that you can invite people to every month live, right? Where you can teach them something, have them experience you and then tell them to come off and have a call with you if they're interested for more. So do that like once a month minimum, okay? And then so create a landing page for that, but also make sure you have free thing landing pages. You may already have some, That's fine, but you might want to fix them if they're outdated or if they don't make you look that good.

I don't know. I haven't looked lately. You can put them... You can send them to me on email. Say, hey, can you look at this page? What does it need to revise? Do that because I know you can't get into the Facebook group. So send me those pages on email. Text me to tell me you sent them if in case I... But the problem is I'm not being able to reply to you right now, but I think I'm getting your emails. So... I will definitely let you know. So there's some major techie stuff going on. And I think because of your email address, what happens when you use the same email address for I don't know how many years, right? I've changed my email address over time on purpose.

Because once you send email newsletters and email marketing for so long, and some people have marked you as a spammer, of course. I mean, I don't know why they do when they clearly got on my list, but whatever. So you've got to clean that out. So you've probably been marked as a spammer and your email address is probably, I mean, you've been using the same email address for, I don't know, 20 years, right? 15. Yeah. So you really need to focus on that and clear the clutter and start fresh with a different email address. And I would recommend a branded one that goes to a Gmail or something else other than SBC. Well, what I, my domain name with the I know, but you can't use that either because it's been, I think it's time for a refresh of all of that techie stuff because I think it's all gotten.

I was going to use my info at entrepreneursoulcoach.com. But I still think that one is probably not going to work. And it also forwards to your SBC, right? Yes. So the computers know how that works. But you've been getting those emails from me. I don't know. Okay. I really think you need a fresh email address and a fresh domain and a fresh thing so you can clear out the clutter because it's been so long for you. Right. I don't say that to everybody, but for you, I know it's overrated. I'm sorry. Okay. Marlene, good question. No, you're not going to have time. All right. Because just for the sake of the video, like when we play it back, you did a Facebook example to LinkedIn and I wanted you to look at my Instagram.

So that's, that's why I wanted. I didn't catch that. You want to watch the replay of this and your question is. No, no, no. I was saying, I was saying for the sake of the replay, you look at a Facebook example, a LinkedIn example, and I wanted to have you do a Instagram. Oh, okay. Real quick. But I, cause I know you have to go. Yeah. NCBBE is mine. Okay. First things first about Instagram is you can have your main name up here and then you can retitle here. So you can have two different things. Most people don't know that. I was told that by somebody. So don't have Katrina Sawa and Katrina Sawa, first of all. But yours is search. What's it called?

MCD, my initials. M-C-D-D-E. M like Mary. Okay. M. M like Mary, C like Kat, D like David, and then B like be motivated. First of all, change this because nobody's going to remember this. So don't have an acronym. I like Lady Marlene. That's good. But why do we have to have this? No one can remember. I know. Yeah. Okay. Get rid of that. Change this to your name, Marlene Durso. Okay. Just have this be a picture. Don't have it be your book cover. Okay. No, it's not a book cover. It's a flyer, but I got you. Have a close up. Okay. And I mean, you're getting at least a couple people. I hardly get anybody commenting my stuff. You got a lot of hearts.

So you are, people are paying attention to your stuff, which is good. It looks like it's a good mix. Other than that, it's hard to say right now. Let me see. Relentless faith while suffering through and defeating infertility. Author, speaker, empowerment coach, advocate for women. Okay. Um, yeah, that's good. I mean, it kind of talks to your infertility. So I have it for women. I just, I'm, I'm not very a fan of the link trees. They're just so boring. I don't know what to click on. My goodness. You have so much stuff. I wouldn't even know where to start. You know what I mean? I have a bio thing and I hate it because it's just, I hate link trees. I would just rather have you go to your website, go to the free page on your website.

Like this, my God. I mean, yes, it's thorough and it has everything, but we don't know where to start. So I would rather have you take people to an opt in landing page that everybody needs to go to to download the one thing that your ideal client needs to buy. OK, I got it. I don't know. Somehow along the line, I have now more than one link and I don't know why. And I have to go to another call, you guys,