**Transcript for the Sales & Systems Bootcamp Call #4 Dec 2nd 2024**

13:11:38 All right. Hello, everyone. Katrina Sawa here.

13:11:41 We're on call number four of the Sales and Systems Bootcamp for the fall class 2024.

13:11:48 And last week we were supposed to do like the training on marketing.

13:11:54 But instead, we had a bunch of you here live

13:11:58 And we did a lot of laser coaching instead. We popped up a couple slides at the end.

13:12:03 Regarding marketing, I posted them on your thank you page. You can go look for those.

13:12:07 So today I do want to talk more about marketing

13:12:10 And I'm going to go through a training and a presentation since there isn't a lot of you here.

13:12:18 Live.

13:12:22 Bye.

13:12:20 Hi, Anahita. She is eating her lunch. Smart girl.

13:12:26 So I don't think you said you had anything to share, so I'm just going to go straight into presenting and then

13:12:36 Boo.

13:12:38 Let's see if you want to just mute yourself and then you're not showing up.

13:12:42 That would be good and then that would be good

13:12:45 Share screen. Oops.

13:12:48 No, I want to share my whole desktop.

13:12:56 Bear with me. And it's not a problem. I know it was a holiday

13:13:06 But now…

13:13:09 You get me to train at you instead.

13:13:16 I just want to pull up this

13:13:19 Okay.

13:13:21 All right, so I'm sharing my screen.

13:13:28 All right. I'm guessing you can see me. If not, in the heat up, please let me know.

13:13:34 So call number four.

13:13:36 marketing lead gen and sales systems. Today, we're going to work on your marketing lead gen and sales so

13:13:43 what's feeding your funnel, right? All the people that you have access to that are starting to get to know, like, and trust you. These are the people

13:13:51 that we have to deeply connect with and inspire so they stick around and don't just sign up for a free thing and then escape.

13:13:59 We have to make it so we are memorable.

13:14:03 We have to be memorable because when someone, you probably see it all the time, people posting, hey, I'm looking for an editor, book editor.

13:14:11 Hey, I'm looking for a business coach. Hey, I'm looking for a web designer. Hey, I'm looking for a virtual assistant on social media.

13:14:18 And then whoever people whoever is on top of mind with

13:14:23 people and they see that message, they're just going to type that person's name. They're going to tag that person, right?

13:14:28 We need to be that person that they tag.

13:14:31 We need to be that person when it comes to

13:14:34 The first person that they think of when other people think of when it comes to what we sell or what we do or how we work with people.

13:14:42 So we have to be super visible and in lots of different places. It doesn't mean you're spending a lot of time in those places, but

13:14:50 We need to be super memorable, right? So we're top of mind. That's always been the case with marketing being top of mind.

13:14:58 top of mind awareness. So it's still the case with social media even more because there's so many people can ask a question and get immediate 10 or 50 answers, right?

13:15:08 and suggestions so

13:15:09 And then we're going to talk closing ratios and sales presentations a little bit.

13:15:14 I gave you that slide from last time on the thank you page, but in case you haven't looked at it, we're going to talk through it.

13:15:20 And then we're going to go through a gigantic marketing checklist and see what's realistic for you to do on a consistent basis, maybe what not to do, what to do.

13:15:30 We're going to talk through some of those things. That's what we're going to do today. So originally we talked in call number one about the eight secrets to a consistent money-making business. These are the

13:15:39 I'm just going backwards just for a split second.

13:15:43 These are the eight things that we need to be focusing on, not necessarily every day or every week

13:15:49 on a consistent basis, like, no, you're big picture vision. We talked about that and your goals, your pricing, your offerings. We've done that a lot lately in this class.

13:15:59 is really hone in your pricing and your offerings. Then it's getting the confidence to exude more confidence to price them higher, right? And get those clients and being

13:16:12 comfortable

13:16:14 being comfortable selling into a higher end thing or having different offers.

13:16:20 And then we're doing implementing the marketing, which is what we're talking about today.

13:16:24 Hi, Suzanne. I see you. I'm just going through a presentation since there wasn't that many people here live today.

13:16:31 And then number five is enlisting system strategies and team to stay organized. And six is the right technology.

13:16:38 Those two we're going to talk about on the next call. So December 9th, we're talking about those things, okay?

13:16:43 Number seven, sustain a positive money mindset. We got to make sure we don't stay in the dumps or get in a funk and stay in it. We got to be able to pull ourselves out of it, post in a group of people that love you and let them lift you up so you can get out of those funks because it happens. I get in a funk every once in a while too. So, but we have to stay positive about money.

13:17:04 money flows, money energy, the value of our money, the value of ourselves, all that kind of stuff. And then please don't let anybody

13:17:12 cause you distress in your personal life

13:17:16 The six stages of business development.

13:17:19 figure out that big picture, right? Figure out what you're selling and pricing and then marketing to get leads coming in and then building a following, follow up, create the wow customer experience, which we're going to talk about a little bit today.

13:17:33 And make sure you have people that are going to buy from you.

13:17:38 So that kind of sales strategy. And then number five is outsourcing. Learn how to get more done by doing less. We have to outsource more than ever these days because there's too many places

13:17:49 we have to be seen, to be visible, to be memorable, right? So we really need you to wrap your head around

13:17:56 The fact that you're going to have multiple people helping you in your business, even if it's just part-time, a couple hours here or a few hours there.

13:18:04 You want to wrap your head around that is a business expense. That is the cost of doing business. We have to put that into our need number.

13:18:11 Which is why originally I had you do your need number worksheet. You might want to redo it by the end of this

13:18:18 class because it might have changed your mindset around some of this stuff.

13:18:23 And then what else is next? There's advanced things. You might be thinking, okay, in a couple of years, I want to build a center for this or I want to

13:18:32 go and work less. I just got a new client for her book a book

13:18:38 project this week.

13:18:40 And her goal is to work 20 hours a week

13:18:43 She's 70 something. And so she doesn't want to work that hard, but she is working too hard and she's not even making any money. So I'm like, ah

13:18:50 So I'm going to get my hands on her and fix it so she can make more money with a little bit of time.

13:18:55 And then go play because she deserves it at 70 something, right? So…

13:19:01 These are the things you got to always have on top of mind too. That is what you're trying to achieve. So we're going to simplify what you're selling, how you're marketing.

13:19:10 Your lead gen, your follow-up and your sales systems. We got to simplify how to get people get on your

13:19:17 And how you organize those calls, how you're spending your day, your week.

13:19:21 And all your technology. If you don't look at simplifying the things that you're doing in your

13:19:27 You will be overrun with chaos and too much stuff to do. So constantly working on simplifying, being more efficient, more productive in

13:19:35 all areas of your business. Okay. All areas of your life too.

13:19:41 So hopefully by now you're clear or more clear on what you're offering, your freebies, your low price things, your middle of the road and a high end something or other and or

13:19:53 You're also looking at other income streams such as referral fees. If you're referring to people often, how can you make referral commissions?

13:20:03 Possibly.

13:20:06 recurring commission, right? So is it time to start a membership that's kind of

13:20:11 Not something you start right away because you don't have a lot of people on your list. A membership is more of an advanced strategy, actually, even if it's a

13:20:19 lower price thing because of the numbers of people you want to get into it.

13:20:25 But don't forget to post the ideas you're having into the Facebook group, which I have more answers to go deliver for you guys in there.

13:20:35 So this is a big list of marketing strategies I just showed you briefly.

13:20:40 And year one, year two, year three, you can disregard if you're year 10 of your business

13:20:45 Just review year one. Are you doing all these? Not necessarily do you have to do all of them.

13:20:53 But for the most part, I think most of you are going to be doing most of this.

13:20:58 With the exception maybe of

13:21:02 pay to play summits and giveaways. Some of you, that might not be appropriate for, but you're all going to be building your list. You're all going to be doing phone calls, hopefully. All you're going to be doing direct mail.

13:21:12 You want to create templates for all of that. You're all going to be having website pages with videos, hopefully all going to

13:21:20 video marketing of some sort

13:21:23 Ideally, being a guest on podcast shows, because that's relatively easy compared to

13:21:28 hosting your own show. That's a more complicated advanced strategy, but being a guest is easy. Okay. And if you don't see it as easy, then we need to fix that mindset because

13:21:38 We just need to get you prepared to make it easy. Hosting free calls. I don't care if you're a network marketer, you can host free calls. If you're a service professional, you can host free calls. You can always host free calls.

13:21:50 Whether they're a training like what I'm doing here with a PowerPoint

13:21:53 Or if it's just an info call, a casual, or if it's a Q&A laser coaching call.

13:22:00 Or it's an online party or some sort. I mean.

13:22:05 host some free calls, please.

13:22:08 The more the better. At least once a month, because that's more people getting to know, like, and trust you, getting to experience you.

13:22:16 Creating content. Sorry, I'm going.

13:22:18 up the list instead of down the list. So it's complicated on your one.

13:22:24 Creating content, you're all going to be doing creating content of some sort on some level and of some

13:22:30 either a small amount or a large amount of content.

13:22:34 And then developing full social profiles, you're all going to have at least one profile.

13:22:39 Somewhere, right? And so make sure you're filling it out all the way

13:22:46 And then speaking and networking are the two biggest things for marketing, in my opinion.

13:22:54 Excuse me.

13:22:56 And the fastest for people to get to know, like, and trust you and possibly buy from you.

13:23:05 Networking, you can all get on a call pretty much almost every day these days, virtually. I woke up, I think at five something this morning thinking, oh my God.

13:23:15 Why aren't I on more calls this week and last week? I mean, there was calls to be had. I just didn't put them on my calendar and didn't register for them.

13:23:24 And I need leads to you guys. So I'm like, I'm like, well, duh. Okay. I need to go research a few places where I can get on a few calls and add some more calls to my calendar.

13:23:34 Number one, it fuels me, right? And number two, it's great lead gen.

13:23:39 So more networking.

13:23:42 And then speaking, which if you're doing free calls, that technically is you speaking. If you're doing video content, that's you speaking.

13:23:50 Yes, of course, we want to get on other people's stages. So you have to be on the lookout and you have to start doing some research to find them.

13:23:57 For example, there's a California conference for women

13:24:03 I applied to be a speaker, I don't know, months ago. I think it's happening in February this coming year.

13:24:09 And I plan to be a speaker, got rejected.

13:24:12 As I do sometimes for these humongous conversations. It was like a 60,000 person conference. I often get rejected.

13:24:20 In fact, I haven't gotten chosen once, which is fine, but I'm still going to apply.

13:24:24 Because why not? One day they might pick me. These are where they have celebrity speakers usually, right? That they're probably paying. And I'm like, oh.

13:24:32 Just little old Katrina over here up in Roseville.

13:24:35 Anyways, but I inquired about being an exhibitor and

13:24:40 they've never they don't often have exhibitor openings either, but I just got accepted to be an exhibitor in February. So that's

13:24:49 second best to secondary best

13:24:51 speaking and better than attending because I can still show up big

13:24:57 and have a good presence and do a lot of lead gen in that event. So that's

13:25:03 that I'm looking forward to because and yeah, it was $875 to do for a one day conference in the San Jose area.

13:25:11 But it should prove very fruitful. And sometimes you have to invest these things to be visible in the places where you can get a lot of leads.

13:25:20 So when I'm doing a business planning

13:25:23 You might want to come to that on Thursday, actually, because I don't want to go into it all here, but how I plan my year is I plan some of these big lead gen

13:25:31 events that I go to in person, sometimes online too, but online they don't produce as many leads as they used to.

13:25:39 The last couple summits I was on where I spoke live.

13:25:43 I think I got anywhere from

13:25:46 seven to 10 opt-ins

13:25:48 from each one and they only had 20 to 24 people live on the thing the whole time I was there.

13:25:55 Right? So there's not as much opportunity as there used to be with the live speaking, or I'm sorry, the virtual speaking anymore.

13:26:04 So I have to go to places. That's why I went to Arizona a week or so ago.

13:26:09 is because there was 100, there was…

13:26:12 180 people in the room, 180 women in the room. I was an exhibitor and

13:26:17 I was the moderator of one of the panels, so I got to speak on stage.

13:26:22 I make these investments of time and money

13:26:26 Because it puts me in places where I can get a lot of leads. So from Arizona.

13:26:31 I have leads here. I have leads from the Polkadot conference, and we're following up with all of those. So I'm telling you, the more you can put yourself in the places where your prospects are.

13:26:42 in person as a speaker and exhibitor or an attendee in some way.

13:26:46 that's going to really serve you well. So I guarantee even if you've been in business for 10 or 20 years.

13:26:52 You may not be doing everything in year one. So I built this slide for

13:26:59 startups really for to know where to start networking. Because a lot of times I'll find somebody who just started their own business

13:27:07 who…

13:27:10 tries to go and launch a big new thing like a big they spend $10,000 on a radio show platform. I'm like, well, you don't even have a following yet. That's an advanced strategy over here, right?

13:27:21 Or they're going to do a retreat. Nothing wrong with doing a retreat. Just don't expect

13:27:25 20 people if you just are starting your business. So this is more of a practical grow your business in three years kind of an approach.

13:27:33 Okay, that's why I bring this slide up.

13:27:36 So even if you've been in business for a long time, what I'm saying is check off everything in year one first.

13:27:43 Because it's lower price or free strategies

13:27:47 And then year two, add things, becoming an author, host an event or retreat, maybe in the local area.

13:27:56 Okay. If you don't have a big budget or a lot of money, then you would do it locally. Don't try to do a destination retreat on your first one perhaps okay so these are more general strategies. I can give you more specifics.

13:28:11 If you're here in person, we can talk about it.

13:28:14 You always want to be amping up your social presence, hiring someone to do that perhaps in year two or in your next level.

13:28:22 add more business models, add an additional talk to your speaker sheet.

13:28:27 or your offerings. Speak monthly, continue to host free calls and webinars. Oops.

13:28:34 Sorry.

13:28:34 focus on automation, your funnel processes and upgrade your tech or website. This is where you have to really look the part.

13:28:43 You have to really look like the expert in your industry.

13:28:46 Add to your team, develop a group or community on social or high-end group, like either a high-end mastermind

13:28:54 Or do some kind of membership or some kind of even free public group

13:28:59 online somewhere and start really building community

13:29:04 Raise your rates, focus on your database marketing. That's everybody that you know, people on your list for sure, but then all people

13:29:11 in your circles and things like a lot of your polka dots. So focus on polka dots, focus on the people that know you already.

13:29:18 just get them to get into your world and buy from you first.

13:29:22 rather that's easier, faster, and more probable of a sale

13:29:28 Then brand new people that don't know you. I'm just saying.

13:29:31 So I'm trying to make it as easy as possible. So then year three.

13:29:36 do a lot of more of everything in year one and two, go bigger, think bigger for yourself. Where else do you want to go and travel if you're going to travel to

13:29:45 say Pennsylvania, then can you have a little workshop there while you're there? Can you attract local people? If you do that though, you have to do the marketing for that workshop. Can you find someone local who can be your little ambassador?

13:29:57 on the boots on the ground and pass out flyers at events. So there's lots of things when you can think

13:30:03 But again, that is not the thing to do when you don't have any money to travel

13:30:09 and or you

13:30:11 don't have a lot of people or pull yet or visibility in the community.

13:30:17 Focus on collaborations and

13:30:22 I just want to make sure. Okay, good.

13:30:24 Focus on collaborations and affiliate partners and swaps. And hi, Christy. We're just kind of going through

13:30:30 when to do what kind of marketing

13:30:34 And so

13:30:36 And launch a big new thing, podcast, radio, TV show, retreat.

13:30:39 Please, like I said, those require a little bit of

13:30:45 team or tech.

13:30:47 Especially podcast radio show and TV show, those things you're going to need an assistant for.

13:30:52 Because you don't want to be trying to figure all that back end stuff out yourself and host the show and get guests and run your business.

13:30:58 So that's why I say it's more of an advanced strategy because a lot of people do it and try to do it all themselves.

13:31:05 Which is not the way to really do that effectively.

13:31:10 Polish your image and platform to look the part. Get new headshots, get new lifestyle photo shots. When I was in Arizona, there was a photographer there. I took some new photos. I haven't put them out yet.

13:31:20 Kind of cute. Just one outfit so far, but I mean, it was worth it for 50 bucks and all the pictures digitally. I mean, that was just silly not to do a photo shoot. So take advantage of

13:31:32 When there's photographer deals and start getting new shots of you more often because they're going to be used everywhere in your memes and your website and your email, all that stuff.

13:31:44 Go after publicity. This is not something you necessarily do in year one, although you can.

13:31:49 But please start getting to know your local TV stations and your local media, your local

13:31:57 editors of newspapers or magazines, even national ones, of course, but the local is relatively easy. People like to focus

13:32:06 and support local people. So if you're going to go after national publicity, that's probably when you want to hire a publicist to do some of that for you. Again, that's a big expense. Most of those people are anywhere from $2,000 to $5,000 a month on retainer.

13:32:22 in order for them to be able to go look for opportunities for you. And then if they find something, a lot of the media these days are virtual. So they can actually do a Zoom interview with you, even if you're going to be on the Today Show.

13:32:33 But a lot of them might want you to fly out, which means guess what? You're flying in a plane. You have to leave your business. You have to go do that. And you might have to pay for it. I don't know.

13:32:42 So that's publicity. Some people don't even focus on it because it seems too big of a thing. But I've been on TV like 18 times, you guys.

13:32:50 It was so easy and it was free every single time. And I've been able to use those

13:32:56 those videos in my website. And every time I tell somebody about this, I always forget I need to bring them back and put them back on my website and I don't know where they are. I mean, I know where they are.

13:33:04 But I don't know why I took them off in the first place. Time to raise your rates, tweak and simplify business models and leverage.

13:33:12 So this is where you evaluate, okay, what's working, what's not working? Do I need a lower price thing? Do I need a middle of the road thing? Do I need more of a high end thing? Is it time to

13:33:21 Instead of having five offerings, just have two so that it's simpler to people. That's when you kind of do that.

13:33:28 In the year one, you kind of want to have a lot of different offers. That doesn't mean you tell them all to somebody in one call. That means that you pick and choose which two you might share with them in that call.

13:33:40 But you want to have different offerings because you weren't sure yet which ones people are going to pick in year one and possibly year two. Year three, you should know by now

13:33:49 And dial in that ideal client, dial in who it's for, dial in what those people really want and kind of be able to simplify a little bit more.

13:33:57 You want to double your marketing efforts and reach double the people. You want to double your revenue or triple your revenue?

13:34:04 you got to double your reach. You got to get in front of a lot more people.

13:34:07 Focus on your database. Make sure you are sending weekly emails at this point. You got to send weekly emails. You got to do

13:34:16 direct mail, probably a couple times a year, if not more.

13:34:19 phone calls at least once a quarter to everybody in your database. That's the bare minimum, you guys. That's the bare minimum.

13:34:27 And in the beginning, if you only have 20 to 100 people or 200 people to follow up with.

13:34:32 You want to do it one by one. Once you start getting hundreds of people or thousands of people.

13:34:36 you're going to have to do it in more of an efficient manner like I do. I'm actually getting ready to record

13:34:42 a follow-up call to some of those events that I was at today on my Sly broadcast.

13:34:48 It's Sly Broadcast L S L Y

13:34:52 broadcast.com.

13:34:53 It's a way to send a voicemail, go straight to voicemail. It doesn't call their phone. It actually goes straight to the voicemail. And it's funny because I get emails or calls back that says.

13:35:02 I don't know how I missed a call from you. My phone's on. It's sitting right here.

13:35:06 And I get these callbacks. It's so funny. But a lot of people are catching on that it's a recorded thing. But as long as you sound like you're saying it just to them, you just can't say their first name, right?

13:35:18 Anyways, it's better than nothing you know and if you, there's certain hot prospects, there might be 10 or 20 hot prospects every quarter.

13:35:25 that you're going to want to obviously call one by one.

13:35:29 And then we talked a little bit about trade show marketing that's doing exhibitor tables.

13:35:34 a minute ago, referral marketing could be huge. Who can you partner up with? A couple different people. You might be able to partner up with. I partnered and I don't remember if I told this

13:35:45 two guys last time or not. But I was all year this year. I was the marketing expert

13:35:52 for one of my friends, high-end programs. So they have a sales training program

13:35:58 And they brought me in, they paid me to come to their calls

13:36:03 Once a month, a group call and then I had an open office hours one hour

13:36:08 And I, you know, I agreed to do it for 500 bucks a month. It wasn't that big of a deal, but it was also an opportunity to have

13:36:16 some of them come over my way in my world, get to know me and possibly come to my events or do more with me and do calls. And I did make additional income from that already.

13:36:26 So partner with people. Who do you know that you can step in and help their clients and vice versa? That could be something that you do.

13:36:36 Then there's host list building summit or giveaway. You could host a giveaway yourself

13:36:42 You could host your own speaker summit.

13:36:44 Those actually bring in, they used to bring in thousands of opt-ins for the host because everybody signs up on your list as the host.

13:36:54 And then it has to opt in for each speaker or gift, right?

13:36:59 But I don't know that they're going to bring in thousands anymore, maybe a thousand. It really depends on who you have.

13:37:07 And how good those people are at marketing because you have to rely on your speakers or

13:37:13 giveaway partners to promote for you. And some of them don't do a good job so

13:37:19 Beware of that. And it's a lot of work for setup and it's something you have to do and manage for a

13:37:27 two, three months probably. So it's taking away your energy from managing and selling other programs, products and services.

13:37:36 It's more of a list building project.

13:37:38 That's why it's in year three because really you should be making a good amount of money before you do something like that, because it takes your focus away from selling your stuff

13:37:49 to building this list for building this list for

13:37:53 everybody to benefit from.

13:37:56 I want to stop for just a second and see if anybody has any questions on some of these things. It's not everything in the marketing. I was going to bring up the marketing

13:38:07 Gigantic marketing checklist I have.

13:38:09 Also, but I'm going to stop sharing real quick

13:38:14 I have one.

13:38:13 Any questions on some of those things?

13:38:16 Since there's a few of you here.

13:38:16 I have one Katrina.

13:38:19 Hi.

13:38:20 I'm actually looking more at the year one notes, but you talked about nurturing your list and you were mentioning something about phone calls at least quarterly and

13:38:28 to everyone in your database and everyone

13:38:30 I think you said either emails or some other type of message. Can you talk a little bit more about how to nurture

13:38:35 your list. I have probably

13:38:38 I don't know, 150-ish or something at this point.

13:38:42 Mm-hmm.

13:38:42 And I have women that I talk to and meet with every single month.

13:38:49 in person, but there's certainly many of them that don't come every month.

13:38:54 And I've really been struggling with like, how do I

13:38:57 Like, when do I call them versus, I mean, if I have someone I have like a really strong connection with, I'll reach out on a regular basis

13:39:05 There's others that I've only talked to once.

13:39:10 So…

13:39:09 I would love to learn more about what you do or what you recommend.

13:39:11 Right. And so you have, it's more of a networking group now that you're turning into a paid program.

13:39:18 So, which I have a similar obviously running polka dot chapter

13:39:24 Okay.

13:39:23 And when someone comes to Polkadot, I send them a thank you card after

13:39:29 Great. Thank you. And I hand write it. Thank you for coming. I hope you decide to join. If you have any questions, let me know, that kind of thing.

13:39:38 So I always send them a thank you card after they come.

13:39:42 And then I send them a thank you card as well.

13:39:46 after they join, I have birthday cards too, but those go just to my members that are paid.

13:39:53 And then I have a thinking of you card now for people when they're going through a hard time or they just had a death or something happened, right? So, or just want to say hi or they haven't been around in a while and

13:40:06 that would be a good thing to send as a thinking of you card.

13:40:09 Okay, so having some cards on hand

13:40:12 that you can just, if you're thinking, I think about it at random times, right? Random times. So I'll pick a card. I'll put the person's name on the address book and I'll set it down so that I can get to it in the next couple of days and write the card and we'll go get the address.

13:40:27 So there's that.

13:40:30 As far as you might want to send, you might want to send something in the mail now because you're just launching this program.

13:40:39 To everybody who's attended already. Now, you may not have their mailing addresses, but can you find some of them? You might be able to find some of them. You might be surprised.

13:40:48 If you look on LinkedIn.

13:40:50 or Facebook or their website, you might be able to find some mailing addresses for them.

13:40:55 And then mail the ones you can. You might also email them and say, hey, I want to send you something in the mail.

13:41:00 Can I get your mailing addresses, you guys? Just email me back at the mailing address. I'd love to keep you updated by mail

13:41:07 Because I know email gets overloaded and I just want to get in your inbox or your mailbox so

13:41:13 Right.

13:41:13 Try all those things for sure. You could have…

13:41:18 the fly broadcast, you could record a voicemail that says something like.

13:41:23 Thanks for coming to our event this week. It was great seeing you, not meeting you, but seeing you just in case it's not the first time you met, right? I messed that up the first

13:41:33 few times and I won't do that again. So thanks for coming to our event this week.

13:41:37 Notice I didn't say what day it was. So this week. So it's more evergreen, right?

13:41:43 It was nice seeing you. Hopefully you decide to come back.

13:41:47 and or join our group. We have a membership in case you didn't notice, you can go to blanketyblank.com to learn more about that.

13:41:54 If you have any questions, reach back out.

13:41:56 I'm the organizer of the group.

13:41:59 And my number is. And please connect with me on LinkedIn. I would love to see you.

13:42:04 Either way, some way. Have a great day.

13:42:08 that kind of voicemail.

13:42:10 could be on evergreen in your slide broadcast every time you get five new guests at your

13:42:16 You just take their phone numbers and chunk them over there and boop, send it off. And then those people get that voicemail.

13:42:22 Without you having to do anything but put those numbers over there. So that's just a little thing you can do.

13:42:28 to get that done is create that evergreen voicemail, right? For you, because I know you're running a monthly group where they have to

13:42:37 Yeah.

13:42:35 And then, yeah. Then you definitely, when you get home from the thing or before, when they register, if you see their name come through, go find them on LinkedIn or Facebook, whichever you and they prefer.

13:42:48 And send them a private message and connect with them there and then

13:42:52 grab their contact info then. If you can, put them in a spreadsheet or what I do is when someone registers for Polkadot, I add them to our MailChimp mailing list, their interest list. So they get, we send two emails a month for the interest list, one with the upcoming

13:43:11 events for the beginning of the month and then one mid-month to make sure they don't miss

13:43:15 the brunch that we have, the actual event.

13:43:19 So, so those are things that you could do.

13:43:24 Got it.

13:43:24 And then you might want to, in LinkedIn, you can also group them

13:43:27 You can also put them in a group in LinkedIn. If you go through your contacts, you can actually add them to groups, you know, one by one you can.

13:43:34 So as you add them as friends, add them to a tickler group for that

13:43:42 events, our group, and that way you can just send a message to everybody in that group. It's easier and faster.

13:43:49 And it would be a BCC, I'm assuming.

13:43:52 Actually in there, it's when you're say you do add your events to linkedin

13:43:58 I haven't been, no.

13:44:00 You can because they have to get vetted somehow and you can have a process for that.

13:44:07 But if you create an event on LinkedIn and you can do it on Facebook too, but I just know that you particularly like LinkedIn better.

13:44:13 So you could do it on LinkedIn and then you know where it says invite friends, you invite friends, the box pull

13:44:20 And it says, what list do you want to send it to? And you can put that list up and they just come in and boing, you just add them, send it. It takes seconds.

13:44:30 Got it.

13:44:30 If you have an event, it's easier to invite them to something than if you have to private message them.

13:44:37 Yeah. So those are just some ideas.

13:44:38 Okay.

13:44:40 for you as far as nurturing what to put in your emails

13:44:43 I would try to add some videos here and there.

13:44:48 like maybe a print and I'm sorry, like an article or tips

13:44:52 And or maybe a story or maybe a story

13:44:56 And then a video and, you know, mix them around a little bit.

13:45:00 Because they need to get they need to experience you. I say that 500 times an hour, I know.

13:45:07 They have to experience you in more than just the written word in the video too.

13:45:12 Right? Yeah.

13:45:14 Okay.

13:45:17 It is.

13:45:15 Is that good? No. Yeah. And I hate that. You have questions.

13:45:19 One other follow-up, if that's okay.

13:45:22 Yeah.

13:45:23 I…

13:45:23 I'm also wondering about my, so my current list, as you know, I have go high level and I have an email list of people

13:45:32 this powerhouse women group i've been creating though

13:45:36 It's kind of started outside of

13:45:38 go high level. And maybe that was really dumb on my part, but I've essentially just been doing everything via email and then

13:45:45 Because at first it was just a small group and then it grew and grew and grew. And I either didn't think about it or didn't have time for it.

13:45:50 And so now I have roughly 80 people

13:45:53 who may or may not be on my newsletter. Most of them are not.

13:45:57 And I'm trying to figure out, can I just add them to go high level or is that going to cause issues

13:46:03 If they don't opt into something.

13:46:07 Mm-hmm.

13:46:09 Because they've all attended.

13:46:12 At something, right?

13:46:14 So they're technical.

13:46:13 Yep. And or I've met with them in person and talked about it and they've said, please exclude me.

13:46:16 Yeah, they've all attended something.

13:46:21 I think you, if it was me, I would.

13:46:23 I can't tell you what to do, but if it was me, I would add them at this point.

13:46:28 to their own list. And the first email that they get it would say

13:46:32 Hey, FYI, I moved you all into a database where I can send an email much easier and also see who opens it and if there's any bounces because I want you all to get this and I can't tell if I just send it from my regular email.

13:46:48 If you don't want email reminders of our events and the membership and everything, you're welcome to unsubscribe, but I think

13:46:55 all of you have attended and you're interested in coming more. So I would hope that you would just stay on the tickler list and and

13:47:03 I won't be sending you all my regular, I don't know like

13:47:09 You could say, because you don't send that many regular emails yet.

13:47:15 You could say only send one or two.

13:47:16 They're just monthly. And quite honestly, the last three months I've been so busy that I haven't even

13:47:20 Been sending the monthly newsletters. And so I'm actually planning to hire somebody to help me with the draft of that because I need to get more consistent. It's embarrassing.

13:47:30 Okay, I just talked to somebody who writes emails.

13:47:34 But I mean, ChatGPT can help you, but I don't know. I wouldn't use…

13:47:40 Hmm. Okay. Remind me if you need somebody for that. But the…

13:47:48 what you would say is like…

13:47:50 You'll also receive some of my email newsletters from my company

13:47:55 But honestly, I might send one a month. So you won't be bombarded. Trust me, something like that.

13:48:03 Okay.

13:48:03 And so send that email first. And then maybe in the second email that you send them saying, reminder.

13:48:09 I added you guys to my CRM. So it was just easier to track who gets this and

13:48:17 who doesn't who doesn't

13:48:19 tracking you know tracking you know

13:48:21 your interests and all that thing.

13:48:26 Okay.

13:48:26 Yeah, so just and then you can always put a PS in all those emails that you send to that group.

13:48:32 that says P.S.

13:48:34 You have been added to my CRM system because you attended one or more of the powerhouse networking events.

13:48:42 Or chatted with me at some point about it. And you can always unsubscribe. No hard feelings, something like that. So you can always PS at the bottom of all your emails.

13:48:52 to any list. And it's a good idea because what if somebody doesn't open your email for three months

13:48:57 And then they see an email from you and they wonder who the hell is Christy?

13:49:01 Who the hell is Suzanne? I don't understand why I'm getting this. And you want to make sure

13:49:06 it's very clear because it's very common for someone to not open your emails for a while.

13:49:11 Some people.

13:49:10 Yeah, that's why I always put pictures of me in either the banner or my email signature because there are so many that I get that I'm like, who the heck is this? Like, I don't even remember signing up for anything.

13:49:20 Yeah. Yeah. So make sure if you're sending emails to powerhouse women, you have a new banner

13:49:25 for just them, right? The banner of your website should go on the top of that email

13:49:29 And if it's your newsletter, it's the banner of your business.

13:49:35 Okay.

13:49:34 But if you're going to put a picture at the bottom of those emails, make sure it's the same picture.

13:49:41 Mm-hmm.

13:49:38 Because they'll see like and like, right? So don't put a different picture on the bottom one and different picture on the bottom of the other.

13:49:46 Yep.

13:49:45 Yeah. Okay.

13:49:48 All right. Anahita

13:49:50 Other questions on

13:49:51 Yeah.

13:49:54 So Christy has a group.

13:49:57 So there is that reason to connect with people.

13:50:01 I make websites. How do I like I can give tips on how to bring people on your website and stuff, but how do i

13:50:11 connect with them on a one-on-one basis or give them a call without

13:50:18 feeling salesy.

13:50:20 So, okay. So your emails, I would do them more as quick tips.

13:50:26 So I would do a weekly quick tip email and say, hey.

13:50:30 How many of you have a lot of more than one video on your website if you know if you have even one? Because if I haven't built your website, then I haven't

13:50:39 then I don't know because I haven't looked at it. And let me tell you how important videos are.

13:50:45 If you have questions or want to know more, I'd love to just have a call with you. I can share some, or here's the different types of videos that you might have and what you might put in them. Make a really long email or put it on a blog post and then share the blog post for all the tips or something like that.

13:51:00 You can do it in written and in video or whatever. So then each week you'll send a different one on tips on things they can do to improve their website, improve the conversion rate, improve getting traffic, little things like

13:51:15 Don't just talk about SEO on an email. Talk about one part of the SEO.

13:51:20 And then talk another week about another part or like SEO part one, SEO part two, SEO part three or something might be a good email series.

13:51:28 Because they'll see SEO part three and they'll go, oh, is there one and two? And then they'll go look for them, right? So those are good to do as blog posts, but also as just give all the information.

13:51:40 You know they're not going to go be changing their website on their own, I mean, and always have just some kind of call to action at the bottom that says, if you want to refresh your website or do a website audit effort, which we're calling the audit or whatever.

13:51:53 you do something like that, right? Where you're talking

13:51:56 Yeah, but recently I call it website consultation

13:52:00 But there's one that's paid, I thought. Don't you have a paid

13:52:04 That paid one is Tech Deep Dive.

13:52:06 And that is, it could be anything technology wise.

13:52:10 Yeah, but you might want to, if you're going to talk about a web tips, you might want to have

13:52:15 Same cost, same amount of time or whatever, you can just call something else. You can just call it a

13:52:20 Okay. Website audit, yeah.

13:52:22 website. Yeah, website audit. Let me share some things. Let me go through our web pages and share some things on what you can do.

13:52:28 If you need my help to do it, I can give you a discounted price to

13:52:33 To fix some of the things, or we can always talk about a new website. But if you don't need a new website, I don't want you to get a new website. I just want you to fix it and get it more productive so you can get more clients.

13:52:43 Yeah.

13:52:44 So you say those words

13:52:48 Yeah.

13:52:46 On the bottom of that email after you're giving the tip, after bottom of each blog post too, right?

13:52:54 So then that's what you would send in emails. And then you can even share the same kind of content on social media with a meme image that takes them to your blog. So ask onahita.com forward slash blog would be the URL on all the memes. So therefore you don't have to put a URL in the post. You could just put it on the meme.

13:53:10 Hopefully they'll go look at the blog. They may not, but that's one way to get around some of those links.

13:53:18 And then as far as voicemails go.

13:53:21 I would check in with them once a quarter. Hey, you know, just checking in with you. Have you been seeing my emails?

13:53:27 In the last month or so, I've shared tips on how to do this and how to do that and things you need to know about this and things you need to know about

13:53:33 Make sure you're seeing my emails and they're not falling in your spam or trash. It's hello at askanahita.com. You can go search for it.

13:53:43 If you're not on the email or if you've since unsubscribed, you can come back to the website and get back on the list. Oh, and by the way, I have another freebie you can get when you go there.

13:53:52 Right. And I'm also doing a webinar. So there's always things you can do for free to get them on the phone.

13:53:58 So a voicemail reminds them to look at the emails and maybe what things you've shared. So they'll go look for the emails because that'll help them click around and

13:54:06 And then also to share anything upcoming. It doesn't have to be for sale.

13:54:16 Yeah.

13:54:11 It just could be like, hopefully you're going to be doing at least monthly free calls or webinars so you can invite them to those things.

13:54:19 Thank you. Very helpful. Thank you.

13:54:21 Yeah.

13:54:23 I am a never-ending flow of ideas. Okay, Suzanne, what do you have?

13:54:28 I have a question about, you know, I have the email list

13:54:34 But then I also have…

13:54:37 you know, I've been sending texts to them

13:54:39 And so far what I was doing was I was just sending a

13:54:43 a brief synopsis of what the email was

13:54:47 then linking to the email in the text.

13:54:50 Are there some other ideas? I didn't want to come up with something different, I guess.

13:54:56 And what's in the email that you're texting them about?

13:55:01 That is if

13:55:02 I mean, whatever my emails are about it's more of a newsletter i guess or i mean

13:55:08 So you're sending it to the online version of the newsletter.

13:55:13 that link.

13:55:12 Yes. I mean, I have some people only wanted text

13:55:16 Some people are on both.

13:55:19 So.

13:55:19 Right. But when I click the link in the text, it takes me to a web page

13:55:23 of the newsletter.

13:55:25 of the newsletter. Yeah. So the online version.

13:55:26 that you would have gotten by email

13:55:28 Right. Gotcha. That's one thing to do for sure. A lot of times people suggest texting though for one thing.

13:55:37 So like, here's the link to the store.

13:55:42 Right. Here's the link to the upcoming webinar.

13:55:45 Here's the link to today's Zoom call. So instead of sending them to a big old long newsletter, which they might get lost. So text people like short

13:56:00 Mm-hmm.

13:55:56 bite-sized information, not necessarily a newsletter. So you might want to take whatever's in the newsletter

13:56:02 And make four weekly texts for the month

13:56:07 that share the four different things that were in the newsletter, for example.

13:56:11 Rather than here's the link to the newsletter.

13:56:14 Just a thought.

13:56:16 Yeah. Okay.

13:56:19 you know and it's it's hard to tell whether it's hard

13:56:22 what they're reading.

13:56:24 I mean, I guess…

13:56:26 in the text, it doesn't give me anything it's only

13:56:29 whether or not

13:56:30 So, right. Every once in a while it might be good to do some kind of a little survey or something that they have to fill in form.

13:56:37 Right. It's like, or reply to reply.

13:56:43 the word yes if you want info on how to blah, blah, blah.

13:56:49 Or, you know, click here if you click here

13:56:53 want the free download or you

13:56:56 Yeah.

13:56:57 or the sponsorship opportunities. I know that's what you're looking for

13:57:00 You know, click here if you want the sponsorship packet

13:57:04 emailed to you or you know what i mean something like that

13:57:06 Yeah.

13:57:10 Yeah.

13:57:08 Yeah, because I'm just trying to, you know, streamline that a little bit better. I mean, I think my

13:57:15 quarterly postcard mailings. I think that's going to be good. I mean, it's a learning process of learning what

13:57:21 you know what format I can use and everything but

13:57:25 you know that that i think

13:57:28 at least gets the information to them in a different manner. And I need to make sure I use that slide broadcast.

13:57:36 more consistently. I've sent it every once in a while, but I'm just not

13:57:41 consistent with it. So I guess I need to

13:57:43 just make like a calendar notation. Remember, I'm sending this

13:57:49 Whatever.

13:57:46 Yeah, yeah. Me too. Right. I do too.

13:57:51 I do too, honestly. I do it at random right now and that's not helping me.

13:57:58 Yeah.

13:57:58 And okay.

13:58:00 There was something else I was going to say to you, and I can't remember what it was.

13:58:06 But I'll think of it, I'm sure.

13:58:09 As far as content goes, Christy.

13:58:12 either inside your mighty networks

13:58:15 via email

13:58:17 If it's for the powerhouse women.

13:58:21 You have, I think, the four pillars or the six

13:58:25 things they want more information.

13:58:29 So either you're going to have to get good at going into chat GPT or similar

13:58:34 to come up with some ideas for

13:58:38 tip articles or articles

13:58:39 Things like that, perhaps.

13:58:42 Or you can delegate that.

13:58:45 you certainly don't have to use chat GPT, but maybe it'll give you some ideas. Give me 20 topics that I can

13:58:52 do short videos on

13:58:55 with these topics.

13:58:56 Do you see what I'm saying?

13:58:59 Yeah.

13:58:59 I think videos inside of Muddy Networks will be good

13:59:04 Because it's a community and it's a platform where you can post videos. So not just memes and stuff like social media.

13:59:12 I definitely would do some videos as well as

13:59:17 Inside Mighty Networks, you want engagement so

13:59:20 you're going to want to put lots of questions. So maybe you ask ChatGPT,

13:59:26 like…

13:59:27 I'm working with a group of

13:59:31 highly educated and motivated women between the ages of 35

13:59:37 five to 60.

13:59:39 And I need to come up with a list of 52 questions that I can ask them throughout the year on a social platform

13:59:48 that will help engagement

13:59:50 within the community.

13:59:54 their interests are.

13:59:55 blank, blank, blank, blank, blank, and blank.

13:59:58 And you put all of that in the chat GPT. I don't know. I just came up with that on the fly. But what if you put all of that into chat GPT and see what the fuck that comes up? Like, I don't know. It might come up with the perfect things.

14:00:09 And then you're like, perfect.

14:00:10 Sure.

14:00:13 Yeah.

14:00:11 I don't know. I don't use it enough myself.

14:00:16 to know.

14:00:16 Sometimes I use it and it comes back and it's brilliant. And other times you're like, well, that's not quite it and then

14:00:22 Yeah, yeah.

14:00:21 And then you just, yeah, you have to keep refining and stuff. You can certainly hire someone to do content but

14:00:27 What I've found with people that if I don't give them a good amount of direction, right, like at least some topics.

14:00:34 They don't even know where to start. So they need to talk to you anyways, which means you're going to have to think about it and come up with some stuff.

14:00:41 Now, I'm really good with

14:00:44 wording, like talking out things with people so I can get on a call with an assistant

14:00:49 And start brainstorming and talking, right? And it's all transcribed and then they have a good starting point and they can fill in from there.

14:00:57 Yep.

14:00:57 If you think you can do the same, great, do it that way.

14:01:05 Yeah.

14:01:02 Otherwise, we got to give them something to start with. So you might as well do a little bit of homework on that. And you can put that in the Facebook group too.

14:01:11 And see what else we can come up with.

14:01:14 Okay.

14:01:13 Yeah, does it sound crazy? So I know…

14:01:17 I told you that I hired a ghostwriter to help me finish my book.

14:01:21 Largely because i'm

14:01:23 I'm just the kind of person that there are certain things that unless I have an appointment for it, I won't

14:01:28 Get it? Done. And I need a person at the appointment. So like I've literally

14:01:34 This is embarrassing to admit, but I've literally, as a vice president level leader, I literally would schedule a meeting sometimes with one of my team members

14:01:42 And say it was a strategy session just so that I could talk about what I wanted to do and like bang it out real time.

14:01:49 I do the same thing.

14:01:50 So I'm literally considering hiring somebody just to meet with me and force me to do things like that.

14:02:00 As far as you're writing your book or other things?

14:02:02 Well, so the person who's helping me with that

14:02:05 I'm thinking of having her continue on and helping me create content for the monthly newsletter, helping me

14:02:11 create content for the other

14:02:12 If not, I swear I just talked to somebody like this last week or so and I cannot remember.

14:02:17 Yeah, let me know who your person is because this gal is very green

14:02:22 She's not necessarily an expert at any of this. She's literally just a person to help me, to force me to meet in person and get it done.

14:02:30 I guess. Okay. Let me look on that. And if anybody who's listening knows, then connect with Christy in the group.

14:02:39 Okay. Shall we move on?

14:02:42 Are we good for the event? Okay.

14:02:43 Yes.

14:02:44 All right. So then…

14:02:50 Can you guys see the slides again?

14:02:52 Yep.

14:02:52 Okay, just making sure.

14:02:54 All right. So then…

14:02:56 Some of you have heard me say this and in your marketing, you want to pick a lane right

14:03:00 So either you're the type of person that loves to sit behind

14:03:05 the computer and do social media and all kinds of like shares and posts and stories and whether it's video or not, it doesn't matter but you kind of want to be behind. You don't want to like be in person you want to be on the computer.

14:03:21 doing Facebook groups and maybe ads or other things. That's like in my mind

14:03:26 That's the thing I don't want to be doing that much personally. So, but some people love that.

14:03:30 And you might have online courses. I don't want to go to the trouble of creating courses either. Talking to you guys and teaching you stuff and then interacting with you is my idea of a course. I don't call it a course because it's not like your typical

14:03:43 I call it a training because I don't want to go to the trouble of creating little video snippets for every little thing and put together it on a platform. And like that to me.

14:03:52 Sounds like a nightmare. So that's not me. That's not my lane. My lane is let's speak.

14:03:58 Let's network. Let's get publicity. Let's do video. Let's do anything where I can talk or engage or interact with you. And that's my lane. And so

14:04:06 Just think about that when you're also thinking about your marketing.

14:04:09 And don't get stuck doing something that you aren't a fan of, please. Hi, Elaine. We see you.

14:04:16 We went through a whole bunch of stuff already on lists and follow ups and marketing checklists.

14:04:22 But we'll keep on going. You can always watch the replay for the beginning.

14:04:27 So there's three types of marketing. We've talked about a lot of different

14:04:32 stuff to do. But if you think of it now in terms of three

14:04:37 avenues, right? So new business marketing, people that don't know you at all

14:04:42 Referral source marketing. Some people that do know you, some people that don't know you that would be good referral sources or partners or collaborative

14:04:51 type people okay

14:04:53 And then there's database marketing. Those are the people ideally that are in your database, the people on your list. However.

14:05:01 I usually include in database marketing

14:05:04 all the other people in your circles too. Now, you're not going to market to them the same way. You can't just add people to your list. Although LinkedIn people think they can, they can just pull a list off of LinkedIn and they can add them to an email string, which is, I think, the worst strategy that anybody could do.

14:05:19 But so your database is people that you

14:05:23 people that you're in circles with. So number one, your list, which is the most important, it's the gold.

14:05:28 And then there's like your memberships, right? So you're a member of an organization, an industry organization, a member of a chamber, a member of polka dot, you're a member of some other women's group, all the people in that group, whether you know them or not, are still in a circle with you. So anybody that's in like say my Roseville Chamber of Commerce.

14:05:48 I have a light connection with them because we're both in the chamber. We're both a member. So I could reach out to anybody in the chamber that I wanted to, whether I knew them or not, whether they've seen me or not, whether they've been to a meeting

14:06:00 Whether they even know me from Boo.

14:06:02 I could say, hey, we're both members of the Roseville Chamber. I was hoping to blank.

14:06:06 I was wondering if blank.

14:06:09 And I could reach out. Would they all respond? No. Would the primarily most of them at least say something to me back? Yes, because there's a mutual thing there, right?

14:06:18 Now, there might be, it could be reach out one-on-one

14:06:22 It could be posting in the Roseville Chamber Facebook group, which they have one and I post there.

14:06:28 It could be getting a mailing list. So going through the whole directory and putting together a mailing list of all the Roseville Chamber people because they don't always sell it. Sometimes they do. I recommend buying it if you can get the mailing list for

14:06:41 those types of organizations that you belong to. Otherwise, you have to kind of

14:06:45 manually build that list, but you could pay somebody who's in the Philippines for eight bucks an hour or less.

14:06:51 To go pull and pull that data off. There is some tools too i know

14:06:56 I've not looked into them, but there's some tools that will pull all the

14:07:00 contact database off of a website and put it into a spreadsheet. I can't tell you what it is right now.

14:07:05 But I'm sure there's a tool for that, right? So that saves time.

14:07:10 And then once you have that list, you can do phone calls, you can do direct mail.

14:07:14 And you can do some emails and or connect with them on social.

14:07:18 in your database, there's a lot of different things you can do. Number one, we talked about all the stuff you could do with people that are already on your list by getting their mailing address and phone number and going on social with them as well.

14:07:29 But think about other circles. That's why these are in circles. So think of it like who else are in your circles and

14:07:37 one degree of separation, say in the chamber

14:07:40 is a better referral or they're

14:07:43 they're more interested in probably helping me because they're in a chamber organization, right?

14:07:50 As long as I don't promote to them, I promote to them as a referral source, not a prospect. So I'm not going to say.

14:07:58 hey chamber member. Hey, Mike from whatever auto body shop

14:08:02 Wondering if you need any help with your business or your marketing growth. Do you have any problems? I wouldn't do that. I would say, hey, Mike, we're both members of the Roseville Chamber. I wanted to reach out to see if or how

14:08:15 we can support each other. I don't know how much you are in the community or if you get out or if you need help growing your business. But I have clients that are local. I also run a local women's group and I'm happy to share your business out with some of those people.

14:08:29 If you have any interest in sharing mine to some of yours, do you have any business owners or people who have, you know, I'd love to have a conversation with you if that's of remote interest to you.

14:08:40 So you could look at those different circles and see now Mike and Auto Body Shop is not the ideal person. I just, I don't know why I said that, but he's not the ideal person. So I probably wouldn't spend that much time with Mike, the auto body shop owner for my business referral, right?

14:08:57 Although in my local polka dot chapter, I do have a gal whose husband owns a

14:09:02 service repair shop. So everybody needs a service repair shop. So that's more likely, right? So that doesn't

14:09:09 It makes sense to have one or two of those in my pocket to refer to local people. Anyways.

14:09:15 The point is, look in your local circles, look in all the different organizations, could be industry organizations, it could be

14:09:22 So say you're in the International Speaker Network, the group that I used to run, right? Lisa runs it now.

14:09:27 And so anybody in the International Speaker Network

14:09:32 is obviously trying to speak. And if you guys are trying to speak, then she always calls it your business, your speaker soulmates, right? Hey, I'd love to have a call to see what you speak about. Maybe we can see if we can

14:09:45 help each other get some different speaking gigs as we're both out there trying to find speaking gigs for ourselves. We might find some other, I thought maybe your topic might be similar

14:09:54 to the type of audience I'm looking for, would you be open to conversation? So that kind of a person to reach out to is still

14:10:03 in my database, I'm kind of treating her as a referral source, right?

14:10:09 Even though she doesn't know me at all, but we have a connection in that group. So I want you to start thinking about

14:10:14 how to nurture those people in those groups. I wouldn't reach out to her and say, hey, I see you're in the International Speaker Network, wondering if you are writing a book. I'm a publisher and I can help you if you are.

14:10:25 No, that's a promotion. That's like targeting her as a prospect. She's going to ignore that, delete it or call me a spammer, right?

14:10:35 Or she might reply, but that's if only if I'm lucky. So I'm always thinking of them more as a referral source first and then

14:10:45 having them have it when you have a call with them or when you have a conversation

14:10:49 Either they're going to self-select themselves for an opportunity

14:10:54 to be a prospect.

14:10:56 Or not, I don't know. But it's getting in front of more people more often and in more ways. And sometimes those people

14:11:02 can get you in front of a lot of other people. Remember.

14:11:06 that's kind of like the sales trainer people I was talking about who I'm now in front of their

14:11:13 whole like group of

14:11:15 clients. There's 20 or 30 clients in that program that are paying them

14:11:21 for their program and I'm in to help them with marketing.

14:11:25 All right. So new business is what most people think about doing all the time.

14:11:31 social media, trying to find new fish in the pond, trying to fish for new people, right?

14:11:36 And that's fine, but it's a much slower process. They're trying to get new people to come by.

14:11:42 Wow, that's the hardest thing ever. Let's go find the people that already know you and get them to buy first and then reach out to the one degree of separation people and then the two degree of separation people.

14:11:54 And in that process, hopefully get a bunch more fish in the pond and

14:11:59 more referrals coming in and more groups to talk to and stuff like that.

14:12:03 new business is fine. It's like one of the last things that I like to do personally.

14:12:08 So new business I like to do from speaking, exhibiting, like that's why I do the exhibitor booth that I was talking to in February.

14:12:17 Because I can guarantee you 99.9% of everybody that's going to be there, I'm not going to know who they are.

14:12:23 Right. And so I was going to be cold marketing, cold marketing, but I got to show up big. I got to show up with signs. I got to have

14:12:29 the right free offers, get them on the email list. I got to have a killer follow-up.

14:12:34 I might have something quick, some books there for sale, something to get some fast cash right so

14:12:40 I got to be set up and really take advantage of that opportunity, just like anything that you do.

14:12:47 Okay, any questions on the three

14:12:50 Well, we didn't talk a lot about referral source marketing so

14:12:55 You can go through your database. You can go through your

14:12:59 CRM one by one and you'll kind of know, you'll know, oh, you know, Elaine, she does lots of speaking gigs and

14:13:06 You know, she might be a good referral source to talk to and she gets on stages. I get on stages, maybe we could be referral buddies, right?

14:13:15 And Christy's in front of a lot of women and they need help with growing a business if they're business owners. So she doesn't always teach all the nitty gritty stuff that I do. Like she's a great referral source for that. Anahita builds websites, but those people don't know what to do in their marketing to get people to the website. She doesn't do that side.

14:13:33 So, you know what I'm saying? Like all three of you are like, could be referral sources.

14:13:38 And how I can help you is my people need a lot of what you've got too, right?

14:13:44 we have to look at who we know first.

14:13:47 as database marketing.

14:13:50 Are they potential prospects?

14:13:52 or referral source marketing.

14:13:55 And if we do find that a referral source works, say, you know, I find that speaker trainers

14:14:02 Or no, let's just use web designers. It's a little easier

14:14:05 Say I find that a web designer or two has been sending me some people, I'm like.

14:14:11 That does make sense. Maybe I'll go reach out to all the web designers that I'm in circles with.

14:14:18 And see if any of them want to refer

14:14:21 for certain things to me and I can pay referral fees and I can offer those kinds of things.

14:14:28 And I can even perhaps put them in a web directory of web designers so that when my clients ask.

14:14:34 So that I can go out cold calling in a way

14:14:38 to the referral sources that don't know me, that I don't know them and say, this works really well with some other web designers I'm doing. I just was wondering if you might be interested in figuring out how we can collaborate in some way.

14:14:50 And some are going to say yes, some are going to say no, and who cares, right? So just work with people who understand that kind of a strategy for marketing.

14:14:58 So you've got to target then a group of

14:15:03 types of referral sources when you find a couple that work for you or that are going to be hot.

14:15:08 Like CPAs and estate attorneys right then

14:15:13 You'd want to find all the estate attorneys if you're a CPA in your local area to help

14:15:18 Refer business.

14:15:21 If you're in an industry where you can pay commissions or do some kind of

14:15:24 Thank you. Then you want to do that.

14:15:27 So now any questions on any questions

14:15:28 So if you think of these things differently and different messaging strategies, you're just not just marketing to everybody the same message. You're marketing to three different groups of people.

14:15:40 In a way with three different messages.

14:15:42 Sounds more complicated but

14:15:47 Have you guys thought about it this way?

14:15:54 Yeah.

14:15:51 Katrina, I have a question, and I'm sorry that I'm late. It's been a very

14:15:57 crazy day.

14:16:00 So I'm always…

14:16:02 I keep talking about wanting to have promotional, what I call pro you know power partners

14:16:08 And I feel like I'm not good at

14:16:13 I don't know. I just like, I feel like I know a lot of people and I just haven't

14:16:18 been good at creating more. I mean, I have a few

14:16:21 Do you have any…

14:16:24 I don't know, guidelines or like I help promote my clients but

14:16:28 I don't know. I just feel like this is something I…

14:16:31 I know it would behoove me to do better

14:16:34 And I feel like i feel like

14:16:37 I don't. And it's just, is it just like deepening relationships you already have with people

14:16:42 It is. And it could just be having more phone conversations.

14:16:48 more Zoom calls with them, check-in calls. Like I have a gal in um

14:16:52 Colorado that she reaches out to me actually like probably a couple times a year and says, okay, it's time for our call. Let's see what you got going on. What can I share for you?

14:17:04 And it's great. I don't always know how to reciprocate for her. So I don't necessarily, I'm not the one to reach out to her.

14:17:14 And then, um, and then

14:17:16 you know, my friend Colleen in Arizona, she has events I have events. So I share her events and I put her on my stage. She shares my events and puts me on her stage.

14:17:25 So maybe you want to look at

14:17:27 people who have stages

14:17:29 how you can collaborate in that way, because I know you speak.

14:17:32 Right. Okay.

14:17:32 If you're going to have any kind of

14:17:36 if you don't have an actual event to put someone on stage, but they do, you could reciprocate by offering

14:17:45 Right.

14:17:42 to do a video series with them or showcase them

14:17:48 on a webinar to your list, right? So you're the one bringing them on as the expert.

14:17:55 And in addition to you doing a free webinar masterclass or info call every single month.

14:18:02 to generate clients for your programs and get on strategy calls like we were talking about in the Facebook group.

14:18:09 In addition to you doing one a month at least, you might do one a month of you bringing in an expert or

14:18:18 I prefer doing a joint call

14:18:24 instead of a swap. So a swap requires two calls and two events, right? A swap means I'm going to do this for you and I'm going to have you on and then you're going to do this for me and have me on.

14:18:36 Right.

14:18:35 Instead of a joint call or a joint webinar

14:18:48 Okay.

14:18:41 Where we both share on a specific topic. So we pick an overarching topic that works for both of us. We can both share different perspectives and different

14:18:50 tips from that and both build our list.

14:18:54 So either we have a registration page on one of the two websites, right? Someone runs the registration list.

14:19:00 It can be a free or a paid, but probably free is better at this point because the whole goal to do a collaboration is to

14:19:10 Right, right, right, right.

14:19:07 share each other to each other's lists and build our lists. Right. And so

14:19:13 doing a one-time webinar training or masterclass or party or whatever you want to do with this other person where you both

14:19:23 share, you both promote, you both build the list. The people that register get on both email lists.

14:19:30 Or you can also both make an offer at the end, something small, right? To where

14:19:36 someone who's interested in yours will go your way. Someone interested in them will go their way i've done

14:19:41 a good half a dozen of those on my YouTube, for example. I think I did one with Elaine

14:19:47 Terseau from Polkadot, Jill Lublin, and a few other people that where we picked a topic that was relevant for both of us so that's

14:19:56 a pretty common idea. If you could do one a month of those

14:19:59 Can you add 200 people to your list each time? Maybe.

14:20:04 Right?

14:20:05 I would love that because I feel like

14:20:07 I don't know if this is happening for everybody else, but I'm having a harder, harder time getting people to my normal

14:20:14 Mm-hmm.

14:20:13 masterclass. And I don't know if part of it is because I'm

14:20:17 a little burnt on the topic or, you know, I don't know

14:20:21 No, you're speaking my language this week. I've been so frustrated with marketing. It's ridiculous.

14:20:25 I've been like begging, you know, it just feels like it's so hard to get people to register.

14:20:27 I just want to teaching it, but I don't want to do it anymore.

14:20:31 Yeah, it's so hard to get people to register and then show up and then they have an amazing time. They never want to leave the call. And then I cannot seem to get them on the follow-up call. It's like.

14:20:44 I don't know. So a part of me is like, if it feels like I'm pushing all these boulders up the hill every month, maybe it's the universe telling me to stop. I don't know.

14:20:56 Right.

14:20:53 Well, again, these are just ideas. So it could be that instead of trying to get people on a call maybe

14:20:59 You just have to go live or something and then take that video and put it on your blog and then share it everywhere. I like two-way communication, frankly.

14:21:07 Because I want to hear from people. I want to answer their questions. I want to hear what they're doing.

14:21:11 Right.

14:21:12 And that's how it happens when you get them on a call, right? If you're just speaking out into the ether.

14:21:19 Right.

14:21:18 we don't, you know, they don't usually show up. Remember the days of the lives where you'd get hundreds of people to watch you? Oh my God.

14:21:25 I remember COVID. I was like, oh my god i'm this is so fun.

14:21:31 Yeah, it was.

14:21:37 Yeah. Yeah.

14:21:33 Even before COVID, when we started doing live broadcasts and stuff, you'd get hundreds of people. And now they're like, oh, I don't got time for that. I'm like, I don't know.

14:21:40 Yeah. Okay. Well, thank you. Yeah, I know I'm not the only one because I know it's it's

14:21:46 happening for lots of people so

14:21:47 It is happening. So we kind of just have to dabble in a lot of different things to see where we can get traction.

14:21:53 What's going to work yeah

14:21:54 where people are paying attention for us.

14:21:56 Because what's working for me might not be working for you and vice versa so

14:22:01 Right.

14:22:01 That's why I'm trying to give you the humongous list of things. And unfortunately, I want you to simplify

14:22:11 Right.

14:22:08 But first, you got to try a few things. You got to try quite a few things and you got to do them a few times.

14:22:14 In order to really see what's going to get traction. And then that's when it's time to release the things that weren't working.

14:22:20 And just move forward consistently with the things that are.

14:22:23 Some people are getting really good traction from lives. Some people are getting really good traction still from webinars.

14:22:29 I think it matters the more people you get on your email list. So a lot of people are not focused on getting their email list grown.

14:22:36 You know, I do it. I'm focusing on, I'm in a giveaway right now, right? I'm on the Christmas giveaway thing.

14:22:44 It's proved seven opt-ins, but I think I'm day number 12 giveaway or whatever. And it's only day three, but

14:22:53 Or two. I don't know.

14:22:55 um we'll see.

14:22:56 Yeah, I personally, my list does not seem to resonate with giveaways like

14:23:01 So, but…

14:23:07 Yeah.

14:23:02 Well, they're smart because that's it's like squirrels. There's a bunch of squirrels that they don't need so

14:23:09 Right, right.

14:23:10 Yeah.

14:23:13 Are you guys, Christy, what are you experiencing? I'm just curious.

14:23:18 Well, so I've been, my group is

14:23:22 always been in person.

14:23:26 Katrina has been talking about me monetizing that group

14:23:30 all year. And I finally launched a membership

14:23:33 like November 21st, it just launched.

14:23:36 And I set up a free trial to go through January 1st.

14:23:42 And there's a lot of things included, but there's an online community specifically

14:23:47 There's monthly calls, discounts on coaching and other things with me.

14:23:53 events, et cetera.

14:23:55 So of the 80 women who

14:23:58 are on my list, roughly 20 to 25 come to the in-person events every month.

14:24:04 And only 11 people have signed up for the online community which

14:24:09 is it's it doesn't

14:24:09 That's amazing. That's actually good.

14:24:16 Sure.

14:24:11 Well, it is, but it doesn't really work unless there's like they're actually talking to each other. So 11 of them have signed up and done absolutely nothing. No one has created an introduction post.

14:24:22 No one has clicked like anywhere. No one has responded to any questions that I've asked in my posts.

14:24:29 So that's actually what our call is on tomorrow, Katrina, of like, how the hell do I get these women to engage with me?

14:24:33 Yes. Well, that's the thing with the membership. This is why I don't do platforms like that member platforms and course platforms because a lot of people don't want to hang out on these platforms. They have enough

14:24:45 places they have to hang out already

14:24:46 They don't need another place. So I just do thank you pages and then do calls. Calls is where I try to

14:24:52 engage with them. Again, there's 19 people in this program and three of you here, four there was so

14:25:00 Like, where is everybody else? I don't know. So the calls isn't working. I don't know. But people are posting in the Facebook group.

14:25:07 um so

14:25:09 I think it's just the market of free webinars is too saturated. There is something and the season you have to consider the season right now.

14:25:18 Hit it. You can do it.

14:25:18 Right. December is very competitive, right?

14:25:22 Yeah.

14:25:20 Yeah, but in general, well, there are two ways that I see

14:25:28 My webinars, like my webinars

14:25:31 15 or 16 registration and well marketing is my weak point. I don't talk about like i feel like if I know things are happening, everybody else knows that too. So I don't talk about them that much.

14:25:45 But when I like the minimum that i do i get

14:25:50 15 people register, normally six or seven show up

14:25:55 But the people who show up, they say throughout the call

14:26:00 But I have a friend, she's in Polkadot as well and she

14:26:07 does a consistent monthly

14:26:10 free calls.

14:26:12 And recently, like she's being seen

14:26:17 increase in registration and showing up. So I think it's the consistency

14:26:23 And what she does, she sends the information to her whole list

14:26:29 So her whole list can attend a free workshop

14:26:36 even without registration.

14:26:37 Yeah.

14:26:38 I'm going to do that, by the way.

14:26:42 Yeah.

14:26:38 And she sends SMS as well. So sometimes I feel like

14:26:44 Well, I'm friends with her. I get her SMS and then i get

14:26:49 SMS that goes from her CRM

14:26:53 Sometimes I mistake them.

14:26:55 And I just reply to that SMS thinking that she sent a personal message for me.

14:27:01 So it's about the way you say it as well.

14:27:05 Well, she probably does see those too. I mean, she should. She should be looking at responses.

14:27:12 Okay.

14:27:18 Yeah.

14:27:10 Oh yeah, she sees the response. It's like, I mistake the SMSs that comes directly from her to me with the ones that is like

14:27:21 That's good. That's good.

14:27:21 one too many.

14:27:23 That's good. Yeah.

14:27:24 Good job with their messaging.

14:27:27 Yeah.

14:27:28 I think more than ever, we were talking about this earlier, Elaine.

14:27:33 is direct mail and phone are going to phone is even less effective as it used to be because a lot of people aren't even

14:27:40 I get some people's voicemail when I call them for real and they're like, if you want me, just text me. I don't check my voicemail very often. I'm like.

14:27:48 What the hell? You know, like that's just craziness because there's a little voicemail thing that comes up on your phone. You can just go click and listen real quick.

14:27:55 I don't know. It's just that's just

14:27:58 Lazy. Or they'll just call me back.

14:28:01 Yeah.

14:28:01 And I was like, I just left you a two minute voicemail. Can you just go listen to that? Because it tells you everything I was trying to tell you.

14:28:08 Right.

14:28:10 Well, and then…

14:28:08 And then call me back if you have questions, because I don't have time to re-explain it all to you. For God's sakes.

14:28:12 Well, and then also I know, like, I don't always get noticed

14:28:16 bide right away with my voicemail. And I think that happens to a lot of people too. What about, do you do stuff on LinkedIn a lot, Katrina?

14:28:24 I mean, I post events there

14:28:29 Okay.

14:28:27 We post there. I have a page, a group. I have a profile.

14:28:32 So, I mean, I was there as much as I can be. I don't go, I do go through my database.

14:28:39 for my business reimagine conference that's happening at the end of january

14:28:43 Last year's conference, I went through my whole LinkedIn. There was at least

14:28:47 I did it kind of last minute to offer some free tickets to people just to get fill the room.

14:28:52 And so I think I just took like a Northern California group or I don't know how I

14:28:58 group them, but it would behoove it

14:29:01 to really segment that list.

14:29:04 Right.

14:29:03 Now, because I'm starting to really find that I need segments in my

14:29:09 Yeah.

14:29:10 inviting people in Facebook too so

14:29:13 I think segments is huge for LinkedIn.

14:29:16 Yep.

14:29:17 We were talking about that segment grouping.

14:29:21 But I was private messaging

14:29:23 literally giving people a free ticket to a two-day conference

14:29:28 that was normally $147 or something like that.

14:29:31 And some people didn't see it for like three months. But it was like 1200 people I sent that message to over the course of like a week.

14:29:40 Yeah.

14:29:40 And did anybody come?

14:29:42 Yes, yes, a few did.

14:29:44 So was it worth it? I'd say, yeah. It's kind of like I just put that event up for January. I just put it up on Eventbrite.

14:29:52 And I, between you guys and me, I put it up there for free. I just wanted to see if anybody

14:29:58 Right. As a test.

14:29:59 would come for free. It's $77 right now. It's going up to $97.

14:30:04 But I just want to see, right? Because I didn't want to go through the rigmarole of charging a ticket over there. I did that last time and I even put ads.

14:30:11 on Eventbrite last time.

14:30:15 And that didn't bring…

14:30:17 nobody came from Eventbrite. There was a couple of people that registered, but all I had was their email and their name and not a phone number or mailing address. And so

14:30:25 They weren't replying to my email. So I just assumed my emails were going in their spam. They're never going to see my emails.

14:30:32 They didn't bother to come. They didn't bother to find out how to come. They just registered for free and then did nothing. I don't understand that.

14:30:41 Yeah, I've had i did i did i did tests for a couple of months

14:30:45 with Eventbrite and i did not

14:30:48 have the kind of caliber of people. Okay. Bye, Anahita.

14:30:50 I go.

14:30:52 Keep in mind, though, that sometimes I put them on all these sites

14:30:58 Just for SEO and to get up higher on the search engine because

14:31:01 Okay.

14:31:01 I know people are looking for conferences. I know people are looking for certain stuff, right? And so people are doing searches and they're finding things.

14:31:09 So the more you're out there on different platforms could help that in general.

14:31:15 Okay.

14:31:16 Yeah, so anytime you have a webinar or a call, so now I'm getting my assistant

14:31:24 used to every time we have an event, whether it's a webinar, a masterclass, free or paid or an event or a conference.

14:31:31 She knows to add them to the following list of

14:31:36 places. So some, like I said, are in my circles. So she'll add them to Facebook and LinkedIn and a couple of different places.

14:31:42 inside the group and on the page. So they're in a couple of different places, not just one event, but

14:31:48 a couple events. So there's usually two or three or four different links for each of those platforms.

14:31:53 for events. Then I have to go in and invite all the people because she doesn't know who lives where and all that kind of stuff.

14:32:00 But then we put them on Eventbrite. I put them on the Roseville Chamber website. I put them in the NABA website. I put them in the Women of SAC website.

14:32:09 So all the things that I'm a part of.

14:32:12 accept event.

14:32:14 submissions to their calendar. So I've given her all my logins for those places. She sets up an event over there just like she did over here.

14:32:23 and um yeah

14:32:25 So we have somewhat of a system going now.

14:32:30 For that.

14:32:31 Okay.

14:32:31 So that's good to do is get somebody on that with the different pages, give them some parameters. You know, I kind of want this group, this group, you have to be careful not to do this or

14:32:43 This group, you know, whatever.

14:32:45 They post on Wednesday, whatever. Yeah. Okay. Thank you.

14:32:47 Well, no, I'm talking about their website.

14:32:50 So she's not going into groups for me.

14:32:53 Okay.

14:32:53 that is something you can do. I haven't stopped to take the time on

14:32:57 Who does this? And on that day, and I just randomly haphazardly find them and so

14:33:07 Okay.

14:33:05 I don't know, but I don't even know how good that is because you know the posts like I just did one in Katarina's group

14:33:11 She had one that said, post your upcoming events and stuff, right? And then you put them in the comments and nobody sees them because you're scrolling through the group.

14:33:19 You can't even see the comments of that post. So it doesn't even catch my eye to even look at the comments.

14:33:25 I don't see, I think that's useless. Honestly, if we can't actually do a post

14:33:31 then it's useless.

14:33:34 I think so.

14:33:33 Yeah. Yeah. Everybody's so saturated. Yeah.

14:33:38 Yeah. And people that own their groups, which, well, we don't own them, sorry, run a group.

14:33:44 They don't want you to put links in a post, right?

14:33:47 You got to get creative with your images and stuff like that anyways

14:33:54 Okay.

14:33:54 Okay, thank you.

14:33:56 All right. And there's more. Let's keep going.

14:34:00 All right. So I was just looking through

14:34:03 this gigantic marketing checklist that I believe I put into your thank you page last week.

14:34:10 types of marketing. So we kind of covered all the ones on page one already, except for Google search and SE

14:34:16 and reputation management. So if you need to know how to do that, we could pull it up and show you.

14:34:25 Networking, follow-up, database management, email, social is all there.

14:34:30 website is still considered marketing using it effectively if you've got opt-in boxes and

14:34:36 having more freebies. I think having more freebies will also attract more people onto your list, different ones.

14:34:43 And different, like I just like

14:34:45 emailed my assistant. I said, we need to create more checklists. And she's like, okay, I need more direction on that. Okay, great. Schedule a call.

14:34:52 And let's talk about it. And like Christy, I'm just going to talk through my ideas for checklists. I've already got a little list started of the ideas, but like a

14:35:02 through this giveaway that I'm in right now, I pulled out a couple of people's checklists and I'm like.

14:35:06 Oh my God, this is useless. This is useless. But people are opting in for it. Let me just pull one out.

14:35:12 I don't want to say it's useless, but like my friend

14:35:18 Jennifer Deepstratten.

14:35:20 I know her. And she's a high ticket coach. And I just wanted to see what her freebie was and it's

14:35:27 I know her too. I know her.

14:35:28 Yeah, it's literally this checklist right

14:35:31 create value for our ideal client. And then, so this

14:35:35 Believe in your value, communicate value. It's literally two pages.

14:35:40 With a link at the bottom to reserve your spot for her next free training.

14:35:44 So that's it. It didn't even have what I recommend is like a little bio page, you know.

14:35:50 And a little bit more about her.

14:35:53 But this gave me the idea, oh, I have a quiz. Maybe someone doesn't want to take the quiz. I can format it here like a checklist instead.

14:35:59 And I could do the same thing. So that's the number one thing I'm going to.

14:36:03 have my assistant do. I just want to show her the checklist. I got to show her this. I got to show her the quiz.

14:36:08 show her this and say, do that like that.

14:36:12 And because I just don't want to go create all the things. So I'm going to give her

14:36:16 the ideas for the content creation.

14:36:19 But this is simple. And I know one of my faults is that I get too complicated and I do too much and I give too much information. Things are too long. I know.

14:36:30 But I personally am the kind of buyer that if I am interested in buying something, I want to read everything about it. I want to read the whole, I want to read a 14 page sales letter. I want to watch the two videos.

14:36:42 I'm going to watch a 90 minute video before I spend money on the $129 thing.

14:36:47 Like, I'm just them. So if it wasn't there, I might not think to buy. I'm not an early adopter. Some people are and they'll buy quicker. Some people aren't and they won't, it'll take them longer.

14:36:58 I'm just of the mindset to so maybe we just need to make it simple like this and then have a couple extra pages. Hey, if you want more information, here's more detail here. If you're not, just go click up there, right? So maybe I just need to format things a little differently. So that was just one.

14:37:14 checklist that gave me the idea of

14:37:17 some other freebies. And so then she's going

14:37:19 Then we need to create web pages

14:37:22 for each one of these freebies. And then she needs to create social posts for the freebies. So then

14:37:29 intermixed with the promotions moving forward, hopefully in January, we'll have a bunch of freebies. Now she already shares the freebies.

14:37:36 on my free

14:37:40 on my free trainings website.

14:37:43 Oops. No, not that.

14:37:49 on my free, that's the webinar.

14:37:53 free training apparently i didn't type it.

14:37:57 She already has memes and posts for pretty much every free training on here.

14:38:03 And she promotes them every once in a while, but she's got, so those are my free trainings and each one has its own page.

14:38:12 And apparently some people tell me, oh, having everything on a big page like this is too much information, but they all have their individual

14:38:19 So I should just pick one instead of sending people to my free trainings page where they get all this stuff.

14:38:25 just pick one a week or one every other week and just share one at a time and it might be better.

14:38:32 So I'm just telling you even the advice that I've been given.

14:38:37 More videos will help people convert more on your website. We've already talked about that.

14:38:41 buy now buttons. Some people i don't even see

14:38:44 how you can buy or get more information.

14:38:48 We're talking marketing though like so we talked about cold versus warm audiences.

14:38:53 Let's talk about, we talked about some

14:38:57 cards like thank you cards, birthday cards

14:39:00 But bulky mail, bulky mail, B-U-L-K-Y,

14:39:05 things in the mail that are bigger are more memorable. So that doesn't mean you spend a lot of money. One year I did…

14:39:14 manila envelope

14:39:15 I think it was a padded manila envelope with one of those plastic

14:39:21 necklace shot glasses for new year it was a new year's thing

14:39:23 So I think I probably did 40 of these packages. I sent them to warmer prospects.

14:39:29 And so the hotter, warmer prospects send something for New Year's, a New Year's care package or something like that. First of all, there was an open thing of confetti in there. So as soon as they

14:39:39 You know how you tear open packages these days

14:39:43 Like I had people saying, oh my god

14:39:46 You know, God's darn you, Katrina. I opened that in my car. I opened that on my counter in my kitchen and

14:39:52 Confetti went everywhere and I'm laughing because it's memorable. And guess what? They're going to tell people about that.

14:39:59 And they're going to remember.

14:40:02 Those are inexpensive. You can get a whole bunch of this kind of stuff on oriental trading or Amazon or even Timu and Sheen

14:40:09 Like you could spend literally like

14:40:12 20 bucks for everything for everybody for like a bunch of mailers. The most you're going to spend is on the postage, right? $1.20 or something for postage. So maybe you spend four dollars

14:40:24 on a package that can be memorable when someone opens it

14:40:28 I think 100% that is worth 100%

14:40:32 sending to hot warm prospects. Clients obviously can get something better perhaps but

14:40:39 But we're talking about lead gen and marketing for sales. So like.

14:40:45 Anybody who's opened your emails could get a bookmark if you have a book, you know what I mean? So there's lots of different things you can send in bulk email.

14:40:52 that I think could make people be more memorable. And it gets something in their house.

14:40:58 It gets something in their house.

14:41:02 All right. We talked about a lot of phone calls and before you got on, Elaine, we talked through a lot of scripts for what to say in different voicemails and stuff. So you might want to listen back for that, but I'll have the transcript to

14:41:13 When it's done.

14:41:15 Suzanne said she does text message marketing. I don't because a lot of the systems

14:41:20 I just weren't using it and I refused to pay $60 a month extra for text message marketing unless

14:41:27 I actually stop and create a strategy of content because I'm not going to get everybody on a text message campaign and have them get

14:41:34 to agree to get text and then not send them anything. I don't know how many times I've signed up for text messages from an event or a conference I went to.

14:41:41 And they texted me one or two before the conference, maybe one or two during the conference and then never again.

14:41:46 I mean, how stupid is that? They had my text. They had my approval, yet they didn't do follow-up text. They didn't do any kind of sales pitch text. They didn't share their sponsors afterwards text.

14:41:58 No other texts afterwards. They just dropped it because all they wanted to do was just get you there in the room.

14:42:03 So in my mind, that's failing.

14:42:06 Because that's not enough. You got to keep it going so

14:42:09 It's not failing. It's just not taking it all the way.

14:42:12 And publicity TV, we talked about this. It is really easy to get on your local media.

14:42:17 And sometimes you don't even have to travel in anymore to go on your local TV station. You can just zoom in.

14:42:23 So it's so much easier than it used to be. So please don't ignore that, you guys.

14:42:31 mailers or coupon books or ads in newspaper. I mean, I put some ads in magazines before for my conference. I've put ads…

14:42:41 And I put in…

14:42:44 calendar of events and newspapers. Now a lot of them are online. So make sure you're looking at your media when you're doing events because they might have an event calendar.

14:42:52 Make sure you're looking at your local community magazines because they might have an event calendar. Now, if they're in print, their event calendar is going to be two, three months out ahead. You have to be planned farther ahead.

14:43:04 But those are other places that you can put events, webinars, workshops, retreats, even all kinds of things.

14:43:13 I'm speaking on stage, we talked about yeah

14:43:16 question or are you just saying yay

14:43:18 Good idea. Oh, you gotta leave.

14:43:19 Christy has to go.

14:43:20 Okay.

14:43:20 Yeah, I need to leave. But thank you. I appreciate you. Bye.

14:43:22 Hi, Christine.

14:43:22 Okay. Yep.

14:43:24 All right. And then hosting events, workshops, webinars. I'm toying. My goal is to bring one back next year myself my

14:43:34 more of an enrollment workshop. But I used to get 70 people to mine in person. And it's funny is like, I always had a goal of 100 people. The most I could ever get was like 75 people to an in-person workshop for three days.

14:43:46 It always pissed me off so bad because I was doing them since 2009.

14:43:51 And I can never get 100 people in the room. And it was so disappointing, but I kept doing it, kept doing it, kept doing it. And I would still sell anywhere from

14:44:00 60 to $200,000 in the back of the room in the high end, right? So that's where you can sell into a high-end program.

14:44:07 But now I'm thinking, okay, if I do an event, is it worth it if I only get 20 people in the room?

14:44:12 I don't know. Like, I don't know. Could I get more than 20? I don't know. This conference, the reason I did the conference with multi-speaker

14:44:19 is because I figured, okay, I'm going to be doing a lot of marketing, but they're a big draw to have all these speakers and they'll help promote supposedly, right?

14:44:29 Right.

14:44:29 And so it'll be bigger draw. So we'll at least get more people in the room that we can all then work the leads for and it would be a win-win-win for everybody. So that's why I brought that kind of an event back in person first before an enrollment event, because I was kind of testing the waters last year.

14:44:46 And it's not easy filling events.

14:44:51 Even now, after COVID.

14:44:55 So…

14:44:57 I don't know. I haven't decided what I'm doing. I have to decide before Thursday, though, when I'm giving my big picture market or business planning webinar.

14:45:05 But all right, hosting event, client appreciation. What was really fun is I partnered with…

14:45:12 my dentist. So my dentist is a member of our local chamber

14:45:18 Okay.

14:45:17 And this year I partnered with her to do a Nabo mixer. So I'm a member of NABBO, the National Association of

14:45:29 Women and…

14:45:28 women business owners and she's not. So it was a win-win-win because now Bo is interested in getting more clients or getting more members

14:45:37 So I thought, well, I'll partner with my dentist so she could be a prospect for them.

14:45:42 we'll have a kick-ass mixer, which is a value to all the members and guests

14:45:49 and collect leads for both of us for her business and mine. And it was, it was a really good event. Margaritas and Mexican food and

14:45:57 You know, we had catering and all that.

14:46:00 that kind of an event because I work from home and she has a brick and mortar. She has a location. So who can you partner with

14:46:08 Right.

14:46:07 that if you work from home that you can

14:46:10 put an event together maybe once a quarter. You could do more than that. I have a friend locally

14:46:15 who's a local realtor and he's doing a monthly networking event and he does it at different locations who sponsor and give free food. But then he also

14:46:25 has people sponsor the event. So they pay a certain dollar amount, which probably covers his costs, I'm sure. And then they can have like a minute on the mic and share stuff. So there's like maybe three sponsors at each event.

14:46:37 And it's a networking event and they're all sharing the promotion of

14:46:42 And so it's a win-win. I mean, he produces a great networking event. There's sometimes 60 people at that networking event.

14:46:49 Every month. So, I mean, he's got a really good thing going. So the more things like that, people want to get out to stuff like that.

14:46:58 Right.

14:46:57 Honestly, but that is not the kind of an event where you sell a $5,000 or more thing right so

14:47:04 But it gets them to experience you, gets you in them in your world so you can then hopefully

14:47:10 continue marketing them from

14:47:12 from then on.

14:47:14 Right. Okay.

14:47:17 And then, so those kinds of things are fun.

14:47:22 blogging, just if you're going to create content anyways, slap it on your blog because

14:47:26 the more blogs you do, the more traffic you can get to your website.

14:47:34 passive marketing things are like, what do you put

14:47:37 And your email signature. My dog's barking.

14:47:42 And I'm sweating in here. I've got the heater on.

14:47:44 Are you still in there? Are you still in the Airbnb?

14:47:47 I am still in the Airbnb probably for a couple months.

14:47:52 Hold on. What?

14:47:58 Do you need to go get her?

14:47:59 Ah.

14:48:01 Well, it's probably just Amazon or something.

14:48:04 So email signatures, like what's in your email signature, right? Sometimes I got to look at mine and change it. I don't change it, but a couple of times a

14:48:11 Yep, I need…

14:48:13 Right.

14:48:12 But I noticed every once in a while, it's like, oh, why don't I put that in there? I didn't even think about it, right? I don't utilize it enough.

14:48:20 Honestly.

14:48:23 So I'm going to go change my IgMA signature too.

14:48:26 Because I should be having my upcoming webinar on there. I should be having the Business Reimagine Conference at my signature, for God's sak

14:48:33 Right.

14:48:32 I just don't take the time to create it. And I don't know, like, I don't have like one of those images that is linked. And some people have really fancy email signatures, you know, like they use a certain tool.

14:48:44 that plugs it in. Honestly, I'm scared to use that because of email.

14:48:49 they're deliverable. Yeah.

14:48:50 Deliverability, yes. And so I just want to keep it simple in my regular email

14:48:57 I think what

14:48:58 prevents some of my emails from going through is just the wording. Like I have

14:49:01 jumpstart your biz. I have, you know, that kind of thing for more tips on how to grow your business, go to, you know, I have

14:49:09 Free stuff. I have all kinds of that wording. So maybe if I create a graphic, I don't know, but creating a graphic isn't necessarily

14:49:17 better because sometimes people look at emails and then there's a box where the graphic's supposed to be.

14:49:24 Right.

14:49:23 I wouldn't rely on one graphic only showing everything.

14:49:26 I like to have different PSs and I've always been told from day one in marketing

14:49:32 that put your gold in the PS, right? So in the P,

14:49:34 Yep, me too. A lot of people skim and go.

14:49:37 I know. And they go down to the PS. So like, that's where all my lead gen stuff is, but it's pretty vague. And so I think I need to be more specific and

14:49:45 Honestly, if there's one thing I want to change, it's this.

14:49:50 And then your social profiles and your about sections. Change those up every once in a while. I set them and forget them. Why? I could change them.

14:49:57 I should change those too, right? So changing our social profiles

14:50:03 I would imagine, especially if

14:50:07 I don't know, like when we do a Google search, right? Let's just do a Google. Let me, I don't think I've Googled you before, Elaine. Let's just see what happens. Elaine

14:50:17 Well, yeah.

14:50:18 Obituary is the first thing. Oh, there you are.

14:50:22 But look at all these Elaine. There's you. There's you.

14:50:24 It's common, yeah.

14:50:26 Show more images twitter that's you.

14:50:30 Laney?

14:50:32 I don't know, because I used to be

14:50:34 Elaine underscore tweets.

14:50:37 So I don't know.

14:50:37 I bet airline, but you were Lainey on your email, I thought so

14:50:40 Yeah, Lainey, okay.

14:50:41 captivate the crowd so you're so what comes up first our social media profiles right

14:50:46 That's crazy. Okay.

14:50:47 So this is what happens. So the social media is what comes up first when you're

14:50:52 Now I'm searching your name like I know you. Okay. So most people, if they do you know uh

14:51:01 speaker training or humor in your speeches like that's those are some keywords you're going to have to look up keywords and stuff and what are people searching for you?

14:51:09 Right. Yeah.

14:51:10 This is just if I knew your name. So it's first it's X because he's probably paying a boatload of money for

14:51:17 getting to the top of Google, I'll bet you. So he's got the deepest pockets out of all the social profiles.

14:51:25 Yeah.

14:51:24 And then we've got LinkedIn and then we got Facebook. That's you. That's your business page because the business page is what's SEO.

14:51:37 Right.

14:51:31 So we can't ignore our business page. It's just nobody can connect with you from there. So that's not like they're going to private message you on your business page.

14:51:38 But that is what's SEO'd, whereas the other is not.

14:51:42 So then we go to Facebook again. That's your personal

14:51:46 And then Wikipedia could be

14:51:48 that's not me but

14:51:49 It could be the person that's dead that they're like whoever

14:51:52 a lesbian pulp fiction author.

14:51:55 Right. Elaine Williams photo, wedding photographer, that's not you. So her Instagram's coming up before yours.

14:52:03 Town of Capitol Heights.

14:52:06 council member okay

14:52:05 Yeah, that's not me. It's not me.

14:52:07 So, but see the more places you are on things, the more you'll have listings, right?

14:52:15 Right.

14:52:15 So these aren't you.

14:52:20 comedian, right? Sewing a comedian

14:52:23 there was a British comedian named Elaine Williams.

14:52:25 Oh, and there's you though, the fourth one. That's not bad.

14:52:30 for being under comedian. Good.

14:52:33 And then you hear…

14:52:36 Let's you.

14:52:39 And that's an old…

14:52:41 sexual assault speakup.

14:52:41 I have several youtube

14:52:44 channels so

14:52:45 I see. Yes.

14:52:49 So 130 plus.

14:52:54 Reddit, Amazon.

14:52:58 There you go. So pictures, everything stays on Google forever.

14:53:03 Forever. Okay. Great goddess. Wow.

14:53:07 So then, yeah, if you're on a lot of, there's another reason to be on a lot of podcast shows, right?

14:53:12 Right.

14:53:13 Because a lot of them will get picked up here. So the deeper we go.

14:53:18 the more there is.

14:53:17 visibility expert, that's you. That's on somebody else's site

14:53:21 Right. Shout out DFW.

14:53:25 Is that like a TV station?

14:53:27 Yeah, I did.

14:53:28 Uh-huh.

14:53:29 They did a couple articles about me

14:53:33 Trailblazer impact.

14:53:36 short form video queen. That's you.

14:53:43 Isaiah.

14:53:43 As a matter of fact, I forgot about that one.

14:53:47 the sober butterfly.

14:53:51 Britton's Got Talent. So other than the Britain's Got Talent person

14:53:55 I mean, you're all over.

14:53:58 the first couple pages of Google.

14:54:04 Thriving women.

14:54:10 So, and you may know this, but I'm just saying it for the recording, that when we Google ourselves.

14:54:18 we see what we want to see. If I was going to Google myself, of course I'm going to see everything

14:54:24 that I've ever done because I look myself up all the time.

14:54:28 So my computer and my Google is trained

14:54:30 is going to cash. Okay, got it.

14:54:33 to see all my stuff. So my website's top because I go here every day. I go to my website, okay?

14:54:39 Okay.

14:54:39 So it's not like that. If you went and Googled me, I'm sure.

14:54:44 Okay.

14:54:44 Then it goes to Instagram.

14:54:47 I don't know why, jumping in a bed in business. That was a good interview

14:54:51 These are all podcast interviews. I bet there's a ton more.

14:54:56 Look at all the podcast interviews. These are all me.

14:54:59 Yeah.

14:55:01 Or videos.

14:55:04 And there's tons more because there's tons more

14:55:09 Right. Okay.

14:55:07 This is why you got to be everywhere, right? Look at all the books. You got to put them on YouTube.

14:55:13 Amazon.

14:55:15 So, but yes, I'm searching for myself. So that's not helpful necessarily.

14:55:20 Do you ever do the incognito thing?

14:55:24 I can.

14:55:26 But I'll bet you with myself, it's the same.

14:55:34 Yeah.

14:55:36 Yeah.

14:55:38 And it could be that there's just no other Katrina Sawas. I have one of those lucky names.

14:55:43 Yeah.

14:55:44 And that's one of the best things that came out of my first marriage.

14:55:51 You got a good last name, girl.

14:55:53 I went from Katrina Lorenzen to Katrina Asawa.

14:55:59 So yeah.

14:56:00 Love it.

14:56:03 Okay, we talked a little bit about memberships and organizations where target market hangs out, sponsor them more. Don't just show up.

14:56:11 in their emails, ads in their programs, ads in different things.

14:56:14 So you have visibility, make sure the ad is good.

14:56:19 sponsoring certain events. I really, I look at a lot of different things like that and I'll pay two or 300 bucks sometimes

14:56:25 I was saying before you got here that I'm paying $875 to do the California Conference for Women in San Jose in February.

14:56:33 And so I'm exhibiting there.

14:56:39 When VIP, yeah.

14:56:36 Because $875 is nothing compared to if I can get a client for $5,000 to $25,000.

14:56:43 Or multiple clients so yeah

14:56:45 volunteering board seats. Now only do this if you're making tons of money because they really suck dry all your time.

14:56:51 Yeah, I've never been asked to be on a board

14:56:55 But I've…

14:56:54 I've been on a board and I won't be on one again.

14:56:58 Until I'm making…

14:57:01 half a million dollars or more per year.

14:57:03 Okay.

14:57:05 Popeyes and drop buys sometimes like way back when I used to actually do those.

14:57:10 In some jobs that I had, I did them more.

14:57:13 But I don't do them necessarily now. I don't do door-to-door knocking or door hangers now, but some businesses still could do that.

14:57:21 Okay.

14:57:22 video content we talked about, affiliate marketing, strategic alliance we talked a lot about earlier.

14:57:27 Right.

14:57:27 webinars, print advertising. When do you do print advertising? When do you do online advertising? That's always the question I get.

14:57:35 And it's when you have the money to do so like the discretionary money, like an extra two, $3,000 a month is when you do those and

14:57:47 and you're ready to really catapult

14:57:50 Yeah, I've dabbled in the Facebook ads and it did not go well but

14:57:54 Yeah, but dabbling is not going to bring you money. It's not going to bring that big of a return, if anything.

14:58:01 Yeah.

14:58:00 You can't dabble. So don't even bother doing it unless you can do it right is what I usually say. Okay.

14:58:05 Yeah.

14:58:06 And then writing a book, when's it time to write your own book versus a compilation book? I know you've been in your, do you have your own book or just compilation?

14:58:14 I have two books.

14:58:17 Okay, go.

14:58:16 I have two of my own books from when I was speaking for colleges on

14:58:20 You know, one's on sexual assault stuff and one's on alcohol awareness stuff

14:58:25 And then I've been in group books.

14:58:27 Yeah.

14:58:27 And I know at some point I'll do my own

14:58:29 That's more about like humor and healing and stuff like that but

14:58:33 I did two group books this past year and I need a break.

14:58:37 Okay. Yeah, no, that's fine.

14:58:39 And once you start doing more, figure out how to do maybe a little tips books and stuff, little short ones.

14:58:44 Right, right.

14:58:45 do more little books instead of one big book to make it easier. And it's something good to promote so

14:58:52 it would be time to get your own book.

14:58:55 in the next year or say going

14:58:56 Oh, like a speaking tip, like a super short or storytelling.

14:58:59 It could be, yeah, take your humor tips and put them into a tip book

14:59:03 Like how to add more humor in, you know, 21 different ways in your life or present or business

14:59:11 Or 52 different ways and you have one a week or something like that.

14:59:14 Right.

14:59:21 Right.

14:59:15 Yeah. So it doesn't have to be the book. People think, oh, I'm going to write my book some days. It took me three years to get my first book done.

14:59:27 Right.

14:59:23 And then like three months to get the second one done because I realized it wasn't about writing everything in the book. It's just hurry up and get one book done, promote it, have a big sale, have an event, have a thing.

14:59:34 And then do another one next year, et cetera.

14:59:38 Okay, good.

14:59:40 Article marketing, writing articles on others, blogs, websites, magazines, that used to be really popular. It's not as popular anymore, but if you can, like for Polkadot, it's on my list of things to do to write an article for Pink Ink magazine.

14:59:53 And, you know, have I done it yet? And it's been out for how many months now? Almost a year, I think.

15:00:02 Right.

15:00:00 And I haven't done it. I haven't done it. So why haven't I done it? Because I haven't made time to do it.

15:00:10 Right.

15:00:05 That's silly because I could be in one of the next magazines, right? If I just stop and write a freaking article

15:00:12 It's just there's certain parameters around it. And so I have to brainstorm it and all that. But there used to be a lot of different sites. There used to be like a submit yourarticle.com. I don't even know if that's still around. Let me just see.

15:00:26 Because…

15:00:31 it would push it out to like

15:00:32 And medium.

15:00:33 over 200 different sites.

15:00:35 No, it's not there. What did you say? Medium?

15:00:38 Well, I know some people write for medium and they love that

15:00:42 Yeah, yeah, yeah. There are some sites

15:00:44 go and look. Human Story is a place to read, write, and deepen your understanding.

15:00:49 I've heard about me. Right. So if you want to write…

15:00:53 Okay, I have to sign in.

15:00:56 get started. I have to sign in.

15:01:00 It won't do anything until I sign in. But yeah, so if you could find places where you can write articles now on LinkedIn, you can.

15:01:08 And not just you. I think I said this last time too, if you're not writing an article on

15:01:12 LinkedIn, you definitely want to write newsletters. I'm sorry, not an article, but newsletters.

15:01:17 Yeah, I've been doing it not consistently enough, but I need to.

15:01:22 So under my activity is my newsletters i believe

15:01:27 So then if I just go here

15:01:29 It clicks to all my newsletters. And so honestly, I don't do it in

15:01:33 Wow.

15:01:34 I don't do any of these. My assistant does them. She takes them from my content from my email

15:01:38 puts it on the blog and then creates these and then creates social posts to promote to the blog

15:01:46 So there's…

15:01:48 Seven…

15:01:51 190, almost 800 subscribers

15:01:55 just here. So they're watching.

15:01:59 And she's not doing…

15:01:59 Wow. Okay. That's awesome.

15:02:01 She's only doing one a month. So I could really be taking advantage of this more often.

15:02:06 And I should. So that's another thing that's going on my list.

15:02:10 She sounds amazing. Does she have room for other clients or is she full-time with you only?

15:02:15 No, I sent her probably 10 people in the last six months so

15:02:20 Okay, so she's back. Okay.

15:02:21 I don't.

15:02:23 I can ask her. I'm going to talk to her this week.

15:02:26 I'll find out if she has room. What was I going to do? Oh.

15:02:30 Okay.

15:02:30 LinkedIn, more newsletters.

15:02:33 Okay. And I'm sorry, I have to jump it.

15:02:36 No, I do too.

15:02:36 Katrina, I just want to tell you, I think you're a badass and I'm so grateful

15:02:41 that you've gifted this to me and I'm really learning so much.

15:02:46 Oh, you're welcome. I'm glad.

15:02:48 So I really appreciate you. And I'm going to go back and watch the last call and the beginning of this one for sure.

15:02:55 Okay. Thank you.

15:02:53 Okay. All right, Elaine. We'll see you later. And I'm just going to finalize this real quick.

15:02:58 Okay, thank you. Thank you so much.

15:03:00 Thanks.

15:03:01 So let me finish the list. We've got running five day challenges. Some of you might like to do that. Some of you might dread doing that. I'm the dread.

15:03:10 I don't want to go through a five day challenge. I don't want to go in there. I'll go in day one and never go back.

15:03:16 So I'm not a typical five day challenge recipient or attendee, nor do I want to do one. Even if someone were to create it all for me, I don't want to go in and do that.

15:03:28 it's too much pressure for me. But some people love that strategy and can build their list tremendously doing that and or build their Facebook group or LinkedIn group.

15:03:37 If you're doing it inside the group. So it could be a really good strategy for those of you who love

15:03:45 Okay. I would highly recommend doing it. Now, there's people who teach certain strategies around it and I've taken

15:03:51 like a one hour class on how to do them. There's a couple different people I might recommend to follow. Don't just try to figure it out yourself.

15:03:59 Please have a strategy of someone who's teaching it because just like anything, if you just try to wing it yourself and figure it out yourself, you're going to get wing it results. Okay. That's why you're here.

15:04:08 Learning more sales and systems and marketing and stuff, right? So if we're going to do a five day challenge, please make sure

15:04:16 that you…

15:04:18 And I have my three o'clock calling me. Hold on one sec.

15:04:21 Okay. And then create more freebies. We talked about that. Creating your print or online marketing materials, images, memes, brochures, postcards, banners, flyers, business cards, logos, name tags. This is all marketing.

15:04:31 Please make sure you have your collateral, your marketing collateral done. It's ready. You've got your banners. You've got your signs. You've got your flyers.

15:04:39 And they are ready to just walk out the door with in case you're going to a networking event. Be ready for anything all the time, including

15:04:47 order forms that people can sign up for stuff. So be ready for that at all times.

15:04:52 So that's the gigantic marketing checklist.

15:04:55 I'm not going to go into this six steps to succeed faster in business

15:05:02 It's kind of it's kind of

15:05:03 We've talked about some of it, but you can take a snapshot.

15:05:07 Why don't I put this?

15:05:09 I'll take a snapshot of this and put it in

15:05:13 the

15:05:15 Facebook group or the page. Let's see where's my okay so then I'm going to go back to this real quick.

15:05:22 I got to finish up because I got to go and pick up my kid. So we went through follow-up marketing, social media marketing funnels a little bit for lead gen with new freebies.

15:05:30 We went through affiliate and partner marketing. We didn't really do all the billing invoicing. We can talk about that next time.

15:05:36 And then customer onboarding, you know, really make people feel welcome

15:05:42 Thank them fast, send them stuff in the mail, get them started on programs.

15:05:47 Right away. So you don't get returns or questions or whatnot.

15:05:52 The sales strategies to close more sales. We talked a little bit about this. My favorite is number one.

15:05:57 If you're in a one-on-one conversation

15:06:00 with a prospect, like a discovery call or strategy session, please, please, please don't just offer them one thing and hope they say yes.

15:06:08 Please offer them this or that. And please start with the highest priced one first.

15:06:13 and then go down from that. Start high, go low. Always start high. If you go low and add.

15:06:20 They're going to be like, oh, no. Right. So if you start high and then go low, they're like, oh, like, especially if they're not going to probably buy the top one, then, oh, thank God there's a less expensive one option, right?

15:06:31 So always this or that is number one.

15:06:35 There's the takeaway close. We'll have to talk about the sales strategy behind this all.

15:06:40 Next time, but if you're watching this replay and it's still the 12 days of Christmas or the best year yet.

15:06:48 giveaway is still going on. I'm actually giving away my entire sales strategy, my Jumpstart Your Sales System training. I mean, it's a three video part, kind of like what we're doing here, but all about sales conversations.

15:07:01 You should get in the giveaway through my affiliate link, please.

15:07:05 And then go get that. Please go find my poster or my email where I talk about that best Harriet giveaway.

15:07:13 sign up under me and you will get my sales system, which talks all about this.

15:07:19 So, uh.

15:07:21 And then your wow customer experience. How are you going to make sure they get to know you with emails and videos? We talked about that earlier. Send them something in the mail, give gifts.

15:07:31 what needs to be delegated, right?

15:07:35 These are some things you might need to systems you might need to add, sales call sign up. We talk a lot about this today.

15:07:42 So your homework for call number four is to review this, take some notes. I talked through a lot of wording of a lot of different things. So make sure you have those scripts down.

15:07:52 Add whatever you need to do to your to-do list and your order of importance list. Plot some time on your calendar to make updates to some of this, to add some of it, to talk to your assistants to delegate it.

15:08:04 to create some of it.

15:08:06 And or schedule a call with me. You guys have access to do a 90 minute call with me.

15:08:11 For 350 bucks, I think. And I sent that out in an email.

15:08:16 As a bonus. And so for 350 bucks for 90 minutes, just me working on your stuff, we can punch out a lot of this stuff and get it done.

15:08:24 Just so you know. So that's a good idea to do so we can just stay focused on your stuff.

15:08:31 Look through your database and who you're connected with and all those circles.

15:08:35 And determine how you're going to reach out and connect with more people so you're more visible and more memorable to everybody that you're

15:08:42 that you can be, right? And choose which of these marketing strategies you'll add or tweak

15:08:48 or do and uh and there we go. And so that's call number four

15:08:54 of our sales and systems boot camps

15:08:56 We got to run, but we'll see you next week.