

Molly Mahoney  
on Using Facebook Live  
to Build Your Audience  
and Sell Your Online Courses

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Following is the transcript of a video interview, which [you can watch here](#).

**Lexi:** Molly, my first question for you is, who are you and what do you do?

**Molly:** Who am I? I am Molly Mahoney. I am a mama of two little boys and a camera confidence coach and a Facebook Live ninja. What I do is I help successful business owners to really dig in and unlock their inner awesome and then elevate it using the magic of Facebook Live so that they can build their credibility, visibility, and be known as the authority in their space so that they can attract qualified leads who are ready to throw credit cards to their face.

**Lexi:** I love it. That is why I'm talking to you today, Molly. Tell me about when you were just starting out with this audience building thing and also thinking about putting out an online course out there. What kind of an audience did you have at that time? Did you have a big audience to begin with?

**Molly:** I did not. Actually, when I first joined the Course Builders mastermind and your amazing program, Course Builders Laboratory, I actually was focused on a completely different audience. I had, I think 400 people on my list. I had several in-person vocal students so I was offering musical theater coaching and I was launching a program called Prepared Performer Profits that was teaching artists how to cure the starving artist syndrome and build a business around their creative talents. When I joined this program, I already had the course ... I already had it pretty much created. I think I was like in the middle of creating it. I had pre-recorded a lot of the videos and I was just getting ready to launch my pilot.

**Lexi:** I remember your story from *Teach and Grow Rich*, the latest edition of the book that Danny wrote. You said that you actually had to pivot from your pilot to your actual course. When you ended up pivoting, does that mean you lost your coursework for a different audience?

**Molly:** Oh my gosh. It was completely different. My pilot went really well and ... I mean, so I had 15 people in my pilot program. It was mainly people that I had reached out to individually. I should go back. I

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don't know if all the Q and A calls are saved, but there was one day when I came on and Danny answered a question in such a brilliant way. I can't remember what he said. I should have done that beforehand.

It was something like I was trying so hard to grow really big, really fast but I missed out on really validating the ideas and so much of what is taught in this program is like you don't have to have everything created ahead of time, but when I came into this, I was so set on my ways that I didn't really listen to that. What I realized is that on a bigger scale, it just wasn't a problem that that audience was ready to pay for. It was like the problem but it wasn't the symptom that they were aware of. Does that make sense?

**Lexi:** Mm-hmm (affirmative).

**Molly:** When I did my full launch, after the pilot went really well, I have lots of testimonials and everything. I did my full launch and you know how many sales I had?

**Lexi:** How many?

**Molly:** Zero. Actually, zero.

**Lexi:** Oh my goodness.

**Molly:** It was terrifying and horrible. I had a panic attack under my desk. Andy was so amazing because I was like... I remember, I was actually in a really fancy coffee shop in New York City messaging him like, "Okay, I have ... " I mean I get chills when I think about it now because it was so terrifying and it was so, so horrible and really in the beginning, I should have listened to more of what Danny was saying which is like, "You've got to be open and listen to your audience."

At that point, I just looked and tried to figure out what it was that people were responding to that I was doing and the main thing was video. Even in here when I would post my promotional videos, everybody was supportive and like, "Oh my gosh. I love your videos." Even though I was performer, I had never considered myself an on-camera performer. There was this new tool called Facebook Live that I was playing around with and I was like, "I'm going to figure out how

## Molly Mahoney on Using Facebook Live to Build Your Audience and Sell Your Online Courses

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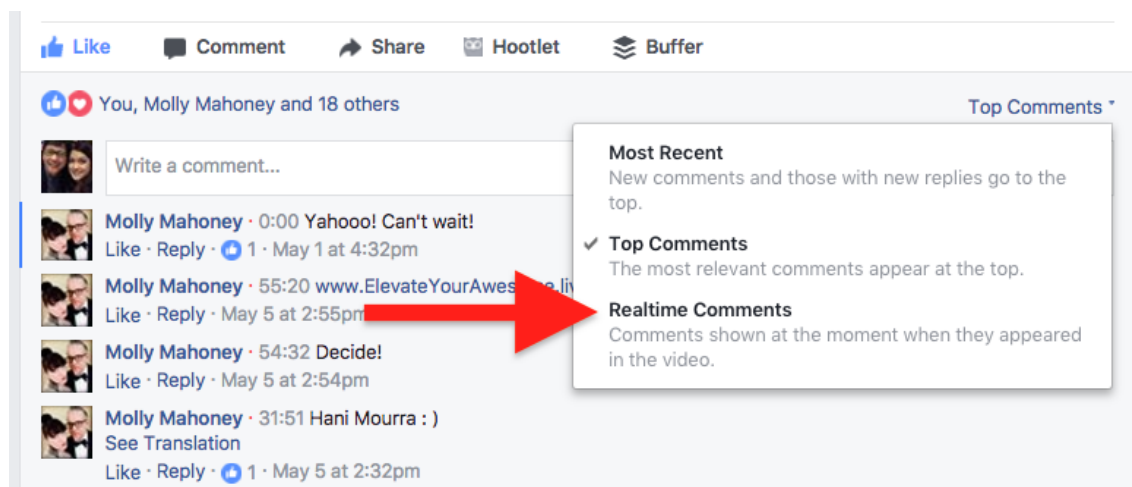
to get people, apply everything that I was teaching to the performers, and apply it to business owners, and apply it to Facebook Live.”

**Lexi:** You didn’t have much of an audience. How did you come to choose Facebook Live as a platform for that? What else did you try? Did you try anything else?

**Molly:** At that point, I had really already done ... I had done pre-recorded video. I had done blogging. I had done all these things, but I really just ... I knew Facebook Live was a new thing, but not very many people were using and that not very many ... It was a way to build that one-on-one relationship because my pilot did well because I had one-on-one relationships with those people. In the pilot, you’re reaching out one-on-one and so you have that relationship.

If you want to go big, it’s like how do you build that one-on-one relationship? That’s where Facebook Live is really magical because if you do it right, you can have a one-on-one conversation where people are able to comment below and talk back to us and then from ... Even if no one is watching live, if you treat it like a one-on-one conversation, when someone watches the replay, it feels like they’re watching it live. They can respond in real-time as if they’re having that conversation with you.

**Lexi:** What people might not realize that I have observed from other people’s Facebook Live broadcasts is that you can set it up so that the comments appear at the right point in the video, in the recorded video.



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**Molly:** Yeah. Most people, that's the default setting is that when they comment, they'll see the comments of everyone else who's commented at that time and then the new comments that come in like even when I watch a replay, I often comment in real-time as if I'm speaking back to the person. If you're watching this right now, we would love it if you would comment below and say, "If this is intriguing to you and you want to learn how to really fill your programs, comment below with the word, 'Heck, yes.'" It would be awesome because as the replay keeps going out there, the more people that comment, "heck, yes." You'll see how it doesn't matter if you have a lot of people on there, live. The social proof can continue to grow.

**Lexi:** I'm glad you mentioned that because that was my next question for you is ... My biggest fear when I first had my Facebook Live broadcast was "what if I go Live and no one watches me? I'm going to feel like such a fool."

**Molly:** It's a fear that most people have and it's something that stops people. What I've realized is that a lot of that is based in our ego. Not ego like, "Oh, you're egotistical," but ego in our fear, our actual internal, "Oh my gosh, what if nobody cares?" I have this method that I use called the APR method and it's announced, like you did, you Announced. Then if nobody was here right now, we're just going to Pretend. It's announce, pretend and then Repurpose.

As long as you're providing value and you really know who your ideal client is and you're really speaking to that exact ideal client, they will start to ... You're consistent. You do it consistently at the same time every week or whatever. They will start to realize the value that you're providing. I have one video that I did that literally only had four viewers live and that was the total of the people who had viewed it live.

It was a 20-minute video. Throughout it, I saw that number at the top, that zero. Nobody cares. I was super freaked out. It was early on in my Facebook Live journey but I just was like, "You have to keep pretending that people are here." Now, it's had over 24,000 views which that part isn't really that important to be because the views could be a three second view, right?

**Lexi:** Right.

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**Molly:** I just checked it this morning and it's had 68 shares with free traffic of people recognizing that it's valuable and putting it out there. Within that video, I had a strong call to action and the opportunity to join an upcoming masterclass. That masterclass is basically a webinar that I teach live in a private Facebook group and I update that link every time I'm going to do it so anyone who watches that video is automatically invited to my next masterclass.

**Lexi:** Cool. I'm so glad you mentioned that because that's the other thing. You said, "Okay. What if they're just hanging out for three seconds and then leaving?" How does that actually build your audience?

**Molly:** That's part of the thing is that there's three different ways that I make sure that you capture people's attention. One is that when you first start talking so many people will do exactly what we just did on this video.

**Lexi:** Which is what?

**Molly:** I'm going to give you a tip next time you interview someone.

**Lexi:** Yes, please.

**Molly:** You have seven seconds. They say that we, now as humans have the attention span of a goldfish. You have seven seconds to capture someone's attention. If the first thing that you do is you introduce yourself or you introduce your guests like, "Hi. We're so happy to be here. Today, we have a very special guest. Hey, Molly Mahoney. Tell us who you are?" How many seconds is that already?

**Lexi:** Five?

**Molly:** Yeah. It's the same thing we hear on any other video. Instead, this is how I do it. If you think of the exact person with, not an avatar, but an actual person in this program that you know should be doing live video, but who's maybe struggling with it and maybe they ... Has Danny done many live videos? I'm just asking.

**Lexi:** None.

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**Molly:** What? What did you say?

**Lexi:** None. He doesn't do them live.

**Molly:** Danny, I'm going to make you my ideal client right now. Danny, if you're watching this video, I am super grateful for you and so I'm sending this video to you. What I would do if I know that I want Danny to really notice this video is going to be valuable for him, first, I would have to recognize I'm speaking to Danny on this video and what I do with my clients is I help them to make a list of problems that their ideal client is solving.

If I'm going to make a list of problems that someone who has yet to launch a course, that list of problems is going to be different than if I make a list of problems that Danny is experiencing. I make a list of problems that I think Danny is experiencing anyway. It would be like his courses are selling, his clients are getting massive results, but he really wants to take it to the next level and have even more amazing people in this program.

This is how I would start the video. I look right into the camera. I imagine that Danny is sitting across from me and that Danny has said, "Hey, Molly. Dude, you rock our program and I see that you're using Facebook Live. I'm hesitant. I don't know if I really want to use it. It seems like it's a lot of technical stuff. It seems scary. Why should I really use Facebook Live?" I imagine him saying that.

I'm going to say, right into the camera, "So I hear you. You have a lot of success. However, I bet that inside there, there's part of you that really wants to blow it up and get even more people into your programs. If you really want to take it to the next level, you have got to hang on today because I am going to give you mega awesome value that's going to show you exactly why Facebook Live is the next best thing that will skyrocket your lead generation and course building." That was totally made up on a fly. You jump right in and tell them. Tap into their problem and tell them how you're going to solve their problem.

**Lexi:** That is just awesome and I will make sure that Danny sees that bit.



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**Molly:** (to someone who posted a comment) Hi, Andy.

**Lexi:** That's one thing. I think you mentioned-

**Molly:** Three.

**Lexi:** Okay.

**Molly:** You want to tap into that problem right away. I heard Bryan Harris mentioned this. It's called the PAS formula. It's Problem-Agitate-Solve. If I'm speaking to people who have just done their pilot and they really want to have an awesome launch so I say, "Okay. You've had an awesome pilot program, but now how the hell the heck are you going to fill it? You don't have a list. You don't have an audience. All you have are your personal clients. Dude, today I'm going to give you five ways that you can grow your list and fill your programs." I start it right there then I give the call to action immediately and I say, "And if this is something that you find valuable," are you ready for this, Lexi because this is the mind-blowing tip?

**Lexi:** I'm ready.

**Molly:** Instead of saying click the link, say "Comment below." If this is something you really need comment below with the words, "Give it to me" or whatever you use that's funny in your brand. With the words, "Give it to me," and I will get you my video content planner so that you can feel awesome about rocking these tips and provide value for your audience.

**Lexi:** Why would you do it that way? Why would you say comment instead of click?

**Molly:** Facebook is focusing on live video and pushing live video out there even more but if you really want to get organic reach, you've got to prove to Facebook that people are engaging in your content. It increases the organic reach. It also creates what's called micro-commitments. When someone hears you say to do something, if they click the link, they're gone. It's platform specific when they comment below and it provides social proof because when people watch my videos, it's like, "Give it to me, give it to me, give it to me, give it to



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me, give it to me.” You see all of these crazy comments and then anyone else who sees it, even that video that only had four (live) viewers, there’s 300 comments on it and it’s all because I said “Comment below if you want this thing.”

**Lexi:** Then how do you get the thing to the people who want it?

**Molly:** There’s two really cool methods. One is you actually go in yourself or with your assistant and you respond to them which is what I used to do. It was pretty easy. I would just go and look at the comments from that day and I would be like, “Yeah, yeah. Here’s the link. Oh, you’re going to love this. Here’s the link.” I would give a little personal message to every single person building that relationship but now, do you know much about chatbots?

**Lexi:** Yeah. We’re starting to talk about that.

**Molly:** Now, you can actually connect it to a chatbot that sends them that message automatically. I have videos that I’ve done and because you can pre-schedule them with being live, you can pre-schedule the video. Go into a tool like ManyChat. How do I pronounce your name? I’m not sure how to pronounce your name but, yes, you just commented with exactly the right thing. Hurray.

ManyChat, the way that I have it set up, I call my bot, #mollybot so as soon as they comment with that specific phrase—Andy, you rock too. I’m so happy you’re here also.—As soon as they comment with that specific phrase, it sends them a message instantly that says, “Hey, Mollybot here. I heard that you wanted access to my video content planner. Are you sure you really want it? If so, hit reply and say....” You set up another key word and then it sends them the link right away.

**Lexi:** Nice.

**Molly:** That creates that relationship. It’s like a one-on-one conversation. People actually open their messages on Messenger and it subscribes them to their Messenger list ... I’m sorry, to your Messenger subscription.

**Lexi:** Okay.

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**Molly:** You can follow up with them via Messenger at any time.

**Lexi:** Right. What was your third tip?

**Molly:** Lexi, you are a rock star. That's exactly what I'll do in a minute. The third tip and this is for those people who are the three-second viewers. After you go live, when it's over, you want to make sure that you really juice up the description above it. You do that Problem-Agitate-Solve thing in the description. You say like, "Hey, did you have a great pilot and you wish you could fill your whole program? Dude, today.... "

In your own voice, you want to be really targeted towards the type of person that you want to attract so you may not say "dude" in your audience but you want to say something that's like, "I have something really powerful for you today: Three ways to build your audience and to fill your course without having a list," whatever. Then give them the link right there. Even though you're not going to say click the link, put the link in the description above for those people who are afraid to comment or who don't actually watch the video.

**Lexi:** Now, how do you ... Aside from putting the link in the description, how do you get people onto your mailing list because we still want them into your email list, right?

**Molly:** Right. You just want to make sure that you're providing, I call it non-product based solutions. A lot of people get worried about delivering all of the content that they have already in their paid program. When you're building your list, if you can give them something that would solve a problem that you don't actually solve within your course but that they still need. If your audience needs time management like they're overwhelmed and it's preventing them from jumping in to launching a course, you could do a video about time management and a download or something that's three time management hacks.

It's still solving their problem. It allows them to see you as an authority and it's not giving away anything that's actually in your program. People are really willing to share it because you're not selling anything. It's not like a thing that's getting them into a thing with

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your program. It's just valuable information. They're sharing it, they're getting on your list. They're having that conversation because you're solving their problems.

**Lexi:** In other words, you give an incentive for them to sign up for your email list, something that's connected to your course and whatever your broadcast is about?

**Molly:** Yeah. I usually will try and tie it into what my broadcast is about just so that it's really very congruent. If you want them to get something that's connected to your course, then for example. I did a video recently about being a salesy weirdo because so many people are afraid to share their stuff or afraid to make sales because they have an icky feeling about sales because they've experienced it in an icky way on the other side.

I did nine ways to avoid being a salesy weirdo. I knew I wanted to film... I have this little course now that I offer that's called the Messenger Automation Academy. I wanted to also prove to them that I could deliver massive value and make a sale at the same time. The third tip was to use non-gimmicky automation.

**Lexi:** It's like the chatbot that you mentioned.

**Molly:** Yes. I said, "When you use the chat bot, you don't want to become a salesy weirdo with your chatbot either." You want to be playful and human and use that automation as a way to build more connections. Then I said, "And if you want it, comment below with the words, 'bot me,' and I'll get you information about it." That was my call to action which actually was to make a sale but it was in the middle of all these other things about being a salesy weirdo.

**Lexi:** Right.

**Molly:** I don't know if that makes sense.

**Lexi:** It does. Wait. You mentioned something that reminded me-

**Molly:** Rocky says, "Awesome stuff." Amazing. I'm glad that you're here.

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**Lexi:** Show that. What do you think is it about Facebook Live that makes it particularly good for online course creators?

**Molly:** In your courses, I'm assuming there's some sort of video aspect. There might not be but for most of us, there is. Some part of the program is video-based and if it's not, if it's audio-based or in written form, they're still looking to you to be the authority and the person that they're going to trust and take advice from. When you can come on super authentically in a live video, it gives them that trust. It builds the know, like, and trust factor that we all talk about and the fact that it's live means literally anything can happen and everybody knows that. It's what freaks people out but it's also what makes people love it and be more inclined to actually trust you.

**Lexi:** Recently, I saw this study that said that females tend to prefer live video over other types of content and I thought, "Hmm, Interesting." If anyone is watching this and their target market is females, that's another reason for you to use Facebook Live.

**Molly:** You know what, it's so funny that you said that because yesterday, I was talking to another female friend of mine and I've been doing this... I do this thing in my hot tub where I literally go in my hot tub and I have Q&As from the hot tub. It's always all women. It's just all of us hanging out in the hot tub. It's super funny. Every once in a while, there will be one or two men there, but I was saying to her that I have this huge community of girlfriends now and it's weird because growing up and in college and stuff, I had many more male friends than I do now. It creates this girl talk feeling, I guess. I don't know.

**Lexi:** It is interesting.

**Molly:** It's a way to celebrate who you are. That's funny because I have some male clients and actually I've noticed that... I mean, not just stereotype, but I noticed that more of my male clients are afraid of admitting that they're afraid.

**Lexi:** Of being live in particular?

**Molly:** More of my female clients will come on and be like, "I'm a little freaked out but I'm going to go with it anyway." That works so well to

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admit that you're freaked out. It allows your audience to be like, "Oh, good. I'm glad somebody else is freaked out about this."

**Lexi:** You called me out earlier on what I did wrong with starting this broadcast. I'm going to get back at you and ask you to share with us what was the biggest mistake you made when you starting out with Facebook Live?

**Molly:** Oh my gosh. I have so many. There's two really embarrassing ones. One is I didn't realize that I was actually in a group and I did a live broadcast that I thought I was doing on my personal page. It was all about how to breathe from your belly. The whole video was focused on my stomach and I was breathing out and in and I did it in Todd Herman's 90-Day Year affiliate group.

**Lexi:** Wait a minute. Do you mean to tell me you can broadcast from a group even if you're not admin for it?

**Molly:** Yes. Not with BeLive but with your phone. I learned that, that day. No one told me and I went live for a whole half hour in that group and my friend, Sarah was on and she was commenting back and forth and I thought it was so weird that not very many people were there. Then I couldn't find the video afterwards. A stranger messaged me and was like, "Hey, I love your video on breathing but I just want to make sure you know that you did it in Todd Herman's 90-day affiliate group.

I had to delete the video, make a really embarrassing, awesome apology. When you go live, there's a little thing when you're on your... I mean on BeLive, it's very specific how to set it up but on your phone, there's a little thing that you can switch it if you're on your personal page from personal, groups, business page, and even you can actually select specific people that you don't want to see the video.

**Lexi:** Nice.

**Molly:** I had a client tell me, she didn't want her mother-in-law she was doing this. I was like, "You can go in and it says "friends except." You can block certain people from your live videos before you go live."

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**Lexi:** Very good to know, very handy. Speaking of, should we go live on our personal account in a page, in a group, where and what's the difference with each?

**Molly:** When you're looking to build an audience, build your list and eventually fill a program, I have a really specific method for it. Can I just share it with you?

**Lexi:** Of course.

**Molly:** I don't always share this in public but I'll share it with you right now so the people who have stayed on this long in the video will get the juicy stuff. I have this very specific three-part thing that I teach in my program which is you use your business page to deliver high value, very specific bullet pointed lessons. You do it once a week at a very specific time and then you end up repurposing that either by putting it on your blog or turning it into a Facebook ad.

Sometimes people are afraid of using their business page because there's not a lot of engagement there and that's why I developed this whole system. If you're speaking to your ideal client and you're solving problems and you use these other pieces, I'm going to tell you, people will start to recognize that you're providing value on your business page and then you can do so much with the data that Facebook is collecting.

You can figure out who's watching your video and re-target them. You can build a look alike audience based on who's watched that video. It's things that you tend to do on your personal page. That's the high value-based videos on a weekly basis at a very specific time go in your business page.

Then on your personal page, also once a week, either right before you do your video or the day before you do your video, you go live on your personal page and you have a conversation.

**Lexi:** Wait. What do you mean by a conversation?

**Molly:** You don't want to be a salesy weirdo and do lots of business on your personal page. It's against Facebook's terms and conditions. It's



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just your personal page is supposed to be for socializing and for personal stuff.

Here's how I do it. It's different for everybody's business. With my private clients and in my program, you develop your own path for this but here's what I do. Every Monday morning, around eight or nine, usually nine, I have this cool thing. I have this tripod thing stuck to my mirror in my bathroom. It lives there permanently.

This is another one that I have. It's stuck there and I do my makeup in my bathroom every Monday morning, getting ready for my live video on my business page and I start a conversation about that topic. The salesy weirdo video that I did, I said like, "Are you suffering from post-traumatic salesy weirdo syndrome?" I didn't offer the tips. I started the video and said like, "All right. I want to know, on the other side of the salesy weirdo, have you experienced salesy weirdos or I want to know even more, have you been a salesy weirdo? It's okay. Admit it. I've been one, too."

Then I said, "I'm going to be doing this video later on my business page about how to cure the salesy weirdo syndrome but I just want to have a conversation with you about it. So while I'm getting ready, let's talk about salesy weirdos."

**Lexi:** Are you telling me you're broadcasting live from your bathroom while you're doing your makeup?

**Molly:** Yeah. You want to be really intentional so when I'm on my business page, I have my set, it's all pretty but I show my ... My audience sometimes is, 'I could never do this because you're a performer and you're polished, whatever.' I am really specific about showing them that I'm not polished all the time. I start it with no makeup on. I get ready.

**Lexi:** That's your personal page?

**Molly:** My personal page.

**Lexi:** Okay. How about if you have a group?



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**Molly:** Then the group you save for really specific things like this. We announced it ahead of time. It's a high value and it's a reason... This is obviously the paid course group but it's a reason to get people into your group. I've done interviews with specific people like Hani Mourra. Some of you may know him. He's amazing and has created several tools that you can use with your live videos. I did an announcement outside of my group saying, "Hani is going to be teaching inside our group about how to do this, this and this." My opt-in, my call to action was literally just to join my group.

Then it built my group and as I'm providing value, by having Hani on as my guest, they're recognizing that that value is coming from me even though it's really coming from Hani. The people who were there and witnessed that video which is still in my group right now, they're like, "Oh my gosh." Everybody was like, "Crazy. This is amazing." It was really just me sharing Hani's information.

**Lexi:** Wow.

**Molly:** To get it, they have to be a member of the group so it's like exclusive, only offered within that group.

**Lexi:** My goodness. My brain is almost exploding with all the new things that I'm learning from you.

**Molly:** That's my favorite. I forgot to use the hashtag mind blown. Welmoed, Hani is-

**Lexi:** I'm sorry?

**Molly:** Welmoed just asked who is that? His name is Hani Mourra. I can share ...

**Lexi:** Do you want to type something?

**Molly:** I'm typing it right now actually.

**Lexi:** Awesome.

**Molly:** If you guys want to see that training, I would love to give you access to that as well. He's seriously amazing.

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**Lexi:** Now, you mentioned you are a performer. In case people are not familiar with Molly. Molly is a performer with a lot of experience with live performances so naturally you would be good with Facebook Live, but what about for those of us, the mere mortals who don't have that experience. Can we do this well enough to actually use it to build our community? What are the skills and qualities that it takes to really do Facebook Live well?

**Molly:** Yes. I can help you. I can support you. You're so good. The number one thing to recognize is that even though you've been speaking since you were probably two years old, this is something that's a set of skills. It's a skill set that you can develop and that you can work on. It's not about being more like me, it's being more like you. To really tap into the things that make you unique is the first step in that. That can be the hardest thing so you want to take everything that you offer in your business and push it as far away from you as possible.

All that good amazing stuff you're going to offer in your course and first recognize who you are as a human. I always like to say that everyone has something that makes them uniquely awesome even if it's just that you make an amazing quesadilla. I call this #thequesadillaofawesome. My students actually make a list of 20 things that make them uniquely awesome human being.

It can be freaky and I have a whole system that I guide them through to be able to pull those things out but the more than you can pull those things out, the more that you'll start to connect with other humans and that's where the magic really starts to happen. Then after you do that, you have to recognize that you're bringing yourself to the camera. You are the tool.

Andy says, "Great point." He says he did that test, the quesadilla of awesome test. So good.

You have to recognize that you are the tool that's coming of the camera. You've got to make sure that you work on that. I mean as I said to you before, Lexi. I was like, "Did you do your vocal warm up?" I have this warm up that I go through in my course, it's called the BFAB warm up. It includes your breath, because that's the center of all this. Your

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face, because your face is communicating. You may not want to make the same faces that I do because it might scare your audience away and I have had people tell me ... One of my students told me that she put a book over my face because she can't handle the expressions that I make and I was like, "Thank you for that."

**Lexi:** At least she didn't click away, right?

**Molly:** She messaged me after she paid me for my course and told me that. I was like, "Okay. Thank you."

Your articulators because as you trip on your words, you've got to make sure that you're ready to recover and warming up your articulators will help with that. Then the last thing is your body and your voice. You have a vocal coloring box and really making it a point to study that as a speaker on camera so that you're varying your vocal tactics. You're making sure that you're speaking in a way that you're really communicating effectively. That make sense?

**Lexi:** Makes sense. In other words, find your quesadilla of awesomeness and develop certain skills for, just practical skills, for speech and public speaking stuff and keep practicing.

**Molly:** Yeah. Then put it into action. The thing that has been so cool for me and so cool for many of my students and clients is the more than you do it on Facebook Live, the better you get at actually communicating in person. I ended up doing an interview on the fly that I didn't know what was happening. I thought I was going for a tour of a radio studio and they were like, "Oh no. We want you to do an interview," and I was like, "What?" Because I've been doing all of this, actually I surprised myself at how well I did at communicating about my own value and my own business because I've been putting it into action.

**Lexi:** I really love your message about finding out what is unique about you and what is valuable that you have to offer out there and just being you and not trying to be Molly.

**Molly:** Do you have kids, Lexi?

**Lexi:** I have three of them, yes. Boy, do I have kids.

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**Molly:** I have two and we ... Have you seen “Kung Fu Panda 3?”

**Lexi:** Of course.

**Molly:** I cried four times in that movie. It is my absolute favorite movie and I don't know if you remember the point in the middle where Po says ... Really, he has this moment and he's like, “I don't need to teach you to be more like me, I need to teach you to be more like you.” I was like, “That's so true.” It's how you take those things that you love that give you that bubbly sense of awesome in your chest and you infuse them into your message. You infuse them into your brand, you infuse them into your set. It's like by surrounding yourself with the things that you love, you'll attract the people who love those things as well and who really recognize your intrinsic value.

**Lexi:** That is so great and you know, that applies not just with Facebook Live but everything else that you're going to do, right?

**Molly:** Yeah. I found that just by having Facebook Live is the thing that made me focus and streamline and know I'm going to be putting it out there in a major way and being scary or being scared and doing things intentionally. It's now made me live my brand at all times. It's congruent. I'm happier also as a human. I don't know.

**Lexi:** Wonderful. Let's talk about technical stuff.

**Molly:** I love it. [inaudible 00:38:36] my hand.

**Lexi:** What do people need to do this Facebook Live thing? Is there special equipment we need to use, camera, microphone, you mentioned props, lighting, software?

**Molly:** Lighting is the number one thing because if... I mean, I wonder if I can show you like if I make a shadow.... Let me see what this looks like. If I make a shadow on my face, I don't know. What shadows add weird things to our face which makes our face look like sunken. It makes it so that we're not having as much... Not as much of us is coming through the camera. Just the lighting alone will do two things.

It makes you more accessible to your audience so they see you coming through the camera and it is an instant confidence booster for yourself

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because with Facebook Live, you're looking back at yourself and if you don't like what you see, your confidence is going to drop. It's finding that right angle. You may have noticed at the beginning of this video, I lifted my camera up a little bit.

**Lexi:** I did not notice.

**Molly:** You can go back to the beginning. I was really stealth about it but the camera was here and if you're like this, and I'm doing the video here and I'm speaking like this, can you see that my eyes are a little closed. They're like half-mast but I have noticed for myself anyway and for most of my students, if I lift it up a little bit, it forces my eyes to be more open.

**Lexi:** Wait a minute. What are you using to lift your camera up and down like that?

**Molly:** This is my secret tech thing which I have a whole tech list that I can give you also for free. I can post it in a link. If you comment below and you like the tech list, comment below and say "tech" and I will send you my gear list.

**Lexi:** Say that again. Say that again, Molly.

**Molly:** Comment below with the word, "tech," even if you're watching this in the replay and I'll make sure that I come back, me as a human, individually and give you the link to my gear list, like a free thing on my website.

**Lexi:** Thank you, Molly.

**Molly:** You're welcome. This is on there. It's only \$29. I use it because I just had it in my studio and it is my favorite secret trick. I actually have my laptop at this moment on a music stand. It's a specific kind of music stand. It's a conductor stand so it's hardcore. My laptop won't fall but watch. It squeaks. I'm really just in the corner of my studio. That's my calendar. People tell me all the time, they don't have room for a whole set, I call BS. Look, I'm just here. My husband actually put this super cool curtain. Look at this-

**Lexi:** Look at that.

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**Molly:** –curtain rod up top. This is just paper. It's on my checklist also. I got this little cute thing at Home Goods.

**Lexi:** Sorry to interrupt but how wide is that background behind you?

**Molly:** Which is why I have it so close to my face. I play around with different things and for me ... Can you see on yours how you can see the sides of your ...

**Lexi:** Yeah, my door. These are French doors behind me.

**Molly:** Super cool. If you actually... Are you as close as you can get to that camera?

**Lexi:** I am not. It's more than two feet away from me. I don't want it close to my face.

**Molly:** I know because it gets a little creepy, right? With the music stand, I can move it pretty close but watch this. I can change the set.

**Lexi:** Let's try it. I'm trying it. I'm putting it closer to me.

**Molly:** Just so you know, I'm wearing shorts.

**Lexi:** I am not going to disclose what I am wearing on my lower body.

**Molly:** I mean my shorts are cute but I can actually hold this across and change it up. We just put a regular curtain rod. When I use this, I actually put a little bit of light behind me so that ... A lot of people say don't use a black backdrop. My videos look so much more classy. When I want to do something that I want to be a little more elevated, and I have another light that I use. I just turn that on right now but then my hair doesn't blend into the black backdrop.

**Lexi:** That's why you need the back lighting.

**Molly:** Yeah. It's not in here right now because I used it for an event but I point it at the wall and then it makes... It's another light that I use. It's on my gear page. Then it makes it so that there's like depth even though I'm so close. Make sense?

**Lexi:** Yeah.

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**Molly:** Welmoed, I'm so glad you love that. Lyn, yehey. Awesome. Low tech. It's so easy. This was the hardest thing for me was getting the set thing in place. I made it so that it's not a hassle. Also, hello. Oh gosh. Oh no. I dropped my water. I have this microphone. It's on my actual mic stand because I'm a performer so I have it on a real mic stand which is weird. I tend to speak really loud so I actually have my mic far away from me because otherwise I blow out people's videos.

**Lexi:** You'll blow out our ear drums.

**Molly:** Yeah. What's happening? I use that. Then I don't want to use the same backdrop every time because it makes my videos look the same. Sometimes I use the black. I also have this [inaudible 00:44:05] here as an option which I don't use all that often but I have that. Then I have a gray one so I can literally change it and behind this pink, I have a yellow version of that.

**Lexi:** The paper?

**Molly:** Mm-hmm (affirmative).

**Lexi:** Oh my gosh. It's very cool. We don't realize it but you actually have a very tiny studio.

**Molly:** Oh my gosh. It's so small. Look, I'm going to back up even further. Then I have this giant ring light that I just point at it. It's like this is what it is and then this is my ring light which I have behind it. Speaking from someone who has been overwhelmed by this, this can be super overwhelming. The thing that I realize is the most important is that you have to be clear about your brand and about who you're speaking to in order to make these decisions.

In my program, a lot of people are surprised that the first two steps are ... The first two modules have nothing to do with live video. It's all about your confidence, about the accountability and making sure that you're really committing to do this and then about developing a business boosting brand is what I call it. You're really specific so that you're not just selecting some random set. There's strategies that you go through in order to get the right stuff that's going to communicate something to your ideal client.



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**Lexi:** I'm not just going to go in and but whatever paper you have there, Molly, right?

**Molly:** Right. Unless it matches up with everything in your brand, in your message and your client.

**Lexi:** Very nice. What about camera? Do people have to get a special camera. Can we just use our phone?

**Molly:** When I launched my program ... Oh my gosh, we didn't even talk about the fact that I didn't ... When I redid all of this, this is huge and something that Danny talks about a lot and that I didn't necessarily ... I totally did not implement at first but I launched my whole program without a program. When I was in that panic attack, I sold it. I sold \$3,000 worth of my new launch and I delivered the whole thing live in a Facebook group.

**Lexi:** Say that again please.

**Molly:** I did not have a program. My program had failed because I didn't listen to Danny.

**Lexi:** Then you pivoted.

**Molly:** I pivoted. Hold on one second. My computer is not plugged in. I'm plugging it in. I pivoted and I had an idea which was Facebook Live and I had a spreadsheet. I wrote 30 steps to using Facebook Live in your business. I had not actually taught it before. I knew how to run a business. I knew how to teach. I knew what it would take to perform and so I put 30 steps together. I sold it for \$47 because I was in a panic attack. I made \$3,000 in that first mini-launch. Andy says, "Listen to this advice folks. Take action, even when you're not ready. Seriously, Andy, I mentioned to you earlier that I was like total panic attack in that coffee shop when I was messaging you. I was like this has to happen.

We're making this work. I topped the course live for 30 days in that program. I had amazing, like amazing results from my students. I got awesome feedback because they were commenting below every single video and answering the question is like all of the assignments that I gave, they didn't do it on their own. They had to put it in the comments

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below the video. I was getting feedback from what they actually wanted and then I was able to make adjustments going forward. I had my spreadsheet but I hadn't recorded anything so I could go through and adjust it based on what they needed.

**Lexi:** That's exactly co-creation, right?

**Molly:** Yes. It's something that's spoken about in here that there's a million different options and once I realized this was available to me with Facebook Live, it's literally changed everything. Then now my program is \$997.

**Lexi:** What?

**Molly:** Yeah.

**Lexi:** Cool.

**Molly:** Guess what? It's still in a Facebook group. The whole thing.

**Lexi:** Do you use-

**Molly:** It's amazing. I've had several \$20,000 weeks. I can't even ...

**Lexi:** This is amazing. Do you mean to tell me you deliver the actual course through Facebook Live as well?

**Molly:** The whole thing.

**Lexi:** Oh, wow.

**Molly:** The next month, I did it live in a Facebook group again. Then by the third month of doing it, I raised the price to 97 and then I raised it to 197 and by the third month, I was like, I cannot go live every single day. I'm actually going to die. There was times where the content had been better before so what I did is I found this magical way to organize stuff within a Facebook group. I invented this weird system.

**Lexi:** You've invented the system?

**Molly:** Yeah. It's literally magic. [inaudible 00:49:08] a way to have photo albums inside a Facebook group which is annoying. I have a ninja hack. Now, I have these different modules than everyone can go

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through and I've selected the best of those 30 videos. I also have pre-scheduled emails so if they want to be sent an email every day for 30 days, it'll send them to the link of that live video.

**Lexi:** Nice.

**Molly:** There's a great question. "How do you deal with the fact that you're not allowed to have paid Facebook groups if people are not part of another program, I mean?" If people are not part of another program? I know that we don't own Facebook and that's something that I'm really specific about teaching that you've got to be careful so I download every single video and I have it saved in another platform just in case something happens to Facebook so everyone will instantly get access to that other platform and it's all saved there. This group is like a Facebook support group. It's not listed as the actual course, it's listed as a bonus but it just happens that the whole course is also in there.

**Lexi:** That makes sense.

**Molly:** Then when I screen share, sometimes, there's some messenger automation stuff that I've added to it that I didn't do live because I wanted to make sure it was ... She got it. She said, "I thought you can only have a paid Facebook group as part of a paid program outside of Facebook." They technically have access to ... I set it up with WishList member but I didn't really like the way it looked so I'm now using Kajabi. My messenger course is all in Kajabi and eventually they'll have access within Kajabi. All the videos are saved and ready to go but I list the group as a support group.

**Lexi:** Right. If you are offering a course then that is your paid program outside of Facebook, right?

**Molly:** Right.

**Lexi:** This way that this mastermind is only for Course Builder Laboratory students who have paid for it.

**Molly:** Yes. It's the same exact thing as this except, people don't have to go to New Kajabi. They could but everybody is living on Facebook anyway. It's been the best way for me to be ... I've changed it a couple

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of times at one point. I put it all in a group and was like this is where you go to the course but I've found that people were more engaged when they could actually consume the content right within the Facebook group.

**Lexi:** Very good observation.

**Molly:** My audience anyway.

**Lexi:** We will be wrapping up now, Molly. It has almost been an hour. Can you believe it? So much fun. For somebody watching this who wants to get started with Facebook Live, what are your top three tips?

**Molly:** Oh my gosh. My top three tips. My first one would be to fix your lighting. I'm just kidding but I'm going to move this back. That's not really my first tip. My first tip is to admit that there is a window of opportunity with this tool. It's not going away. Just like everything else, the early adapter who figured it out and use it powerfully, are the ones who really succeed. Chalene Johnson said it in Social Media Marketing World this year, she said that, "That window of opportunity is still open so if you have been scared to use it or you've been annoyed or you've been whatever story you created, it tells you it's not valuable. Work through it." This tool is the way to be able to have a one-on-one conversation with a specific targeted ideal client. Got it?

**Lexi:** Yes.

**Molly:** Recognize that. The second thing would be to do some behind-the-scenes work on you so that when you hit that button, you're not as freaked out. You're going to be freaked out a little bit most likely. You're not as freaked out. You're able to really know the value that you provide. There's got to be some prep work done in that. My business is called The Prepared Performer and as a performance coach, it was the same exact thing. Even people who have crazy Broadway careers. I have some students who are super successful and they're all freaked out. Everyone. If the stakes are high, you're going to be freaked out. You have to recognize that intrinsic value that you possess.

**Lexi:** Good to know.

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**Molly:** Even if something goes wrong technically, if you are really honest about who you are and you're transparent and you share your values with your audience, they will forgive you. They'll probably love you even more because they'll have that connection. Then the last tip I would say is to two tips which is know exactly who you're speaking to and who you want to attract. If you're going to teach about focus for example, the way you explain focus to someone who's just starting their business is different than you would explain it to someone who has a business already.

It's the same value but totally different content. Really know who you're speaking to and then commit and actually do it. Don't be wishy-washy. There's one word which is decide. If you want to use it, I would love it. If you're going to decide, I would love it if you would comment with the word, decide. Those would be my tips.

**Lexi:** Awesome. Before we wrap up, Molly, where can people go to learn more from you?

**Molly:** I have a free Facebook group now where I've offered loads of value. Every once in a while, I do time-sensitive value where you can only get access to something that I'm teaching that's crazy for just a limited amount of time and the best way to be able to get access to all of that stuff is right within that free Facebook group. It's called Elevate Your Awesome. I'm going to put a link, a pretty link for it, [elevateyourawesome.live](https://www.facebook.com/elevateyourawesome). I would love it though if you would comment below and say, "Let me in," and I will make sure that I approve you and get you into that group.

Because we've spoken about a bunch of different stuff, I am actually going to post it below as well, [elevateyourawesome.live](https://www.facebook.com/elevateyourawesome). Comment below with that and I will be ... We mentioned this before too, Lexi that I am a member of this program so I would love to come back and answer any questions that you guys have and offer you support.

**Lexi:** Oh yeah. That's right. Especially for people who are watching this during the replay. If you have any questions that I didn't cover, please type them in the comments and Molly, she's a CBL student too. She's in this group. She is actually going to respond to your comments right here. Isn't that great?

## Molly Mahoney on Using Facebook Live to Build Your Audience and Sell Your Online Courses



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**Molly:** Super cool. That's practicing what we're talking about is it's such an awesome way to build that one-on-one relationship. Now, I have an amazing chance to connect further with Andy, with Lyn, with Welmoed, to all of you and even anybody else who comes in and is watching this in the replay. It's a fantastic way to build real relationships.

**Lexi:** Very cool. Thank you so much, Molly. Thank you to everyone who watched. Right now and in the future, thank you all. Keep working on your courses guys. Yes, Molly, final words?

**Molly:** It's out there. You have something amazingly valuable to offer. So move into action. You will find clarity in that action. Every video that you do, you will learn something else and you'll improve upon each time, but if you sit there waiting, and you stay scared, it's not going to change.

### Watch the Interview



#### PROMOTE YOUR ONLINE COURSE WITH FACEBOOK LIVE!

Interview of Molly Mahoney  
Facebook Live Expert  
and Course Builder's Laboratory  
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Friday, May 4, 2017  
2 pm Eastern