

00;00;00;00 - 00;00;30;15

Speaker 1

Yeah, My recording to the cloud works is I had to keep looking at that sucker and get my things off of there. All right, so this is week number eight. Can you believe this is week? Session number eight? Wow. We are moving right along. We only have four more sessions and this thing going to be over. So today is all about setting the world on fire, which are blog not fire, but figure setting a world of fire with your blog.

00;00;30;17 - 00;00;55;27

Speaker 1

And you do have a gift to show you how to do that. And you've probably seen it when you log in to access the blogging authority blog and project at the very top, it says Your gift. And that is the four pillars of online business success. I came up with these pillars because I was already doing the stuff anyway, and when I was working with this coach, she was like, Well, she did something like this.

00;00;55;27 - 00;01;37;18

Speaker 1

Some pillars. She's like, What are your pillars? What? What is your foundation? And for promoting your business is making your business successful. And it is these four things. My website. Wow, website actually social media, email marketing and content marketing. Those four things are what is going to set your world on fire so you can and I'll talk about those in the book A market your business and if you go to is as CSR corp dot com for slash four pillars but you guys already have access to that is right in the top so I suggest that you click on it get get it, look at it and see what's up.

00;01;37;18 - 00;02;00;10

Speaker 1

I mean I did it. I want to say in 2016 when I first did this, but all the relative information is still good, it still works and still talking about the same stuff that you need to be doing. And wow, isn't that something that that those four pillars have not really changed in the past, what, five, six, seven years or so?

00;02;00;12 - 00;02;27;19

Speaker 1

So the you know, the real stuff, the good stuff, the deep down stuff doesn't change. The principles don't change. And this is these pillars will help you, whether your business is online or offline or a mixture of both. And most businesses today are mixtures of all of the above. All right. So last week's assignment, did anybody do last week's assignment that you can say, I know Julie's been out of touch?

00;02;27;20 - 00;02;36;28

Speaker 1

Probably do it. And Nadine, did you get to handle anything with last week's assignment? Just ask him for a friend.

00;02;37;00 - 00;02;40;09

Speaker 2

I'm not at this time.

00;02;40;11 - 00;03;15;13

Speaker 1

That's okay. That's okay. I know how I get sometimes. I'm rooting for you. I know that this is a lot of information, and I'm going to take Julie's advice and do like a checklist for each of the modules. I think that'll help you what to do first, next and whatever. But in addition to the checklist, if you look at last week's stuff that I did, it shows you how to go about it because I go through everything that you need to do from the top and finding the keywords, how to get the keywords, how to use key source.

00;03;15;13 - 00;03;38;01

Speaker 1

I call all of that, all of that. I go through all of that. So in addition to the checklist, go back over session seven last week, and if you follow along with that, you can again, as Julie suggested, you can download the transcript and follow along that way. You can watch the video, you can listen to the audio, you can even print out the PDF.

00;03;38;02 - 00;03;58;21

Speaker 1

So it doesn't matter. That was just kind of a summary. Now we're into the other half of what makes a blog works work because a blog isn't just going to sit on your site and do nothing. It is supposed to be bringing in clients, bringing in money, all of that. So that's what we're going to be talking about today.

00;03;58;23 - 00;04;21;11

Speaker 1

We're also going to be talking about tweaking things you can do to your hub, your website, email marketing automation. I'm going to show you all about ActiveCampaign. And they used to use ActiveCampaign, but she moved on to something else. But the same principles about automation will work with just about any on any platform that has automation in it.

00;04;21;15 - 00;04;50;13

Speaker 1

The principles will be the same. And then I'm going to give you the homework. So we're going to be over here before three, unless we get a lot of questions of some business. Let's roll. All right. So tweaking your hub, your hub, your website, your home, your office on the web,

your life on the Web, your brand needs regular maintenance and by regular maintenance, I mean basically says you're a busy business owner looking at your website once a week.

00;04;50;15 – 00;05;17;01

Speaker 1

You know, you really need to do that. You need to do it from the outside meaning type in your your website dot com like Google or being or Yahoo and you can look at it on different different search engines come up and see what happens. Is everything in place does it look crazy? Has it been hacked? And believe it or not, any one of those three things could happen because our sites have been hacked before.

00;05;17;04 – 00;05;54;21

Speaker 1

We've got we've had malware insertions. All kind of junk has gone on. And a lot of it had to do with the hosting platform were all rather than just lack of maintenance, because we're always in our sites, we're always looking at the sites and stuff. And we did something with our client sites where now every single day their site is touched, their site, their maintenance is done, their website is backed up for one so that if anything happens, Google got regular, regular backups that we can use and the plug ins are updated just about every single day.

00;05;54;21 – 00;06;12;07

Speaker 1

And it's so crazy how many plug ins you need to update every day. It seems like it's just gotten worse, I think, in the last few years, because it used to be like, you know, every couple of weeks you could look at it or something. But now it's like every day, just like you got to look. And that's what we do for our clients.

00;06;12;07 – 00;06;36;02

Speaker 1

We actually have that maintenance going every single day. And if something happens to one of our client's websites, we usually know before they do, if they're on our maintenance plan, if they're just hosting with us and may or may not, we may or may not know because hosting, you know, hosting is different from maintenance and then your things and then plug ins and we're talking about a weekly site visit.

00;06;36;02 – 00;07;06;01

Speaker 1

So I said about the weekly site visit, you need to go on the outside and look at your website to make sure it looks right. And then you need to log into your website at least once a week to see what the heck is going on. Are the plug ins working? Do you even need these plug ins? I've got a client right now that is going through their whole website and deleting the plug ins that they don't need because

plug ins do expire or they're they can be on or non cared for or they can be abandoned.

00;07;06;01 - 00;07;24;27

Speaker 1

So you got to make sure that they really work. So these things are going to keep you up today, keeping the plug ins up to date, keeping your theme up to date if there is an element or I keep that up to date, regular maintenance and weekly site visits. All right. So let's talk about email marketing, which is one of the pillars.

00;07;24;29 - 00;07;45;01

Speaker 1

And email marketing is how you make your money. And I know nothing can attest to this, and I know Julie is working on that and I know everyone else who's listening to the sound of my voice with this know that I talk about this all the time. Email marketing works. Email marketing is not dead. Email marketing is not obsolete.

00;07;45;07 - 00;08;02;06

Speaker 1

As a matter of fact, all these other things have come and go Periscope has come and go. Meerkat, which was just like Periscope has come and go. They're saying that short form video, which they were like, my God, it only takes you 15 seconds or 30 seconds or 60 seconds to look at this video and make a choice.

00;08;02;09 - 00;08;28;09

Speaker 1

So email marketing is dead because this is so quick for you. Guess what they're saying about short form video now is dying. So you don't know what people are saying about all this. But I know one thing that they've been talking about that is still going on and that is email marketing. And the main reason I heard this on I heard this on someone's video the other day is this about everybody has an email, everybody is not necessarily on social media.

00;08;28;12 - 00;08;50;29

Speaker 1

Everybody does not necessarily watch all this, the reels and YouTube shorts and all that, but everybody has an email. Either they have an email for their job, they usually have a second or third or fourth or fifth email for their personal life, and they have an email for their business. One, two or three. I just can't even count how many that I have.

00;08;50;29 - 00;09;15;29

Speaker 1

And I do check and I have them kind of going all in my same Gmail accounts. I can look at them. So if you didn't get it before now,

email marketing is very important. So when you send an email, what does your audience do? Do they ignore it? Do they open it and do nothing else? Do they click a link?

00;09;16;01 – 00;09;44;21

Speaker 1

Do they purchase or follow other instructions? So basically, when you send an email, every single email that you send to your people will not be open. Just, you know, don't don't even try to pray for that. It just happens. People are not going to open every single email that you send. But if you are emailing regularly, like once a week is regularly, twice a month, you've taken a chance at an angle, work once a month or less.

00;09;44;24 – 00;10;05;16

Speaker 1

Don't even bother. Don't bother because it's not going to help you at all. I'm just being very, very truthful. So we want people to do what we tell them to do, whether it's click on a link purchase, follow the instructions. That's what we want people to do with when they get their email. Okay, So this quote I love it is by Dan Kennedy.

00;10;05;16 – 00;10;35;15

Speaker 1

Successful marketing is about putting the right message in front of the right person at the right time. You know, Dan Kennedy, he's the king of infomercials, excuse me. And his whole thing is right. Message, right. Marketing, right. Media, right media, right message, right marketing. I think the type of marketing you're doing needs to be the kind that the people are looking for and it needs to be in the way that they can digest it and take action on it.

00;10;35;18 – 00;11;02;26

Speaker 1

So your email marketing is part of your sales system. Your email marketing helps the person who's receiving the email, your lead or your potential hopefully to be converted very soon. Client build that know like trust so they can start buying from. That's what email marketing does. Email marketing is not a waste of time is not like and it shouldn't be something like my God, I got to do this.

00;11;03;03 – 00;11;23;27

Speaker 1

I have a client who in the very beginning, I don't know if you all know this, and at the very beginning when blogging for us first started, what people would do, what would be to take an RSS feed or a couple of things off their site, a couple of blog posts, and they will put it into their email.

00;11;24;03 – 00;11;48;14

Speaker 1

And that's what you would get. You would get the blog that they had sent out or a list of blog posts that they would send out every week. That's great. And you can do that because it's very easy to set up what's called an RSS. Really simple, really simple syndication of your blog post and send them to anybody, put them anywhere you want, but that should not be your main email that you're sending out to people.

00;11;48;20 – 00;12;14;23

Speaker 1

Your email that you're sending out to people should really start a relationship, should further a relationship, and should let them know every single time they open that email that, Hey, this is a person that is going to help you solve whatever problem it is that you have. So again, you need to email and your people at least once a week, twice a week if you're if you're nasty like Miss Jackson.

00;12;14;25 – 00;12;35;23

Speaker 1

So I email my people twice a week, I'll no problem at all. And you'll on my email system right now the Saturday is like a roundup is where I include everything. The latest blog post latest podcast. You know, the promos that are coming up, whatever's going on is a long list of stuff. All my books and that's what it's for, is is it keep you up to date.

00;12;35;23 – 00;12;58;18

Speaker 1

And that's really easy to structure, even if if you're doing an active campaign or if you create whatever, it just keeps people up to date. It's really a succession of RSS feeds because I have both of my blogs on there. I have the podcast on there from I market your business, which I'm going to start back up probably in October.

00;12;58;18 – 00;13;24;11

Speaker 1

Yay. And thinking about what I want to do about a podcast because I haven't really been podcasting that much and I want to start that one back up. That was a real good one. And so that one is just a keep up to date with what CSI is doing. And then I sent out another one during the week, usually every single week I send out another one and most my people get to and that is where I get down and dirty with my message What is going on?

00;13;24;11 – 00;13;47;24

Speaker 1

What do I want them to do? And I only have one message or one call to action per per that email that I send out and it's not really a newsletter is just an email, it's just text and I'll put any pictures in it. I don't have any graphics to slow it down. It's just it just

flies. And I talk about different stuff that I want people to do and that's what I want y'all to do.

00;13;47;27 - 00;14;10;17

Speaker 1

All right. So let's talk about email marketing. How effective is it really? Email marketing six times more likely to get a click through than a post or anything else you put out there 40 times more effective in getting new customers, New clients, and it's more people. Email marketing people who receive your email are more likely to share your content.

00;14;10;23 - 00;14;32;00

Speaker 1

Now there is a lot of sharing that goes on on social media and stuff, but if someone takes the time to actually forward that email or share the link to all of that, you know, with someone else, you know, they really kind of like you and Nadine and I do this kind of like all the time. And I know I do it with my clients to us.

00;14;32;00 - 00;14;51;01

Speaker 1

And then my hey, I just saw this information is email. I thought you would really like it. That, that is awesome, right? Whereas with social media, when you're sharing this stuff, yes, it is a validation that you're an authority and all of that. But social media people are fickle as anything. They like you today. They have blocked you tomorrow.

00;14;51;03 - 00;15;11;10

Speaker 1

They don't think about you or anything but email marketing people, the people who are on your email list, they like you, they do trust you or they're starting to trust you. They know who you are and they will start to buy from you If you give them good enough reason to buy. All right. So this is the definition of nurturing.

00;15;11;10 - 00;15;41;16

Speaker 1

Nurturing your audience care for or encouraged the growth or development, help or encourage the development of cherish. So if you're nurturing your audience, you are showing them that they are important for you, that you care about them, that you cherish them. And something that just came up for me recently, in the last what was it when I did the create the Funnel for the UN Marketing Academy?

00;15;41;16 - 00;16;03;17

Speaker 1

I did the first two on YouTube. I was saying that email marketing and this is so funny, it just came to me when I was on the thing. It it is

helping you to tenderize your people. You know how to take that meat cleaver. I am. I am tenderizing that meat. You are tenderizing your people when you send them emails that really help to show that you are caring about them.

00;16;03;17 - 00;16;30;26

Speaker 1

I know this kind of like an oxymoron. Hit them over the head with that meat cleaver or whatever the tenderizer, I'm sorry, and actually nurture and nurturing them. But if you think about it, whichever one helps you to keep doing it, do that. All right. So how does this whole email thing work? Basically, you put a lead magnet or an opt in or a freebie or something on your website.

00;16;31;00 - 00;16;51;28

Speaker 1

Your people are flying by your website and for some reason they stop and they go like, okay, there's something there that I need. They sign up on your list. They receive mailings, not just a list of your blog posts, because that could be like a Saturday thing or a Friday thing, but they receive actual mailings that are valuable to them that help them do something.

00;16;52;01 - 00;17;10;29

Speaker 1

And it always, always, always has a CTA call to action to tell them to do something. We have to train our people to do stuff. We have to train them to cook. We have to train them that every single time they see an email from us, they're going to be clicking on something. So that's what we have to train them to do.

00;17;11;01 - 00;17;37;01

Speaker 1

And if we have an email that we send out to them that does not have a call to action in there, which is rare for me, but I will tell them, you know, there's nothing for you to click. I just wanted to send you this information. Then once they start receiving these mailings, they're going to have to make a decision as to whether or not they're going to convert from just a subscriber who's on your list.

00;17;37;02 - 00;18;00;27

Speaker 1

And there's really no such thing as just but a subscriber on your list to a paying client who's in your realm right now. And then, boom, when they make that decision and they're like, yes, I'm going to buy this thing, even if that thing that they just bought is \$10, \$15, 2100 200, it doesn't matter. They have signed up to get information from you.

00;18;01;02 - 00;18;20;20

Speaker 1

They have received your mailings. They have they have received something that they're like, this is totally awesome. I'd probably need to get this thing and boom, they make a decision to purchase. And this can happen within the first time that they actually get an email from you. It can happen years down the line. I have to tell you the truth.

00;18;20;20 – 00;18;40;25

Speaker 1

I've had people who have come to me who are on my list right now, who have been on my list of five, ten years. Yeah, ten years. Some people cross from when I was a personal trainer to now a web designer, and I've been doing just website design for since 2016. So some people crossover, some people did not.

00;18;41;02 – 00;19;01;16

Speaker 1

That was fine. I didn't really, you know, I didn't care if they crossover or not. I just wanted to do one thing. So now I have people who have been on my list for a long time, have never worked with me, never, ever, never paid even a dollar. But I have other people who have paid me thousands of dollars.

00;19;01;21 – 00;19;27;03

Speaker 1

One person, two people, three people. And I have different amounts of people who have paid 200, 300, 550, whatever. But they're paying. That's a thing. Email works. I get more clients from email than I do from any other thing that I do. Okay, I do. I got your message. I'll go back through it. Cool.

00;19;27;05 – 00;20;06;19

Speaker 1

In a minute. I got a message. Went back first. All right. This is how some of this stuff and this is how automation works. And this is an example from ActiveCampaign. So for instance, when I set up an automation in ActiveCampaign, or it could be any automation you're going to most likely have a lot of these different options that you can do, but you want to set up actions and you want to tag people with, and you basically want to have a email provider that gives you the option to tag people so they can have actions.

00;20;06;19 – 00;20;30;03

Speaker 1

Now, these are all the actions that I can put on a automation if I want. Have they click the link? Have they not click? The link has opened, not open, has shared. So I want to know what these people are doing so that I can know. Are you worthy to even stay on my list? Because I don't want to just be sending out emails to give them this or you?

00;20;30;05 - 00;20;54;12

Speaker 1

I don't want to be. Just send it out emails just to send out emails. I'm sending out emails to tenderizing people to get by. And for me, I do care about them because I know that even if they read all the emails that I've ever sent out from when I first started sending that emails, they cannot get everything that I'm talking about because they're not working with me personally.

00;20;54;14 - 00;21;19;19

Speaker 1

So that's what the emails are designed, designed to do, you know, you tenderizing them, like I said, but you're opening them up to working with you, right? So some other things that they could do, have they submitted a form? Have they achieved the goal? Now the devil is in the details and setting all this stuff up. You need to find out what your automation can do, what kind of things could happen, and you know what your options are.

00;21;19;19 - 00;21;46;29

Speaker 1

So when you create your automation and someone goes through that funnel or automation, they're basically kind of the same thing depending on where you where you where they start from or where they end up. And you can also read stuff about they're not currently in an automation. They read this message, they didn't read a message. You just need to look at your particular thing that, that you are working with to see how is this, is this going to work or not?

00;21;47;01 - 00;22;19;09

Speaker 1

So this is an actual automation from my, I guess, most popular social media success strategy. One of my most popular programs that I have that I run with nearly I think I hit 100 clients on that. So yeah, I mean, that's really cool. So I'm going to show you how automation works. So at the top you send out once, once they fill out a form to get those 15 free resources, then immediately that email at the very top goes out to them.

00;22;19;09 - 00;22;39;06

Speaker 1

It says Welcome, thank you for requesting is Now make sure you download your guide and then it waits for a day. And then that first black thing in the middle is a if this then that if they have click this link, then they get on the left side, which is the yes. If they have not click the link already to the site, then they go all that.

00;22;39;06 - 00;22;56;23

Speaker 1

No. And this just saved you so much time. So maybe you've got a freebie out there and you hit the download, you put it on your website, people are supposed to be downloading it and all that and you have no idea they downloaded the thing or not. Somebody might just say, Hey, I downloaded your thing, but I couldn't understand this.

00;22;56;28 - 00;23;19;06

Speaker 1

my God, thank you. Somebody download it. No, you don't have to wait for all that. You can really turn to your automation and let your automation handle all that heavy work. So you'll see on the right hand side, my I don't know if it's my right, but I'm looking at screen right hand side, the no side. It says I'm a reminder after a day it sends a reminder, Hey, you can download this thing, go ahead and download it.

00;23;19;06 - 00;23;37;11

Speaker 1

And then when they do, it goes over to the yes side of it. And then I add a tag that says, this is an action taker action, take 15. So then I can go into the back of active campaign and I could look up action, take a 15 and see how many people have downloaded this thing and took action on it.

00;23;37;18 - 00;23;58;06

Speaker 1

And then they don't get the second email until they actually download it, because if they did get the second email before that, they probably won't understand it. And if it says are they in that second email is that make sure you download it this and once you've downloaded it, you know, go through this right here. So you have to think what what if they did click the link but they didn't download the thing?

00;23;58;06 - 00;24;16;12

Speaker 1

Now they're getting these emails to tell you about how to use it or whatever is going to make them go back and say, Hey, I need to go back and download it. Then further down in the animation, I think I run seven or eight emails and this is just a tenderizing getting a warmed up that you see on the right side.

00;24;16;15 - 00;24;39;26

Speaker 1

It even has another if if this thing if by the second time I send this message, I check and see if they have downloaded or not and they have it, then their their tag is going to be disengage. And then the action is it the whole automation? They're going to be it's going to be stopped. If they do go ahead to do the link, then it goes over to the yes side.

00;24;39;29 - 00;25;00;14

Speaker 1

All right. So this is a little bit further down. This is a email number five. And then I get to a point because that email number five is what I No email number six. I'm sorry. Email number six is when I send the offer to them, you'll see it right there, the offer. So I know that I'm looking at they could possibly buy something.

00;25;00;17 - 00;25;30;18

Speaker 1

So it says does the contact massive following conditions. Contact has tag as an SS member. If someone has purchased that program. Social Media Secrets. A Social media strategy Success strategy. Sorry, the social media success strategy. As an SS, I'm going to tag them with an SS member. And then what happens in this automation is the automation checks as they do, they have that tag.

00;25;30;18 - 00;25;58;07

Speaker 1

If they do, then they go down the yes side, which means they skip all these other emails. They're still trying to get them to buy something right, Because they actually could have bought the they could have bought the program before they even got to this section, because what happens, I want to show you real quickly, what happens is when someone gets this welcome email, when they do the form and they immediately submit the form, they're taken to a landing page.

00;25;58;07 - 00;26;19;23

Speaker 1

So they can buy. But if I tell them, Hey, you're all the same page, you can buy this one time offer, you get this. I think it what You could get the program for like \$47 rather than the 90 \$97. So you get 50% off or more. And if they didn't take that, they will not see that again is a one time offer.

00;26;19;28 - 00;26;37;12

Speaker 1

That's how you're going to get some good buys, too. If you give people a one time offer saying, hey, this is on sale, or you can get this offer for right now and you can save 50%, 20%, whatever it is you want to give them enough percentage that they're going to get off on this thing. So they will say, and I don't care.

00;26;37;12 - 00;26;55;19

Speaker 1

I don't all that. But if they're really your ideal client, if they really want what you have, they are actually going to buy that because they're going to say, this is going to help me. But let's say they didn't. They passed by it and now they're at email number six, which

is the offer which I'm going to show them again.

00;26;55;23 - 00;27;20;01

Speaker 1

And now I'm going to tell them, hey, in 24 hours, you you're getting a good deal on this. But for the next 24 hours, now's not as good as the first deal that I gave the other people who got it right away. But it's a better deal. Maybe it's ten, \$20 more. Who knows? Whatever I said. And then again, I go through this like, did they do they have a tag or not?

00;27;20;01 - 00;27;40;11

Speaker 1

If they don't have the tag, they go one place that they do have the tag, they go another place, and it's kind of it's a complicated thing. Now, this funnel, I created it from a recipe that actor campaign has where they have all these bottles set up and in the steps are already created for you. And I just added on.

00;27;40;11 - 00;28;04;07

Speaker 1

I did not think of this thing all by myself because it's very complicated and difficult, but I did add a lot of stuff to it. And the other thing I have to say about the automations on I Care what you use in Clickfunnels or ConvertKit or ActiveCampaign or whatever, You got to go back and look at them because I had one lady, I have this funnel, one of my email funnels says The count, the accountability nudge.

00;28;04;07 - 00;28;20;10

Speaker 1

Every Friday they're going to get emails and name three things that you did, you did, you blah, blah, blah or whatever and they just answer it. So there's one lady who got to dance like ten times and it kept coming ten times. Every Friday. She would get it ten times and we were working to see what was going on.

00;28;20;10 - 00;28;41;08

Speaker 1

I finally got on. I finally got the answer that I needed because we had tried several different things. And this one rep which let you know that even though representatives are knowledgeable and you can and they can help you get one that's not doing what you need to do, find another one because that ad campaign has great help.

00;28;41;08 - 00;29;02;22

Speaker 1

I love their help. But anyway, they they figured out that for some reason what I had done was adjusted the automation without stopping it and making it inactive. So when I reactivated, it did some quirky

thing and this poor woman was getting that email ten times every single Friday, and they showed me, Look, if you just do this right here, you could take it out.

00;29;03;01 – 00;29;19;11

Speaker 1

my God. So I explained it to her and I was like, Let's wait till next Friday and see what happens. So I haven't heard anything. I've got to check back in with her. I hope that I'll settle. So anyway, I just know you got to look at stuff. Even though it's automatic, it's automation, whatever. You still got to look at stuff.

00;29;19;13 – 00;29;44;24

Speaker 1

And then here's the end of that. Automation I told you was kind of big. So at the end at email number eight and then I have the final follow up. I think that final follow up I have in this email is they haven't purchased that social media success strategy program, so I'm going to give them an alternative, something really cheap and actually is, hey, I see you didn't get this.

00;29;44;25 – 00;30;08;04

Speaker 1

You know, you need to get the first three chapters of my book for free. So that's a freebie they can get. And then in that automation for that book, it upsells to the actual book and then I always are mostly always include a subscribe to the list at the end because you know some people may come in and they haven't subscribed and they go all the way through.

00;30;08;09 – 00;30;34;18

Speaker 1

So I want to make sure I catch everybody going in and coming down Kitchen Alley. I want you all on my list. Why you not on my list? You better get on my list. But I say it really nicely because I'm nurturing them. that makes sense. Yeah. All right, so here. Awesome fire starting platforms that you can use in your business to get more information, to be more helpful, to get more subscribers and all of that.

00;30;34;18 – 00;30;53;16

Speaker 1

And the first one is Quora, Quora dot com where you can ask questions and get answers. Basically, you're the business person you go to core is is free. You sign up and you can do two things. You can either look through the questions that people have and some of them are some crazy questions. I remember one question came through.

00;30;53;16 – 00;31;15;24

Speaker 1

It's totally not business oriented. It was like, what did they do? They they threw their child out of the house. Out of the house because of something. And now they're saying, can I be liable for something? I mean, those are the questions. But there are a lot of business questions on there, too. But I'm sure that whatever questions they have, you could probably find somebody who's asking that question and then you can answer it.

00;31;15;24 - 00;31;32;19

Speaker 1

And of course, when you answer, you put your website down. And what will really help you if you have a blog on your site that will help them, then you put the link. You can say, Here's the answer to your question. But guess what? I also have a blog post I did on this very same thing and you can read it here and you put the link there.

00;31;32;22 - 00;31;52;19

Speaker 1

That's the best way to do it. And then Medium is a platform where you can repost your repost, your blog post, and it has a little button that says repost and it'll take your post exactly as it is. Put it on medium. It'll even add a little thing at the bottom. Or at least it used to do this.

00;31;52;19 - 00;32;24;20

Speaker 1

I haven't done it in a while, but I'll add a little snippet at the bottom that says this will first post it all whatever your website was, because you kind of sign up your website and it's just another way for you to amplify nating. I remember amplify your own blog. All right. And then there's Harrell HRO and it still stands for help a reporter out and you can be part of the story that these journalists are looking for now, some of you may not be familiar with how this all started.

00;32;25;07 - 00;32;45;06

Speaker 1

I want to say maybe 20 years ago, I can't remember the guy's name, but he was a he was a journalist and he put this thing together because he knew journalists needed sources to create their stories. Source could be somebody to be a part of a book, somebody to be a part of a show. And I've seen those on there.

00;32;45;13 - 00;33;06;21

Speaker 1

I've seen where you can contribute to articles and sometimes the people will tell you what place they're working for and but they will always, always tell you what kind of information they're looking for. I mean, I used to be really, really active. O'Hara I have not been as of late, but they will send you three times a day if you sign up is

totally free.

00;33;06;25 - 00;33;29;01

Speaker 1

They will send you three times a day a list of journalists and stories that you could be a part of. And it's really great. Some people have built the whole business on this doggone thing, and it used to be easier to get in because your your domain name, your URL has to be a domain authority of 30 is all I am not qualified to.

00;33;29;03 - 00;33;51;16

Speaker 1

I can I can receive all that information and look through those queries and see what I want to answer. But I can not put a query up there myself until my site gets to 30 and right now is at 24. So six more points I'll be able to do that. And what they do is you can there are two you can either be a source or you can be the one putting the story out.

00;33;51;16 - 00;34;28;15

Speaker 1

So it used to be anybody could just put the story out. But of course, because it got so big, they had to kind of streamline it. So now you have a DEA of 30 or higher. You can actually put it out there that your you want contributors or whatever for the story. But is still really cool because if you get a query and that author the the person who's creating the story or the person is part of the business or whatever contacts you, then you have a chance to be a nationally, a national publication or a national show or something, because I got a lot of press from that couple of different times.

00;34;28;15 - 00;35;01;04

Speaker 1

I know Bernadette Harris, who was a CPA, used to work with, and she has since moved to Mexico. She was doing a lot of Harrell stuff and she got interviews all over the world and it can be really, really good, but you have to work at it. And then there's if I ftt, which is if this then that and is I can't really explain it but like I said, it has you can automate a lot of functions so you can do something like what I do on or what I did on.

00;35;01;04 - 00;35;24;22

Speaker 1

I don't use it as much anymore. I've done a kind of a I don't know what inventory of the things that I use, and I've realized that I don't do a lot of social media stuff. I mean, I'm on YouTube. Yes. And I'm on Facebook. Yes. I'm barely on Instagram. You know, I just have a place there. I had a place on Snapchat, but I only use that for the grandkids.

00;35;24;24 - 00;35;55;04

Speaker 1

And I do how I do Pinterest sometimes. So I did have it set up where if I post it once, it will post everywhere and if can do that type of stuff. But if can also do stuff like if you go into a an area, let's say you're going to a high school. I'm just saying high school, you go to a hospital and you are you enter the realm of the parking lot like you have this electronic gate around the parking lot and you say, every time I enter this parking lot, I want you to turn my phone off.

00;35;55;05 - 00;36;12;09

Speaker 1

And it can really do that. You can set it up to do that type of stuff. That's some fun stuff. But there are a lot of business things like if I post here, I want you to repost there. If someone if you see this on the internet, this word, then I want you to do this. It's a bunch of stuff that it could do.

00;36;12;11 - 00;36;38;15

Speaker 1

I used to use it a lot more than I do now. I still use it for some things, but it is really good. Like I said, Firestorm fire starting platform. You need to get out there, get your blog out there so that people get used to seeing it. And I don't know if you guys knew this or not, but every website that just starts out, you know, first or you have done anything on it for six months, it's kind of in a desert.

00;36;38;17 - 00;37;08;23

Speaker 1

Google doesn't look at you. You're not getting a whole bunch of stuff going on unless you are paying for some serious ads. So these things will help people find you better. And then Zapier, Zapier, not sure how to say it, but I think I say Zapier is another automation tool. And the main way that I use Zapier, there's two things I used to do, and it was a lot of used to do stuff, but I found better platform and these are good things to know about and get started and see if they're going to work for you.

00;37;08;23 - 00;37;30;23

Speaker 1

And then you kind of like add on me then anymore. I'm not going to do that anymore, blah, blah, blah. But I do still use Zapier, I do still use if I use Harrell, sometimes I don't use medium as much, but I do go and check on core so that I'll let you know what's going on. But Zapier is an automation tool, so some things that may be active campaign or your website doesn't do by itself.

00;37;30;29 - 00;37;56;18

Speaker 1

Zapier helps connect all these other programs because like I said, the

two things that I use it for is, number one, when what was I doing on Eventbrite right? 10,000 people still using that brought I used it for my when I had events and I wanted people to sign up for free and online events and stuff is a great way to put stuff out there if you're trying to do that.

00;37;56;20 – 00;38;30;13

Speaker 1

And someone signed up on Eventbrite, what I made it do with I was like, If someone signs up for an event on Eventbrite, I want you to add them to call only as a contact. So that was one thing that I did and still another thing that I do with Zapier. So when someone from Cowardly gets a signs up for a session with me, then it was like the zap runs and it adds to active campaign to my list and it doesn't automatically add people to your list.

00;38;30;13 – 00;38;46;01

Speaker 1

It sends them out, Hey, you're subscribing to this list. Is that okay? Most of the time people will say yes. Sometimes they just don't even know that's there. But this is a good way to build your list as well. These things actually work. I love all of them and like I said, told you about the ones that I use.

00;38;46;03 – 00;39;15;16

Speaker 1

All right, So now for every blog post you do, you need to have a content upgrade. Just like I said, for every email you send out, you need to have a call to action. So for every blog post you put out, you need to have a content upgrade. What is a content upgrade is a lead magnet or opt in bribe created specifically for a particular blog post are paid and viral Go Viral is one of the places that you can use this absolutely free.

00;39;15;18 – 00;39;51;08

Speaker 1

And that is in, I want to say, session three or four. When I said when I was talking about all the plug ins and everything and it says use go viral. So it an easy way of you doing some content upgrades. And I said the service is free so it's cool to use, but these are some other things that you could do a PDF of the post and there is a I think I put it in this plug ins, print, print, not print full, but it was called print something and it is a extension, a chrome extension, and it lives up at the top of your browser.

00;39;51;08 – 00;40;13;11

Speaker 1

So if you're ever at a blog or whatever, you're like, I want to save this for later. You can just hit hit that thing and it will turn it into a WordPress document or it'll turn it into a PDF so that you can

download it yourself. Well, you can do that to your own blog, turn it, turn it into a PDF, turn your blog post into a PDF use and then print something out.

00;40;13;13 – 00;40;30;21

Speaker 1

It'll be in the home where I just can't think of what it was right now. And then, because some people don't want to just hang out and read your whole post, maybe they could do later. And I did that a lot. I got to go back and put them back in because I had like ten or 12 of them have put up there.

00;40;30;23 – 00;40;51;11

Speaker 1

So I got to go back and put that in some blog post. You can do a cheat sheet or a checklist, you can do a master list of resources. You can use Alexa to create an audio of the post. There's also another plug in that you can use, and I can't think of it right now, but it will be in the homework that you can create an audio of your whole post.

00;40;51;11 – 00;41;11;05

Speaker 1

Now using Alexa to create an audio pulse. There's a whole session that I'm going to be talking about and I can't remember if it's next time or the next week, but that's one of the other modules that's coming up. You can transcribe your podcast episodes. Transcribing has got so much better, easier and cheaper in the last couple of years.

00;41;11;07 – 00;41;46;04

Speaker 1

What I use to transcribe my videos and stuff. I have Adobe Creative Cloud, so the video thing that I use Premiere Pro can actually do transcribing, but before that I used Otter Otter that a I and it was a really good transcription service. It will actually transcribe your zoom calls and do a whole like not post, but just transcribe the thing and save it for you and any time you go on Zoom, you can say, Hey, I want all my stuff to be transcribed.

00;41;46;11 – 00;42;07;02

Speaker 1

That was how I got a lot of the transcriptions for my on Marketing Academy because if you pay for it and I think it's like \$12 a month or something, you can do unlimited transcriptions. So all you got to do is drop a audio or drop a video in there and it automatically transcribe something. Maybe you want to do a quick start guide.

00;42;07;04 – 00;42;29;04

Speaker 1

You can do a challenge, a contest or a giveaway, or you could maybe do a template or a recipe. So a recipe for the best blog post ever to get

the blog post that's going to get you the most clients. Maybe you need a template, an email. Depending on what your business is, you can think of a template or a recipe or any of these things that you can offer people.

00;42;29;04 – 00;42;52;00

Speaker 1

Because remember, you are tenderizing them or really you're nurturing them, but basically you want them to remember you. If they come to your blog and they like, Wow, I really like this blog. I like the information. And you say, Hey, do you want more information on this subject? Do you want an additional additional information on the subject, or do you want to know how I did this?

00;42;52;01 – 00;43;07;21

Speaker 1

I've download this PDF, get this cheat sheet or whatever. You can see what I'm saying. And you always the other thing that I didn't put on here, you should always put a value on whatever the the free thing you give people because you want to know. You want people to know, Hey, this thing is free. I'm giving it to you free.

00;43;07;21 – 00;43;32;02

Speaker 1

But I normally charge 97, 17, 27, whatever the amount you would normally charge, and some of these content upgrades, they could even be programs or things that are already on your site that people can see that they have a price on. All right, I told you we would not be here long today. So your homework is to create your promotion strategy.

00;43;32;04 – 00;43;55;11

Speaker 1

And I want you to go in to the program ball and watch that series on the pillars. And then I want you to think about what type of social media graphics should I put out there, what kind of content upgrades should I use, what's going to be my email schedule. And I want you to know that your email schedule needs to be at least one time a week.

00;43;55;11 – 00;44;19;22

Speaker 1

I've said that before, one time a week. Don't skimp on it. Don't try to get around it. They'll try to say, what am I going to say every week chat DVT is offer in and now Gmail even has an API attached. So you have no excuse for not sending people emails. Asia is helping you much create a contest or a challenge that you want people to do.

00;44;19;22 – 00;44;47;00

Speaker 1

Think of a challenge that would be really good for your audience.

Think that up and get people to opt into it. If you go on our website CSR Corp dot com right now the contest is a contest. It's not a challenge. What is it is a quiz. Sorry, I couldn't think what it was. And what it says is What is your biggest website challenge Website Traffic Challenge or number one website traffic challenge.

00;44;47;03 – 00;45;06;29

Speaker 1

And I say you can find it out by taking this quiz. They click on the link and if they say, take the quiz now, they have to give me guess what their email and their name and they can take that quiz and then they can find out what kind of website they have right now and where they're losing clients and what they can do to stop it.

00;45;07;02 – 00;45;32;09

Speaker 1

And I tell them all that and Facebook groups are and it could be any social media, Pinterest or Instagram. How are these things going to figure into your promotion strategy and how will you utilize the other platform? So basically, this is making you think, What am I going to do? Because you have a Web site, whether you've put your blogs on it or not yet, you will be putting your blogs on it.

00;45;32;16 – 00;45;57;03

Speaker 1

But if you just put your blogs on that website, you don't do anything else. You may or may not get traffic to come. Now, Google within itself, because all the stuff that I talk to you in sessions one through six will help you to harness the power of Google so that they can you can be found and people have got to come to your site.

00;45;57;03 – 00;46;20;06

Speaker 1

Google is going to send people, but we can help Google out a little bit and we can get more known out there with these things that you need to do for your promotion strategy. And it's not that complicated if you just go through one through six, answer these questions, then you can go back because I don't want it to stop you in your tracks and go, my God, promotion strategy.

00;46;20;06 – 00;46;41;05

Speaker 1

What are you talking about? I don't know anything about that. Well, even if you don't know anything about it, you need to because like I said, we can, you know, we can do some things to help Google out. Google is going to be the real driver of people to your website. But we can also use these other things to get people to know more about us.

00;46;41;07 – 00;47;00;05

Speaker 1

To say, I need to go to that website and check this thing out and see what they're doing and to really increase awareness of us out there in the world that we have this blog that answers the questions that they have that helps them and do what they need to do. And it solves the problem. And that's it.

00;47;00;12 - 00;47;40;03

Speaker 1

That is basically it for our session today. Is anyone have any questions? If not, you all are going to be on your way and they are awful quiet. I know y'all are doing stuff, but if you don't have any questions, that is the is the whole thing. Today is really just about getting those blogs done. And what I would like you to do in addition to this create a promotion strategy is I want you to create a blog and I want you to show it to me using all of the stuff that you learn from one through six, go through seven, module seven and see how I actually got the the thing done.

00;47;40;06 - 00;47;58;03

Speaker 1

And it should have all your your featured image in it. It should have your pictures in it. I mean, I want to blog that you would be proud to show your mama that's what I want. Because if your mama is your client, boom, I want her to go look at this thing and say, my God, I can't wait to work with this person.

00;47;58;05 - 00;48;19;29

Speaker 1

That's the kind of blog I want. So you can send it to me sometime next week. Also, I want to I want you all to remember that you do have a session with me that is available. That's part of this program, a blog strategy session, and we will be talking about these very things. How can you get your blog to get people to your blog and just.

00;48;20;02 - 00;48;23;12

Speaker 1

Yes, Nadine, is that your hand up.

00;48;23;14 - 00;48;30;04

Speaker 2

There mean to stop you in middle thoughts If you wanted to finish what you were going to say? And then I'll just because it's just a comment.

00;48;30;07 - 00;48;33;14

Speaker 1

Go ahead. I may think about it again. It's kind of gone now.

00;48;33;16 - 00;48;36;21

Speaker 2

You feel like in the middle of a sentence. And I was like.

00;48;36;28 - 00;48;41;28

Speaker 1

Okay, that's okay. I tried to finish, but when I saw your hand, I was like, What was that?

00;48;42;00 - 00;48;47;15

Speaker 2

No, nothing. I was just going to say that. What was I going to say? Not because I'm like, my.

00;48;47;15 - 00;48;50;17

Speaker 1

God, we're talking to I know it.

00;48;50;17 - 00;49;16;09

Speaker 2

Really? No. email. When it comes to email, I find that the open rates are decent, but what's my biggest challenge is conversion. And sometimes even with my clients and we talk about conversion rates, you know, someone was like, yeah, I have about a 75% open rate, which is amazing and awesome actually. Lying. Yeah, she was somebody I talked to, but she wasn't a client.

00;49;16;11 - 00;49;40;16

Speaker 2

But like my conversion rate as far as click through is like really low. So any thoughts on what we should be looking at when it comes to actual click through rates and not just open rates on our email? And then also when it comes to blogs, instead of doing content upgrades, I've been doing more like call two actions.

00;49;40;16 - 00;50;09;24

Speaker 2

I think I was sharing with you before that the round up blog post that I'm going to be doing today. The call to action is going to be to meet the authors on the live tomorrow. Yeah, because I just really struggle with creating content updates for each unique topic. Because even though we have the pillar topics and then the topics underneath like you showed us and I guess maybe I could create one content upgrade for that pillar and use that for each one of the topics underneath that pillar.

00;50;09;28 - 00;50;31;02

Speaker 2

So it's not like I'm creating a content upgrade for every single blog post. It's just the pillar. So now that I talk it through, that makes sense. And then the last thing is automation is great and wonderful, but it can be a lot. It can be a lot too, too, to figure out how to

set up. And so much details.

00;50;31;05 – 00;50;52;05

Speaker 2

So I was just adding my \$0.02 in it. But I will say when I look at my Google Analytics, blogging and podcasting are the main things that always bring the most traffic to my website. If I wasn't blogging, that traffic wouldn't be there. If I wasn't podcasting, it wouldn't be there. So it definitely works. But yeah, so that would be my comment about emails, blogs and automation.

00;50;52;08 – 00;51;16;19

Speaker 1

Awesome. Those are good comments. Are great comments. And exactly what you said to do is exactly what I would tell you to do. So you know the pillars create a and I've recently started doing that because I was doing all these different content upgrades and stuff and I was like, How can we do this as a summit? But then another coach or someone that I follow on YouTube who I actually got to meet Friday last Friday, and she was awesome.

00;51;16;21 – 00;51;43;14

Speaker 1

She said the same thing. I was doing the pillar stuff, so she was like, Do the pillars create one opt in for each pillar and then every email that you have? Unless you just want to make something different, then you just really the opt in is for the pillar. And I only have when I went through chat and set up my pillars, I think it was seven, I think I want to say it was seven.

00;51;43;16 – 00;52;07;19

Speaker 1

So what I also did, which is I asked chat deep, what are the best content upgrades I could use for these pillars? And it told me and I was like, that's not too bad. That's good. Because sometimes, you know, your content upgrade can be your podcast, your content upgrade can be your your summit, or it could be your book.

00;52;07;20 – 00;52;33;05

Speaker 1

It it could really be the call to action could really be anything. But basically you're trying to make sure that, number one, you're showing people, Hey, I am awesome Source tenderizing you, you better know who I am. You So basically you tell them all that stuff at the same time. But it was something else that you said about, I know it was the conversion and this is specifically for you, Nathan, because I've seen your emails.

00;52;33;05 – 00;52;52;18

Speaker 1

Everybody else. I haven't necessarily seen your email, so I don't know. I would suggest that you get that the email that you sent out that has those three, four or five things, sometimes you have those I would say make that maybe a weekly that you send out, like I do my roundup thing and then send them another email that could be shorter.

00;52;52;18 - 00;53;25;02

Speaker 1

But just one thing, one call to action. Whatever your main thing is, maybe for the month or for the week, send them that. And then you're not only touching them twice, but you're touching them two different ways. Because for me personally, when I see more than one call to action in an email or in a blog post or something, I just cringe because what happens is if we're looking at this page right here and we say create a promotion strategy, and if you think of the top three things, social media content, blah, blah, blah, as call to action, by the time I get to the third one, I am so confused.

00;53;25;02 - 00;53;40;24

Speaker 1

Which one do I need? Should I do either one? Yeah, I'll just come back later. Later. Never happens. So I like to just quit on one thing that I want people to do. Even if I put in there two or three times, it's only one that I want them to do.

00;53;40;26 - 00;54;00;05

Speaker 2

Yeah, they actually teach you that with email marketing is just to have one link, but that my weekly newsletter and I kind of as you know, put all of those three four things in the email, but I always usually have an additional one solo email is what I call it, which is an email just done. One thing that I'm pushing.

00;54;00;05 - 00;54;20;05

Speaker 2

Yeah, we like, for example, I book some solo emails about that, but but even so, I feel like the conversion rate is kind of low, so I kind of wanted to figure out, Yeah, and sometimes it's just your the way that you like. I don't tell a lot of stories and, you know, that's just not the way that I am.

00;54;20;05 - 00;54;21;07

Speaker 2

So I just need to be.

00;54;21;10 - 00;54;28;23

Speaker 1

Good at stories though. I love that email that you sent out about us having that, you know, getting the whole book together, how we get more and.

00;54;28;23 - 00;54;31;14

Speaker 2

Stuff to do more of those that caught my.

00;54;31;14 - 00;54;51;29

Speaker 1

Eye. That caught my eye. And then you sent out a follow up that said yesterday, I told you about this. Now I'm telling you about that. I love that. Keep that up. I think if you keep that up, it's going to is going to help you, because the whole thing about email is just building that relationship, solidifying that relationship, letting them know, hey, I'm there for you, and if you need anything, I'm right here.

00;54;51;29 - 00;55;16;17

Speaker 1

But you're not really saying it. You just always give them that great information. Something to go. And if you give people that, then they will in return, you know, buy from you, stay, do all kind of stuff. And I know because people, you know, people are doing that and people will send back, I'm on that story or I love this or ah, they'll just buy or schedule.

00;55;16;19 - 00;55;17;22

Speaker 1

I don't care.

00;55;17;25 - 00;55;34;24

Speaker 2

If if I'm really open and honest. I know we're at the top of the hour, so I make this real short. Like sometimes I'm like, man, I do this email every week. Is it even worth it? You know? Yes, it has over 100 opens, but the click through is so little, it just feels like it's such a waste of time.

00;55;34;24 - 00;56;02;25

Speaker 2

And I had that feeling in my spirit. And then and I had a link on there to like, schedule a call with me or whatever. And most people don't even necessarily always take advantage of it. So someone took advantage of and I like someone's scheduled to call with me. And you know what the girl said? She said, I, I get a lot of emails, but I always read your email and I was like, okay, God, I see you you her to encourage me because I was feeling like this is a waste of my time.

00;56;02;27 - 00;56;23;16

Speaker 2

So you had to remind me it's not a waste of time. And this young lady had to show up and say, I read your emails and you know, just a word

of encouragement from her to keep me going. Because sometimes you feel like, Is it worth it? I've been doing this for so long and I don't really necessarily because email marketing is a long term marketing thing.

00;56;23;16 - 00;56;44;14

Speaker 2

It's not a quick fix immediate thing in your business. So sometimes you can be like discouraged when you don't see the numbers that you want or the results that you want. So yeah, but I wouldn't I wouldn't trade it for the world. I still feel like you said, email marketing is one of the best marketing strategies that you can have online.

00;56;44;16 - 00;57;04;07

Speaker 1

Right? And I thank you for being so open and honest about that because I was like, I feel that way sometimes too. I feel like if I post one more social media thing or send out one more email and these people and then like I said, got to do the same thing. Somebody will come in or I'll sell something or, or whatever.

00;57;04;07 - 00;57;24;24

Speaker 1

But it is a long game and it is a numbers game. And it is one of those things that if you stop, I bet you, I bet you it. If you stop people like maybe what? But I've been looking for you. You've ever put our email in a while and that really tells you how many people you know are kind of looking for you, looking for stuff that you do.

00;57;24;24 - 00;57;26;02

Speaker 1

But yeah, yeah.

00;57;26;06 - 00;57;48;04

Speaker 2

One quick story. This is on. This is like my only opportunity where I get to talk about this stuff with other people. Find with like when I am able to come on, like when I was on someone's email list and she did exactly that, she was like I decided, you know, I'm going to not do these emails I've been doing it for, I want to say some ridiculously long time, nine years or something like that was not ridiculously long.

00;57;48;04 - 00;58;01;04

Speaker 2

She was doing it for a long time and she said she was stopping doing it. And then I, you know, she I saw that the emails weren't coming through and I felt like there was a void. It was like you just it's like you broke up with me.

00;58;01;06 – 00;58;02;16

Speaker 1

Yeah. Yeah.

00;58;02;19 – 00;58;20;03

Speaker 2

I felt like that relationship was was severed. And and honestly, I don't see how that made her business better. I mean, maybe in her mind, because she was all about only focusing on stuff that she wants to do or something like that. So maybe she was just shifting and other things were going on in her life. I don't know.

00;58;20;05 – 00;58;35;03

Speaker 2

But, but yeah, I definitely miss the experience of having her in my inbox so I can see how people could potentially do the same, even though I don't really feel like it that they're feeling it the way that I think I should.

00;58;35;05 – 00;58;54;01

Speaker 1

I would suggest that you do this and eating out is suggested. Go back as far as your five years, ten years or whatever, whatever you can excuse me, use a numbers for since you are a numbers person and see how many emails you sent out, see how many times somebody responded to an email and see what their response was when they buying something.

00;58;54;01 – 00;59;21;14

Speaker 1

Were they trying to get you, you know, get a call to recall where they what what was it? Because I found that when I stop and look at my numbers and actually see where I am, like, Hey, I'm not doing that. Hey, this is cool. Because last I remember when I stopped one, this was a couple of years ago, I went through this this thing with this other girl and she was like, I'm going to show you how you can figure out where you are right now.

00;59;21;16 – 00;59;47;16

Speaker 1

And then next level, I was like, okay, let's say the first thing she said was, Go to Google Analytics. And at that time I really wasn't doing I was like, This hurt my head. I can't even she was like, okay, I know y'all don't want to do it, but she said, I want what I want you to do is go to Google Analytics, look at the whole year, like select the whole year, January through December, and then go back through each of those things and see how many people came to your side, how many people did this.

00;59;47;20 – 01;00;03;08

Speaker 1

So sometimes when you look at that big picture, you can see where the gaps are or where you need to do more stuff away. You need to do less stuff and kind of get a plan there now. So I know that will help you.

01;00;03;10 - 01;00;17;15

Speaker 2

Yeah, well it is as business owners and it's important for us to look at the numbers. I'll just throw it out there. Especially marketing wise, Tracking is one of the key things I always teach. You have to look at your numbers. So yeah, it's important.

01;00;17;17 - 01;00;45;23

Speaker 1

Yeah. And the other thing is you can't get depressed or down or, you know, down on yourself about something that you're feeling right then, you know, is the whole picture. Just like I said, email marketing is only part of your thing. You got to look at the whole picture. Maybe email can be built up a little bit by this other thing and something over here can be taken out because it's taken up too much time that this kind of what I did, I did a reevaluation of all the stuff.

01;00;45;29 - 01;01;09;09

Speaker 1

I don't do a lot of social media anymore, but it hasn't hurt my business. But I still do YouTube. I post on Facebook and I do labs. I do a live every Tuesday and I'm doing a lab every Friday, Friday on YouTube, Tuesday, and my group, that stuff has really helped my awareness. It's all about that awareness because if nobody sees you, they don't know you doing anything.

01;01;09;14 - 01;01;13;03

Speaker 1

And I am one of your biggest fans and they, they I mean, this is.

01;01;13;05 - 01;01;16;04

Speaker 2

My business, bestie, so you might be a little biased.

01;01;16;09 - 01;01;34;07

Speaker 1

I am biased, but I'm honest and I really I really think that your stuff is totally awesome, that things are thoughts, the stuff out there. So I don't want you to get, you know, discouraged or down to the press or whatever. And I know, I know we all have those ebbs and flows, but yeah, I don't know. I don't know.

01;01;34;07 - 01;01;34;23

Speaker 1

I'm praying.

01;01;35;06 - 01;01;37;28

Speaker 2

yeah, I'm not giving up. There's no giving up right now.

01;01;38;01 - 01;01;45;00

Speaker 1

I know. You ain't giving up buying all that. You give up our combat. Adam Martin fired you.

01;01;45;02 - 01;01;47;08

Speaker 2

Know, this is good. Thank you, Carol.

01;01;47;19 - 01;02;04;19

Speaker 1

you're quite welcome. All right, everyone, You got it. That should be really good for you. We've said a lot of stuff, and sometimes it's the stuff that we don't say, You know, it's not just what we do say, but the one thing that I will let you know and this will be the last thing you got to do the work you got to do.

01;02;04;19 - 01;02;25;04

Speaker 1

I'm talking about everybody. I'm talking about me. You got to put in the work you can at one bitch and complain about stuff not happening if you're not doing the war. And I mean, we're doing the work. You got to do it the way it needs to be done. Step one, Step two, step three, all of that. And I really try my best to lay this program out like that.

01;02;25;06 - 01;02;42;00

Speaker 1

And I know I'm including some stuff that people don't even think about with their blog or how to promote it and all this and not to say you got to do it every single day, but just start doing something. Just do some blog posts and do them to the best of your ability and Google is going to pick you up.

01;02;42;07 - 01;03;02;08

Speaker 1

I can't say when, but even if Google doesn't pick you up, you're going to have awareness from people and you're going to get some clients. I'm telling because I'm not on the top of the heap from all the millions of influencers and stuff out there, and it got 100,000 people, but I make money every single month. So I think that's a win.

01;03;02;11 - 01;03;23;22

Speaker 1

It's a win win, win win for us. All right. So I'll watch. I'll go do your homework. Got any questions? Put in a telegram and thank you to

all of you who are in the telegram group. I almost got all y'all in there now. You okay? Awesome. All right, See you next week. Bye for now.