

# THE *Spirit* OF YOUR BUSINESS MASTERCLASS

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## Bonus Call

### *Call #5*

Welcome everybody to our extra special bonus call for the spirit of your business. All right. I'm gonna introduce you two though. So as, because I've been on these calls previously, everyone knows that I'm Elizabethan Cannon, the head of marketing for Colette Baron Reed. But we have very special guests tonight. I'm so excited to introduce all of you to our C O O Mark Lindeman. You've heard his calming voice behind the camera, often with Colette,

but some of you may have never have seen him in front of the camera. So this is Mark. And then we're also joined by our amazing operations manager, Brianna Miller. And so you got, you all get the three of us tonight for this very special call and it Hello. Welcome everyone. Happy to be here. It was, after reviewing all of the questions that were submitted during this spirit of your business masterclass,

we saw so many specific and technical questions that didn't really have To do before you go into this. Should we not launch the poll right now? If you, if you're ready for the poll, I'm ready for the poll. Let's just, I will launch the poll. Here we go. Okay. So I launched a poll so you can just tell us where you are on your business journey and I will let that run and then we will share the results in a few minutes.

So like I was saying, we ha we saw a lot of questions, more specific technical business questions, not so much metaphysical. And since Colette does have an entire team of business people, she asked that we jump in and host this

bonus call to help all of you with all of your more technical questions. So we're going to answer some of the questions,

the top questions that were submitted ahead of time. And then like we've done before, we'll open up the floor and invite you to join us on screen if you have other questions. And between the three of us, we will do our best to answer them. And like always, we will upload this replay in the learning platform. And most importantly, I think for tonight,

we're also going to add a PDF with links to any of the platforms, softwares or tools or solutions that we mentioned tonight. So you don't have to vigorously take notes and try to write down every website or software we might mention, because it could be a lot. And this way you'll have a pdf. You can click through and check out the things that sounded interesting to you on your own time,

so that way you can just be fully present tonight and not stress about not being able to remember that the name of something that we shared. Yeah. Thank you. So with that, I'm gonna pass it over to Mark because I know he has a lot to say too. Yes, I do. Can we show the poll? I think everybody must have done it now.

Welcome everybody. Thank you so much for being here. We're gonna have a lot of questions. I mean, oh, did we see? Okay, there we go. Budding visionary, 32 of you solopreneur. 59% of you and seasoned entrepreneur. Good for you. 8%. Okay, so I'm gonna kind of, oh, you took it away. I needed to see you wanna Back up?

I'll share the results again. There You go. There we go. I'm just gonna put it aside so we can just kind of look at it. So there's, we get a lot of questions and there's always gonna be people at different levels coming into a business conversation like this. And one of the things that we don't want to do is be so focused on just what we wanna tell you,

that we're gonna be interactive with you and ask you to put in the chat some of the things when we go over stuff, I don't think there is, there's no stupid questions. There's just going to be a lack of information. So don't, don't feel like, you know, for, for you the budding visionaries out there. If, if there's a question you have,

don't, don't be shy, ask it entrepreneurs if you know the answers and stuff like that, you know, feel free to share your thoughts on it too. A lot about a business. We all know business is not easy. It takes a lot of time and a lot of planning. And that's the number one thing I'm gonna tell you right now,

is that no matter where you're at in the game or in in the situation in business, that you need to have a good plan. And just this call tonight, we had to sit down, plan it, organize it, send out surveys, do all these things in order to make it, you know, functional and beneficial for you. Instead of us just going in there answering questions.

So we took some time to do it. So no matter where you're at on your journey in business, the number one thing you have to think is, do I have a plan? And what's your plan? And when are you going to do it? And within that will come all the tech things. So it's not a good idea just to write down tech stuff and think you're gonna have everything answered for you there.

Now you have to think of the plan. How am I going to implement this stuff? How do I use it? How much time do I need to learn to use it? What are the best tools that are gonna work for me? Because some of you here, even though a majority of you are probably in the metaphysical space, a a lot of you will be,

you know, some of you have services where you need calendars, where you have to put, you have physical spaces. Some of you, some of you're just online presence, some of you have people coming to your house, some of you go to people's homes. So there's a whole bunch of things that you need to think about and what kind of technology you're gonna need to help you perform that to the greatest function without having to go back and redo stuff or get into something that just was not the best fit for you.

And that's why I've, I, I use this statement a lot to my team. I always say measure twice and cut once. My brother's a carpenter. So he always taught me that rule, which you have to measure everything twice and only cut it once. Because if you miss that first cut then, then there's a lot involved with trying to get that correct.

So without further ado, I'm gonna close the poll off now. Thank you. We're gonna get going. Yes. I am going to read off the first question. So we had all of you submit your questions to us ahead of time and went through all of them. A lot of you had a very similar questions. So we narrowed it down to the top,

I think 10 or so. So we're gonna go through those first and then we will open the floor up, open the floor up to having you guys jump on. So the first question we have is what software, what software is most beneficial and easiest to interact with for bookkeeping slash accounting in a small business? So I think Mark, if you wanna take this one,

that would be great. Yes. Okay. So we went from, I guess when we first started out we just, we went from, you know, just me and Colette and maybe an assistant working with us where you didn't need many complicated bookkeeping systems and you know, like a lot of the stuff we could do ourselves, input it and what have you.

So there's a lot of programs out there that can do that. You know, like fresh books and stuff like that. They have invoices and stuff like that in there as well. But once you start to grow it, it you, the only program I've seen that integrates with every other platform out there, once you start to have payment processing and, and other technologies that you gotta,

you have to use the ones that once you make a sale, it goes right into your books. All these platforms seem to hook up to QuickBooks. I know zero's coming too, but QuickBooks seems to be the QuickBooks online. And my accountant, who's this huge, you know, they're like, they're big accountants here in Toronto. Like they're, they handle some pretty big businesses.

They got off QuickBooks and they're going with zero, but they're the same thing, more or less. They're two online platforms. They don't cost a lot. I think that QuickBooks had something for \$25 a month or something like that and people can invoice you, you can invoice people out of that and do sales. So QuickBooks is always one of the best thing.

Yeah, QuickBooks, there you go. Page Bronson. Yes, QuickBooks. Incredible. Such a strong value. Now one of the things that may overwhelm people a lot is the fact that we're gonna give you a lot of information here. You don't have

to learn all these things at all at once. There's this great book that was written by Dan Sullivan,

he's one of these business coaches, great coach and it was called Who Not How. And this is something our team always, when we get overwhelmed by something we don't think, how's it gonna get done? We ask who can we get to do it for us? So part of what you have to consider when you have your business and you're, you're trying to build it is that the money you make is just not profit.

The money you make goes paying bills and stuff like that. But you need to put money aside too to get yourself set up. So that's part of your plan. As you develop these things, you, you start asking yourself, okay, how much is this gonna cost me to do? And you do things like Lego blocks, you build it, you build it,

you don't do it all at once. If you need to, if you wanna do it all at once, hire someone, spend a lot of money, get everything done, have someone run your company like Brianna actually runs our company and then things become a lot easier. So for your entrepreneurs who, who have a team out there already and stuff like that,

you know what I'm talking about for you, those of you who are trying to build a business, remember the plan. You have to have a plan, how you're going, how you're gonna build stuff, and what kind of money you're gonna have to put aside. And that's always one of the greatest concerns people have is is like, oh, I can't do all this myself or this is so expensive,

stuff like that. But in order to run a successful business, you have to make those plans. So that's about all I'm gonna say on that. If you have questions, just please put in the chat. Like I said, there's not, there's no stupid questions, there's only not enough information. Awesome. Thank you. Okay. All right, question number two.

What is the best booking slash calendar scheduling system for a small business? All Right, this, Go ahead. This is kind of interesting question because at one point there was only one calendar booking thing that was really everybody went to was called Calendly. And that's the one that if you

just have a website and you have a few pages on it and you're gonna take payment processing and people to book with you,

Calendly is probably one of the best things because it's easy to integrate into. It doesn't cost much easy to integrate into a WordPress site or almost anything. There you go. Martina, Vero says, I like Calendly. Yes, Calendly is great and really easy to set up and straightforward and you get to book your own time off. You get to set times where people,

yeah, I tried Calendly and found it so confusing. No, it's not confusing, it's just you didn't have enough information to make it work. The, the problem with when you go jump on YouTube, there's some great videos and there's some horrible videos. So that's, you just have to spend a little time as part of the planning is you, once you get it in there,

it's like anything new, it's, there's so many things you can do, but it's one of the simplest, one of the simplest programs I've seen to get in there. You just have to get some good tutorials on it. I use Acuity. Yeah, there's another one you guys can look into. I don't know what a cube is like. Probably similar.

Yeah. So if, yeah, if you guys have great tutorials and you want to share 'em, I'm, I'm not sure this, maybe just write it in, we'll put it as part of just drop 'em in here and we can grab it out of the chat or something like that. But you know, stay in the chat, stay here and don't go wandering off to find other stuff.

You might miss some good information. So Calendly, but now here's the caveat. I've noticed since AI has come out that there's all these great platforms starting to pop up everywhere that includes this thing and there's this one platform right now. And for those of you who would get, would have a, a panic attack if they jump into a software program that does almost everything you needed to do.

I would have you think, I'm gonna tell you the name program a second, but I want you to frame it, I wanna frame it properly. When you put a plan together, you're gonna have 10 different softwares that you probably will need to use to run your business maybe more, maybe less depending on who you are. But if you could find that all in one software you knew and you knew that would do what you needed it to do,



then you would just have to think of it differently as 10 softwares built into one. And there are some software programs that connect stuff, but we found this one just recently. It had the calendar in it, it had all these things in it and it's called Go high level and that's G O H I G H level L E V E L. And we've been jumping into it lately and it does now if you're have major,

major C rm, which is what is, what is it? It's customer record management or something like that, right? What is it? Yeah, right. A CRM like and, and if you have one of those and you need a lot of people, you know you're gonna grow to a list of a hundred thousand contacts in your email because that's who you are,

then this might not work for you. But if you're gonna have less than 1500 contacts and you have go high level, you can build your website on it, you can do calendar on it, you can do funnels pages, you can do so much on it, it has a payment gateway in it, you can build your website on it. That's,

that's a big thing. We're gonna get to the questions about websites, but you asked me about a calendar and I went over into this section just to let you know that there are programs out there that do everything for you and okay, I use Calendly and I like it, but kept disconnecting from my website. I switched to Acuity. Okay, there you go.

Acuity is Acuity's one that we just don't use because Colette no longer needs to do that kind of calendar booking, but there you go. There's another one, acuity. And Elizabeth, I love that you color code your books. I saw that today people, I thought that was pretty unique too. Okay, so let's move on from the calendar. I think you guys understand that there's gonna be some programs out there,

you just have to ask the questions. All right, just you have to dig in. Google is your best friend and so is YouTube. That's all I'm gonna say. All business people, when you don't know Google it or you it to get some information on it Inform. Awesome, thank you for that. Okay. All right, next question. What are the best tools slash products slash systems for utilizing technology in general?

Can I get a general overview of options and their usage uses? Yeah, I think probably Elizabeth, Yeah, One, yeah, So that is a big question and there are

lots of, like Mark was just saying, he just listed off some different tools, but I think that before we jump into a whole tech stack that you could be using as an entrepreneur,

it's more important to back up and think about what is your business and who are you serving because that's going to inform the kind of technology that you're going to need. So I'd actually, I mean I'd love to see that if you all wanted to type in the chat what kind of business you have and who you are serving now because that will also just give us a little bit of information to make sure that we're giving you the kinds of technology that would be maybe most useful for you before I jump into a whole list.

And remember any websites that we talk about or softwares, we're going to link it in a PDF so that you don't have to try to remember every single thing or write it down. But I just wanna take a minute to see some of these businesses coming in the chat. Plant-based cheese company. Love it. I know Mark originally thought maybe we had mostly metaphysical people,

but I like seeing all these different businesses in here. Yeah. All right, while you all type that, type that in, I'll start talking about some of the different tools and products and systems that are good. I think that we'll break it up into kind of like email and automations, e-commerce, social media courses and project management. And then I think Mark's gonna jump into some of the more websites specific stuff.

So to start, email and CRMs, which Mark was talking about a little bit at a basic level, you can, if you are a solopreneur and right now you're not interested in growing a big email list and you're just needing to talk with some clients one-on-one, the, the simplest thing is to just have Gmail. You can have a Google Workspace account and have a professional email address,

so your name@yourwebsite.com and you can manage it all through your regular Gmail that you use and it's like \$6 a month to have a professional Google Workspace account. And so I think that at a minimum is what you could be doing. But if you are ready to start growing a list, can I, can I just say something on that one? Yeah, go ahead.

Okay. Just cuz I, I just wanna make sure people that what Elizabeth is saying right now is that through the workspace, like our name, all our emails and



everything that call Baron Reed uses goes through Gmail, but under our name. So I, I just wanna make sure that you guys understand that that we're, it is something that us with 20 employees,

20 plus employees all having their own email accounts plus everything else like payments that call it bear reed.com and all these other things are about 35 emails living within our Gmail workspace. And the reason we did that is because when we, we have a WordPress site right now that is going through WP Engine and there's nowhere for us through WP Engine to have an email space.

So they don't allow that. And if you're on WP Engine, you probably know that. So we run everything through our Google workspace and it's one of, it's, it's been a godsend I'll tell you what right now. Okay, Yes. So it's really easy to be able to manage your professional emails and, and look, you know, even if it's just you right now look more professional by,

you know, getting that Google workspace account. But then if you are ready to start growing an email list and you want to send emails, like marketing emails to a whole list and you want to start doing some lead generation, a really great introductory tool for that would be MailChimp, which you may have heard of before. And they even have free plans.

So you can sign up for a free account and ha add up to 500 contacts just to test it out and see if you like it before you decide to start paying. And even their payment, their paid plans are pretty affordable and starting at like \$13 a month. So, and in there then you can start to store your customer data. They have really easy drag and drop email designs.

If you're not someone who knows how to do HTML or hand code emails, it's all kind of just right out of the box for you. They have sup some basic automations. I see Holly uses MailChimp. You can make basic landing pages. So if you did want to make a landing page and people could opt in to join your list and then you,

it automatically sends them something, you can do all of that with MailChimp. Then if you are already, you, you know, you're past a MailChimp level and you're ready for more complex automations. The, the CRM tools like the customer relationship management that Mark was talking about

integrating with other platforms, there are much larger and more powerful tools you can use.

And tools like that are ontraport, which of the tools I'll list has the most affordable options. I think if you're kind of just getting in into that world. But they have, you know, you can send lots of emails, you can send text messages to people who are opting in for them, bigger automations, creating forms, webpages. And then the next level would be active campaign,

which does a lot of the same stuff. It's more powerful than ONTRAPORT in a lot of ways, but ONTRAPORT has, they have different strengths and that's why when we send you the list, I think it's important if any of these sound interesting to you, to then click on the links that we'll include in the P D F that we'll upload tomorrow. So you can do the research yourself to see what would be the best fit for you.

And then there's also keep, which used to be Infusionsoft, but then keep bought them and that is another all-in-one C R M sales and marketing automations and they have payment processing. And so just for like email and customer relationship management that that's kind of the initial something that you would need to choose among those options or whatever works for you. I I I would say like there's a question came in here,

why don't, why doesn't C V R use Kajabi for email? Oh, I will get to that. Okay. Definitely because I, I, I mean I can answer it now. So Kajabi is something that we have when I get down to the course section and that, I'll just jump there now. So there are, if you have an idea for an online course and you would like to sell courses,

there are a ton of platforms for you to be able to upload your course content and deliver it to your customers. And as you all know, because you've accessed our learning platform, we currently use Kajabi to host our courses and Kajabi is also a sort of all-in-one tool for a lot of businesses. If they do have email marketing, you can, they do payment processing,

you can build a website on there, you can create lead forms. It's a very powerful tool. We have needs larger than what Kajabi can provide for us, I would say in terms of email marketing and in the automations that we have running kind of behind the scenes. So that's why we currently use Active

campaign for our emails. But Kajabi, some of our courses have do send emails from Kajabi.

So if you've taken Oracle cards 1 0 1 with Colette, a new lesson is released each day for 30 days. So when that new lesson comes out, Kajabi is the platform that will send you the email and say, Hey th here's what this lesson for today is. But typically our emails are coming from active campaign just because that's where all of our customer data is and it's just a more robust system for the size of a list that Colette has.

Yeah, and what I'll, what I'll add to that is a lot of these smaller platforms that you're like, if, if what you're selling is a course and they will do follow up emails and they probably have some good integration with whatever their, what's going on in that platform you run into the problem with, with these course platforms and all, and some of those,

as I said before, they have limitations on what their system can actually handle. They weren't built for email. So if, if you had something that was really, really, you were going to launch something and you wanted to make sure that everything went really smooth and I think there's a Canadian term which is Tickety Boo and I don't know if that's a US term,

but it we wanted to work with to perfection and not have anything go wrong because you have 20 people sitting around on your team going, oh my god, scrambling to fix something they can't fix because you chose a system that didn't work for you. Then you run into those problems and that's why we went to Active Campaign. We used to be with Keep formerly Infusionsoft and they had a lot of bugs in there and we jumped off of that because we,

we would need to send out, you know, 500,000 emails or a quarter million emails on in one, one little on one email and then you're doing that seven, eight times a week and what have you, all of a sudden you've sent out like four or 5 million emails and it becomes a real problem if you're dealing with a small little thing. So if you knew that you were gonna jump to something bigger like that,

you'd want to do that. But is also, you can be small too with those same companies, active campaign, keep 'em what have you. If you know you're gonna have complicated workflows and funnels and all those things, you're,

you're gonna want to do that. But if you know, you're like, I saw a lot of people here that, you know,

they're Reiki masters or the, a lot of the what we call solopreneurs here. You might have an assistant, you might have something like that. You're writing your newsletters, you're doing whatever you have to do. You may not need anything really fancy, but you could still take one of their beginner programs like Keep, because they also, or both Keep and Entreport both have a payment gateway built into it.

So that's kind of a nice thing too that then all your customer records are in one place, even the financials are in one place integrates with QuickBooks or Zero or if FreshBooks or whomever you're gonna use and then everything's nice and tidy that way as you grow, it becomes a lot more complicated if you started somewhere that doesn't have all those things built into it.

And you know, as we're fair size business and our, our payment gateways are not integrated with Active campaign, it's all these complicated things called Zaps and some of you know what I'm talking about, others don't, it can be really, it can be a real problem at the end of the day when you're trying to do your reports. Okay. All right.

Thank you Mark. That was okay, great. Jumping back into other course builders though cuz we did talk about Kajabi. I did wanna share a couple of other course platforms if that's something you're interested in. And again we'll have all these linked out for you. But there's Thinkific, which I've seen people use and they have a free plan where you can create your first course I think for free,

I don't know the full extent to what all you would get for the free plan. And then once, if that's what you like it, you know, then it's like \$36 a month. But you can create courses, drag and drop templates. They have some special things to protect your content against people being able to like copy and paste it to as much as they can.

There's a platform called Teachable, they also have a free starter plan and then you can create like up to five courses and send emails through there too. Like Mark said, go high level is something that we've just recently been

looking into. If they also have a free trial, you could just sign up and check it out and see if you like it.

And then if you do, they have courses, they have the page builders, like landing page builders, you can send emails Kajabi and then ClickFunnels. I saw someone ask about that and you can do courses in ClickFunnels as well and someone asked if we ever use ClickFunnels and we we have used it. Yes. Can I, can I answer ClickFunnels? Yeah,

go for it. If I had to choose between ClickFunnels and go high level, I would definitely take, go high level over ClickFunnels any day. The difference being is ClickFunnels has a great community where you can learn from and they've got great training videos and all those things in there and they, but we ran into problem with PayPal and ClickFunnels. So a lot of times the workarounds is you have to hire someone to code something in it,

to fix it. Where when you pick, pick a better platform that you know is gonna work and you're not gonna have problems. You don't have to hire coders, you don't have to do this and that usually your better way to go and like I see right here Jane at MailChimp experience fi for online courses. I think at the end of the day,

this is what I, what I was talking about at the beginning was what's your plan? So when you're gonna get into something and you know for online courses and stuff like that, you have to see the platform cuz there's tons of them, but do they have all of the things built into it that would serve all your needs? Someone said, I've been using SamCart.

SamCart's, okay they, I don't like the fact that you can't really style your checkout forms the way that we would like to and go high. Like go high level has can do it. I think they're spiffy forms these days that can do it. There's a lot of really good checkout. They all do the same thing. They all give you reports,

they all do these things, but what is your experience? What are you looking to get out of it? At the end of the day, if you want a one and done type of thing like SamCart for a checkout, you're just not gonna be able to style it that that nicely. You can in ClickFunnels, you can in go high level all all these other things and you get more to the platform.

So SamCart is \$97 a month or \$49 a month for maybe something smaller and all you get is a checkout page and reports. You go to something like go high level or one of these other platforms where you don't have high volume, all of a sudden you get all these other tools in it and a checkout and reports. So what's your plan? What are you trying to accomplish and how are you gonna get there?

Because stringing all of these things together takes time and can be really effective. We have active campaign, there's no payment gateway in there, but there's a very good reason for that. I use WordPress with Edwin integrates well with PayPal. Yeah, if there's another thing, if you, if your reports aren't that important and it just needs to integrate with quick QuickBooks or something like that and it does everything in there and you can hand it over to a an account and that's fine.

But if you need reports, you need to know how you're spending your money for ads and stuff like that. The platform you're gonna want to get is gonna need to have the tools you want in there or integrate with the tools. So again, what's your plan? So figure that out first. Take some time instead of just go that there'll be a lot of areas like me who will just jump into it.

Yeah, let's go for it. And then there's gonna be who's, who's the most thoughtful? Probably a Capricorn, right? Or Virgo. A Virgo is gonna ask every question under the book until they get it right. Somewhere in between the two is the perfect fit. Just make that plan. Okay. Yep, well said. And also just the things that we're sharing because like Mark said,

he does like to jump into things. We've tried out a lot of platforms and sometimes we have come to realization, you know, something looks great and then we go, oh we really needed it to do this thing. And which comes back to Mark's note about what's your plan. If you sit down and write out every single thing you wish this platform would do,

then you have your list to compare it to and it's when you're doing your research and that that can end up saving you a lot of money in the long run if you know. Exactly. And sometimes I will say too, you don't know what you need until you realize your platform doesn't offer that. And so these are some tools that we've used and Mark is sharing some of the ones that we like best too.



But among the ones we've used, Yeah, and there's, there's things in here that we won't know but this, that's why it's great to have a, like we've never used Acuity, never had to, but it's a lot of, you can share that with each other. I, All right, so just a couple more cuz we're still answering this question about the best products,

tools, systems for your technology in general. So I don't wanna get hung up on this too long, but I do wanna share just a couple more things. One thing that could be very beneficial for your business, especially if you are very active on social media and not everyone is, and not everyone needs to be, I just wanna preface it with that.

But if you are someone who's active on social across multiple channels or you really want to grow those channels and have a bigger presence, having a social media scheduling platform is really beneficial. And the one that I recommend is later.com and they have plans that start at \$18 a month and that allows you one central place to go and schedule Instagram, Facebook, Twitter,

Pinterest, LinkedIn, TikTok, all in one place, see the comments, see all of your analytics in one place, and really be able to save yourself the time of going to each individual platform to post or schedule your posts. And so that's a big time savings, but that doesn't mean that then you can just never go to the platforms. That just means now you have the time to actually go engage with your audience and see what they're actually commenting and have a more robust relationship with your followers.

And then if you are someone with I, I'd like to jump in there for a second just to point out something that a lot of young entrepreneurs or budding entrepreneurs, I'm not gonna say young budding entrepreneurs and even some solopreneurs haven't heard of the concept of batch creation, which is, you know that you're going to be putting out stuff for the next month or so and maybe you don't have to follow current events and you don't have to comment on current events.

You can do that in your lives or whatever. But you, you say, you know, I don't want to go in every single day and have to load something up, whatever. So you might spend two or three days with Canva, whatever, putting together

what you know is part of your brand and authentic to you and then you, you can load this into later.com,

schedule it all out, press a button and then you just watch it all without having to really create it and put it out there, create put out, create, put out whatever your preference is. But time is money for and we don't have a lot of time on our hands. Oh my God we need a class just on that one topic of social media.

Yes, yes. There's so many people out there. There's like, that's why I say Google and YouTube, your two best friends as a business person, you'll get a lot of just say how to batch content for social media. Write that in in YouTube, boom, you're gonna have it later.com and what's the other one there you have Hootsuite hoot and I'll let Hootsuite.

Yeah, which is if you're already, if you, if you're someone I would recommend Hootsuite's more expensive than later. And I think that it's beneficial if you're someone that is also running paid ads on Facebook and Instagram and using YouTube because Hootsuite integrates with those ad platforms as well. So you can see all of the information there along with your organic posts and it has just deeper analytics and you can also look at some competitive benchmarking for other people in your space.

So if you're someone that really has a larger presence and really loves digging in deep to analytics, then Hootsuite is something that you could check out as well. And I did see someone talking and Mark mentioned Canva and I saw someone asking about tools for kind of creating some of that social media content and Canva is what I would recommend there as well. You can create video content,

photo content and they've recently released some really powerful AI tools to help you like make your photos and things look even better. So if you're not someone who's currently working with a designer or you don't right now have the budget for that, there are some really powerful templates in Canva that could be really helpful for your brand for things beyond social media even. Yeah.

And then lastly, just something that's really important for your tech stack would be your project management, communication and collaboration tools.

So using a project management tool will help you reduce stress and increase productivity even if your business is only you. And so the tool that our team uses currently is Asana and they have a free plan, they have templates and projects and all kinds of different views.

And so what you can do with them is organize everything. And I know Brianna's our operations manager, she and her husband even used it in their personal life to organize and plan their wedding. So, but Brianna is our Virgo on the team too. So you know, she loves an organization tool but there are other tools like that as well. monday.com,

which you may have heard of Trello. And they all have free plans and they all do very similar function. They all have similar functionality, it's just a matter of what you like to work with. So getting in there and checking those out and just being able, like if you're somebody who's got notes in your notes app on your phone and you have a scrap of paper that you're writing things down and you can never remember where you,

all of the ideas that you have or where you're at on a project, being able to put them into a tool like that and tracking where you're getting, making milestones for yourself, it's so helpful to stay on track and to stay organized as a solopreneur or entrepreneur with a team. Just truly amazing. And then the other thing is just Slack. I'm gonna,

yeah, go ahead. I wanna talk about the project management and maybe Brianna you're gonna jump in here too because I saw something here. Number one for Sauna Monday is clunky by comparison. It's two different things. We used to, we started out with Backpack, it was a program called Backpack and it was, it was interesting because like I'm not going to go into the whole scrum and,

and scrum leaders and all that stuff cuz it becomes too complicated for project management. But there's a visual element of project management, which I think Monday handles really well. That's the kind of person you are. But if you like to-do lists and just the way that that's created and how it hands off to like, let's say even though you're maybe one or two people on your team,

you're thinking, wow, do I really need that for one or two people? Why don't I use a, a tool like Slack, which we'll talk about in a second. It's always best to have a reference point, like an anchor on your, on your job and what you're trying to do with it and how it gets passed off to different members within the team and who ha who gets accountability for what,

when you try to put in text messages and stuff like that and other kind of messaging things or Voxer and all those other programs, that's not true Communication within a small little team or organization that's just quick messaging, hoping people remember stuff and most people will drop it. So, so it's, it is kind of important that you find a way to manage your business and the people within it.

Even if all you have is, you know, an assistant doing calendars for your stuff like that. Cuz there's a lot of things going on in your life that you need to let them be aware of too, leave open stuff like that. So it's always good to have a good project management the minute you have five people on your team, if you don't have project management,

it's the, the, that business will not grow. It's gonna suffer there. So that's why I would say Asana is good. It's almost like a to-do list checklist. I love it. That's my favorite tool. I wish I knew Monday better cuz I like it. It looks cooler, it has it's more graphic, has the better graphics and stuff like that and it has a Gantt chart but we're not gonna go there.

Don't worry. It has this really cool chart that I really tracked the business on, but we found a workaround with Asana. You're, what's your favorite there, Brianna? Yeah, I mean, I agree Asana is definitely my favorite. I think there's a lot more, you can get a lot more nitty gritty in Asana a lot more granular and you can view things in so many different ways.

Like Mark said Monday is, has a lot more charts, a lot more of that kind of, you know, visual references. But it has a lot of things that it can't do that Islamic can do. So like dependencies and dependencies, certain workflows, certain SubT tasking. But I won't get into all of that. I was gonna just add on to what Mark was saying.

We have a saying here that if it's not in Asana it's didn't happen. So that's just to go back into like all these other communication platforms are great, but

those are communication platforms, not task platforms, not productivity platforms, things when you need to get things done, everything should live in a productivity platform, whether that's Asana or Trello or however, whatever platform you prefer to use Monday.

Yeah. So just keeping that in mind and even that, if that's just for yourself, if it didn't, if you didn't put in as sauna, it's not gonna happen. So It's a great to do. Do you wanna tell 'em about Slack, Brianna? Sure, yeah. So you're not familiar with Slack. This is how our internal team communicates even with external contractors as well.

It's a wonderful place to be able to organize conversations between TEM team members, between external contractors. It, you can create channels on different topics so that your conversations are always there. They're searchable. I know a lot of teams will communicate via email and then they'll text and then they'll Vox or, and then they'll, you know, and then you're like,

oh my gosh, where is that information that we talked about? And so Slack just has set up such a wonderful way of communicating and recording it and keeping that information in all in place in an organized fashion. So Yeah, I wanna add on that though. Someone just put Discord as like Slack. I would never run my business on Discord. I know that sounds harsh,

but it's, yes, we're using As and Slack. But going back to Slack, a lot of people, like the beautiful thing is like Mo, the reason it's become so popular is because at every single company out there adopted it because it's the best communication within a team. There's so much privacy as well as open channels, a lot of direct messaging,

all those things. It's absolutely the best thing. And for businesses, small businesses to talk to other small businesses, it's you. You just integrate the two things. You go to their channel and they talk to you. You have contractors come in and talk to you. So the chances are, even if you're a small company and you want to have that quick communication with your,

your person, slack is on your iPhone, it's everywhere. And you can always recall things in Slack, do a search, bring up something that that happened, try doing that on your phone. Sometimes it can be a little difficult, it can be a

little tricky. You can put images in there, small videos, share Loom videos in there if you're doing looms,

if you have clients and we'll, we'll talk about Loom, they probably all know what Loom is, but you can send them, but we can put it in Slack and you can watch the Loom videos in Slack. It's just a really versatile thing and it's probably why they became so popular and they're worth billions of dollars now on the, on the stock market cuz it's a really great platform.

And yes, we use Asana and Slack as our, our project management and internal communications and no one's allowed to send me an email that just says, mark, do we have three of these things somewhere? I don't wanna see it there. My email gets so busy that that's where Slack becomes really, really useful. Where it's, you can do even threads within Slack.

So you, it's not one giant, giant, giant three word conversation for a a thread of 40 items. It just happens in itself and then it, it's held within a thread. I know this is getting complicated without the visual to see what it's like. But if I were to choose one communication platform without a doubt Slack. I wanna mention one other thing about Slack that I think is really helpful is we talked about it being searchable and,

but I, it's also the history is there. So if you bring on a new team member when you're ready to grow and you bring on someone new and all of the information about a specific product or launch or whatever it is that you're working on, it's all in Slack. Instead of if you were working one-on-one with someone in email and now you have a new team member and you have to go forward a bunch of old emails or find old information to share with them versus the ability to just add them to a Slack channel and now they have,

they can see everything that you already talked about in this specific channel, what was done and, and pick up the project and keep moving forward. And so they just have all that information. It's just so helpful. Yeah, I'm, I'm gonna just wanna go back to Jen asked a question about email software in Canada. Okay, that's a good question because A,

there's gonna be a recording of this and Jen, you'll have to listen to the recording, but b I never think Canada us, there is no difference where you live, whether you're in Canada or the US even our payment gateways kind of, if



you're in Canada payment gateways, you can sell stuff in US currency and have it set up in Canada. And there's,

so when you look at, at a thing, you never ask a question, is it in Canada or is it in the us? You only ask that when you have to pay taxes. So yeah, that's what I, that's all I wanna say on that. On the Canada US subject I or European or stuff like that, it's, most of these things are worldwide and they're global and that's what online is.

It's a global community. Brianna, do you see this question in the chat? Maybe you'd like to answer it about how to use, does it get confusing using as Saana and Slack at the same time? Yes. Yeah. So the way I like to think about it is, if it is, has to do with something getting done, it happens in Asana.

If it has, if it's task or project or yeah, task or project related, it goes in Asana. The reason being is then you have a record of everything that has to do with that task or that project. If it's something that is outside of those, those two limitations, then it can happen. Or if it's a quick, hey we need a huddle about this,

it's if it's too much to type out, let's huddle about this. And then you go back, you have a conversation in, in Slack and then you go back and you say, okay, these are the decisions we made about this. What's a huddle? A huddle is a quick, basically it's similar to a Zoom, but it's the Slack basically integrated version of Zoom.

So you can just say, Hey, can you chat real quick? You toggle it on, it sends them a little notification, you chat, you can do voice video, you can share your screen on it. So it's just like a simpler version of Zoom just for quick conversations. But yeah, that's kind of how I like to think about the two different communications platforms.

And I, I if to add to that, when anybody will slack me something, just say, Hey Mark, can you upload that thing into the folder? I always say, no, give me a task for it because if I'm in the middle of something, I don't want to get disrupted and stuff like that. Now if you have a small team,

you don't need to play with those rules, but if you have, you know, growing team and stuff like that, you think of that way, it's like, I want to use Slack just

for, hey, can you gimme a quick, quick like the way we do in our team, Hey, I never saw that email that came that went out about this.

Could you send me a link to it or something like that. And if they have the ability to do, or what are the numbers looking like for how many people are gonna show up on this event tonight? Can you let me know? Boom, boom, boom. Okay, I, I couldn't find a document. Where should I look? Boom.

Stuff like that, right? But it, yeah, okay. And I think it's important to, if you do have a team that you're working on different communication platforms on, we created something called a communication success standard. And not to get into too much detail in that, but just wrote out what are our agreements around how we use these communication platforms and shared it with the whole team.

They signed off on reading it so that we all know this is how we use Slack, this is how we use Asana. And if anyone is not using it properly, we can always resend that document to them and say, Hey, I just want you to reread these. This is how we're supposed to be using this. So it, he he,

it has some accountability in that arena. Okay. And Jetton, I don't understand your question. If you're collaborating on a document or item with someone, are we talking about a Google document? Are we talking about a Word document? Are there any other programs already mentioned good for this? Or is there another program that is useful? So if you could clarify,

I think I understand, Yes. Kind of like that. Okay. And we use Google Docs too, so that's, you know, we collaborate on documents together and we'll share the link in an Asana task so that we know that project's moving forward. So all of these are great collaboration tools and can be used together. Yeah, that's why, and like Brianna said,

with the success standards, it comes back to what Mark said with what's your plan? So you just have to outline what your plan is for how you're going to use these things. Yeah. And and one of the reasons we chose Google work is because of all that integration that people could work on stuff and someone changes the document on on you that you didn't like,

you can go back and revert it to the previous edition. You can work on it in real time, 3000 miles away from the other person, which has happened in our team and just go in there, you have Zoom to communicate work on documents. So all yeah, there's collaborative tools if you need them. What's your plan? Do you need them?

Who are you gonna be working with? How do you collaborate? Who owns the documents? But that's a whole other conversation I'm not gonna go into. That's, that would be Brianna's a whole, a whole conversation with Brianna on, on how you're gonna operate as a company. Another, another time. Yeah. Alright, should we move on? Okay, another question we got were,

are there leading experts who can teach me how to understand it and effectively use Instagram for business purposes? Elizabeth? Yes, there definitely are. I think, But I, there isn't some one size fits all expert that I think we could recommend or would we want to, and I think, I think what would be most helpful first is to, for the person or people who had questions like this,

I'm curious to know like what are your biggest challenges with using Instagram or if you're not on Instagram, like other social media tools or what are the blocks that you currently feel you have or information that you feel that you're missing that you don't currently have? If you would put that in the chat, I would love to see your responses there, if that resonates with you,

that question. Yeah, and but go ahead, mark. What I would add to that too is it also comes down to when you're getting information from other people out there, what are their core values? What do they think is good about social media and teaching social media and stuff like that. A lot of people, they're always looking to boost numbers and do things that make it seem sexy.

All these things that, oh, you're gonna make a grow your list to 10,000 and stuff like that. But they do with slightly unethical ways or they're, they're putting out systems that will do good for people just in their niche, but not for everybody else. So it's a tough question. Social media is, I don't think is something that anybody's ever cracked,

to be honest. There are some good guiding principles to it, but the best advice is to be as authentic in your message as possible and just keep to what you believe in and put out the content that most resonates with you. And

you'll find the people come to you. Attraction is better than persuasion. So Yeah. Yeah, I agree with the authenticity.

And then also just being consistent. If you decided that Instagram is your platform and that's where you, your people are, you can't just post once a month and expect to, you know, see a lot of growth. You have to decide what is your plan and then stay consistent with the plan that you had. And I would recommend using the features that they are coming out with and that they are pushing,

be an early adopter as soon as they are sharing about a new feature that they have. Because if that's where they're putting their money, then that's where the algorithm is going to be kind of boosting your content too. And so while I do not want to share like any specific experts, because again, I think it's gonna be different based on what your business is.

So even someone that maybe resonates with the kinds of things Colette puts out, if there's an expert, like that same expert isn't gonna work for our friend who has the vegan cheese company necessarily. However, I would recommend following on Instagram at Creators, which is the Instagram creators account. It's run by Instagram and they give tips on how to monetize your content,

trending audio, like what's working for creators. And it's create the, the content is coming from Instagram. And then the same, the head of Instagram is a guy named Adam Moser, and his is at Moser, m o s s e r i. And he's the head of Instagram. So whenever they have new updates, he's sharing them and, you know,

explain, he's explaining things like how the algorithm works, how ranking works. So those kinds of questions, a lot of people wanna know. It's, it's coming straight from the source. So those are two resources that I think could be really helpful without naming other supposed experts in the space. And these will also be linked in the PDF that will be uploading.

Okay. And I, I will say some, someone's talking about what do you put in the plan if you don't know what to plan? Well, that's a good question because that, that kind of plan is different than the planning I was talking about

earlier, about knowing your business and how you, you need to put a plan for it. Every single,

every, within every plan, you need a plan. So social media needs a plan. That's why we have later.com. And you're asking, what do you put in it? Well, I got this little card deck from a, a girl, sorry, a woman named Rachel Miller. And I, I kind of, I'm not a big fan of hers,

but I thought this was the genius idea where she had, okay, they, they had these cards on what to do every day. And if you're, if you're really stuck, you just pull it out. And this one would say, oh, you're gonna do a 92nd video. Talk about the, the fast fix to a problem your niche has with cheese in a cake.

So something like that. So they, that's what you mean by a plan. You have, you have a conversation, you'll put out, you'll do a live, you'll do a video, you'll do selfies, you'll do stuff like that. You'll ask, you ask people questions. Now I, there's a whole, this is a whole course on, on how you're gonna do social media.

But you, for just a quick fix is, you know, that you have, the way we do it is, we'll, we'll do stuff. We'll have very distinct, distinctive things that we do all the time and people can count on us. And a lot of you see it when we come. It's watching what, let's say watching Colette's brand.

You'll always know, oh, I see what they did this, they did a video this day. They did a reel this day, they did the YouTube astro readings on the first of the month. We have a plan. So there's always something there that you go, oh, I'm, maybe I'll do a video, I'll do a live on a Tuesday and maybe again on a Thursday.

You're not gonna do a live every single day unless that's part of your business where you need to get in there and really answer people. And maybe you're a, a, a reader and you wanna do, you want to build your business and you want to get on and do free quick lives doing readings for an hour each day. That would be like a lot of work we have to admit,

right? But it's still having that plan is what are you gonna do on the Monday? What are you gonna do on the Tuesday? What are you gonna do? And that's where later.com comes in. You start planning things out on how you wanna

approach your business, what's authentic to it. Don't force anything. If, if, if this thing is saying,

oh, do video, and you're like, oh my God, it's like me on camera, what? Then that's not part of your thing. And a lot of people say, you gotta do, you gotta do it till you're comfortable. I have a certain, when it comes to marketing and brands, you ever notice that like, like a lot of brands will market with pretty,

and then a lot of brands will market the actual product. Cuz what it does, and then a lot of brands will do it through a lot of really good writing and content. They all know their strengths. And it, it kind of has to be like that too, because people do pick up on the sense that within one second I'm gonna judge you within five seconds of hearing you,

I'm gonna judge you and, but I, if you write me something really, really good and I wanna keep writing it, reading it, then I'll, I'll keep going. So you have to always remember to work to your strengths on what whatever they are and be authentic to that. And I know that it seems like marketing's a really tough one because not every,

you, you always wonder why did that person, why did Tom Cruise become the biggest actor in the world? He's not the best actor. There's just something that happens with these with when it comes to marketing. So have a plan, know your strengths and play to that plan and, and use later. Something like that to put it out. Okay.

Alright. I'm gonna do one more question that was submitted and then we're gonna get over to the live questions so we can get some in before we're done. How can I set up an attractive and cost effective website that is easy to set up and use, especially for a beginner? Great question. We've all been there. How many people don't have a website yet?

Let me show, let's put it in the side. This in the chat. How many people don't have a website? Me one, me, me? No website. All right, keep going. Keep going in draft right now I have a domain. Yeah. All right. That should have been part of our poll. I'll get one going. Okay.

I use a blog. Okay, there you go. You, you play your strength. I use a blog. Not yet. I'm looking for a new platform. All right. This is a popular question. Okay.



I'm looking for a new platform. I'm looking too. All right, so there's a lot of you. I don't know it, it sounds like there's a lot more of you here than,

than just a few. So platforms cost effective that, that's relative, right? I don't know what you think a cost effective is gonna be. It's are, are we talking about starting a Wix? Are we start talking about Squarespace? Are we talking about WordPress where you have to hire people to build up or you gonna use a WordPress? So the answer I can say about the a platform is that cost efficiency is Would never be my greatest concern.

My greatest concern is not being seen. So if you can't be seen, then no one knows you're there. And that's why your business, the second most important thing, or so you have your, your your front page, you have your, your blog, which is kind of the, it started out being the most important thing, then it fell through when social media came out.

But now all these iOS programs are shutting down, so you can't are shutting us out or making like tough to target market people. So what's the best thing? It's again, to be found is blogging and SEO stuff. Making sure, so If you don't have a website, you have to measure it against the question of why don't you have a website?

Isn't it part of your business plan? Isn't it part of being seen and letting people know you exist in the world? And so that would be your first thing would be to say, okay, what is my business? What's my plan? And how can I make my my website part of that? Now, putting together a website is not hard at all.

It's the simplest thing in the world to do. You go to Wix, Squarespace, they all have opt-in forms there, there's so many things you can do. And then between a web space and a good email provider, whether it's MailChimp or something like that, you could go in business, in in, you could be in business in two days. If you're really struggling,

what to write into your content and you wanna try something interesting, you could go go to 10 web 1 0 10 web and they'll ask you questions and they'll build an entire website for you there. And they, they'll run it for x amount of dollars a month. They'll even let you choose pictures. Tell 'em what kind of pictures are gonna be in there. Would I do that?

No. But if you don't have one and you need a place to start, then you have to look at it. But you also have to look at the fact is growing your email list is pretty important. If you're a, a reiki master or whatever and you're local or you're the the cheese person we saw earlier, probably that's a little not so much local,

it could be a little bit more. And then people doing readings or or life coach, you need a lot more greater ability to reach people then that's gotta be part of your plan for your website too. Who you're trying to reach, who does it have to go out to? How much information do they need about you? You know about page a blog is always good to sharpen your skills.

And the more you write, the more you get to know your own content. And there's very specific ways to write blogs, but we're not gonna get into that, you know, listicles, just look up listicles and other stuff like that and you'll, you'll find out. So yes, growing the email is paramount in my niche. That's right. So without a website,

you're not really in business unless you were like Colette years ago before all that it's word of mouth, God, her known. And that's all you need to have is word of mouth. But if you're someone who needs to grow and you need to build a list and you need to do other stuff, then the question is not what's the most cost effective way of building a website.

It's, why don't I have a website? How is that hurting me and my business? Now having said that, let's go to our little list of stuff we put together for you. So Squarespace, 16 bucks a month, Wix, 22 bucks a month, WordPress free plans and \$8 a month, which is not really accurate because you's gotta get someone to build all these,

you could go to Fiverr and hire someone to build it, and that's gotta be part of your plan 10 Web AI will help you for 10 bucks a month, I think. And you'll get a decent website. And it doesn't have to pretty, pretty, it doesn't have to, it just has to be effective. I see so many ugly sites out there that are just successful.

So don't get caught up in is it good enough? It it, it'll always be good enough if you're making money off of it, like getting clients and doing stuff like that. That's when it's good enough. When it's not good enough is maybe you're

not, your presence isn't getting known well enough, but if, if people show up and just bounced and,

and therefore you're just gonna have to do a little research on the best flow for a website. ClickFunnels build your website on there and you can do so much more than if you want, Kajabi is 119. You could build your website and Kajabi and host courses have a payment gateway. It does everything for you. So for \$119 does it do blogs yet?

I they have a blog feature and they have a podcast feature too, so Yeah. And their community's not up and running yet though, right? They have a community feature. I it's, they're apparently it's gonna be better. I think it is a little lackluster as it currently is, but they're always working to improve things. Okay. Yeah. So they,

they've got stuff like that there too. So again, what's your plan? What do you want? Are you gonna build a community? Do you want, like are you gonna use Facebook and Facebook groups to do everything? We are current, as you know, most of what the stuff we do is on, on Facebook, but we're looking to transition all of that onto Circle.

And they have courses on there. They have communities. I think you can build websites there too. I bet you they're gonna have a payment integration in there in, in three, four years from now. Every single platform you're on is going to be multi user, whatever you want to call it. Go high level. That one, like I said,

that's my new favorite. I, I don't know why a friend of mine told about four or five months ago, I said, eh, what is Circle? Well Google it. Don't ask me Google Circle, you know, we'll, We'll have it in our list. We'll put it a link to it so you can check it out. But yeah,

it's mostly a community platform. Yeah, but I'm telling the everybody here now. No, I I know you're gonna get the quick answer. So Circle dot, I think it's esso not com Circle dot Esso. But you look it up, it's okay. Elizabeth's looking at me with that face. I know that face known her for Years Circle, so I believe it is right.

So Circle so is where you do communities, but there's so much more the, you have, they allow you to put courses up now on Circle and it comes with the community. A lot of the platforms that started out as teaching platforms didn't have a community and hosted everybody on Facebook or, or I mean you had to host your groups there. Now you can do it all in Circle and there's a lot of other ones,

but Circle's the one that is getting traction right now because they've really thought it out well. And they have a lot of financing. So they will continue to build it out really nicely. The go high level right now. I just read something that they just added a community section to theirs as well. So there will be a community there. So now they're full,

like they got everything now They have the, they also have the, something like, what do you call it, the other one that was in here, the one for the social media planner, whatever that was. That was called later. What'd you say Later or Hootsuite Later. Yes. So they also have it built in there and you can do everything go high level with everything.

So I think they're trying to put everybody out of business or something doesn't mean that it's the best platform out there, but they do a lot of good stuff in there. And it's good for coaches. Especially what I saw was coaches, people who, who do a lot of training and they're, they're really geared to helping kind of the smaller business owner that one on one or,

or one and, and, and some bus not not large business models. They don't work well for that. So yeah. Okay. Ready to take some Questions? Let's take some live questions. Yes. Okay. We're going to share my screen Here, Elizabeth. So you all know the drill. If you would like to ask a question, just tap raise hand at the bottom of the screen and then we will be able to bring up a few of you.

If you're selected to come on screen and ask your question, you'll get a notification that you are rejoining as a panelist. So just click accept and then when you rejoin, do not start your camera or microphone until we call your name. And this is just if you have a question for the three of us and we will do our best to answer it.

So I am going to, we've got Robin, I'm making you a panelist so you can join us on screen. There she is. Hello Robin, what's your question? Well, my question is videos. So I am struggling with trying to figure out the best way to do it. I did learn you need to look at the green dot, but other than that,

I, I just struggle with the whole videos, the camera, the lighting, the microphone. So I didn't know if you had any easy ideas for, you know, one person's show to do that. Okay. What's wrong with the camera you have right now? Well, it's Zoom. Okay. And I don't always look directly at the camera cause I have a big light that I'm staring at.

So when I, my eyes get all Thank you. Okay, because you look, you look great right now. Like I would say that people want the high production of video quality and stuff like that. Sometimes it's more, it, it's more of a challenge than it's worth. So like, I don't know how big is your business? Let's, let's start there,

let's go with how big's your business and how you, what are you doing to grow it? It's small. I'm on the social media, Facebook, LinkedIn, I just started a YouTube channel. But the problem I'm having is I just trying to get the videos out there and I don't know how to do these little shorts and all these little things they're doing these days.

Okay. So the, the one thing I'll I'll say is that you don't need much more than what you're recording with right now. If you really want to get going and, and, and do it, you can do it on a Loom video and then download the Loom. Okay? You can, you, you could, I prefer Loom because I think that Zoom,

you could do it on Zoom and then down download later. But I think the quality is really poor on, on, on Zoom. Where Loom you can do it and you know there's Riverside, you can do it on, there's a bunch of little platforms out, but looms kind of, I think it's free for the most part unless you go on a team plan and then you just do it,

download it, and then you get rid of it and distort in your thing in your computer somewhere. And then you have a lot of, and then you practice. See here's the thing. When you, the lighting is not gonna fix who you are as a person, you know what I mean? So all the greatest lighting in the world's not gonna make a bad actor good.

They will say, so I would say your personality just has to jump out and, and this is the best way to do it, is just have your personality come out and really get it big and get it so that you're, you're being an expert in your field of whatever you're talking. What do you do? What is your thing? I am an intuitive career planning,

Intuitive career planning. So in order to do that, you have to have a, a big presence, right? To get in front of people and make 'em feel like if you're career planning, you, you kind of have to make it, make it seem like you have your stuff together, the lighting and everything that comes. You can do that with cameras.

Like we have cameras like call, it's lucky she has me to do all that stuff. But you said you're one person. Yeah. So all you do, the only thing I would change and use is put maybe puts a little candle in the back or a little light on the back of your wall there to give it a little bit of whatever. And then this would be perfect on a loom.

It's gonna capture, put it into your, in, into your computer. You can do it locally. Zoom will do locally too. So you could use your Zoom camera and just talk. Now do you guys know what, do you have any teleprompter tools you guys use? No, they give you bullet points. No, Well, there you go.

Here guys, here's a little thing. So if you need any kind of tool that you can just use a teleprompter, there is a, an app called Teleprompter and it's pro, I don't think it costs a couple of dollars, right? So if you need bullet points to keep you on track, so to help you develop yourself in front of the camera,

then you do that, you give yourself some, even if it's on a board, something like that, just something you can quickly glance at. If you put a teleprompter there, you're just reading it. If, if, if it's hard to tell, let's say you're, you're the camera's right there, right in the screen, right? Then you just make the,

the teleprompter's small so it doesn't look like your eyes are going all over the place. And, and then you can start practicing like that and using the teleprompter and you scroll up with a mouse or whatever. But getting into the big lights and all this stuff is only going to slow you down. Okay? Cause then you're also, cuz you're gonna have to put it into a video editing program.



You're gonna have to do the light. If you got something that looks really good right now, then it's just maybe chopping it up where you don't like it and you, there's so many tools to do that, okay? But any reason you give yourself to stop yourself from moving forward is not a good reason. Okay? That just means then there's something you have to look at to why,

why I'm afraid to do this. Like, sit down, you, you're, you work out your plan on, on onto, okay, I'm getting off the technology part, aren't I? Okay, I'm giving, I'm giving coaching here, so I'm not gonna do that. I'm just gonna say, don't give yourself an excuse not to do what you're gonna do because you don't think you look great on camera without a good camera,

good lighting and all that stuff. Just look at your background, just say, okay, I've got a ring light on me, I've got whatever I've got on me. Maybe I just need something in the back to give it a little bit of over your left shoulder. I think it is right over your left shoulder, maybe something there on the screen,

a light or something else that just gives it a little bit of pop and then you'd be great. All right. I would, I would look, you got beautiful little flowers on the side, you got some books, your crystal that Stan, what is it? You want Martin Scorsese to come in and, and Yeah, shoot, shoot this for you.

Yeah, no, no, just don't give yourself a reason. Okay. Not to do do it. Just practice it and, yeah. Okay. I also just wanna point out that, you know, mark does help Colette create these beautiful videos that are so well produced. And yet sometimes her videos that get the most engagement are literally her holding her cell phone outside talking to the camera.

And so, like Mark was saying, don't let thinking, you have to have the right camera and the perfect microphone and all of the ring lights and the perfect script keep you from just showing up authentically how you are. Because I think especially on social media, people love to see a video and feel like they're FaceTiming with their friend. You know, I don't know what kind of content you're putting out,

but if sometimes it is a little more casual and engaging or even just switching it up and adding that in there, like honestly, if you have an iPhone and a window that gets good light, that's good enough to be able to start putting

your videos out there, literally stand in front of a window and get the light coming in and you look beautiful and just go with it.

So, And, and one thing I'll say too is that people appreciate that you're not always sitting in the same location all the time. We do for, for reasons that, you know, we're not gonna get into. But it's like having that ability to be spontaneous and, and big, you practicing big is the biggest thing for, for being present on video.

But yeah. Great. Thank you. Thank you Robin. Okay, Well thank you Robin for coming on and chatting with us. I'm gonna put you back now. Yeah, thanks Robin. All right, we, if anybody else has a question, you can raise your hands and we'll bring you up. We have Alyssa who will be joining us. Can I say one thing before we get going?

We're gonna bring Alyssa come up. Hey Alyssa, I was just gonna say one thing. I just saw something about an AI tool. AI is great. I love ai. I can't tell you how much I love ai. AI is the laziest tool you could ever use that's going to detract you from being authentic. That's, so be careful with those AI tools.

If they're not gonna make you authentic or you think is a quick fix to give you certain things, we'll use them. We use them a lot just to help get ideas. Like to, I, you know, what's gonna be good headline, what's gonna, and we, we do use them for that stuff at the end of the day. We always like our own ideas better anyway and,

and things like that. So with AI tools, be a little careful sparingly if you, you know, knowing how to use them is gonna take a little while for people to really know how to use them. But don't think you can just pump stuff in there to get the, the best results and then all of a sudden you lose completely who you are as an your authentic being.

That spark that is you. All right, Alyssa, what's her question? Hi. Hi, I'm the plant-based cheese girl. Okay. So my question is about ads and different like platforms. I, today I did my first YouTube ad and I was wondering if you've noticed differences in terms of like conversions or, you know, traction with, you know,

using different platforms for ad placement? Absolutely. I wish I brought our ad person in here, but I, I think I'm gonna leave, I have a whole bunch of ideas on it, but it would take too long for, we don't have all the time in the world to do this. I'm gonna let, I'm gonna let Elizabeth, who basically has good job.

So I'm curious if you have a more specific question because yes, we do see a difference on platforms based on, you know, conversions, the costs and just the quality of the lead that you're getting based on, you know, which platform you're on, what kind of ads you're running. So I don't know if you have something a little more specific.

I, Well, I mean I guess I'm not super experienced with it. I, I had a, a plant-based cheese company for 10 years and, and then I kind of took a little bit of a hiatus and I started it an a second 2.0 version. So the first time around it was mostly like Facebook and Instagram that was kind of out there.

And, and I'm noticing, you know, coming back around that, that doesn't seem to be where the action is anymore. And so I, I mean, even in the time when I was doing it back then it was like Facebook was really hot and then it turned to Instagram and now, I mean I noticed that I personally am watching YouTube a lot more than the other platforms now.

So I, you know, did that experiment. So, and I, I mean, I, I I guess depends on, you know, like what the content is. Like the ad that I placed today was like, so my cheese got featured on this cooking show and so I did like a trailer for the show cuz I was just kind of trying to get more just awareness out there about,

you know, that it's, that it's there and the sh the show is out there and you know, just so can people can like see the brand or whatnot. And it seemed like that would be a, you know, since I had like a video content, like YouTube would be good for that. But just in terms of like, I'm kind just kind of wondering like what's where,

what, Let's just let, let's, let's, let's hone down on, on, on, on specifics here, which are, all right, so you have, you, you, you're going on a lot of platforms and you say some platforms aren't working as good as they used to and so you're wondering if I ski jump over to YouTube, will I do better?

So the answer to that would be you're not gonna know unless you, you spend a lot of money and then, or you go broke trying and that's not what you don't want to do. Your presence, like a lot of stuff, like I, I see a lot of people who try this who do ads, but they don't have any kind of brand awareness out there first.

And that can be a really tough thing if you're selling people how to make money, which you'll see a lot of those ads on YouTube, oh, I can make \$10,000 month, they're, they're doing like what I call unethical marketing in the sense that yes, they've done it, but is it hard for everybody to then do it? And I'm just think,

no, this, they're the ones making money off everybody wanting to make money. So that's a lot of what I see on YouTube. I don't see a lot of people who, who don't have any kind of brand awareness. So to go beyond platforms where there's more brand awareness is probably the best thing. So are you doing on YouTube, like if you're gonna do YouTube,

are you not building up a whole channel on YouTube about, you know, cakes or whatever it is? Like, do you do that or do you just put ads there in Facebook? Are you have, do you have a whole platform going on already with, with your, your cakes and stuff like that? So when they see an ad for something,

what are you selling? Are you selling how to cook these cakes? Are you selling just the cakes, you're shipping them to them? What are you doing? Yeah, so they're cheese. It's cheese and I, and I ship them out in like, I do these like collections. So it's like a package and it has like, you know, four different ones and I release them,

you know, a couple times a year, you know, there'll be a new one. And so that's kind of what I'm doing right now and I I used to be more So. Do people know you even exist? Is it just Well, I mean I had, I, I had a plant-based cheese business for 10 years before, so I have Question.

No, my question, my, my question so everybody can understand this, so this'll be for everybody, not just you, is that if, if you're out there and you're trying to use platforms, cuz we're talking about technology here, what platforms am I going to use? How are you being perceived by the world right now? Are you

just an ad that pops up and oh I feel like cheese today I'm gonna order this thing.

Or do they go, oh, I've really heard about this cheese before this would really work. So that's, let let's not, I don't wanna specifically go on your story cuz this is a three, four hour conversation. Yeah, yeah. I want to just talk to everybody in here that when you're, you're trying to put something out there and just throwing out you,

casting your line, hoping to get someone on a platform. Cuz we're talking about tech here and, and, and, and social media and stuff like that. It's, it, it's, it's, it's a really a tough game if you, if you want to go that route and it's really easy to go broke doing it. That's why people do these free lives.

That's why they do stuff, why they build a YouTube channel because they bring brand awareness to that. And in your community, it's like everybody, like I used to be in a rock band and they always said, no, you just gotta start in your town and get your, your following in your town. Get big there and then people will take notice.

But if you go to every single town in the country, it takes you 365 days to get across that country. You don't have an album, you don't have anything. You're never gonna build a following. You'll play a lot, but you won't. So what you have to think is think of your plan. What are you doing out there? What platform are you going to use?

Are you on too many platforms? Are you, are you spending way too much time on all these different platforms? Hoping one of them is gonna make it. Do you remember Clubhouse people? You, do you guys remember Clubhouse who's on clubhouse today? You know what I mean? It's like why did you take all that time thinking that was gonna be the magic bullet for you?

So it's, you have it, it's like that's why Facebook, Instagram are kind of married together. They're great. YouTube's a whole new platform that's a very visual platform. So if you're baking cakes and doing stuff like that, if you're reiki master showing your reiki stuff, if you're a massage therapist doing that, if you're doing life coaching, that's always a good place.

It's a how to, it's a, you Google or how do you do it? You go to YouTube, you, you jump on Facebook, there's gonna be things that people are gonna like there, they're gonna be your community, stuff like that. So you have to think that if I'm gonna take money, I'm gonna advertise for stuff. Have I done the homework to put a platform together that people are going to understand what this even is.

All right. Yeah, no, that makes a lot of sense. I, one quick question cuz I, I had a brand I'm gonna have, we're gonna have to move on because there's a lot of people that wanna get on here. Okay, thank you. All right, you're welcome. I hope that helped you though. Yeah, no, it did.

Yeah. Okay, great. Thank you. Thank you Alyssa. All right. Okay. One second. I lost the participants panel. That was actually, we don't have any more questions. What? No one, oh, did I scare 'em off? No, no. Come on guys, come on. There's no, no bad questions. Just not off the information given to you.

Well, I know we're over time at this point too, so I just wanna be aware of that. If people have to jump, we have anyone else that wanted to ask anything before we jump off? Yeah. Is there any one, any burning question? You don't have to come up. Can you address TikTok wondering your thoughts? Yeah, TikTok is interesting because it's worked for a lot of people.

We haven't gotten traction on it because I think depending on what the medium is, like what's that Excel guy that has a million followers on TikTok? I don't know what it is, right? And Colette, we have, we have some good followers. We think we have great content, but it, it doesn't work so well for us in on TikTok.

Now, I I will say we, we are not as consistent on TikTok as Colette is on other platforms cuz she doesn't enjoy spending her time there. So you, this, you know, you have to be consistent on whatever platform you're on, whatever, wherever it is you choose to be. Yeah. But also have to address the fact that you can give 100% of your efforts to one or two platforms or you can give 20% to five platforms.

How's that gonna work out for you, Dr. Phil would ask. And so you have to kind of consider that. Now it's, we, I know people that are on the social platforms that have hundreds of thousands of followers and can't make any

money. So it's like, what's the value of your content and who you're attracting? And if your business owners,

what you all are here is who, who do you want coming to you? People are just gonna hang out on your platform and, and you know, vanity of numbers or do you want the sanity of profit? So when you do it, you have to be smart, giving out content and then having a way for people to come to you that gives you,

gives them value and then hopefully a client. So what's that plan again? It's like, and you can copy other people but doesn't mean that you're gonna be successful. Like, like there we, we can't copy or Colette can't copy certain people out there because they just have a different way of putting it out there. We've seen people who do tarot readings with a million people on their channel,

yet no one's ever heard of the person and the person doesn't have a book, doesn't have whatever, and maybe is making a living as a tarot expert but doesn't have the platform Colette does. So it's, it's, you know, it's like the vanity. Don't get tricked by the vanity of numbers. Just have a really good plan on what do you do with your content,

what do you, the integrity of giving something to someone and having them come back and want to spend a little time with you. Like going into a party. Here's another good analogy for you all. When you go into a party, are you the person that's the biggest person in the room? Are you the person that kind of sits down and is better on a one-on-one conversation?

So that's the energy that you have and maybe you're really deep and you're much better on that one-on-one That gives you a lot of power to, to work with clients one-on-one and give them great information. Why writing could be really constructive for you. Where if you're, if you have the big energy of walking in a room and, and doing all this stuff,

maybe that person is terrible at doing everything else in life and needs a big huge team to help them really grow and be there. So they have people writing for them, they've got everybody doing everything for them. It, it, it becomes a real challenge. You know, it's, so what's your plan? What is that plan? Are you, do you want to become this big,



big huge breakout person? Do you have the, the, the personality for it? And what are the tools you need to make it happen? What platforms are you gonna hang out on? All those things are really important things for you to consider that it's, you cannot copy someone else's blueprint if you're not part of that. I would say your greatest avatar is the person that's gonna sit down at a party with you and you have a great time,

you hit it off and they just want to know so much with you and about you. And that's the kind of people that you know, it doesn't matter what race, what, what ethnicity, what anything. If you sit down and you hit it off with people, that's the people. They're generally, you're the, you're the, you are your avatar.

So how are you gonna put that to work for you in the platforms you use, email programs, you know, if you know personally that going back to the tech side, if you guys know that you are tech challenged or if it's just you don't want to learn how to use the tools, you'd rather have someone do it all for you, just like your website if you need,

then you're gonna have to put that into the plan to raise a little money to get that done for you. If you love doing it all then and but you just feel like, oh wow, it's so overwhelming, then go back and look at your plan and see what you need to do to, to make it smaller, do less, but be way more effective at it.

Your honor, there's that 80 20 rule, right, where 20% of your efforts get you 80% of your success, the other percent of your 80, the the other 80% of your efforts go unseen or have little effect. So find out what is that 20% of your effort you need to put into something that then can become your 100% effort that gives you all.

So get that plan together, kind of look at what are the tools you need to get there, find out how you're gonna pay for them. Cuz you do have to pay for these things. Nothing comes for free. An assistant won't come for free. Your social media manager. Last thing I'm gonna say about these tech things is it should be user-friendly.

That is, if you're getting scared, scared, you know away from them, then it's probably, cuz they do seem like today we had to set up something for a Google workstation, a brand new little service we're doing and, and we had to

hire someone because we couldn't figure out how to do it in Google. But he was cheap. He got it done in what,

Brianna? 10 minutes? Yeah, 15 minutes. We had it done 15 minutes. So it's as easy. That's sometime where knowing where to look to find your who, if you remember that book I talked about who not how by Dan Sullivan. Then you sh if you got the money to put aside, then that's how you start thinking is who can get this done for me when I can't get it done?

And you see that technology is something that can scare some people, you know? I know, I know. I'm not scared of anything when it comes to technology. Colette is horrified. She runs when she sees these kind of things, but she learns them, which is really funny. She'll, she learn how to do all the YouTube stuff. So it's,

it's at the end of the day, it's just like you gotta put it together. You gotta have a plan and know what technology you need to drop in there to get to there. So, and if you don't know what that those technologies are to get there, then there's gonna be a lot of stuff in this pdf that, that the team has put together for you.

I think that's it. I have a really good question for all of you out there because I know there's, you ask a lot of like, does everybody feel like, like they got a lot of really good information here tonight? Yes, yes, yes, yes, yes. Okay. Absolutely. Alright, another one. Do you find it hard to get information out there on how to run your business and what the proper way to run a business is?

Yes. Yes. Yes. Thank you. Okay. I don't know which, yes, you guys are still working on put hard, put the word hard if you think Yes, on both. Hard, hard, hard, hard, hard, hard. So yeah, hard, hard. Okay. I know cuz you can go on YouTube sometimes and there'd be like 20 videos on the same thing and all of them get to the point in different ways sometimes.

And it's, it's confusing stuff like that. If you had a community of just business people with a whole bunch of videos in there that would tell you how to do stuff, how to work with stuff like something like Calendly, how to set it up on your website with videos, almost like a membership site. Is that something that would interest you guys?

And would you pay something like \$49 a month for it? Right? And where you could have like zoom meetings every once in a while, like, like twice a week where our experts could come on or experts could come in, like Brianna or Elizabeth could come on and answer like the, the, what was her name, sorry, I forgot the name.

That last person we brought up with the, the cheese. Alyssa. Alyssa. Like someone like Alyssa who we could spend a lot more time with and stuff like that. And o c m for tech. Yeah, kind of like that. But, but a lot more in a sense that yeah, there's like, we've been kind of throwing it around that people,

there's so many people in our community right here that just there at different levels and they're the beginner level, the, you know, they're, they're solopreneurs or they're, they've got small teams and they get going, but there's always something that holds 'em back. Or even mindset stuff that they need. Like, oh, I woke up this morning, I didn't know what to do.

I didn't know how to say, oh, I ran into problems or I need to set up Calendly. How do I do that? Oh, I'll just go here and just look it up and know that I've got a video I can trust that they're gonna show me how to do it. Start to finish. Is this something you guys on my tutor?

Tutor? Well that's, we're, what we're kind of thinking about is more like a, a done with you type situation except the, the done with your videos that you say, how do I get this job done? And then we show you a video that would do it. Is this something you guys would love? Is this something? And and we could always build on whatever things you guys brought up.

Yeah. Sounds great. Right? Oh, I could cry indeed. Yes, it does. It does. Yeah. And it's like, just like \$49 a month or something like that. And don't worry, we're we're not gonna sell you on anything like that. Now we're just wondering would you guys even care if this was part of it? Would you guys stick around?

You would build a community, you'd have all these things and you know, it's, it, it's just something I find that a lot of business owners, even like us, we run into situations. We say, how come we can't get this answer from anybody? Dr. Drives us nuts and we have to spend days and days of learning it.

And then we say, okay, now we've got, we've got this information. I bet you someone else needs to know it. Maybe we should, we should, you know, start this business out to help other people out like us. So sharing is caring. Yes. You got it. Steven, Susan, you could plug in the topic or example,

hire an assistant rather than entire yearlong program. Yeah. These, one of the things is the year long programs is we all run our businesses needing to have a specific Amount of information in the moment for whatever we're doing. Correct. I think that most of you'll say that, that that's it. And then to sit through a year long course to get to that information is not always the best use of your time.

Certainly not gonna help you grow your business in the short run when you need to pay the bills and stuff like that. The other, the other thing I find is like when you take those, the, those, those business courses, everybody's offering up, you're there for six weeks and then is gone after that. So is that one of your frustrations is that you just don't,

you learn the stuff and then there's no way to implement it without any kind of consistent feedback And Things are changing rapidly. Is do you find that's, that's one of your problems too as a, as a budding entrepreneur? Yes. A mastermind. Well, masterminds are really expensive. That's the problem with those things. That's, I I belong to many masterminds and they,

they can cost you thousands and thousands of dollars to join any business mastermind and it's not always great. What, what's better is to have a small community where everybody, where you can go in there in the moment, get your answers. Like you'll see that in Facebook group. Sometimes they have that, but you don't always have the trusted sources. You don't always have the people that you really think are gonna give you some really good answers.

So yeah, funnel hacking, b-School funnel hacking, Stu McLaren, Amy Porterfield is just so much I know and just the little things that you want to get off the ground. Time to make dinner. Okay, thanks Cherie Hut, Hewitt. All right, that we're just asking questions. Hopefully, hopefully, you know, if you wanna get in in touch with us and,

and just after this and just some thoughts on what is that you're missing. Is there an email they can send that to ladies? Yeah, well we will add it in the pdf. We have to discuss who's, which email it goes to. Yeah, it's not Team cbr cuz that would be too much for our, yeah, okay. Maybe we'll put something.

You know what, I'll tell you that or we'll put a link to a form perhaps in the type in the PDF and in the replay where if people have other thoughts or questions or feedback they wanna share with us, they could put it there. And there's A little survey at the end once we finish this tonight, once we end here, the, a little survey's gonna come up where you can add some of your thoughts as well.

Yeah. Okay. That's great. Yeah. Mindset is so huge. Yes. If getting out of bed in the morning and doing your business should be the most exciting thing you do that day, so well to a degree, I'm sure there's way more exciting things to do than work on your business, but healthy lifestyle, knowing that that is important that,

that you love doing your work. Okay, I'm gonna thank you all Brianna, Elizabeth, any last thoughts? No, I think people know they need a plan. They got that takeaway from you. What's your plan? What's your plan? Your plan. Have a plan. That's Right. If you don't have a website, if you don't have a website,

you don't exist unless you're really good at word of mouth then, then you've broken the plan. I mean that's your plan. That's your plan. And yes, this, the replay of this will be added to the learning platform and Kajabi tomorrow morning and the pdf, we started putting our notes in there, but we had some more things come up today.

So we're just gonna update that PDF to make sure that you have the links to everything we talked about, the book recommendations, the websites so that you can click away and do all of the comparing and the research to see if any of our recommendations are a good fit for your company. So those will be up there tomorrow too. Yes. And remember you're at the end of the day,

you have to know who you are as a person and what platforms will work best for you. And, and and that way you will be able to put together a plan. But just, and that's why we won't give you a plan, will tell you make your own plan

based on your personality and what you're trying to accomplish. But these technologies are out there.

We gave you some stuff that you can look at and now it's up to you as Elizabeth just said, to make sure that you create a what everybody, I wanna see that in the chat. What are you creating? Yeah, it's a plan. Keep Going. I don't see enough plans in there. You got it. You got it. And meditate in the morning.

I hope you're doing your manifesting meditations and planning and when you manifest and you wanna manifest, make sure you're manifesting easy success there. Not having lots of success, but things come to you effortlessly and they run smoothly cuz we can manifest all sorts of things that don't work well for us. All right. Okay. I think that's enough for us ladies. Brianna,

thank you so much for kind of holding this together, Elizabeth, for my, my co-hosts. Is that what it is? Is it a co-host? I don't even know. Sure. Co-host. Is it co-host? There's no, is there? All right. And to everybody out there, thank you so much for trusting us today to guide you in some of our thoughts.

Hopefully this will help you have a little bit more success and continuing success. All right? Yes. Thank you. Thank you, thank you. Good night. Good night. All.