

The Limitless Life Experience Podcast

Can you build a business without social media

Transcript

Intro

The reason that PR is powerful is that you are benefiting from the halo effect and the authority and credibility that comes with being associated with another established brand.

Welcome to the Limitless Life Experience podcast with me, your host, Suzy Ashworth. I'm a mum of three, seven-figure, serial entrepreneur, Hay House author, international keynote speaker, quantum transformation and embodiment coach, and believer in miracles. My superpower is helping female entrepreneurs like you create six-figure breakthroughs in your business fast, so that you can expand into limitless living and create an incredibly positive difference in the world. In this space you will hear me talk all about wealth, yourself, spirit, and impact. This is the Limitless Life Experience podcast.

Suzy:

Hello, hello you gorgeous human beings. It is Suzy Ashworth here, and I am super excited to welcome you back or welcome you for the first time to the Limitless Life Experience podcast. And I am feeling the vibe today. So without keeping you in any more suspense, is it possible for you to build your business without social media? The answer is one trillion percent: yes, you absolutely can! And there are thousands and thousands of incredibly successful individuals who are making an incredible impact on this planet that you have never heard of, that do not have a Facebook page, who are not in Facebook groups, adding value every single day, who are really, really doing great work. And so you can do that too. I think that the idea that you have to do anything in a very specific and prescriptive way in order for you to see success is just not true. You know, social media is a relatively new concept, and guess what? There were people out there making money, making moves, creating a positive impact on this planet before social media existed before mySpace. Imagine that. And so the idea that the business fundamentals that create success have changed since social media was created, and without social, it's not possible for you to see success, is just, it's just flawed. It's flawed thinking. And I think even as I'm saying this, I'm like, okay, you know what the fundamentals are. And actually that would be a really great place for us to start before I start sharing with you the channels, which you can utilize, if you do not want to use social media. I would not recommend you opting not to use social media, if you don't have a budget for spending. Now, I absolutely believe that you can not have a budget and you can not, you can not use social media and still build a business. And I think that that scenario of no money, no social and building a business, it becomes even more challenging in a post-COVID world, because there are less opportunities for you to be networking in person with your peers. So that is really the only reason that right now, I think that that scenario makes it doubly challenging for you. If you don't want to use social media, but again, it's still not impossible and I'll be sharing the channels with you in just a moment. So first of all, what are the fundamentals that are relevant regardless of the channels, regardless of the platforms that were available for you at any given time? The number one is conversations and conversations could be phrased as relationships. Is it possible to build relationships with people outside of social media? Of course it is. Do you have the leverage that it gives you?

Well, depending on what channels you use, certainly not the same as a Facebook page that gains massive traction overnight, or an Instagram account that gains massive traction overnight, or, you know, you don't get the opportunity to go viral with a million people following you like you could on TikTok, if you do a great speaking engagement, but is it possible for you to have conversations that lead to sales outside of social media? Of course it is. And so when you are building a business, regardless of the business that you are in, ensuring that you are having enough conversations with people on a daily, weekly, monthly, annual basis is really, really important. The second business fundamental is that you are having conversion conversations. So you have something to sell. You have a solution to somebody's problem, and you are asking for that sale, you are letting people know that you have the solution to the problem consistently. It doesn't matter where you're building a business if people don't know that you have the capacity to solve their problem. And so ensuring that, you know, how many conversations do you need to have on average before somebody is going to be ready to buy from you that is applicable and relevant across the board, whatever it is that you are doing. A non-negotiable business fundamental is connection. And when I'm talking about connection, I'm talking about connection with your community and connection with what it is that you are selling, what it is that you're representing for the goal is what the vision is, what the mission is. If you can't connect, your conversations cease to be magnetic, your conversations cease to be interesting. And what inevitably happens is that you get placed in the basket of people, all doing stuff that they are equally unpassionate about, and your work gets reduced to, how can you do this more cheaply, you know, it's the race to the bottom, when it comes to investment, that's what happens when there is a lack of connection between what it is that you do, who it is that you serve and why they should be choosing to invest in your product or service over and above anybody else. And so connections and connection, conversation and conversions are always what it is that you get to focus on when it comes to building a business, whether you're doing that on Facebook or anywhere else.

Okay, so let's get down to the channels. So you're like, okay, this is making sense. I am not feeling the vibe when it comes to spending my time and energy on social. So what is it that I do? What can I do to get my name out there? And these channels and suggestions are in no particular order. But the first thing that comes to mind is really utilising PR and you still get to do this on traditional platforms. You still get to build credibility and authority, when you get featured in magazines and newspapers, as well as online on other people's websites on podcasts and all of that good stuff. The reason that PR is powerful is that you are benefiting from the halo effects and the authority and credibility that comes with being associated with another established brand. So, and of course you can do your own PR and there are agencies and people that you can work with that business is all about conversations and connections. So really looking to see and find who it is that is talking about this type of stories that you want to share and be associated with and pitching, is a great way to get your name in front of either a niche audience that are absolutely perfect for your service and product, or to go broad and be able to get your name in front of hundreds of thousands if not millions of people, if you get featured on something like YOU magazine or The New York Times or any of the big broadcast sheets, so PR.

The second thing that is really exciting to me is direct mail and being able to be in people's letterboxes. Why is that so exciting? To me, we spend so much time in front of our computer screens, that anything that comes through the posts, especially if it is hand written, a hand

written envelope, and you're able to pour some of your love and intention and attention into that letter, it gets people's attention because most direct mail that comes through is, I mean, looks like crap. And most people are focusing their attention on digital marketing. And so it creates standout. It gets you attention. Now, the reason that direct mail works for me is that I now have a very abundant customer list. If you're just starting out in business, the way that you would be able to get a direct mailing list is to buy a database. And so this is where social media becomes helpful because if you don't have the money to buy a database, then the strategy becomes very difficult. Um, but it's a really, really good one next on the list is building your e-mail list. And most people again are doing this with a mixture of organic and paid advertising strategies. How do you get people on your e-mail list? If you don't have money, again, it is leveraging other people's audiences. So looking to see who is working in a parallel industry to you that shares the same audience and you pitching yourself to be on their podcast, offer a training in their coaching certification. I'm looking to see anywhere that you are able to add value to a peer who is not in direct competition with you, but is serving your audience is a way that you can then offer some kind of freebie where you get to collect the people's audiences, names and e-mails and building that up. I think that it is so interesting what is happening now in the online internet world and because so many people are aware of the negative relationship that being on social media so consistently and frequently has on them, that we do have to be really, really smart about building your entire business on a platform that could disappear overnight. And whilst I don't think Facebook is going anywhere overnight, seeing people's behaviours change, seeing people demanding of themselves, a different relationship with social should be making everybody think about what's going to be happening in two, three, five years' time.

Am I building an ecosystem that means if people do stop using Facebook, if I can't be doing challenges, if I can't be running paid ads, because the ad costs are too expensive for the products and services that I'm selling, how am I going to be able to reach people? Now, right now, your e-mail list belongs to you and that data and information sits in your files. And so you see it, I've seen it very recently with a client who had her Instagram account hacked and all of a sudden 19,000 users disappeared overnight. Now, would that matter if she had a 19,000 strong e-mail list? Not at all. So every single follower that a person has on social media already, you should absolutely be focused on ensuring that those people end up on your e-mail list. And for those people who are starting out, who don't have any followers, collaborations, which enable you to get in front of other people's audiences, where you are able to offer a free gift that we're, that you can give people in exchange for their name and e-mail address, super, super important strategy.

We've then of course, got in-person marketing. And this is a big thing that has changed in a post-COVID world. Now everybody's putting their events online. And so there are less opportunities for you to be meeting people in person, however, should we ever go back to live events, and I believe that that will be happening certainly sooner rather than later, then in person events, going VIP, speaking to the people who are next to you, being able to have meet and greets with speakers, joining their masterminds, where you're able to talk to people who require your services is a really great strategy. And it's important to note that is a strategy that requires investment. You have to pay for your ticket. You have to pay for your hotel room, you have to pay for your travel. And so really going to an event and being very intentional about the conversations and the connections that you are going to have and make is super important to make that strategy work. And then of course you have stuff that is local to you. That is going to be less of a financial investment, but certainly a time

investment. So you do need to make sure that the people that you are networking with are either your audience or have access to your audience. Otherwise, not a good use of your time.

We then have paid for advertising and Facebook and YouTube, certainly up there. And also I want people to not forget Google ads. So if you have a service that does not require a huge amount of education and people are already looking, there's a certain percentage of your audience who are already problem aware and are looking for a solution, a solution that you offer, then Google ads is another great channel that requires investment. Next to Google ads, you've got search engine optimization, So SEO, so creating content that Google loves that they are going to put in front of your dreamboat client. And that's something that you can actually do the research on and create yourself. Or of course you can pay somebody else to do it for you. But certainly that is definitely a channel that you don't need a huge amount of income from.

Referral marketing. And so whether you are just starting out or already have an established base of clients, this is something that I know I can definitely utilize more and everybody can use. So if you're just starting out one of my favourite tips that somebody shared with me many moons ago, and it comes up, it presents itself in various different lists and blogs every now and again, when you are starting out e-mailing all of your friends, ideally individual e-mails. So it's super personalized to explain what it is that you are doing, who it is you help and asking them, do they know anybody that they could recommend you to is a great way of asking and getting a referral from people that you haven't even worked with, but know you and trust you and can vouch for you. So that is one solution. And then everybody who is already in the luxurious position of having an existing client base, you should regularly be touching base, as soon as somebody has a great result and be asking for them to share a testimonial in the middle at the end of their experience, asking them to share a testimonial and with the testimonials also asking, do you know anybody else who would benefit from this type of transformation, always asking and revisiting people who have worked with you and asking the question.

I think that one of the things that we're seeing more and more of, and I've yet to see anybody who is doing this very well, but text marketing. So yes, you can get on the phone and do telemarketing, but really being able to harness the power of texts because our phones are always in our hand, and it is really difficult for us to ignore, a text is interruption marketing, it works in the same way as notifications do on Facebook, but there is a real opportunity to build intimacy when you spend time nurturing people through text before going into conversion conversations. So how do you do this? You can just add an extra field when you're building your e-mail list and when they put their name, their e-mail. And now we can ask for the telephone number. I think it's something that, as I say, there's a real opportunity for somebody to use this channel very effectively. Most of the time I end up on people's texts or e-mail lists, and it's so automated and so impersonal and so difficult to actually get the messages to stop. Even though I'm like typing in, stop, go away, still get messages from them. I find it annoying. So there's an opportunity there yeah. To do it better. Yeah. And then finally, and this list isn't exhaustive by the way, but finally writing a book. And if you can, writing a couple of books is a great way to build authority and credibility, and then particularly if you self-publish, buying your own books and then sending them out, getting them into as many hands as possible, this is exactly what Jack Canfield did with *Soup for the Soul* for

years. Actually, I think that he bought his own books for two years and got them into the hands of celebrities. And that is when he finally got his big break. But so, so, so worth it. If you want a good book and self-publish it, you then have the space to really go out there and yeah get it into people's hands it's old school but it's great school. So, um, that was quite a list. I think that I have given you eight different ways for you to build your business off of social media. And I do think it is important for everybody to honour what feels most aligned to them. And I will say that it's totally possible to build a business on social media, without it sucking the life out of you, you can build it with boundaries, you can build it using your VA. You can, uh, build it consciously. And for me, I will continue using it because it's the cheapest way for me to get eyeballs on my business right now, organically through social media. But if it changed tomorrow, because of the way that I'm thinking, I mean, if it changed tomorrow, it would hurt my business for sure. But I'm for sure thinking ahead about what does this world look like beyond what we've known for the last ten years? And that is something that we should all be asking ourselves when it comes to building and scaling and creating a legacy business every single day.

So my lover, I hope that you have, I enjoyed this episode. It has been a real pleasure getting tactical with you. If you have learned something new, this has triggered any light bulbs, I would massively appreciate a review on iTunes and don't forget to tag me on Insta so we can share the wealth and get this podcast into as many hands as possible. I didn't say creating your own podcast, but there's another one for you, bonus. Please remember my love that...

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...so get out there and just do the damn thing!