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Are you a purpose driven entrepreneur struggling to get web traffic that converts into paying clients? Stop wasting time and money. Discover how to position yourself as the go to authority in your niche or industry. Infuse your Wow website with the best on marketing strategies and drive traffic to your website that converts to leads and clients. Listen to the On Market Your Business podcast today and watch as your ideal clients find you with ease.

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Let's head into the studio now with our hostess with the Mostess, Carol J. Dunlop.

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Hey, everyone.

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Welcome back.

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I'm Carol Dunlop, the online wild strategist, and I am so happy to have you here.

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Oh, and is it January? Awesome. The beginning of a new year. 2020. We're all. We're already on day nine. I think inside the first ten days of a brand new, brand new new year. This is not quite able to walk yet.

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Still screaming and crying if you liken it to a baby.

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I'm so glad that you're here. Because the day I have my biz bestie, Naty Mullings, is going to talk to us about her best content marketing system. Now that you and I have been biz besties, colleagues, friends, marketing partners for, I don't know, maybe 13 years or so somewhere along in there.

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But it's been a while. So we've done a lot of things together, and I

know that you're going to enjoy this interview. So speaking of brand new, new Year and specials and all of this, this is a perfect time. Now is the time to get your business ready to make the money that you need for 2025, and you can do that by doing in guess what, the UN Marketing Academy.

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I've got over 300, 300 plus training videos there about marketing, including email marketing, social media marketing,

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content marketing, and also your Wow website and including mindset stuff because, you know, we gotta have mindset stuff. I also talk about podcast and summits, how to do them, how to market them, how to make them better, how to make more money from them.

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So I got a special for you. You can say \$10 per month right now by using this code. New start 25 new any, start 25 solo or use that code at checkout and you can, instead of paying \$97 a month, you will pay \$87 a month. And remember, every quarter I'm going to do, I am doing a,

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training masterclass just

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for the UN Marketing Academy that is included in your membership.

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Other people will have to join and pay more money, but you will not. And then we have our community, which we're getting going in there. So come on over. So you can go to UN market or business.com or slash join and get started right now getting on the bandwagon to get that money coming in for 2025.

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Okay. It's tech time

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and the technology or a program or a product or service that I'm talking about today is Cognito Forms.

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Cognito forms is a plug in for WordPress. You will find it in the WordPress depository. Or if you go into your site, into the dashboard and look under plugins and just put Cognito forms in there and it will come up. I started using these forms because I was getting an overwhelming amount of spam and oh my gosh, it was crazy.

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It just this crazy spam stuff coming in on my contact form. So I knew I had to find something else that would be more secure so that I could use that so people could still contact me, but I wouldn't get all the spammer crap. And so that does it. It's free. It does have an upgrade if you want to use the other features that it has, but the free one will do you just fine.

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And let's see, what else was I going to tell you about? Are it's easy to set up and you can even set up parts of it. So like for instance, if question one says something, you put a special word in it, then it will either skip question two or question two will come up with the expanded piece. It's so it's so cool to be able to hide and show certain things.

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So go ahead and check it out. Like I said, it's free. So if you don't like it, you don't have to keep it.

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Okay, so without any further ado,

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let's get into the studio with me and my biz bestie, native Mullins. I'll see you after it's over.

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What's holding you back from hitting well on your marketing plan? Fear manager. Imposter syndrome. Frustration that stops now. What if I showed you how to reach your target audience and get them to buy? How to make social media marketing easy. I don't understand the power of email marketing and how to conquer your fear of putting yourself out there.

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What if I provided you with simple tools and techniques, easy to implement training that bring you clarity and give you the expertise and the know how to convert marketing into money? Hey there, I'm Carol de Dunlop, the online wild strategist and six time bestselling author. I teach purpose driven entrepreneurs, just like you to convert marketing into money. If you're a purpose driven entrepreneur who's ready to stop allowing fear and frustration to keep you stuck and instead embrace clarity, authority, and expert instruction to convert your marketing strategies into money in the bank.

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Then you need to join the UN Marketing Academy in the Academy. You'll take a deep dive into the tools, techniques, and training that helped me and my husband have the same. Our successful business. In spite of the 2008 recession, two major health crises, and of course, the pandemic. The Academy is about replacing expensive, frustrating and overwhelming marketing practices with simple, easy to implement marketing resources that get you in front of your target audience and get you paid.

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This academy is for purpose driven entrepreneurs who crave simple marketing strategies, coaches who need real life trainings to take the overwhelm out of marketing. Small business owners who are ready to conquer their fear of putting themselves out there. Service providers who want to use social media and email marketing effectively. Action takers who are ready to go live without fear.

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Marketing your business successfully takes work. And marketing without marketing. They don't know you exist. If you're ready to convert your marketing into money, you need to join the UN Marketing Academy.

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Join the UN Marketing Academy today by going to [UN marketer business.com/join](https://unmarketerbusiness.com/join).

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All right. Hey, everyone. So glad to have you back. And guess what? I have my biz bestie in the studio with me today, and we're going to have some fun, because we always do. And y'all just gonna have to bear with us if we don't know how to shut up, because sometimes we get like that.

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We talk a lot, but it's all good stuff, right? NATing? Absolutely, absolutely.

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Hey, how are you today? I'm awesome. I'm excited to be here. Like you said, it's always good for us to have a conversation. So I'm excited to be on this episode of the On Market Your Business podcast. Yes. Yes, ma'am, yes, ma'am. So why don't we do this?

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Because everybody doesn't know you, even though you were in the kick off. Well, the second episode, which was the kick off of the the panel stuff and you talk about things now, this is just all about you, sweetie. We ain't got nobody else here. It's just you. So I'm going to, please go ahead and tell people about yourself, who you serve and your business.

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Absolutely. So I am Naveen Rowling. I am the CEO of meeting Mulligan's marketing agency. And what we do in the agency is if you are a woman of faith that struggling to market and promote your book, your business or your brand, we help you to really be strategic, specific and most importantly, I feel spirit led so that you can truly attract the people that you're called to serve in the marketplace.

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So our goal really is to partner with you to shine in your lane and shine in the marketplace so that the people that you're called to serve will be able to recognize you and be able to work with you. So that's what we do in the making modeling marketing agency

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awesome. And you do a great job with that.

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You really do. So, you know, I take my hints from you sometimes. And, you know, we feed off of each other. You know, we're both marketers. But yeah, oddly enough, we're not competitors. We are collaborators. We collaborate in a lot of stuff, especially the last two years. Yeah, but you know what's funny? I was looking the other day on, website magic knowledge is collaboration that we did, I want to say five years

ago or something at least.

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And I live and then we did some collaboration about blogging. So I say we've been collaborating for many years. We've probably been doing a lot more lately, but we've definitely been collaborate some partners for a lot of years now. Exactly. And that's what it's all about. I mean, I built my business on collaboration. I knew from the beginning I could not do it all by myself.

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Although, you know, I am this. I think of myself as a pioneer woman at times. But, you know, we can't really be pioneer women, you know, because pioneer women, what did they do? They were not West by themselves, and they knocked down all the trees. Then they built up all the cabins and they went, I got the food.

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Unknown

We ain't got to do all that. People have done that. You know, I could go up the street and get something that's already cooked. Yeah. Sometimes I feel like I'm still doing that, though. At the end of the day, I'm so exhausted, like, did I go and hunt for my food? And I know you build a house and it's because I am tired, so something is happening there.

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Yeah, yeah, we get that way, you know, because we're, I don't I don't know if I'm a type A personality I don't think I don't think I'm a type A personality because I'm a little bit crazy. But, sometimes I know I'm controlling because my husband says that I'm very controlling when I want to be, when I want to be, you know, but he's he's controlling as well.

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So, you know, we had we had to collaborate and come together with that. But that is the ultimate collaboration. Marriage. Right. Oh intimate collaboration. Tell me about it. Tell me about it. You know, I haven't stay married 30 years for doing nothing. You know, we had to collaborate. We had to compromise and do some other. See, that's in there.

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So it is. And you have to do that in business too, you know, with your business partners or with collaborators that you meet. And, you know,

some all of them have not been great. Sometimes I've worked with others and didn't quite work out like I wanted to, or we weren't on the same ticket. I say, you know, not even say, you know, say ticket.

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You know, and you're like, well, well, how did that work out? But you know what I did for that? I grew, I grew learn, you learn, I learn, I learned what I want, what I don't want, what I'm willing to put up with, what I'm not willing to put up with, what I'm willing to do and not do.

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And I think that's part of business as well. You know, you got to learn all that stuff because if you don't, you just go down those same roads again.

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We don't have time for that. Right. But since this podcast is about helping purpose driven entrepreneurs get more traffic to their website with some, you know, not only my own marketing strategies, but marketing strategies, we want to ask you what?

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How do you get people to your website? How do you get traffic?

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How do I get traffic? I would say the different ways that I get traffic. I would say I get traffic probably in spurts, meaning a lot of traffic at one time, and then I get steady traffic. So the spurts are usually event. For example, Karen and I just hosted a Power of Women summit.

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A summit is an event where you're going to get expert of traffic going to your website at one time, when people are going to that URL to your website, looking at the videos, looking at the stuff with the talent for the summit so you can get traffic that way in big search, but you can also get traffic in steady stream, right?

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So for me, steady streams, I like my blog posts, my blog posts, and my podcast episodes because everything is housed in my on my website. So when people are reading my blog posts like, I post those like on a

weekly basis or my podcast episodes, then it's a steady stream of traffic coming to my website so I get less traffic to my website and in a steady stream.

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I love what you said that I house my blogs and my podcast on my website, because I think that people underestimate the power of their own, you know, website. We have so many things that, you know, people are doing courses, they're creating these all these courses, they have these programs and stuff. And what is the first thing that people tell them to do?

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Oh, go put that on teachable are oh put that all. So it's a no. Put that on your website. You know maybe you want traffic. Yeah I always think about what you tell me about your website is your home or your house on the web. So you want people to visit your house. You don't want them to go cousin's house or your friend's house.

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Unknown

Yes. Come to your house so they can is your hospitality. So whenever possible, I host things on my website, even like YouTube videos embedding that on your website. You know, always drive the traffic, not traffic to your own URL, your own website is important. Yeah, that's the most important thing you can do because, you know, you pay for the website whether you paid a lot of money, a little bit of money, if you just have a landing page or whatever it needs to be on your site, because that is your branding, that is your message, that is how you're like, welcome.

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People like you say to the to your home to tell people about yourself, because sometimes they will look up at that URL and go, oh, what else does she do? Let me look at this other thing, you know? And so you got to be ready for that. Love that, love that. And, that is a lesson to people.

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Yes. Utilize your website. Whether you have a membership community, whether you have courses, whether you have, stuff you're putting behind a wall because you can do all that stuff with your site. And we're WordPress girls. So WordPress allows you to do anything with your website that you could really dream of, so you don't have to go out and have one website for this, one website for that, and another website for this other thing.



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Because, you know, people get confused and confused. Mine does nothing at all except backs off what you get out of it. Yeah, yeah, I don't think you need bouncers now. Netty, when I first met you and I think up until now, right, you've always been the best. And I don't mean just, you know, the best at what you do.

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Unknown

I'm thinking. Yes. With which you are. You are the best at what you do, I think. I think that's what caught me anyway. Yeah. This. I think it was the best marketing strategist. Exactly. Yeah, yeah. And I was like of.

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You should always say not to say that I'm bragging, but best is a, you know, acronym I like.

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Unknown

But when you said it, I'm like, oh, okay. Tell me more about that. So now you have this best content marketing system. So what is well tell us what that is because I want inquiring minds want to know about that. And well absolutely. Since we're talking about getting traffic to your website, one of the best ways to get traffic to your website is content.

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So the best marketing, content system is really a system that gets traffic to your website through content, you know, content being paid for blog posts. And I will back up by saying best is an acronym that God puts in my spirit a lot. So if you heard me talk about this on different platforms, that acronym could mean different things, right?

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Acronym means different things depending on what I'm talking about. So God put best content marketing system in my script Pacifically for content, right? So if you are producing any type of content and you want to use that to drive traffic to your website, this is a super, super simple system that you can use in order to consistently generate that traffic.

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So the B in the best acronym. It's all about having a blog. So a blog

is a key piece for content marketing because it is your house on your website where you put your content. And I always say that you can make your blog your own. Like it doesn't have to be written words like back in the days blog, which stands for Web Blog.

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That was the original meaning of blogs. Blogs are where blogs were mainly just text, right? People writing, you know, their journals basically online was the original blog, but it has evolved so much over the years that you can have a blog that specifically video, not just that Genesis videos that you post on your blog. So then it will be more of a blog, right?

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Video blog. You can have pictures now for your company or your services are very visual. Having blog that is mainly pictures is important. Or you can have an audio, blog which I like to call a podcast mini. So yeah, definitely. Yeah. Those are all forms of blog and all ways that you can showcase content. So the key thing with the be in the best content marketing system is really deciding what does your blog need to look like?

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Are you going to have a written blog? Are you going to have a visual blog? I can have a video blog, or are you going to have a combination of, several of those right on your blog? And then you just promote your post on social media and that drives traffic to your website again. So that is your house online.

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And then the blog is that piece on your website. And consistently driving traffic to your website because you are blogging. So that is very key when it comes to content marketing.

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Yeah. And I want to say something before you go on that about blogging is, you know, we've been in it for a long time. We've been doing it for a long time.

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I did I don't think I really appreciate it, even though I talk about it all the time. I don't think I really appreciated the strength of putting your podcast on your website and creating a post. You know, out of it, because I've done several podcasts, you know, my longest

running one I have for about ten years. When I was doing fitness training, I never put I mean, I never put the, the show, I call it the fit for live radio show.

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Unknown

I never put the show on the website. I had it, I was doing it on Blogtalk radio, left it there. That was fun. And then something slapped me. Middle of the night. Carol, what are you doing? That thing to be on your website. Why are you sending people to Blogtalk radio? You should be sending that to your website.

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Okay. And another reason that I didn't do it, it was a call. Oh my gosh. Now I got to do the show notes and now I got to do is, extra stuff, which was one of the reasons that I brought this podcast back, because when I first started podcasts, I didn't know. I had no idea what I was doing.

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I just get on there, talk, you know, do my thing and it and it got me clients and all that. But I still I still wasn't

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I wasn't perfecting it, you know. But now this one who I have show notes, I have pieces that go before the interview. I have pieces that come after the interview. I make it, I make it into.

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I'm actually doing what I told my people to do, and I'm making it edutainment piece, and I love it, and I find that I'm excited about it. I'm excited to do it, and I'm excited about every episode that I do because I just have to. It's not even the research. It's just, you know, getting in there and seeing what will make this relate better to the people.

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If I tell them this, what other piece can I bring in to tell them and what guest will align with this better? So I just wanted to throw that out there. You guys, you know, have your blog. Sorry it's out of Harvard is that's not how it has to end. And it's like they need to say it. It can be a, you know, a podcast.

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And so I have a blog, actual written blog that I do, but my podcast is now another blog because I have the show notes I video on there have the audio, I just went all out on this thing. What?

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And like you said, care is all about providing value. How are you showing up in the marketplace with your content served to provide value, to give good information, to give people instructions.

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That's what your blog is all about. It houses your content as an expert, as an authority, as a leader in your space that the work that you're doing. So it really is just picking what is the right format for you. Do you want to go with audio and do a podcast? You want to go with videos and do a vlog.

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But as Carolyn I mentioned, the key thing is don't drive the traffic because I see this all the time as we talked about to the platform. So for example, if you're doing a video vlogs, don't drive that traffic to YouTube, embed that YouTube video on your website and drive the traffic to your website. If you're doing an, podcast, don't try to drive that to iTunes or Apple Podcast.

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Unknown

Write it to your website and let them listen to the audio embedded on your website. So whatever format that you choose for your blog, which is the be in your content marketing system, make sure you're housing it in some way, shape or form on your website. So that is great. First step in your content marketing system really creates value in content.

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Okay, so let's move on to the second step. The second step is be in the best marketing content marketing system. And this is actually email marketing. So I always hear about people saying, oh, email marketing is dead. Email marketing is dead. It is not it is not going away. Probably never. But I would say it's, bold enough to make the statement going away because we all use email is an important, form of communicating, you know, everybody's internet and online.

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That was the first thing you did was an email address with dial up. Exactly. Yeah. And go out email. I think you I just got mail. You got. Yeah. That's the first form of communication that we had online. And

it's still important and relevant today because whenever you sign up for something that after your email address, not you're always being asked for your email address.

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So we want to make sure that you create an email list, you know, have people signing up for your lead magnet, for your opt ins, for valuable information, because this is how you nurture people. You don't want to just give them information on your blog, but you want to, invite them to go deeper. You want to invite them into your other rooms in your house, right?

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Unknown

Right in living room. But you like them so much more to in my house. Let me give you an invitation to see the other part of my house. And that's what email marketing really does. It offers you an opportunity to nurture these individuals that have raised their hand. They said, hey, I really like what you do. You know, I've opted in to really get more information, and permission based marketing is one of the best forms of marketing.

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Unknown

When you've given, when someone is giving you their name, given you their email address, they've raised their hand and instead they're interested. It's an awesome way to be able to nurture people. And that, honestly, is where you get most of the sales from. You can get most of your business from email marketing, more than any of the other pieces, because of that nurturing element, because once you get that email address, as long as you're consistently reaching out, consistently providing, value through email, then once you nurture for a while, the goal is eventually that person may become your client down the road when you offer the right service or product to them.

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Unknown

So that's why E is the second step in the best content marketing system. Anything you want to add about email marketing accounts? Yes, I wanted to say that when I was doing research for a webinar, I was doing, I remember reading this stat that people are 70% 70% more. They will click on your email to buy something than they do, social media post or click something.

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Unknown

So your email email is keying in that. So I'm glad you mentioned that about email because you're right. People say email is dead. Email marketing. As I said, they said printed books are dead and you can't

use that. And now they're saying or whatever else, everything's dead. Right? Everything dies and gets converted back for some reason. Right? And they just do that because they're promoting whatever it is that they're doing.

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Unknown

This is the thing right now. Don't look at that, because this is a thing. And the truth is, right now people are confused. They don't know what to do. You know, they don't they don't realize that they have the they need a website. They don't know anything about email marketing, you know, or opt ins or lead magnets or anything.

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Unknown

That's like a foreign language to them. They don't know how to operate it. So that's why I knew this podcast had to come back. This podcast has been on a hiatus for four years, but I knew it had to come back because we had to get down to the nitty gritty and tell people, this is how you make money, because guess what?

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Unknown

This is how I make money in this is how you make money. So I know other people need to know this stuff. Yeah. And I love that you share that that cow. Because it's so true. Because if you think about how people use social media, they use social media to scroll, right? So they're scrolling through seeing the update in the funny videos that is there, the whole intended purpose to see the updates and different families to watch something funny, just to kind of, passively pass time past your time away.

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Email is different when you're going in. Your mindset is different. This community case and companies, people that are reaching out for specific messages to you. So you're more open to read an email, take, response to that email, take action on that email because your mindset is completely different

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from media. And that's why email is so powerful.

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And one of the best assets that you can have in your business is building an email list, a group, a list of individuals that have opted in to receive your email because that's where you're going to convert. That's where the money is going to come from. Money is going to come

from your email list. And that's why it's the second part of the best content marketing system, because it is so important.

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Unknown

It's so important to have that key part, that email marketing, part of the content marketing system. So the third part, we've actually been kind of talking about this already, but the F in the best content marketing system is social media marketing. So whenever people hear that, I'm like, that's the number one thing they always ask you about.

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Unknown

Oh, you do social media

00:27:24:51 – 00:27:49:07

Unknown

away. Can you help me with social media? You know, that's the number one thing. People will talk to me or ask me about. You know, I'm in marketing. But the reality is social media is only a piece of the pie. It's an important piece of the pie. And that's why it's step number three in the content marketing system, because it is important and it is a great way to reach more people.

00:27:49:11 – 00:28:13:28

Unknown

It's a great way to, share your message online. It's also affordable. You know, you can do it for free. Just join a platform and start sharing. So social media is very beneficial when it comes to your content. So if you have a podcast that you're doing or a blog that you're doing or videos that you're doing, social media is a great platform to be able to share that, to share that value with other people.

00:28:13:28 – 00:28:37:22

Unknown

It's a great platform to build an audience of people. It's a great platform to network. Right. So there's so many benefits of using social media that that could be a part of your content marketing system. It's amazing. Social media to the best of your ability and really use you being strategic about it. Because I talked about, yeah, people sometimes go on social media side scrolling and hours go by.

00:28:37:22 – 00:29:12:34

Unknown

You've wasted hours on social media as an entrepreneur, as a business owner, you want to be strategic. How much time you're spending on there, what you're posting on there. You want to be sociable. You don't want to necessarily be salesy. So there is a strategy between how you show up on social media in order to make it effective and

efficient, because if you don't have a strategy behind it, and this is what I tell people that I always like, you help with social media, is that you have to have an overall strategy and have an overall strategy, and we put social media as a piece of that strategy, and we know that we're, you know,

00:29:12:39 – 00:29:34:17

Unknown

converting people and doing calls to actions and it makes sense for your business, then social media is a piece of the pie. It is not the entire pie of marketing. It's just a sliver and a piece of your marketing initiative. So I'd love for you to say out because we're both in the marketing space. What is your thoughts on the in the best content marketing system?

00:29:34:17 – 00:29:53:36

Unknown

Social media? Well, you know, it's so funny that you say that when people say, yeah, they dislike the media. I used to do that. I used to post for people and all that, and I quickly learned, that ain't me. That ain't for me. I can't even post for myself. So I know I can't post for you and I'll link the strategy together.

00:29:53:50 – 00:30:20:16

Unknown

But no, they post it for you and it's as I've had the most success when I'm just natural with my social media, right? Like, for instance, on Facebook, the only time I really put the stuff that I've created on there is when I'm selling something or when I'm promoting something, right? The rest of the time I get so many quote posts, I just, you know, share those posts, and people tell me, I just love your post, Carol.

00:30:20:23 – 00:30:40:37

Unknown

I want to thank you. You know, I just share the post and that's what I do for Facebook now. Instagram. You know, Instagram has so many different things that you can use. Sometimes I'll do a story, sometimes I'll do the post and the promos and things like that. I use Instagram less often because it really doesn't bring me into clients, right?

00:30:40:37 – 00:30:56:08

Unknown

I get my most clients from Facebook, starting to warm up again to LinkedIn because it was so funny when I was doing, personal training, LinkedIn was the bomb thing for me. And then I got so burned out on it that I don't even use it. And now I'm just like, step on my toes and it back and forth.



00:30:56:12 – 00:31:16:12

Unknown

So but my main thing that I do for a social media is really live stream, and I love to live stream. So if I can live stream or take a video and put it in different places and stuff, I'm all in with that. So as long as, you know, as long as I can do that, I'm good. So I say all that to say social media is how you want it to be.

00:31:16:17 – 00:31:41:40

Unknown

Yeah. You know, a long time ago. I'm sure you learn this to the ratio of posts are like five posts. If you're going to do five posts, four of those posts need to be something that is relative to the client or the person or something funny, or maybe a little personal. And one of those posts needs to be you promoting something that you're doing, you know.

00:31:41:40 – 00:32:02:02

Unknown

So last, I still kind of cling to that, you know, 4 to 1, 5 to 1 type of thing. But I will promote stuff. But I always like to put, you know, happy stuff in there. Quotes and things like that. Because the whole thing about social media, I believe, is for awareness and for, for people to know that you're there or seeing that you're there.

00:32:02:02 – 00:32:23:22

Unknown

So if you get their eyeballs on you, then you can post your promo stuff and then they're like, they'll see that as well. Like, oh, I didn't know you did that. Okay. Okay. Cool. Exactly. Yeah, definitely. There's definitely statistics out there of how many posts you should do, what types of posts you should do. But the number one thing is counted as being authentic and being yourself, because that's who people are attracted to.

00:32:23:27 – 00:32:50:07

Unknown

They're attracted to you showing up on social media and being authentic. The other thing with social media, too, I hear people say they get overwhelmed in so many platforms. You mentioned three, right? You mentioned you mentioned LinkedIn, you mentioned Instagram. But this tick tock is it there's so many different platforms. And as an entrepreneur and business owner and a lot of us are solopreneurs or we have a small team, it can be overwhelming to have to deal with social media.

00:32:50:07 – 00:33:10:24

Unknown

And that's probably why so many people say, oh, do you work with social media? Because so many people are overwhelmed. Me everywhere. I

need to be everywhere. But you don't. You don't need to be everywhere. You know exactly. The only places where your people are talking to them is they're your people. Tell them and stuff like that. The other stuff, you know, occasionally like TikTok.

00:33:10:24 – 00:33:29:04

Unknown

I have an account, but I rarely post. I tried it for a little bit. And that's the thing with social media, you can't just try. You gotta do. So if you try something and you're not really in it, in it, it's not going to really work and you won't get anything out of it. But if you're really like, I'm going hard on this, I'm going to do this, then do it.

00:33:29:04 – 00:33:48:19

Unknown

But you can't do it on all of them. You got to pick like maybe 2 or 3. That will give you burnout. I always think one pick, one one is even better. One primary social media platform that you committed to showing up, you're committing to learning about that platform. You're committing to be the best on that platform that you can be.

00:33:48:34 – 00:34:06:37

Unknown

So then it becomes less overwhelming. Yes, you can be on other ones. For example, for me, it's LinkedIn. LinkedIn is where I have most of my connections, where I, you know, do a lot of collaboration. So that's the platform for me. So that's where I'm going to focus. The majority of my attention is on LinkedIn. And then I have Facebook as a secondary platform.

00:34:06:37 – 00:34:28:25

Unknown

And then Instagram kind of is a third platform. So it's good to have a presence. Yes. Set up your presence, but don't be overwhelmed by being on all the things and doing all the things. Pick one primary platform I learned like I was telling. I talked about like each platform being a different country right? So when you're in France, you do as the French when you.

00:34:28:26 – 00:34:51:35

Unknown

Yes, when you do the English, you know, British people do. When you're in America, you do it. It's a different style, a different, you know, so you really have to understand your primary country and post it in a way that resonates with the primary country and how they do things. You know, this, for example, Instagram is more friendly, more, more, fun, right?

00:34:51:44 – 00:35:13:46

Unknown

LinkedIn's more professional. So there's a different way you show up on each platform. So my tip in order to be take away the overwhelm is to pick one primary platform that you're going to focus on and focus more most of your time and energy and effort on that and truly understand that country, understand that platform and show up in doing your best in that platform.

00:35:13:51 – 00:35:36:41

Unknown

And yes, you can have several others, but don't get burnt out or overwhelmed by trying to do all the things and being on all the things. So that's what I would say about social media, which is the F in the best content marketing system. So the key is actually text message marketing. And this is the one that I feel like is usually right, but is actually the most powerful.

00:35:36:45 – 00:35:56:14

Unknown

And I'm going to actually broaden the definition of text message marketing. We all have cell phones and we get text messages from friends, from family members, probably from appointments like doctor's appointment that you get text messages about those things. Right. But I'm going to broaden the definition of text messages to also direct messages that you get on social media.

00:35:56:19 – 00:36:21:22

Unknown

It's any one on one texting communication. So if someone is texting with you one on one, it's a one on one conversation, not a one to many. Because email is one to many, social media is one to many. Even blogging is one to many. Texting is the only strategy that is 1 to 1. So using text message marketing is really a great way to personalize your messages.

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Unknown

Now, reach out to your clients in direct messages on Facebook, direct messages on LinkedIn, or whatever platform that you're on, or if you have phone numbers for your clients and you have relationships with your clients where they've opted in to be able to receive text messages from you, then sending text messages to your client via their cell phone numbers.

00:36:43:11 – 00:37:13:02

Unknown

Right. And that is my broad definition of text message marketing is not just limited to text messaging your client on their cell phones, but also any form of direct message on, social media platform or. Yeah, any social platform where you can send text messages also

considered text messaging. Now, the reason why it's so powerful is people may see a general, broad message on social media and know that, hey, that's for everyone.

00:37:13:07 – 00:37:28:06

Unknown

But if you reach out to them and say, hey, Carol, I thought about you, I'm having. In fact, I got a text message just today from someone who did this study. She said, hey, maybe I'll use my name and said, hey, hon, that could have been a campaign situation, but it did not.

00:37:28:06 – 00:37:33:55

Unknown

She said, hey hon, I'm having this upcoming workshop thought about you should doing like a vision board works.

00:37:33:59 – 00:37:57:45

Unknown

A digital vision board workshop. Right. And so she reached out and she came to the event Brite URL. And that was a personal text message to me. So she's marketing, she's promoting, she's sharing her content, but it's personalized. And I felt like she was thinking about me directly when she reached out about the workshops, I didn't feel like, oh, this is just the message marketing.

00:37:57:54 – 00:38:18:47

Unknown

And I felt that personalization and text message, the text messaging and the T in the best content marketing system is really about that personalization. Being able to send messages one on one with individuals and even have conversations. A lot of times we use strategies of getting people in the direct message, so you can have the back and forth conversation, right.

00:38:18:49 – 00:38:44:03

Unknown

We sold a lot of books that way. Right? Yeah. That part of being backed up by doing the direct messaging with people. Once you post on social media, then you take the conversation into the direct messages. So text messaging is part of the strategy or the system that a lot of people don't effectively utilize. But it's super powerful when you use it properly, when you use it properly.

00:38:44:08 – 00:39:06:45

Unknown

So that is the key in the best content marketing system, something I do well, actually, I got to quick recap any thoughts on text message marketing, Carol, that you want to add to the conversation? Well, I love that you expanded it because text messaging marketing to me always seem like, I'm to, you know, text my people and stuff, but I do

text my people all the time.

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Unknown

I have the people that I'm close with are my clients that I'm working very closely with a text them, you know, to let them know I'm sending them something to let them know, hey, I need this. I even text clients to say, hey, are you okay? I haven't, I've heard from you like a couple of weeks or I haven't seen you this, so I guess I do that, but I don't think of it as marketing.

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Unknown

It could be like,

00:39:29:02 – 00:39:51:43

Unknown

relationship marketing, I guess, but I don't do it because I'm thinking of my business. I do it because I'm thinking of them and I haven't seen them need to talk to them or something. But I love the expanded thing that you talking about, because I do people a lot, you know, people that I don't know, people that do know, you know, me to tell them about my book because like you said, it's a one on one thing and it's not.

00:39:51:48 – 00:40:13:11

Unknown

Yeah, it's not one to many. And you can really, I think, find out about a person that way because I've had people come to me and they say, you know, I think you would be perfect for this group. And I'm like, why? And I may go and research the group and I may join. But then I found, that's not really the group I want to be in or something, but I would have never known about the group if they hadn't came to me or something like that.

00:40:13:11 – 00:40:17:14

Unknown

So it's kind of cool. One example I wanted to say, one of the people who was in the,

00:40:17:14 – 00:40:31:02

Unknown

the Power of Message summit with us, and I never, interacted with her, put it this way, Heather. I mean, I had known her because, you know, did your podcast, for production and stuff like that, but I never really talked to her.

00:40:31:07 – 00:40:49:32

Unknown

And so while she was promoting it, since we were, you know, the host

for the thing, she added me as, as a friend or as she requested. And I was like, oh yeah, I Heather, I know you blah blah blah. And then so she came and she was like, Carol, y'all just do an excellent job. And she was send me these like really inspiring messages.

00:40:49:32 – 00:41:14:04

Unknown

And I'm like, wow, okay, thanks. So then I asked her because, the last book that we put out, oh, the last book that I put out, the, mom, was prayers for mom, prayers and inspiration for mom, for nurse. I told her about oh, Carol, this is awesome. Can you do a special cover for me so that I can send it to my two partners that she's in business with?

00:41:14:04 – 00:41:36:30

Unknown

Like, right. And so she did that. I was like, wow, that was great. Just for her to ask. Yeah, to do a special cover. And I did. And it was like, wow. So you never know. You know, it takes message and don't don't like stand off from it. Just lean into it. You know, keep yourself professional. Yes of course, because you want people to know you as professional or whatever.

00:41:36:34 – 00:41:57:58

Unknown

And you never know what clients could come out of it or you. It's it's relationship building. Like you said, it's that personalization. If you look at all the all the different strategies that I shared today, that one is the one that can be most personalized and why people connect when you know they're that you're interested in them like that, it's typically for them.

00:41:57:58 – 00:42:17:48

Unknown

They connect. So that's why text messaging is so powerful. And one of the examples that came to mind as you were talking is sometimes I send emails right to people. We talk about email marketing, but then people's inboxes are full, right? So right now, effective people read emails. But sometimes I think I have right now 100 emails in my inbox.

00:42:18:00 – 00:42:37:12

Unknown

I just have been backed up. I've been busy. I have on, yeah. So what I do is I send a text message to be a direct message on social media. I think I did this for you today. Yeah, yeah. You did the email that I sent you on Tuesday cause people, I'm busy. The inbox. Right. So this is after that.

00:42:37:14 – 00:42:54:15

Unknown

I do that as well because I think I don't want them to miss things. And it's not like I'm trying to sell you something. I just don't want you to miss whatever it is I'm trying to tell you about. So if you think about it like this, because marketing people always put marketing and sales together, you know, marketing and sales, marketing and sales.

00:42:54:20 – 00:43:14:46

Unknown

But marketing is a whole different. They I mean, market sales is part of marketing, I think. I think it's a partnership. Yeah, it's a partnership. And there's so many different ways that you could market. There's still so many different ways that you can sell. But you have to be, I guess, mindful of what you're doing and just know that, you know, selling is it.

00:43:14:48 – 00:43:36:58

Unknown

You need to buy this right now, by this, by this, by this. You know, you could get people to buy other ways if you care about them. Show them that you care and they will reward you by, you know, buying your stuff if they want to, or sending you referrals or checking up on you. I love when people check up on me and they say, hey, I just wanted to let you know a perfect example of that.

00:43:36:58 – 00:43:58:59

Unknown

I'm in this group with a bunch of web designers and a coaching group is is fabulous, right? So we're all web designers, so we're not trying to sell each other websites and stuff. This one girl, we were just on our coaching call and she messaged me and she said, Carol, I just wanted you to know that I'm really enjoying your posts and I love reading what you put out there stuff.

00:43:58:59 – 00:44:21:40

Unknown

And I was like, wow, you know, I don't even know who she was or anything, but of course she's going to be on my radar now. But just you never I'm just going to say this. You never know who's watching you. You never know who's watching and making those connections. Personally. Can me it can really. Oh, yeah. So that's why much in marketing as a part of the whole content marketing system.

00:44:21:45 – 00:44:52:36

Unknown

So the recap is, you know, the best content marketing system and you can use this for your book, for your business, for your brand is creating a blog, whatever that blog looks like for you. Having an email marketing, system or having an email marketing campaign just consistently using email marketing is number two as being on social

media to promote your content on social media and then reaching out with a personalized touch with text messaging, including direct messaging on social media.

00:44:52:48 – 00:44:59:10

Unknown

And that really is the best content marketing system for your business, your book, or your brand.

00:44:59:10 – 00:45:12:17

Unknown

I love how you did that. That is the best. Yes, yes, I love we did that the alliteration I everything. So now this is the question I have for you. Why? And I know, I know, but I want you to let everybody know.

00:45:12:17 – 00:45:35:24

Unknown

Why is it important for business owners to use content marketing? Yeah. Make that a part of their, their strategy, their everything. Why? Because, you know, we have this how I'm doing social media now. Email marketing. That's why I got it. Content so helps out maybe. Yeah, definitely. It's the number one way for you to show up in the marketplace and in your industry as an expert.

00:45:35:28 – 00:45:58:13

Unknown

If you're putting content out there, it's really promoting and sharing your content. If you're providing value, like we said, that make you higher than your competitors who are not doing that. So if you want to really be seen as an expert in your field, if you really want to be seen as someone who's providing value for people, you want to be known as an authority in your field.

00:45:58:18 – 00:46:28:49

Unknown

Really having a content marketing strategy and a content marketing system like we just talked about is going to make you stand out. It's going to make you, really stand out from from the rest of your competition or the rest of your industry. So that's why content marketing is important. Exactly. And my content of choice, as you know, these videos and live streaming and repurposing the videos and the live streaming so I can use them all these other platforms and not have to work so, so much, you know?

00:46:28:54 – 00:46:49:43

Unknown

So I love it. I totally love that. Now, I know you just finished talking about the best content marketing system. What is the challenge that you have to all of the all the people who are listening right now



and challenge them so that that so that you can help them get into it. Because, you know, when you take on something new, sometimes you're like, oh God, this is so daunting, but it's not.

00:46:49:43 – 00:47:14:14

Unknown

And I know you, you got some stuff. So what's the challenge for them? Yeah. So the challenge is, first of all, creating a strategy. Like I said before, you blog, before you email, before you answer. So before you even start touching anyone, what is your overall strategy? So creating a written plan. Statistics show that 100% of business owners want to market and promote their business.

00:47:14:14 – 00:47:38:22

Unknown

Their book, or their brand, but only I think the statistics say like 10 or 20% have a marketing plan. So it is, what I would challenge people to do is create a marketing plan, create a plan that tells you, CTG, what you're going to be doing on a consistent basis to market and promote your book market and promote your business and marketing.

00:47:38:30 – 00:48:15:08

Unknown

Promote your back on your brand. That is the challenge and that is the first step. In order to be successful creating that marketing plan. Yes, definitely. You know, they always say, if you want to reach a goal, you need to write it down, right? Because that that energy of writing it and looking at it and as the words flow in it, since it sounds so woowoo, but it's so true that it's just, you know, as your fingers move across that paper, the pen is such that you're writing those words is kind of cementing it in your being that this is a goal I'm going to do, and most of the time you're going to

00:48:15:08 – 00:48:42:28

Unknown

accomplish it because it is written down. So and I can I can go deeper on that concept. Well, it's actually taking things from the invisible. So if you think about the spiritual realm going deep and woowoo, that's okay. I mean, we did people deep and woowoo, but the spiritual realm and that basically means there's a realm that exists that we cannot see in our physical eyes, things that are going on behind the scenes, that spiritual that we can't physically see.

00:48:42:33 – 00:49:04:42

Unknown

So when you have a thought, an idea, a concept, it's actually in the invisible. It's in the spiritual realm. It's not until you bring it down to the physical realm where now you do it with your right mind that it becomes a thing. Right? So the first step in accomplishing anything is to purposely take it from the spiritual realm to the

physical realm.

00:49:04:54 – 00:49:24:16

Unknown

And the way that you do it is writing it down. And that is why it's so powerful that shifting it from an idea and a thought concept now moving it to the physical realm where now you can see it, then you can start feeling it and you can touch it, then you can take action on it. So it's the first step in achieving anything.

00:49:24:21 – 00:49:32:21

Unknown

It's actually moving it from spiritual to physical. And the way that you do that is to write it down. So it's just to go a little bit deeper on that concept. Yeah.

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Unknown

It's actually moving from one realm to the other. I love that exact thing. I never heard that or understood that before, you know, never conceptualized it. But I'm like, you are exactly right, because you can think about these things all day long and have all these things buzzing around in your head.

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Unknown

But when I sit down and write out my to do's, are my goals or what I'm going to do, I actually have them written so that I can refine them, go back in my to do list. I can scratch it out like, oh, I did that. I don't have to worry about that anymore. It is done. It is over.

00:50:05:47 – 00:50:22:54

Unknown

So yeah, exactly. It makes a difference. And the other thing I wanted to talk about as you were talking that popped in my head is that thing, and I don't remember. I was Abraham Lincoln if you said it, but there's a saying that says when you plant, when you go to plan, you plan the fear to fail. Yeah, right.

00:50:23:05 – 00:50:42:38

Unknown

So one of my favorite. Yeah. When you fail to plan so you have no planning in, in in the, in the process. Right. As you build your business, as you promote the book, as you're building this brand, you have no plan in the process. That is basically saying you are failing, right? It's fail to plan. You plan to fail.

00:50:42:43 – 00:51:02:15

Unknown

And that's why planning is the number one thing. And the challenge I

would put out there for people. Yes, definitely. And you are so good at that. Y'all don't know. But they need is meticulous with her plans, and she has plans and plans and plans and she has ABCs and one two threes. So I learned a lot from her and keeping myself organized.

00:51:02:15 – 00:51:22:50

Unknown

So, you know, we're all in this together to help each other out. So, what is the special gift that you have for the people who are listening? They please tell us. Absolutely. So we talked a lot about planning and the challenge of having everyone plan. I actually have something to help you with your planning. So I have two powerful ways to plan your marketing.

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Unknown

So we talk about those concrete strategies that you can create. Make it sure you write it down. Having a schedule, having a calendar, all that good stuff for your marketing. And I also talk a little bit on the central realm, you know, what does it look like to make sure you're being led when it comes to your planning process?

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Unknown

So the download that I'm offering your audience today is, the, two spiritual way or two powerful ways, rather than to, market your business so they can get that. I don't know if I should say the URL, if you already know, go ahead. Go ahead. I was I'm actually get ready to put it up on the holiday things I forgot.

00:51:57:25 – 00:52:15:18

Unknown

What. Oh, let me put it up there. They can get that download that maybe mullins.com/power. So if you go to maybe Malecon which is my website online and backslash power, you'll be able to access that download for you.

00:52:15:18 – 00:52:29:55

Unknown

I think it's definitely a great resource to be able to help you with planning to so many people. Like I said, the statistics show a lot of business owners are not planning their marketing. They want to market and promote, but they don't have a plan. So I want to help you.

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Unknown

I want to encourage you. I want to motivate you. I want to really be a part of the process with you. Just go to mullins.com/power and get two powerful ways to market and promote your book. Yes man. Do that because Latinas knows exactly what she's talking about because I love

it.

00:52:46:52 – 00:52:53:38

Unknown

Lady. This has been awesome. You know, we always have a good time when we catch up with each other and, you know, talk about so many different things.

00:52:53:38 – 00:53:16:05

Unknown

You brought so many things to the surface that were like in my head, like, but you always seem to do that. Tell me about, like, the podcast and seasons and things like that. And I worked it into my own, you know, way that I want to do it and stuff. So, I'm really I'm really feeling that, you know, spiritual world, spiritual realm to the physical realm.

00:53:16:09 – 00:53:35:10

Unknown

And it just gives me that extra room to keep doing what I'm doing about, you know, writing love down. And I do have to say the same goes for you. I think we complement each other so well. Like, I'm sitting Jake and I like plan, but you're also the action taker, right? Yeah. Oh, and I'm stuck on well, let me you the plan about it

00:53:35:10 – 00:53:36:08

Unknown

and you're like no kick.

00:53:36:08 – 00:53:53:04

Unknown

Got to take action. So do it, do it, do it, do it, do it now. Do it. Yeah. Well we complement each other where I say, hey, let's slow down and create a plan and have a strategy. And you push me and say, well, let's take action. We need to do it now. So it's the yin and the yang that that will work so well together.

00:53:53:09 – 00:54:16:51

Unknown

Definitely. It just shows you, you know, like I said, there are no competitors. We're all collaborators. We're all in this world to help each other. That's what God wants us to do. And when we do it, we all prosper. All of us do. Yes, we all win. Win. It's a win win for everyone. So thank you so much, Nadine, for coming on, for sharing your awesomeness and sharing your bestie ness.

00:54:16:51 – 00:54:29:06

Unknown

I love it and I want everyone to go to the link that you see below and go get that download, because it's going to help you so much. And

thank you again, Nadeem. See you next time. Thank you.

00:54:29:06 – 00:54:52:12

Unknown

Is your website ready for prime time? When your ideal prospects land on your website, do they see the true professional you are? Are they greeted by a site that's not quite ready for prime time? For 30 years, we help coaches and service providers transform their online presence into powerful, client attractive machines. As a premiere website to Sanders in Atlanta area.

00:54:52:17 – 00:55:22:45

Unknown

We don't just build websites, we create conversion engines that work for you 24/7. Why choose CSI for your Wow website? We're experts in authority marketing. We help you convert web visitors into paying clients with our proven UN marketing strategy. We offer complete protection. We'll work hard to keep your website safe from hackers and accessible to all. And we offer purpose driven results custom designed for coaches and service providers who want to make a real impact.

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If you're ready to make an impact with your website, download our free Wow Website Planner today. Inside this planner, it'll give you all the information you need to create your own Wow website. Whether you use us or someone else, you need a website that converts web visitors into paying clients. So go to KCI corporation.com or slash planner right now and download the free Wow website planner.

00:55:52:18 – 00:56:01:07

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Welcome back. Did you like that? I think that you did. Did you learn a lot? I even learned more stuff. Listened to it than I did the first time that we did it.

00:56:01:07 – 00:56:08:28

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They did. And I have such a great time together. We're always talking. We're always sharing. We're always helping each other. We're always looking out for each other.

00:56:08:29 – 00:56:11:21

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I guess that's why we're best. Best, right?

00:56:11:37 – 00:56:37:33

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My client success story today is Merry Angels. And let me tell you why Mary Jo is such an awesome person. Number one, she was a very first

member of my academy, the UN Marketing Academy. When I put that out, she's still there and she's going strong. She recently released her All of Mastery magazine, and she is doing so much to help entrepreneurs understand technology and how that technology works.

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And I want to say, especially for older entrepreneurs, I mean, I am an older entrepreneur, but sometimes when you're older,

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older than normal, I guess I don't know. I don't know what classifies, older. I mean, I'm 62, but I don't feel like I'm 62. I don't think I look like I'm 62, do I? I don't know, but, you know, sometimes when you get older, you struggle with certain things, understanding certain things or trying new stuff or wanting to try new stuff.

00:57:06:37 – 00:57:19:42

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Minister Mary Jones does this for you. And I call her medicine because that's what she is. And sometimes she uses a minister, sometimes she doesn't, but that's what she is. And we had a great conversation on our

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on the summit that we did. The power of your message summit, I mean, you could you could feel the Holy Spirit in there.

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And so I wanted to I wanted to showcase her and let you know how awesome she really is. So I've got this from her side. And let me read it to you as a minister of the gospel of Jesus Christ, she's she serves the Christian community through her ministry of preaching and teaching the Word of God,

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exhorting the body of Christ.

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Her business is a platform for ministry outside of the walls of her church, where she serves.

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I just think that's amazing, right? And she is. She is an amazing

person. I love her, I love working with her. She has been my client on several of the programs I put out there and she is going strong. So hats off to you, Mary.

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Adrian's.

00:58:03:52 – 00:58:14:40

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Hey there. Would you like to be a guest on the Unmask at Your Business podcast? Simple. All you need to do is go to [UN market or business.com/podcast](https://unmaskatyourbusiness.com/podcast).

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So are you ready for your spotlight as well? Be on the lookout for you being spotlighted on this podcast. So all you need to do is to be awesome by either being a client or letting me know that you use, did, or follow something that you heard here on a previous episode posted on social media. And be sure to tag me at CSR Corporation and use the hashtag best on marketing strategy.

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I'll one more.

00:58:42:45 – 00:58:57:53

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now. Remember the challenge that NATing issued to you, and that was to write your marketing plan out and stay consistent with it. So as you heard during when we were talking in the episode, she was talking about the pieces of

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the best content marketing strategy. So be sure to write your stuff down. Go back and listen to the pieces. When she was explaining what the B, the E, the S, and the T are about. So you can stay consistent with your marketing. Because consistent marketing means consistent clients.

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Consistent, consistent clients mean consistent money. I'm telling you.

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So here are the three points that stood out to me the most from this episode. Number one, you need a content marketing plan to stay

consistent with your marketing. Number two, you can get a steady stream of traffic to your website with your blog or podcast house on your site.

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That house somewhere else, house on your site. Because just think of it every time you put out an episode, people are going to go to your website to hear it, to see it, to read it. And number three, email marketing. It's not that I say this all the time. It is not that I've been saying this for years.

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Email marketing is not dead, as a matter of fact, is how I get a lot of my clients and how I stay in contact with them and let them know what's going on and it is one of the key pillars of online business success.

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This is a book that you need to get, and it is, she thinks, like a CEO.

01:00:19:08 – 01:00:27:06

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She thinks like a CEO is a collaborative book that I did with six. I think it was six other authors,

01:00:27:06 – 01:00:34:33

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and we came together on this project because we were together on another project and it did not work out, and the publisher just went crazy.

01:00:34:35 – 01:00:56:34

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I don't know what happened. It just went through. So I said, hey, I'm producing some bestsellers. Let's get in there and do it. And we did it, and we put it out last year. And guess what? It became a bestseller. Almost got to number one and it became a bestseller. So a little bit about the book. You can unlock the secrets to creating and sustaining a balanced lifestyle while growing a successful enterprise.

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You can enjoy an empowering journey that will transform your life and your business. You will also receive guidance and advice from experienced female CEOs and business owners of color, and you can gain a better understanding of platforms and technological innovations that drive success. I need to do to get this book is go to KCI corporation.com or slash. She thinks CSR corporation.com forward slash.

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She thinks

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as we close this out I want to say thank you so much to my biz bestie Naty Mullings of NATing Mullings Marketing Agency.

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She was great as usual as I knew she would be, and we had a great time on the episode. So next episode look out for Alexia Clements. Alexia is a new friend of mine.

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I met her in the web designer group that I'm a part of. You know, I'm always talking about that because I love it. She is going to talk about how to create a powerful brand that builds your business. This chick is all about brand and she is Brandon personified. So when you listen and she's young too, and I keep I say that in the episode, in interview when I'm interviewing her, I was like, you're so young, but she's got an old soul and she knows a lot, because when she was reciting things and telling me stuff, I was like, I learned that.

01:02:11:04 – 01:02:37:09

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I learned that she knows her stuff. So look out for that. How to create a powerful brand that build your business. That is next week. Now, if you received value from this episode, please leave a review. I would love it, greatly appreciate it, and it's going to help us grow. But you can also subscribe to help grow the podcast and to help me get this information out to more purpose driven entrepreneurs just like you.

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So whichever you decide to do, leave a review, subscribe. Maybe you'll do both of them. I appreciate them all. Thank you so much and bye for now.

01:02:45:40 – 01:03:14:26

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01:03:14:31 – 01:03:15:52

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See you next episode!