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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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Good afternoon everyone. How are you? Maybe it's good morning. Maybe it's good evening. Whenever it is that you're listening or watching or reading about the, market Your Business podcast. Good day to you. I hope you're doing well. I hope everything's going well. Well, I just got out of a world when I. I could say tour, but it's not really tour experience with my sisters who came down here to Mexico with my her son, my nephew Josh, and we just had a blast.

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She told me in the end, which is what you always want to hear when you've done something really special for someone. Is that you? They had the best time ever and she told me I had the best birthday ever. I was so happy to be with her as she celebrates her 60th birthday. You know, a lot of us can't say that we've hit 60 that were near 60, and then we definitely made it over 60.

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I mean, I can't through your 60, but a lot of people can't say that. So congratulations to you, Emma. My favorite sister, my only sister. But who's counting. So today we're going to be talking about building your business with minimal social media.

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So raise your hand if you've heard that you have to give everything, and I'll build a social media in order to have any success on it. I see some hands coming up. So answer me this question. Are you a full time creator, or are you a full time entrepreneur who uses social media to market their business? There is a difference.

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There is a big difference because a full time creator, that's all they're thinking about. What's my next piece of content? What am I putting together? When am I putting it out there? What's happening with it? You know, how many likes do I get? You know all this one? How many people follow me? But a full time entrepreneur? We got other things to worry about.

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Like where is money coming from? And what are my clients doing? Why are they giving me what they said they were supposed to give? And we cannot, cannot and should not like put everything in that social media basket because it's not as it really is. So today I'm going to share how I use my minimal social media for maximum results that reflect my bank account.

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Ready. But before we before we dive into all that attention, attention, attention. Because this is the very last time that in 2025 that you're going to hear me talking about joining the UN Marketing Academy. Now, this is very, very important, what I'm about to tell you. And it can make or break your business in the next six months.

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The doors to the UN Marketing Academy are open for a very special group of founding members. 2025, so that they can come so that you guys can come into the Academy. And guess what? Now I've incorporated it, the Academy and the UN marketing inner circle. It's like watching twins unite. Oh, it's going to be awesome. And listen to this.

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I'm closing down and shutting the membership doors and they will not will not reopen again until January 2026. Why? Because I'm taken the purpose driven entrepreneurs who come in on this membership push right here, who join me this round. We're going to work together to convert simple marketing strategies into cash. Now, you know, I'm always talking about marketing different things.

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You can do a marketing. Well, we're going to, you know, get down to the brass tactics, get the knuckles, you know, all signed up and stuff. And we're going to tackle this marketing thing together for the next six months. So I don't want any other strain members coming in. And it's only going to be the academy members who are there now and who join, and we're going to get into this.

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So by the time that I reopen the academy membership in 2026, this round of members will have ditch those cookie cutter marketing tactics that they've been using and transform their business by turning visibility into revenue. Now, there is still time for you to become the prosperity, to be among the prosperity and abundance that is on its way to the founding members 2025.

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And, you know, I've been talking about the Marketing Academy for months now. I've been talking about the, how Claude and I and our ChatGPT and I, because Claude had some issues and I had to go and get my stuff done. So all of those together have helped me to enhance the UN Marketing Academy. So I want to read you just two, testimonials from the on Marketing Academy members and let you know what people are doing.

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So this is what I'm Naty Mullins, lady Mullins has been a guest on the show and she's my biz bestie. She says the way Carol teaches in the Academy is what makes it special. She's very gifted and patient and explaining things and makes marketing simple and easy. The Academy is so well organized. If you need help with social media, which we're talking about today, or, you know, marketing, you can easily connect specific videos and tutorials.

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Carol takes away the overwhelm of technology and marketing. Thank you so much for that. And then Doctor Tiana Conti Conti, who is going to be on here pretty soon, she's busy running her own academy, so try to get around here. The. She is known as the Soul Power Catalyst, she says the UN Marketing Academy is a one stop shop for marketing.

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What makes it unique is that Carol addresses all learning styles, video, audio and transcript. I've never seen another program that answers marketing questions so thoroughly. It's low risk and reward. So I got one more for you and you will recognize this awesome young lady. This is Apostle Doctor Login DJ rough version of the Game Changer Live coaching program.

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She was just on here just a couple of weeks ago talking about her

business and how she's shining and growing and all things are going on. Listen to what she says about the Academy, because she's been, with me for a minute as well. The UN Marketing Academy is simple to navigate and comprehensive. It's like a tree with the many branches and carol heads, videos and trainings to help you get the lowest hanging fruit all the way up to taking it to \$1 million mark.

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Since working with Carol, I've gone from hiding from live video to being featured in international magazines and helping others become best selling authors. So there's nothing better than when you see your client reproduce stuff and help their clients do things. And you just keep going, keep going, keep going. And I stay in touch with my people. As a matter of fact, Marcy Cody from our very first best Seller lab class contacted me just yesterday.

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She needed something for her book, and I'm available. Open. Ready to help you kill this marketing game. Get your stuff out there, find your perfect ideal client, and get them to buy from you on a regular, consistent basis. So that's what we're going to be doing in the academy, because you have until June 8th to get in there.

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And I do have a special. So it's, regularly \$97, only 67. Or you can do the year for 647. However you feel. But, the UN marketing inner circle is not going to be available for inclusion after 2026. It will be an extra fee to do that. Calls, you know, doing some extra stuff. This is coaching. It's just about one on one.

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It is group coaching. But we're mastermind and together we're helping each other. It's going to be a tight knit group of successful entrepreneurs that take this round on, and I want you to be one of them. So all you need to do is go to UN market, your business.com/join. You will see that if you can't remember that is fun and you will see there is a promo coming up right before I come out to talk about, the subject that we're talking about today.

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We'll tell you more information, but you need to get in on this because like I said, I'm closing the doors. I'm not open it for six months and we're going to work. We're going to make your business work for you, make you money and give you extra zeros in the bank. Okay, so let's do this. Let's do this

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is tech time.

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The technology I'm talking about today is chat bots. Meaning and use them. So I don't want you to sleep on the on the ability that chat bots can give you to cut your work time in half hour more by using them. So I said briefly, just a little bit ago that Claude was having some issues. He was down 2 or 3 weeks.

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I don't even know what was going on. I think he might have got too close to the fire or something, but he was down for a bit, so I had to go back to my old story. ChatGPT. Who has been improved and I'm loving it. They they're almost kind of the same. Claude and I read GPT almost, but they do have different features.

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Unknown

They do have different. They approach things differently. But it seems like to me they're moving him in to be the same thing. I don't know, just or a similar whatever. So I love them both. You should go and test one out. One experiment that I taught Sharon read my client who's going to be on here very soon.

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So it's like a catcher, and she's doing some workshops and stuff. She is busy, busy, busy. So hopefully she will be on here soon. As I talk with her. But I told her, whatever it is that you're trying to get done, a project or workbook, webinar or whatever, put the information in cloud and see what he says and put the information in ChatGPT and see what?

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Unknown

See what? I guess, and say, hey, maybe she's a she. See what she says and then compare them and see which one works. Or and you can do like I did just, today, as a matter of fact, I was looking for we are enhancing stuff, like I said, in the, marketing academy and, and creating the success momentum path, and that is so I can give you, good quick wins on the regular, you know what I'm saying?

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Because if you get into a, a join a group or get into a thing where

you're paying money and people are giving you some quick wins or aren't helping you do stuff like right away, soon as you say, yes, in there, and then you get into the group or the academy or whatever. It is a program, the coaching thing, and they're not giving you some quick stuff that you can learn from right away, so you can put it into practice.

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It doesn't have to be long drawn out. It just needs to be quick. And yes, I can say yes, a win, a win win and that giving you that and you need to start walking. So I do that. Yes. But I'm getting better and I've enhanced it and I've used Wow and chat GPT to help me kind of refine my success momentum path that they and what that is really is, you know, I'm saying I'm going to help you with this marketing and I'm going to help you make money from your marketing, and I'm going to help you put zeros, more zeros in your bank account.

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So I want you to start out with something that's yes, I did this really quick. I wouldn't even think about it. And I did it right. And you're able to use the stuff that I'm giving you. Utilize the education, the training, the videos. The success path, the learning path that we have in there, which actually tells you which videos that you need to watch based on the assessment that you sell.

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That's a new thing. And there so I'm always growing, enhancing, doing better and stuff. So so that's what they're helping, helping me with. And when I went to chat GPT, he gave me a totally different momentum path than cloud did. So I went back to clown out there. I remember you did this well, I had to go to ChatGPT.

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Unknown

I don't know why I'm telling them all this, but I just do. They're like people to me, kind of sorta. As much as you can get out of it, right? I'm not crazy. I really am not. I know that they're chat bots. I know that they're computers, and I know that they have data in there, but they have all the answers.

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Unknown

Y'all listen to me. They got all the answers, all that data that they stuffed into ChatGPT and that they stuffed into cloud and even deep seek and Jim and I, which I only use them for a search engine stuff because it has proven itself to me yet. But they all have the data and, they can actually access the internet in some capacity, way,

shape, form or fashion.

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Unknown

So why not put them together? Why not let them be part of the team that you have? Right. So what they did what what what they did was he put it together in a brand new momentum path. Momentum success. Python 100 my God, it's amazing. It's wonderful. It's easy. It's simple. It's going to give you some quick wins and quick, quick wins.

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And it's going to set you up for success down the line. If you ever got into a program or something or like you got to do this and by the end of time you're going to do that and that. Yeah. But when you get into the process of doing something like, what am I doing? I am so confused.

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Unknown

I want to just one program. I'm not going to tell you the code words because I don't want to put that out there. But it was a \$10,000 program and I was confused. Heck, when I got in there, it was crazy and I had to get out. So you just going to leave it like that? But I don't want you to have to deal with that, because these chat bots have all the data and they're waiting to help you to use it.

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Unknown

So embrace and go and test. Test out. For that. I checked GPT Deep seek, which I haven't tested that one out yet, but we'll see. Jim and I do use that one to some more. I know we're going to be coming up and stuff, but to test them out, see what works for you and start utilizing because I promise you, I promise, promise, I promise you they're going to save you a lot of time.

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Unknown

And really, just your brain is meant for other stuff. Not just, you know, buying downtime, creating stuff, but come on. All right, that thing. And then you tweak it and put it out there right. Faster, faster, faster. You know how this world is. We we move fast. If you're still working on a story from five years ago and nobody trying to hear you sometimes, which is five minutes, but take my advice, definitely, and do that.

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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 beer 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.

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All right. Today is just me again. There's no guest. And we're talking about how I use social media in a minimalist way. Minimal, minimal I mean minimal social media because and check it out. When I first started in 2005, I knew that I am on social media. It was crazy. It was just coming on board. It was just getting it feed and stuff.

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Unknown

Twitter, Facebook, and then Instagram came after that and then all these thousands of others came along. But, you know, I loved it, like I said. And and I even that my second chapter in my book, I'm Marketing Business ten ways for Savvy Entrepreneurs to Stand out, stop struggling and start rapping was my second chapter, and that is all about mastering social media, all the things that I did.

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But now today, it's just it's just not hitting the same. It's kind of sometimes I don't know if it's even in my head. I don't say that, but sometimes I don't know if it's evil or not. But, you know, the way people use it, you know, there's no fact checking. People just put out anything they want. You can't trust it like you used to.

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Unknown

It can be entertaining, but more often times than not, it is just, you know, a crazy shit starter. That's what it is. Just put it out there and, you know, so I had to after 2020 especially, you know, with the pandemic and all that, I had to pull back on social media. It was just too much for me.

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It was getting to be too much. It was affecting my mental health. And I was like, I can't deal with all this. So I needed to find a better way to work with it than what I was doing. And I did, and I kind of just walked into this. It wasn't anything that I said, oh, I'm going to just do this and I'm going to do it like that.

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No, it just kind of went that way. So I'm here to tell you all about how are you social media, how I do it and how it helps me to still get maximum results. And I still make money because my clients are still there.

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So this is how I use social media in my minimalistic way. You know, I can't say that I am a minimalist. I'm more a hoarder than, a

minimalist, especially when it comes to information. Because you see my hard drive, it's got folders and folders on folders. There's so much stuff in there. I need to go in there and clean it out.

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Unknown

But you know that it happened. It's not. I'll just delete something when I feel like it and then go back. But I do go back and use that. But my main two programs, platforms that I'm all it's Facebook and Instagram. And the main reasons that I love the little extras that Facebook gives you to be able to do.

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Now you can do reels. I don't know what they call it, Facebook Reels, whatever you have, that group, the ability to have a group, although you can't live stream inside it, which I think is very stupid, but that's okay. Get my all grouped together in the on market and Academy's not have to worry about Facebook group. And then Instagram has all these things.

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You know they have the story which Facebook has as well. They have the, the disappearance story they have where you can go live on it and the format you know, is vertical. So it's totally different from Facebook that it's horizontal. So I like those to most of my clients come from Facebook. Actually, I never got a good grasp on Instagram.

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But I do get some I do get some people who I meet on Instagram, and then I search them and look for them on Facebook, and then I actually connect with them. So I find them where they are, and then I bring them back or I find them, find them where they are, wherever I meet them. I used to be able to what I am not on Twitter.

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It's whatever they call it that's done for me. No, gone. So that was a major thing I used to use. I don't use that no more. Can't deal with that whole scene over there. They can have they can have that. I don't know about y'all, but they can have that whole thing. So now Facebook and Instagram are my two things that I use.

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And basically what I do when I'm posting on Facebook. I post quotes, are repost quotes. I'm a member of a lot of those pages and stuff. That and people that send in quotes. And if it resonates with me, I'm

using it. I'm doing it is awesome. That's what I use. And then Instagram and then Instagram. I put posts up there, but I do mainly use it to promote the podcast and I send StreamYard, we'll do short form videos, I'll put the videos there and on Facebook and on YouTube.

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Now, YouTube isn't really I don't really consider that social media, because you gotta work so hard to get that video out there and age of something you can just pop on and, well, you know, I was just, you know, thinking today, you know, you got to put some work into YouTube. So Facebook, Instagram, that is it. Now when I promote stuff, I'm always sharing live streams and videos on both Facebook and Instagram.

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So I use them equally that way. And I still have my group, like I said, the UN Market Business Facebook group and I promote in there as well. I tell them about what's going up and what's going on in the business, what they can get Ahold of, and I try to help people out. So I do that.

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So that's my thing. I don't really do anything else. I have a Pinterest account, but that's just for me. I mean, it does have a business card on it, but I just use it for me. LinkedIn. I've totally given up on that. I used to be a lot LinkedIn when I was a personal trainer and in the very beginning of the web design stuff, but I just find that me and LinkedIn people are not hitting it.

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Unknown

So, you know, I don't like the platform. Not really. I mean, I still have a presence there. I go up there once when I post something, but now not me. Facebook and Instagram, those are my jam. So how can you scale back on social media and kind of copy the thing and add it? So I've got five things that I'm going to tell you about, and I'm hoping that that will help me, because you do not have to be a slave to social media.

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You don't have to think about, you know, what's my content doing? How many likes do I have? Because basically you're using it as a tool to market your business, right? And then all tools that you use, you know, using it every single day, 24 seven use them in different aspects. So I use my social media stuff to promote what I'm doing.

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And also, you know, I comment on people's things. I, I do friend new people or follow new people and things like that. I look people up on the outside and follow them on Instagram, maybe on Instagram if I don't know them. And then I see what they're posting, and then I go on Facebook and look for them, and then I can message them because it's hard to message people in Instagram because most of the time they think you're spamming them.

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Unknown

I remember I had this one lady, one girl, she was a, a web designer, and she had some fantastic. She had a fantastic thing she was doing. She was doing the whole branding, like the website, the photos, getting your blog together and getting your website again. I thought it was amazing. And she had it said I think she was doing like ten, probably at least ten grand, depending on what she was doing.

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Unknown

Right. She had a photographer. This is a photographer I use and I saw it on Instagram, followed her for a minute and I sent her a message and I said, hey, you do I really like what you do? And it's great. And she sent me back some snotty remark like, yeah, if you say so. I said it was something like, totally should have been like, thank you so much.

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Unknown

I appreciate that. Like whatever. I was like, okay, unfollow, get out of here. So the people, the the whole sentiment on Instagram to me and for the people I've been mixing with, I'd rather find them there on Instagram. Follow them on Facebook so I can get to know them better. So that's that's my strategy. So the first thing you need to do is pick 1 to 2 platforms that you're going to be on.

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And I need you to go all in. I want you to find out everything you can about posting, getting information, connecting with people, all of that for that, for that platform. So you need to learn how to use it for maximum results. What do they want you to post? They want videos. They don't want post.

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Unknown

Do they want text post link post? Do they want all of the above? They have stories. Whatever it is, whatever whatever it is that you really love, I want you to find that platform and just go all in, answer questions, you know, meet with people, get people over to whatever you

know, when you see people on other platforms, see if they're on a platform that you love and then follow them there and all that.

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Unknown

So you can be in the environment that you want to be in, doing the stuff you want to be and not be compromised about. Oh, I just hate this. Whatever this platform is, I wish I wasn't on here. No, you don't have to do that. So you can't really bring people from where they are to where you need them to be on a platform.

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Unknown

But mostly everybody calls. Social media has been out for a long, long time now, since 2005 or so, since 20 years at least. Most of the time, people are on a lot of different platforms. Either people have told them to get on or maybe they follow somebody. Somehow we just all wind up with all these platforms that we're, but, you know, all those platforms are not really doing us, serving us well.

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Unknown

So cut it down to 1 or 2 and learn all about them. Then the second thing I want you to do is to communicate with your users, members, friends, whatever they call them, whatever they call them, communicate with them. When you start to get your audience, people starting to follow you, are you already got a following? If people are following you right now, talk to them, see what they're about.

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Talk to them on your special possum platform. For me, that would be Facebook, because I like the messaging easier. That Instagram stuff on. And then I'll present on Instagram. But if, you know, really talking to yourself, I'm going to find your Facebook. So we can really talk at messenger because I like that a lot better. Okay. The third thing is to post helpful and valuable content wherever you are, whichever one you like, post helpful and valuable content so that people will know.

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They know they're aware of you. They're aware of who you are, what you do, who you serve, how you help them, and what results you bring. So those are the things you need to be posting about who you are, who you serve, how do you help, and the results you bring those four things just, you know, if you got a post once a week, I don't care how long it is because or how many times because you remember we had problems like 20, 30 times a day.

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Unknown

Now that's that's over. We ain't content creators and so we ain't doing it. So now we are trying to let people know, hey, I'm here, I can help you. I know what your needs are, and I'm going to be right here for you when you need me. Right? So that's what you want to communicate to them. And then the fourth thing is to you can do this.

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Unknown

Fourth thing is, is really to get out there in front of people so that they know that you're on the, on the platform, they know that you're there and they're aware of you in some kind of way. You can do a thing where you're going live. You have a live show that you're doing every week, or maybe you have a podcast and you have a a video version of your podcast and an audio version of your podcast.

00:28:56:36 – 00:29:18:52

Unknown

But even if you don't do a video version, you can still do something like audio Graham or even in Canva, they can put the audio in there without too much hassle and stuff. So you gotta have something, some longform type of content that you're doing weekly that you're going to break up so you can put it on social media, say, for instance, you're doing a blog post long longform, content.

00:29:18:52 – 00:29:49:23

Unknown

Right? So maybe is 1500 to 2000 words somewhere along in there it could be even 1200 words, but I'll say good blog posts that Google likes and sends people to 1500 to 2000, words. And it is optimized, meaning that you are writing this blog post for around this special keyword. So if you are a personal chef who serves single moms, then that's your audience and that's what you're going to be talking about.

00:29:49:23 – 00:30:14:31

Unknown

You're going to be talking about how I service single moms, how they have these issues and how you solve these issues and the results that you get for them, which is maybe creating help health healthy meals that they can do in like 30, 30 minutes or less. Because if if these busy moms are out there, like I was a busy mom when I had little kids and stuff, you ain't trying to have 20 different ingredients for a recipe.

00:30:14:31 – 00:30:37:14

Unknown

Maybe 510 at the very most. It's got to be easy to, you know, put together. It's got to be simple to cook fast, all of that. So that's what you're going to be talking about. So think about your think about

your business, your topic, your people, and talk to them on that social media platform that you're on. So maybe you're not going to use a blog post.

00:30:37:19 – 00:30:58:43

Unknown

Maybe you're going to use your video. So I kind of hit all the things with my podcast because I have my podcast that I do a video for, which you are watching right now, and then I take that video and I strip the audio out and I make it, and I have an audio available which you can listen to right now if you go to the show notes page.

00:30:58:48 – 00:31:22:33

Unknown

And then I have the show notes, that kind of reiterates the things that we're talking about. Any links that we have, resources and all that stuff. So no matter if you if you like to learn visually and watch something, if you like to learn as you're reading something or if you like to learn when you're listening to something, I got it all down pat.

00:31:22:33 – 00:31:54:14

Unknown

And then guess what? Since I do this podcast on StreamYard, StreamYard creates short form videos for me. They just pick, out a really good section and they turn it into, you know, just a vertical video of me talking. And then they put the caption, and they do that all by themselves when they set it up, so that when I run it and say, give me my, my videos, it does it, it used to do like 2 or 3 that there's like 10 or 15 and they will even put that little publish button up there for you.

00:31:54:14 – 00:32:20:23

Unknown

So you click the button and you tell them, you tell it where you want to publish it. And I usually always publish it on YouTube shorts. And, cause I reels and and Instagram, Instagram Reels. Yes, I fake Facebook real Instagram reel and, there's other ways to say, oh, sure. Video, short form video. What do you call those shorts?

00:32:20:27 – 00:32:43:11

Unknown

YouTube shorts. Sorry. Brain fart can remember. Not that. So I kind of hit them all. I get my favorite stuff. Of course. I put stuff on Facebook, and I just one button. I put stuff on Instagram one. But right now, of course, there's more than one button to finish, get the podcast all together and stuff like that, but I do it.

00:32:43:15 – 00:33:04:24

Unknown

And so it's there for you to watch, listen or read the show notes and, and a transcript of, of course. So this way you can create long form video every week, once a week. This is your main thing that you're putting out there. And then you just chop it up, put it on social media, send it out to your to your email list and you're covering everything.

00:33:04:24 – 00:33:30:20

Unknown

So that's my minimalistic approach to actually using social media and how it works. And it definitely works for me. So I'm not a slave to I ain't nobody slave. I'm not a slave to social media. I'm not a slave to that algorithm because I don't care if I get a viral thing. Oh my God, wow. But I'm going to put out valuable content that people can use.

00:33:30:20 – 00:33:49:42

Unknown

And guess what? It's my podcast and it's a blog post sometimes when I post a blog post as well, but I can also post the link to the show Net show notes page on unmarked business. So I have choices. Don't you want choices and not have to work so hard for them? So I hope you follow that.

00:33:49:42 – 00:34:12:48

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.

00:34:12:53 – 00:34:43:21

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.

00:34:43:25 – 00:35:12:30

Unknown

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.

00:35:12:30 – 00:35:38:34

Unknown

The client success story for today is Doctor Julie Heffner originally. I'm so excited. I'm so excited because Julie has been on that, doctor Julie has been and she goes and she goes by that, Julie that to do that has been on the show before and she was talking about her doc Stress busters.com website and she was saying, you know, I just lost it.

00:35:38:34 – 00:36:02:19

Unknown

Just got it up there and stuff. But we were actually still kind of working on it. We're building up an audience for it. And now the whole thing is launch is ready for you to go see. So go to Dot Stress busters.com if you want to see Doctor Julie's new spanking brand new website. We love it. And I'm going to have her own here to talk about how we put this together.

00:36:02:24 – 00:36:25:55

Unknown

You know, the imagery, how everything needs to be. Everything is thinking about converting that person who comes to your website into a paying client. And she's had such success with getting these paying clients and people who are buying this stuff from her. I'm so excited about it, and I can't wait to get her on here. So she will be on here pretty soon.

00:36:25:55 – 00:36:26:45

Unknown

So stay tuned.

00:36:26:45 – 00:36:37:33

Unknown

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.

00:36:37:33 – 00:36:58:12

Unknown

Ready for your spotlight? Be on the lookout now! All you need to do is be awesome by either being a client or letting me know you use. Did I follow the advice you heard right here on a previous episode posted on social? And be sure to tag me at CSR Corporation and use the hashtag best on marketing strategy.

00:36:58:12 – 00:37:17:19

Unknown

All right, now your challenge is because I supposed to say before

this, but your checklist. I did say it, but I didn't say what the what the, challenge was. The challenge is to choose 1 to 2 main accounts with social media and go all in for 30 days. 30 days? You're going to do it. Just those two, then matter which they are.

00:37:17:19 – 00:37:35:58

Unknown

Just one doesn't matter. One could be your main one another one could be your backup. Doesn't matter. Go all in for 30 days. Like I said, I don't want you to go back and see how they communicate with each other. What kind of posts they like, what kind of people are on here. And make sure this if this is your main thing, make it the main thing and get the main focus from it.

00:37:36:02 – 00:37:59:57

Unknown

Now to recap, number one, don't allow create creating content for social media to stress you out. Use my minimal approach because I promote stuff. I promote stuff that people gotta buy. Admirable stuff that's free. I promote just in general, inspirational, motivational stuff. So, you know, get out there and use that. You don't have to be on there every day.

00:37:59:57 – 00:38:18:55

Unknown

You don't have to constantly post. Like I said, you could use it as part of your toolkit. Number two, I want you to go all in. I want to platforms one if you think two is too much. Two if you think I got to be on this, this and this. No, you only two at once. I'm telling you, because we busy, we got to have all this other stuff.

00:38:19:00 – 00:38:42:51

Unknown

And basically, if you do what I'm going to say next, you will have all the content you need. And number three is to repurpose your long form content. Think blogs, podcasts, YouTube videos or your social media accounts. Those most all of them have some kind of way that you can either repost, repurpose, or reading something. So Canva is a great tool for doing that.

00:38:43:05 – 00:39:00:53

Unknown

And you can take that video, chop it up into more sections, put it out there on all your social media and boom, it's not, it's it's not hard. I'm not going to say it's going to be easy or a walk in the park, but it won't be too hard and less effort than you've been putting into this thing and worrying about it.

00:39:01:05 – 00:39:03:20

Unknown

Nobody ain't got time for all of that.

00:39:03:20 – 00:39:12:24

Unknown

Would you like to get free coaching for me? Simple. All you need to do is go to [marketer business.com/podcast](http://marketerbusiness.com/podcast).

00:39:12:24 – 00:39:31:05

Unknown

They'll need to get this book. She thinks like a CEO. I think I know I featured this book before because it is amazing, right? There are seven CEOs that including me, and we share our best tech tools on what move the needle for our business and how you can use it, too. I mean, we talk about video marketing.

00:39:31:18 – 00:39:57:46

Unknown

We even one of our one of our authors talks about the, if you've got to drive around, it's up mile IQ to help keep track of your mileage for tech. And then we like I say, we talk about video marketing, we talk about automation, we talk about email marketing. You talk about all these things and we talk about specific tools, platforms, programs, all of that that we've used to get us where we are.

00:39:57:46 – 00:40:10:15

Unknown

So go and get that book. She thinks like a CEO, you can get it. Of course, on [CSR corporation.com](http://CSRcorporation.com). Or you can go to Amazon. Even one is good.

00:40:10:15 – 00:40:21:40

Unknown

So I want to thank my guest today me, for talking about how to use social media minimally. So I don't stress you out because you craziness or any anything like that.

00:40:21:40 – 00:40:44:06

Unknown

So thank you for tuning in. I hope this helps. This has helped you and let me know. Let me know in the comments. Even on the show notes on social media. Let me know if this helps you at all. And then stay tuned for the next episode, which is gonna be me again. The unconventional summit strategy that generated 25 K for me is an is.

00:40:44:06 – 00:41:00:34

Unknown

It is unconventional, but I use it all the time now. It was kind of a break in the mold, but it works. I broke the summit rules, but I don't care. I'm doing it again later this year. So I will tell you about it and we'll see if I can double it. 25 K that would be great, right?

00:41:00:34 – 00:41:21:58

Unknown

Because I did what if I can't? I didn't know what I was doing, but now let me do I hope anyway. So if this episode has been valuable for you, taught you something, helped you in some kind of way, please share it with your peeps because they need to know it as well. All of us purpose driven entrepreneurs need to stick together so we can help each other out.

00:41:22:03 – 00:41:41:08

Unknown

And why are you there? You might as well go ahead and subscribe because I come up with some great stuff every single week that's going to help you be valuable to you and help you get some more zeros on the bottom line of your business. So subscribe. Share it. If there's a like it on the page somewhere to do that.

00:41:41:08 – 00:41:57:57

Unknown

And you will find all that information on the show notes. So if you go to unmarkedbusiness.com/podcast, you can see how you can be a guest or how you can get free coaching or just listen to those other episodes. Thank you so much for joining me and I will see you next time. Bye for now.

00:41:57:57 – 00:42:26:43

Unknown

Thank you for listening to the UN Market Your Business podcast. Here's something you want to take action on. Great. Check out the show Notes on [Unmarketable business.com/podcast](https://unmarketablebusiness.com/podcast). Be sure to like and subscribe so you don't miss a single episode. Please do me a favor and leave a review or on whatever platform you use to access this podcast. It really helps us to spread the word and get this podcast in front of the entrepreneurs that need it.

00:42:26:48 – 00:42:28:09

Unknown

See you next episode!