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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, welcome back to my podcast on Market Your Business. How are you doing? I hope you're doing well because I'm doing pretty good myself. I cannot complain. I always say every day above dirt is a good day.

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You know what I'm saying? Yes, yes, yes. So today we're going to be talking about your three step recovery plan for marketing.

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Burnout is a real thing. Are you burnout or about to be burnout from all the marketing that you need to do? No worries. I got a three step recovery plan for you. Then I'm going to share the sets you have for a success and consistent money,

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stick around for that. So before we get into things, I just want to say that I am excited.

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I am so very excited today, and I've been excited for the last couple of weeks because guess what? The Ultimate List building bundle is? Love. It is ready for you to go and check it out, of course. Now it premieres on August the 25th through the 30th. That's when you can claim all the gifts, but you go ahead and you need to go ahead and register right now because you know how we do.

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Oh, that's right, then I'll just do it next week. Oh God help me. Don't come to the 25th. That's a long way from now. Then it'll be here and gone. And you won't have done anything. You wouldn't. You wouldn't have got any of the prizes or see anything there. So you need to go do it right now. And all you need to do is go to the UN market.

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Your business.com/l b it is live for you to register and it will premiere on August 25th. So we got a little bit of time. But you know how time just flies for real. You know it was 2020 like a minute ago. And now look at what it is.

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So let me tell you about what's in this awesome bundle one. We have 20, 20, 20, gifts for you. And they all talk about how you can be better in your business, what the things you can do to build your list for your business, build your business, how you can take care of yourself mentally so you can be strong enough and fierce enough to do your business.

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All of that is in here. There are so many different ways to build your list. It could be with using a book, maybe using a summit, using a bundle like this, or using any of the information that our contributors have put in that bundle for you to use. It's like getting, I don't know, an extra super, Starbucks mocha latte with the shots and all this stuff all together, because all these 20 gifts are right there ready to go, and they're going to be absolutely free for you, at least during this period of August 25th to the 30th.

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They will be free for you to look at. Choose, download, implement and take action. All right. Yes yes, yes. So go and get registered right now so you don't forget. You know you can put this on pause I wait oh yeah. The address is unmarked a business.com/you

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LBB go there, put this on pause and then come back.

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I'll be right here. Wait, wait.

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Do do do do it now. I'm kidding, I'm kidding. I'm back, I'm back, I'm back. All right. So I do want you to register because there's a lot of great stuff in there. And let me just give you a little hint at what's going on. There's over \$1,500 worth of gifts. The gifts are valued at over \$1,500, each of them, which are normally paid products from our contributors.

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They're for you, absolutely free. And you can even get an extension. You know how the bundles aren't going to be up to the 30th? Well, there is an upgrade for you if you are well, as people, I need more time. Oh my God, I can't get all these things. I can't download it now. I gotta use it. Great.

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I can give you two extra weeks and you'll see right on the page when you go there that it will be telling you about it. Once you register. If you're not registering or how would you need to know that? But if you've registered, it's going to tell you right there, all right. And then you're going to get it.

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Guess what I have the contributors to create an e-book, a premium e-book with their best list building strategies. List it so the e-book is filled with that, plus some nuggets and information that you're going to want to

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is included in the list building bundle. Now the bundle booster number one. And then let's see what else is included.

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And there's the book. There's the extension of time. Oh, and there's that tracker included in the bundle. Well not the bundle, but if you upgrade the bundle or booster, there's a tracker included because you know how when you, you know, you go to the summit, you go to these bundles and all this stuff is there's so many a shower of gifts.

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This is all the stuff, you know, oh, this is amazing. And then you want to go and actually download what you were just going off about, and you did, but you don't remember where where you don't remember where it is. You don't remember where you put it, you don't even remember the person's. Yeah, who created it. So you can download it

from there.

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And you don't remember the name of that thing in that terrible suffer software that all the time, until, ten is someone else's bundle. And they had this tracker and I'm like, what a great flipping idea. So I have a tracker. It gives you a picture of the thing that you chose, right? The picture of the gift or the the graphic that let you know what it is.

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And then underneath is the link that you can go to to download it. Because, you know, even if you get it, if especially if you get that valuable. So that gives you two extra weeks, you've got two extra week. So you're not going to be hanging on to that link in your head. Right. So and it also lets you kind of evaluate the gift to see is it all it's cracked up to be.

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You can rate it from 1 to

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stars. You can put information down like this was relevant. Yes. No. It's great.

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it lets you deep dive on it, the bundle gifts. And then unless you know, like Carol is giving this bundle and it's so awesome and her gifts are awesome. Yeah, I'm gonna do it again.

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See what I did there? So, I mean, let me let me stop playing around now. Let me stop playing around. Plus, there is the ultimate ultimate list building swag bag, which is 500 more dollars, in value of gifts from the contributors. These are extra gifts. These are valued at. These products are valued at least \$27. And I know there's a couple of \$97 things in there.

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So it's \$500 worth of more gifts for you to help you build your business, build your list, make more money, and do all the things that you want to do. You know, expand your brand, get out there in front of people. Get visible, honey. And speaking of that, I have the

visibility toolkit that CSR is putting in there, and this actually helps you to get visible by getting by making use of all the stuff that you're doing out there to get visible.

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Like if you're appearing on podcasts and lives and all that, it shows you a way to guest on that. I have another one that's talking about what to do after. So you can keep track of what you own. And then I have, of course, our biz building bundle, Better

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Bundle of books and I put together that is going to help you in your business to not only build your list, but to attend to all these new people who are coming in to you so you can be the best that you can be.

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Right? So there's a plethora of things in there. Like I say, I go to [unmarkedtobusiness.com/you](https://unmarkedtobusiness.com/you) LBB and take advantage. It premieres August 25th to the 30th, but you want to go ahead and register now because you never know what's coming up between now and then. Right.

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It's tag time.

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The technology for today is StreamYard and you can get your own. What is it account? Yes. Get your own account StreamYard by going to see us at [corporation.com/streamyard](https://corporation.com/streamyard). StreamYard is free now. It used to be free for the first 20 hours. It would give you 20 hours a month. Sorry. I think they still do that.

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I've been on the paid version so long, I really don't know, but, I know they give you some time because they have the thing. It's free if you use. The thing is awesome. If you use it, use the free version. Yes. There are some things that you can't do, but it's still it's still great as a vehicle for you to do lives, record interviews, do your podcast and things like that.

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Now, if you step up and pay, okay, okay. It is really awesome. All the neat things that you can do and they're adding more features all the

time. You can broadcast to more than one channel at a time. On the paid version, you can do a lot more things that it would take too long to go into, but just go to [CSA corporation.com/streamyard](http://CSA.corporation.com/streamyard), check it out and see if you like it.

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Now they change their pricing maybe about a year ago or something. And I was honestly consider leaving them because I'm like, oh my God, I don't want to do this. But then I looked

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and I researched and I didn't find anything better. So they kind of got me stuck right now. But I'm still happy. I'm so happy with what's going on.

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So, you know, all the technology we get in the world, we got to pay for it.

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All right. So next up we're going to be talking about burnout. Really burnout recovery. Y'all know what burnout is. I'm sure you feel it. But we're going to be talking about the recovery. I'm going to give you my three step recovery plan. And on the back of that plan is a way for you to start making for sure money.

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So stick around. I'll see you on the other side.

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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

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business successfully

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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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So thanks for sticking around and going through my three step recovery plan. So first of all, let's talk about what is marketing burnout. Marketing burnout is really when you just can't do it anymore or you don't want to do it anymore. You're like, if I go on one more line to

talk about this dongle thing right here, and I don't get nobody signing up, I'm not doing nothing.

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I get no results, nobody say anything, yada yada yada yada yada. So I'm here to help you with that and plus give you something on the back end that you can do instead of the stuff you were doing or in conjunction with or just revamping, because that's what's going to happen. You're going to go into this three step recovery plan.

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You're going to come out of it rejuvenated, revive, reimagine, and you're going to be able to do some stuff you didn't think you'd ever be able to do because, you know, I experienced marketing burnout. I think a couple of different times, you know, you do so much in the social media pulse, email marketing, all this, and nothing is coming in.

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No money is being made or

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transactions are happening. You're like, what's wrong? There's nobody not like me. Do they not like my stuff? You may not be that at all. The one thing you may be doing is you may be broadcasting or attending to being wrong audience. Maybe these people don't want your stuff in the first place.

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So when you send out stuff and try to get the bad things like, oh well, then why are you give a minute? Or maybe you talk about all the right stuff, but it's not to the right people who think about it right?

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talking the wrong stuff to the right audience? You got your perfect audience, but you're not giving them what they thought they were going to get.

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And so they're not budging because you're not doing anything for them. You have to remember



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that everybody plays, everybody tunes into this radio station. What's in it for me with FM? What's in it for me? So if your stuff that you're putting out there is not telling them what's in it for them, and maybe

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don't even know what's in it for them, we got a problem and you ain't got no money because anybody, man.

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So we got to turn that around. And I feel that marketing burnout is you should do doing just so much. And you're getting so little back from it that you just feel why bother. And if you feel that long enough, you're going to stop. And if you stop, you're really not going to make any money because you're not doing anything.

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So now that we

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what marketing burnout is and you know how you can recognize it because you are crazy. You you are burning out. You're burnt out. You need to do something different so you can rejuvenate yourself, revive your brain, re-energize your whole entire body, and reimagine the things that you are doing so that you every step you take, every step you take.

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I didn't notice right words, but so that every step you take is leading you toward your goal. Okay, so here's my three step recovery plan is simple, is easy, but it gives you major benefits.

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Okay, why? I'm in a mood today. I'm just happy. I'm just happy I feel good. Number one, you have to acknowledge that there is a problem.

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You know, the first step in recovery and knowledge is that you have a problem, a knowledge, and you know that you know that there's something going on. So that is the first thing that you need to do. And what is the problem? You don't want to do this marketing. You

don't want to advertise this business. You're just you're about sick of the business act as it is.

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It's not making you money. Your husband or your wife or your significant other. Your spouse partner is like, when are you going to make

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when are you going to make some money? Why are you doing all this? You ain't making no money, you know, that's all you hear, then I know, and that would burn anybody out, right? Yes, I have been in your shoes.

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But if you acknowledge that that is the problem now, you can say, okay, I have this problem, what am I going to do about it? How can I fix it? What are the types of things that I need to do

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or say or sing or whatever, so I can get out of this rut and get back to feeling like me and be happy like Carol.

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That's the first thing. Acknowledge that there is. Problem number two is schedule a day or two that you're going to take off from your business and not do anything associated with the business. I mean it don't write any emails, don't think about any social media, post nothing. Just let your brain just go dead. As far as your business is concerned, two whole days.

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One day, if you think you can't get away from your business, you no longer than that. And if you feel like you can't even take one day off, your business is in real trouble and you're in even more trouble because of what would happen if something happened to you and you really were incapacitated. Would it just sink and die?

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Or would systems be in place to kind of move along? So that's that's a whole nother thing. We're

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about that now. But I want you to take 1 to 2 days off and I want you to rest. I want you to relax. I want you to get rejuvenated, and I want you to reimagine what your business could be if, well, really, not yet.

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But when you're making the money that you need to make, how awesome is your business when you're making the money that you need to make? That's what you need to be thinking about. And I want you to do anything that is associated with your business. And sometimes for solopreneurs, micro preneur is purpose driven. Entrepreneurs. Whatever we are, it's hard for us to not do anything because even when we're sitting down at the dinner table eating dinner like, wow, we can take this fork and we can sell it, you know, we are thinking of something.

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So I want you to quiet that brain does meditation. If you want to listen to some money manifestation videos, so that'll help you get in the mood. Now what a good one. Not a high one, but a good one. That is really a got at meditation, but it's guiding you to be

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around your business and around making money.

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Okay, that's number two. Here we go. Number three. Now you're going to take 1 or 2 days off, right? You got to admit that there's a problem. Take 1 or 2 days off. Totally. You know, get relax, rejuvenate all of that. And then number three, I want you to come back to the table. Ready? I want your brain to be ready.

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I really want it to be empty and full. Possibilities, you know, success. I can do this. That, you know, that way that you used to feel about your business when you weren't before you burned out on it. That's how I want you to feel.

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I want you to take inventory of all the programs, products, courses, whatever it is that you sell in your business, whatever it is, I don't care if it's coaching, coaching programs or if it's courses.

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Whatever. Get it all together, list it out, and then I want you to calculate and validate. I want you to calculate how much this program cost to produce, you know, with the advertising. And if you run ads or something, or if you're doing collabs and webinars and all of that good stuff, how much this does this program cost?

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Whatever it is. Well, this product, how much does it cost to produce? Now, if you're an info preneur like you're just giving out information, it may not cost you that much to produce that piece, but it's a lot to get it done. Do you have to hire designers? You have

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hire, a copywriter, or do you have to, you know, get in a program that teaches you how to write, copy and set up a landing page and, you know, do email marketing, you know, all this stuff.

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What does it cost? Right? And then I want you to validate and look at these things that you have that you've been selling in your business or not selling, and see how much they cost. Are they relevant to your audience? Do you know who your audience is? Do you know what your audience wants, what the results are that they're looking to get and do these products and services, courses, whatever they are, do they accomplish that?

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Do they help people? If they do, put them in the win pile? If they don't put them in them, well, maybe get back with you later because some of these things you may need to revamp them, update them, do something, add something, take away something. Maybe you can make them a lesser product. Bring the price down a little bit and use it as a, lead magnet or something else.

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All right, so now that you have them sorted out, you have a win and a look at later in the win pile. And okay, how many could have won that you going to look at later. And then you got all the rest. I'm in the win power. So whatever you have there look choose choose a clear winner.

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Out of all those programs that you have and say, this is the one I want to promote right now, this is the one that can bring me the most

money, make the most impact to help my people out the most and get me the most, because you got to look at what are you getting out of it? Are you making money from it?

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How much money are you actually making from this product? The best one of all of them. And so I want you to take that and tweak it. If it hasn't been selling, see why. Why hasn't it been selling? Now you may have to go to your audience, ask this, maybe send them a survey or something. But a lot of times you can tell from yourself why something isn't selling.

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Have you really been trying to sell it? Is it actively promoted on your website or in your lives or whatever you do in your email? Have you been promoting it or is it just sitting on your website, just looking at you like, what you going to do? You created me and now there's that thing. So in order for a product to sell, you got to promote it.

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I don't care how popular you are, how much money you have, you have to promote, you know, unlike some people who can just come out with Barack Obama, what can he come out with that you wouldn't buy? Or Michelle Obama or the Clintons are any big names you can think of Rihanna, you know, even Rihanna has promote our stuff.

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And I remember a couple of years ago she put out something. It was like a box and nobody wrote that thing.

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when you're that big and people say nobody bought it, like not enough people bought it, some people bought it, but it didn't do half as what they thought it would do. So you're in that situation now.

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So figure out what it is about this product. That's great. Awesome and could be, improved on and get out there, start marketing that thing.

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That's your big thing. That is your thing. I want you to think about from now. That's the theme I want you to take on. That's the only

thing you're going to be promoting. Of course, you're going to create freebies that lead back

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it.

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You're going to create maybe offsprings that you can offer at a lower price from that product. But everything, like all roads, lead to Rome. All roads are going to lead to that big thing. That's your product that you're going to bring out and that you're only going to promote from now on. Right? That is a big thing. I don't care what you do.

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If you do live webinars, email marketing, everything leads back to that big thing, because that's the thing that's going to, you know, give you the money, right. So as you're working on this, you want to think about what are the things that could also be involved in this big thing. You know, what is the big product that you get to kind of break down, branch off, selfless and, and work these people up to the big thing.

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Unknown  
Okay. So now you have this big thing and you're like, Carol needs money, right? So I'm I'm getting there, I'm getting there. So it's going to take you to, like, reimagine, reinvent this big thing that you have. I'm thinking about 12 months or so. Give yourself 12 months, give itself time, but you're going to be making money in the meantime.

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Yeah. But you said I don't want you don't want me to do anything else. Carol, I don't I want you to, you know, think about this big thing, how it helps your people, how much it costs. And everything you've got to do is lead up to that.

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So now I'm going to help you with some stuff that's going to lead up to that. And one of them is like a secret that I started doing, and I didn't think it would work for me. And it has. And the other things are stuff that I've been doing, and this is all part of my best and marketing strategies.

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So in based on marketing strategies, they are low cost or no cost, but they give you big reward, like writing a bestselling book that is the number one, marketing strategy that I have. But a book takes time, right? You can still make money off of it. You got the coauthors that you can bring in, you can get sponsors, you can, sell advertising.

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So there's a lot of ways to make money from a book rather than just selling a book. Right. But I'm not talking about that right now that also I'll talk about podcast. Right? Podcasting is a long game though, because even if your podcast is hits it from the beginning, which most of them rarely do, it takes time for you to build up your audience.

00:25:19:58 – 00:25:41:03

Unknown

It takes time for them to get to know you. What? What are you talking about? And you can still sell. Yes, of course I sell. Did you just hear me talking about the ultimate List building bundle, which is free but it has upsells. Yes, I sell on my podcast, so you can do that. But I want to talk about the stuff that can get you money, like pre pretty quickly.

00:25:41:12 – 00:26:10:40

Unknown

It does take some time to put it together, but it is pretty quickly. And the other I'm adding a new thing to my best, marketing strategies. And that's bundles bundles and summits. And the reason I say bundles in summits is because you can use these, these events which have more than one person, usually a bundle, you know, 5 to 30, maybe 30, gifts or contributors in a bundle.

00:26:10:45 – 00:26:22:30

Unknown

You know, you're, you're putting the thing on for free. The people are putting in things that they would normally sell on their website. Or, you know, there's different things you can put in there, but you open it up

00:26:22:30 – 00:26:29:46

Unknown

and the people come in and they get these free gifts, right? They're like, oh, awesome. And then you have some upgrades and you offer sponsorships.

00:26:29:46 – 00:26:53:22

Unknown

So you still making money because people will pay to sponsor your model. They will believe me, because this bundle that I did, I didn't think that people would pay to sponsor in the bundle. You just want to

get views. What? But I guess my, you know, has imposter syndrome or whatever. It is something inside me I want to say it was a Holy Spirit.

00:26:53:22 – 00:27:15:09

Unknown

Urge me. Put that sponsorship on there, give them two levels. Let them decide. I guess what I saw three I've never saw any sponsorships ever in a bundle as all three. So right now I'm ahead of the game before this thing even premieres. I got money from it, right? And even though I'm putting in free gifts, the contributors are putting in free gifts.

00:27:15:21 – 00:27:35:42

Unknown

We got upgrades to make the bundle better. The upgrades always have to make sense. You can't just upgrade. Upgrade. It has to make sense. So it's making the bundle easier. And I just told you about the upgrade bundle booster number one with the tracker extended time and the premium e-book Vulnerables are number two, the ultimate swag bag with even more gifts.

00:27:35:42 – 00:27:41:53

Unknown

And it's just \$37 to get that. You're going to get over \$500 worth of gifts. Just \$37.

00:27:41:53 – 00:27:57:13

Unknown

I'd call that a good deal. So that's what I want you to do in your filler time. When you you have this signature program or this big thing that you're selling, right? So remember all rows are going to lead to that. Okay. You got that part. Now these are the

00:27:57:13 – 00:27:59:50

Unknown

bundles in the summits are the roads that are going to lead

00:27:59:50 – 00:28:20:04

Unknown

your big thing. Why. Because you get the biggest impact of people in a bundle in a summit. I would say summit more prestigious than a bundle because a bundle, you don't really see anybody. You just go to the gift mall, pick your gift and, you know, sign up for people's lists and things like that, a summit, you're actually looking at them

00:28:20:04 – 00:28:21:35

Unknown

you're, they are running an interview.

00:28:21:37 – 00:28:44:46



Unknown

You're you the host of this summit are either in every single video or you're doing something that keeps you top of mind every single day, like this summit, this it, that I'm attending right now and I forgot it's about memberships. And Crystal Miller is the one who did it. She did an excellent, fantastic job get on this podcast with her summit.

00:28:44:46 – 00:28:57:31

Unknown

And she has a I think she has a business call summit in a box. I have a look through the whole things. I just was introduced her introduced her when the summit premiered this week. So I'm finding out all this stuff already. I'm in love.

00:28:57:31 – 00:29:12:41

Unknown

her strategic thing is doing summits. But you whether you get a program to help you do the summit or not, you can still do the summit is a bunch of speakers, I would say ten or some people have had like 30 or something, but I mean, 50 or something.

00:29:12:41 – 00:29:15:44

Unknown

But I think 30 to 10, 10 to 30

00:29:15:44 – 00:29:19:04

Unknown

is a good range. Not too many, you know, just enough.

00:29:19:04 – 00:29:31:53

Unknown

So she's got the summit going on and then she's doing some live training and stuff that she's put in there that other people are doing. And then she has a, a workshop, which is a recorded live workshop that she's repurposing.

00:29:31:53 – 00:29:35:34

Unknown

I think it's amazing what it's what she's doing. This is truly,

00:29:35:34 – 00:29:45:12

Unknown

truly an event. This is truly, truly an event that's going to help you. You know, it was it, get your membership thing. Now, this whole thing about it,

00:29:45:12 – 00:29:47:19

Unknown

So I haven't seen a summit like this.

00:29:47:19 – 00:30:02:32

Unknown

And there are all different kind of ways you can do an audio summit. You can do Audio Summit with a private podcast. Have that on that thing. She has it too. I think she's doing everything and she has. I'm pretty sure she has a sizable team to help her with this, but we're talking about you in your regular summit.

00:30:02:37 – 00:30:19:10

Unknown

Yes, you can still do it. You can still do it. You can do, I call it the old fashioned traditional way, the I will say old fashioned, but traditional way where you have it five days and you have three speak 3 or 4 speakers every day, and people have access to it, to the speakers,

00:30:19:10 – 00:30:22:55

Unknown

they're doing for 24 to 48 hours, you close it down and you sell the package.

00:30:22:55 – 00:30:48:45

Unknown

You're still making money. Still like money, right? But one thing that I've learned in my quest to build my membership site up, and I knew that to do that, I needed more visibility. So I needed to do more things that would get me visible to the people who would be interested in my membership. And that's how getting into bundles came about, because you can put a put a bundle together much quicker than you can a summit.

00:30:48:56 – 00:30:54:13

Unknown

I would say 6 to 8 weeks. A summit is definitely going to be like there about three, maybe

00:30:54:13 – 00:31:07:40

Unknown

It just depends. So what I'm saying is, while you're doing, getting ready for your big thing and you're launching it right after you do like the bundle and or the summit, that is how you're going to make your money.

00:31:07:45 – 00:31:28:47

Unknown

That is how you're going to stop worrying about, oh my God, where's the money coming from? What's happened? Because you know, you're going to do it. You could probably do two bundles of your own per year and two summits, 1 to 2 summers, 1 to 2 bundles, and the rest of them you can guest on. And I built my I've added, I want to say, 3000 contacts

to my list

00:31:28:47 – 00:31:35:45

Unknown

participating in bundles and appearing on summit this just this year, this January, 3000 contacts

00:31:35:45 – 00:31:39:15

Unknown

and those 3000 contacts are buying stuff.

00:31:39:20 – 00:32:01:20

Unknown

They're hiring me. You know, they want websites, they want marketing. They they want to get in my membership. So that's what I'm talking about. That is going to help you recover from this burnout that you're suffering from marketing, the stuff that you're marketing that's not working. And of course, you can make some big man, my biggest my biggest summit, I made, \$25,000 offer.

00:32:01:25 – 00:32:20:06

Unknown

Right. So you can make money off your son in summit. Now, this bundle that I'm doing, this very first big bundle that I'm doing now is the first bundle. And I'm doing like this, and I'm already ahead of the game. I'm making money. And the thing hasn't even premier. So that is the game. It's not marketing to you.

00:32:20:06 – 00:32:44:46

Unknown

Burn out, fall out on the floor. Can't do anything. You have a heart attack or stroke. It is marketing something that you know beyond a shadow of a doubt is going to make you money, which is I'll know exactly how much money. We know you can make money, right? So as you're doing this and you're allowing the bundles and the summits to lead into your big thing that you have, what I said about lead magnets.

00:32:44:51 – 00:33:11:51

Unknown

Summit bundle could be a lead magnet, right? Or a piece of the lead magnet could be in, and you could take a piece of, what you offer for free, maybe your lead magnet, or maybe a paid product and put it in other bundles and get other people to come to. You see what I'm talking about here instead of marketing to the vast unknown, you know, just burning yourself out doing this stuff day to day by day by day by day.

00:33:11:51 – 00:33:32:18

Unknown

You could actually be marketing a bundle, marketing a summit. And, you know, at the end of that bundle, the end of that summit, you're going to whiz those people, right toward your either signature big thing that you got going on, or maybe something smaller and that smaller thing leads them up. But either way, you have a roadmap to success.

00:33:32:18 – 00:34:02:13

Unknown

So that's what I'm happy about. And I wanted to bring this to you because there are so many people out there suffering neither needlessly from burnout, when all you have to do is do a couple of things a little bit differently. But it all starts with you acknowledging that there's a problem, resting, bringing it, bringing yourself down, being able to stop all the madness for a moment and then rejuvenate, relax, revive, reimagine what you can do.

00:34:02:18 – 00:34:07:31

Unknown

And I know you can do it. So that's why I wanted to bring that information to you today.

00:34:07:31 – 00:34:30:37

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.

00:34:30:42 – 00:34:46:00

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

00:34:46:00 – 00:34:57:54

Unknown

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

00:34:57:54 – 00:35:00:17

Unknown

who want to make a real impact.

00:35:00:21 – 00:35:22:34

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

00:35:22:34 – 00:35:27:15

Unknown

corporation.com or slash planner right now and download the free

00:35:27:15 – 00:35:27:40

Unknown

planner.

00:35:27:41 – 00:35:30:39

Unknown

My client success story for today is Selena

00:35:30:39 – 00:35:32:02

Unknown

Teens.

00:35:32:02 – 00:35:52:34

Unknown

Congratulations, Selena. Selena is a client that has been a client, I want to say, since 2019. Well, I've known her for 20 since 2019. She's actually been a client amount since maybe. And it could have been earlier, maybe 2016 or 17. But we started working together in 2020 when she became a coauthor.

00:35:52:34 – 00:36:19:44

Unknown

She's actually a coauthor in two of my best selling books, so she's a at least a two time bestselling author, and I think she has a book out on her own that she did a bestseller with, and she is moving forward exceptionally in her business of showing people how to collaborate the right way to to succeed in the publishing industry, collab, finding collaborations and using them to help you succeed in the publishing industry.

00:36:20:03 – 00:36:48:48

Unknown

Her company's name is successful. You illuminating voices and stories that shape our world. Successful you where we're dedicated to bringing exceptional books to readers who crave thought provoking and practical ways to ignite, heal, and celebrate the spectrum of relationships. So go check her out s y publish dot Now.com s and then y publish now.com. I think she's doing a great job out there.

00:36:49:02 – 00:36:50:26

Unknown

And congratulations Selena.

00:36:50:26 – 00:37:01:14

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](https://business.com/podcast).

00:37:01:14 – 00:37:18:15

Unknown

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

00:37:18:15 – 00:37:20:25

Unknown

Best on marketing strategy.

00:37:20:25 – 00:37:42:50

Unknown

right, now, my challenge for you for this week, because you can still do it this way. You can take tomorrow off, right? Tomorrow's Friday, take it out. Use my three step recovery plan to overcome your marketing burnout. You'll come out of it ready to put in work on you and your business, knowing that your efforts will result in money in the bank.

00:37:42:54 – 00:37:52:10

Unknown

So go back and listen to the plan. Uses all three steps in it, and they're very dependent on you doing what you need to do, what you need. So let's recap this,

00:37:52:10 – 00:37:59:29

Unknown

number one, when you're making when you're marketing something you really believe in and know it's going to help others,

00:37:59:29 – 00:38:00:58

Unknown

you have less

00:38:00:58 – 00:38:06:38

Unknown

of a chance of burning out because, you know, there's like, okay, this is really going to be good.

00:38:06:43 – 00:38:22:40

Unknown

And you're marketing it and you're knowing on the other end that, hey, this is going to work. This I'm going to get what I need. You're going to get what you need. We're all going to win, because that's what happens when you pick your big thing that you're going to do. And everything you're focused on is the big thing.

00:38:22:53 – 00:38:46:30

Unknown

And then you use bundles and summits to create the road to the big thing. Because, you know, at a summit and, and bundle, you can you can hit a lot of people, I want to say hundreds. I mean, there was a bundle that I was going to get in and I didn't, but the, host was saying that she had gone over like a thousand people signed up to it.

00:38:46:30 – 00:38:58:34

Unknown

Wow. And she made some good money in the meantime, so don't sleep on them. Recap number two. You must make time to rest and and revive yourself and then pivot

00:38:58:34 – 00:38:59:49

Unknown

if necessary,

00:38:59:49 – 00:39:13:03

Unknown

or refine what you already have. You're saying your big thing can be something you already have. It can be a new thing you've created or and pivoted to, or it can be a refined version of something you have, something you had already.

00:39:13:08 – 00:39:34:55

Unknown

And then finally, number three, marketing is simple and easy. When you follow a proven plan, a proven path, the proven path bundles and summits work to be the road that leads to your big thing. I don't know how I got those balloons to come up, I don't know, I don't know what I did. I do certain things and it comes up and then it doesn't.

00:39:35:00 – 00:39:36:30

Unknown

Two but I do. Funny.

00:39:36:30 – 00:39:45:34

Unknown

Would you like to get free coaching for me? Simple. All you need to do is go to on marketer business.com/podcast.

00:39:45:34 – 00:40:07:00

Unknown

Okay, y'all need to get this book. And it is a 90 day fresh start journal by Pat Lampkin. And why do you need to get this book now? Because we're we're talking about reviving. We're talking about restarting. We're talking about taking some rest. And her book does exactly that. It gives you a fresh start. It is a journal.

00:40:07:11 – 00:40:29:47

Unknown

But she's got some golden nuggets in there that will help you on your journey to success. And she and guess what? She did this book as a jumpstart to her store Cozy Things, which I think is doing really well so you can find a book on Amazon. It is a 90 day fresh start journal. Pat Lampkin you may have to use both them or not, but also a bestselling book.

00:40:29:47 – 00:40:39:08

Unknown

And she was one, she was the first client, the first of my clients to reach number one bestseller. Yay! Awesome, awesome.

00:40:39:08 – 00:41:04:03

Unknown

Okay, so now I've told you about burnout and how to recover and what you need to do. So next week, we're going to be talking about the nine ways to protect your site from hackers because you are helpless to just be out there in the internet, waiting on hackers to hack you, or malware to attack you, or some kind of insertion of something you are powerful enough to stop it by protecting your site.

00:41:04:12 – 00:41:28:11

Unknown

Using these nine ways that I'm going to tell you about. Right? So stop being a target and start showcasing your power. So make sure in order for you to do that, make sure you're listening or that you watch, read or listen to next week's episode. So I want to thank you so much for coming today, for hanging out with me, for being a part of my journey and getting this bundle logo.

00:41:28:12 – 00:41:42:50

Unknown

And, I mean, I couldn't have done it without you because I saw when I first put the episode out that a couple of you went and signed up, and I was like, I know that's why paid for the book, I guess. Yeah, let's. Yeah. So this makes me so happy that I am reaching people that I am making a difference.

00:41:43:01 – 00:42:08:13

Unknown

Then I, I'm showing you the things that took me years. Can I say years to learn and do. But now you got me. And I'll just tell you how to do



it, okay? And I'll be right there by your side. So thank you so much for visiting with me today. If you found value in this episode, please consider subscribing so you don't miss a thing and then also leave a review.

00:42:08:13 – 00:42:23:32

Unknown

I want to know what you really think because I read all the reviews, I read all emails, I read everything that people send me. You know, that's in my sphere of influence. Yeah. I read all your stuff. Yeah, send it to me. So thank you so much, and I will see you again next time. Bye for now.

00:42:23:32 – 00:42:52:18

Unknown

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00:42:52:23 – 00:42:53:44

Unknown

See you next episode!