

JUMPSTART!

21 Days To Creating A Rock-Solid Expansion Plan for Your Ministry

Training Call #4 Transcript April 20, 2011

Course Taught by
Janice Johnson
Ministry Marketing Mentor™

March 31, 2011

Training Call #4

Welcome, everyone, thank you so much for joining me for Class Number Four in our JUMPSTART course, 21 Days To Creating a Rock-Solid Expansion Plan for Your Ministry.

This is Janice Johnson, also known as the Ministry Marketing Mentor. Today, we're going to talk about Changing the Game: How to Go and Grow Like Only You Can.

I am very excited and a little disheartened that we're at Class Number Four, because that means the end of the teaching portion of this course is over. Some of you are a little sad about it, but I'm excited because this is the fun part.

This is probably the part of the course that many of you wanted to get to right away. Jump into "What do we do? Where do we go? How do we do it when we get there?"

But it was important that we build upon a solid foundation, reestablished order and did all of the things we did prior to this class, so that when we got here, it would make a lot more sense. We can move with ease and grace, which is how we all love to operate anyway, right?

Well, before we get into today's content, I do want to recap a little bit what we talked about, and talk about some of the great things that you guys have been sharing with me about your experiences.

First, I want to thank each and every one of you for referring people to the course, and to my business, and for all of your complements and all the kind words you've been saying. They really mean a lot to me, more than you can ever imagine. I really appreciate them and I just thank you for that.

A lot of times when we do things like this, and we are given our energy and our time to such an exciting thing—something that we're passionate about—the enemy will try to come in, just take little bites at you and make you think that maybe you're not effective. Or you should have done this differently.

To hear back from each of you is very encouraging, and I just want to say thank you so much. I'm excited and to see the things that you guys are doing and that you have already produced in our short time here together is great.

Some of you have already emailed me videos from last week. That is just awesome! I'm excited about that. They were really good, so you're taking advantage of the technology and the different tools, and you're using them

March 31, 2011

Training Call #4

right away. If there's some of you out there right now who do have some things you want to share. If you have time between now and our next call, I'll take a look at it.

Just send us an email at support@Moruwa.com if you've implemented any of the things we've spoken about so far, and you want to get a little bit of my feedback. I'll do that! Just let me look at it. I don't mind doing that. You guys are invested in me. I would surely invest in you.

Let's talk a little bit about what we talked about last week in Class Number Three, Mastering the Moment: How to Create Unforgettable Encounters. When I went back and I listened to the recording, I realized I was really excited in that class.

I shared with you a lot of information. I hope you took exactly what you needed and it made sense for you. We remember that there's a process to this expansion. Every step builds upon the next step.

In the initial process we talked about last week is creating an unforgettable encounter. We looked at ways we can create an encounter. How to make it unforgettable for, not us, but those we are called to serve.

What is the one thing we need to focus on every single time? Remember, if you always focus on results. Always. If that's the main focus of everything that you do—you focus on the results, which we also call the experience—your expansion efforts will be much more effective.

I talked about videos a lot. It's not the only way, but it's a very impactful way. It's something that we all can do, and you can get started right away.

We talked about the thing that we learned in kindergarten, and that was showing and then telling. Remember we want to show a transformation, show a result, show an experience before you tell about it.

As you start showing more often, as you get into the habit of showing, focusing on one moment, focusing on a change or an experience, or something that has happened - you show it, demonstrate it - then telling becomes really easy.

I hope you all liked the checklist. I tried to put together some really cool things and give you get great tips on equipment. Then I dispelled the myths that we often have surrounding using certain types of video equipment, different mediums and things like that.

March 31, 2011

Training Call #4

It was a pretty good course and I was excited about it. I can tell because I had a whole bunch to say, even though I spoke to you guys on speaker. Sorry!

Anyway, let's talk about what we're going to talk about today and recap, a little bit, all the things that have led up to this point. I remember when we started this course we were excited about getting clear on how we're going to move forward effectively and efficiently without burning out.

Making sure we make the most of our time and the things that we do, and that we're connected with the right people. So we started by building a solid framework, by setting everything in order and establishing order surrounding our reach.

We made sure that our number one priority, and we were clear on this, was expanding our reach. Expanding our reach had nothing to do with us, but everything to do with those who we're called to serve.

Then we got a little bit into detail on how to identify exactly what those who we are called to serve need, want and are looking for. Remember we talked about "what they say"?

How people make decisions about whether they're going to work with us, come to our ministry, listen to us, it was all first based on what they see and what they say. It's what they hear from other people, and what they see with their eyes.

All decisions and perceptions of our brand and who we are have nothing to do with us in the beginning. It has to do with how others perceive us, so 75% of our brand is built on perception.

We looked at ways that we can influence that perception and change what people see or at least positively impact it. What they hear, we want it to be louder than the crowd.

We talked about leading people to that place of knowing us and that was the place of the experience. So now, yay! I'm excited! I make all these sounds and I go back to listen.

I'm like, "Janice, you're really excited on these calls!" and I really am. I just act like my normal self, like I told you guys on my last call, "Be yourself." I make all these sounds, and I usually make these random sounds around the house.

My husband is like, "Honey, I hope you're not making those on your calls," and I'm like, "I absolutely am!" so I hope it doesn't bother you guys.

March 31, 2011

Training Call #4

Today, we're going to look at where we need to be, where to go and what to do when we get there. This is really the crux of the expansion plan is bringing it all together and making sure that it works.

Now, we have a lot to cover today, so I want to make sure you have your pens and paper, multiple sheets of paper. You know I'm a writer, and I'll tell you some things that you should write down.

This is one of those calls that you definitely want to play back over and over again. Not necessarily for the things that I tell you to do, but it's the things that you may have missed while we're listening. I want you to just hear.

I spent a lot of time preparing for this call. It really brought up some things that I wish I had known when I first started, when I was trying to grow and expand. Not just my personal ministry and business, but also when I was working with others because I ran myself ragged doing everything, not really focusing on the right things.

You guys are really getting a treat and a bonus by just meeting someone who's willing to tell you the truth and not going to sell you any hype or anything like that. Just take your time. Listen to what we're talking about today. Take really good notes and then listen over and over again.

Before we go on, I also want to give you a couple of recommendations. When we end this course today and we prepare for your Q&A session next week, I want to encourage each and every one of you to go back and look at the worksheets.

Listen to the calls, look at your notes. If you haven't been implementing, I know sometimes for some of us we just love the idea of learning, and we haven't really gotten in the habit of doing.

So if you haven't implemented anything, I want to encourage you to please make some time over the next week to implement at least one thing that you've learned while you were in the course.

If you have been implementing things, if you have started and taken steps, look at where you may have hit roadblocks or where you need more clarity. Make sure you bring those questions to the Q&A Call.

I also want you to look at the things that we've covered over the past three sessions. Circle the things that you're going to focus on. I've given you a lot of information. There's no way that you can do everything right now.

March 31, 2011

Training Call #4

If you have been trying to implement everything we've discussed over the last three sessions, please stop. Breathe and pick one or two things and focus on those things until completion, okay? Does that sound alright?

I know for those of you who want to do everything real fast, I'm like that. This is probably a challenge for you. Just slow down. Take your time. Pick one or two things to focus on, and then let's just implement those over time and consistently.

Remember when we talked about the ant last week? We're going to talk about him again today. He takes small steps consistently in order to make a big impact.

Also, I want you to look at your time with me and set a goal. If you haven't set one already, set a goal on what you would like to see happen as a result of your investment in this course and in your time here.

If you don't set a goal and you just take this as another class, another course, another book, you're not intentional about what results you want to see, it's really going to be a wasted investment.

Although I really enjoyed you here, I have, I've enjoyed every second of our time together. When you waste your investment, your time and your money, and even your talent, it's poor stewardship.

I'm asking you to be a great steward over your time, your treasure and talents that the Lord has given you. Make the most of this investment by setting a goal and looking at the steps you need to take to realize that goal, as a result of our time together.

I am very happy to help you if you need help beyond this course, but I really have given you a lot of information and a lot of things to get you started. So everyone who has participated should see excellent results. Okay?

Alright, that's my pep talk. My husband says I come too hard on you guys, so I want to breath a little bit. I also want to hear from you. I want to hear how things are going. Share with me your success. The best place to give me your feedback is on Facebook.

That's [Facebook.com/JaniceJohnsonFans](https://www.facebook.com/JaniceJohnsonFans). Tell me about what's going on with you. I would love to hear about it. You can also email our team here at support@Moruwa.com. Those of you who've emailed in, you know that I love to answer it personally with those who are taking part of our courses and who are invested in our ministry here.

March 31, 2011

Training Call #4

So shoot me a quick email and I'll be glad to respond. If it's not me personally, at first, because I do respond to my emails, but usually my assistant gets to them first and then I follow up.

I would love to hear about what's going on. What were the "Ahas"? What were the results that you've experienced along the way? I would love to hear about those.

Today, what we're going to talk about before we even talk about where we need to go, I want to get clear on a few things that you really need to hone in on. Get in your mind, get set and established before we move forward with all of the number of ways that we can expand our reach.

There are a lot of ways. If you have a ministry or a business or an idea that you've been cultivating and sitting on for a while, there is no reason why you cannot expand.

The opportunities are endless, so if somewhere in your head you have said, "Oh, there's so many people doing what I'm doing!" please get rid of that idea. It doesn't even matter who's doing what you're doing.

No one is you, and no one was given the grace that God has given you the way He has given it to you. What we want to do during this course is look at how you can be the most effective at that grace and that gift that the Lord has given you.

The big question that may be pervading your mind is, "How do I live, lead and expand without losing everything? Without losing my sanity, without losing balance?" Some of you have really big visions: You've shared them with me, and that they are huge!

Many of us have great visions. Usually the greater the vision the more likely the desire and the temptation to try to do it all by yourself or all at one time. If you're not careful, you'll see burn out and stress and confusion.

We know that God is the God of order, and confusion does not come from him. So if you're feeling confused, we know that that's the enemy trying to get in.

We want to stop and rest a moment and just focus, breathe. I like to say that: "Just breathe a moment." Take a "Say, la" moment and really just allow God to move through you and in you.

March 31, 2011

Training Call #4

I need go ahead and say this. A big portion of this first section of the class today is spiritual because it is the most important thing. It's really a critical component to expanding your reach.

One of the things that I have in front of me, and I know you guys are like, "Gosh, you must have a junky office." No, it's not really that junky, but it does have a lot of sticky notes everywhere and I like having a lot of reminders.

One of the reminders that's right above my head says, "Check your course." It's my gentle reminder that it doesn't matter what tools and what strategies, what tips, what technology, what gadgets that I use.

What books I have, what plan I've mapped out, if I'm not careful to remember that I need to be in sync with God's will for my life, it's so easy, I can easily go astray.

You know that you can walk a road that's parallel to the road that God has for you, and it still not be the right one and you're still not in the boat with Him.

A lot of times, we deceive ourselves into believing because "I'm going forward" or because "I'm toward a certain direction, there's no possibility of me being off-line or off-mission."

That is a big deceptor of the enemy. You know deceptions. That's how they work. They look right. They seem right. They seem to be the right way, and what it is, is perversion of the truth.

I have that "Check your course," because I want to make sure that I'm always in line with God's perfect will for my life. A lot of times when you're excited about something, you're passionate about it and everything seems so good and so right.

It can just be a slight shift that you need to make, to get you back on track. You'll be off track and not even know it, so I have to always check my course. You know, is this God's perfect will for me? You'll know that.

One of my barometers is peace. I believe it's in Colossians where Paul says, "Let the peace of God rule in your hearts." There in that verse, the word "rule" means umpire, if you've played any sports.

I've never played a sport where there's an umpire. The only one I can think of right now is baseball or something with a little ball and a bat. Although I'm great at basketball, I have no hand to eye coordination when it comes to a bat and a ball.

March 31, 2011

Training Call #4

I just fear getting hit in the face with the ball, or a sling and getting hit by the bat, so I don't play that. What I do know is, whatever the umpire says, it goes. If the umpire says, "You're safe," you're safe. If the umpire says, "You're out," you're out.

In that verse, peace is the umpire. So when you're traveling these roads, when you're thinking about your next step, when you're getting ready to move forward in this expansion plan and do the work that God has called you to do, let peace be your guide.

If you don't have peace about a thing, stop and don't move forward. It doesn't matter what the industry says, or what your coach says and what everyone around you says, let peace be your umpire.

Remember, we talked about the ant briefly in the last call and we talked about how he doesn't hear, but he feels the vibration. So feel, "Do I have peace about this thing?"

Not a false sense of peace "because I really want it," but a peace that comes from God. That peace that surpasses all understanding. "Do I have that?" and if you have that, you're safe to move forward.

Okay, I know many of you because of this desire to make sure that you do the right thing; you operate with balance and with grace. My husband likes to say, he always asks me this, "Did they zap you of your super powers?"

For those of you who are on the line, you know exactly what that means. Sometimes you can get so into the gifts and the call that God has given you, that it literally drains you at the end of the day and the end of your week. We want to look at ways that won't leave us completely empty.

Now I've gotten to go to bed on empty at night, I'm going to be honest. I like it. It's not one of those "past empty" where the line is all the way on the other side of the E, but I am done.

Everything that I have, I've given it for that day, and I just ask the Lord to refuel me for the next day. That's a great place to be, but when you're just so exhausted and you can't even think straight, that's really not healthy for your vision, for those who are working around you and for, ultimately, the thing that God called you to do.

What we want to do today is look at ways to make a difference and make an impact without losing everything. The answer lies in this: You must have a game plan. You must have a strategy, and you have to bring it all together.

March 31, 2011

Training Call #4

We have talked about a lot of excellent tips and strategies on how we can effectively maximize everything we do. We talked first about our time. We looked at the things we need to do with that time that we blocked off.

Then we also talked about having the right team and the right people in place around us, supporting us along the journey, but we want to tie all of that together and create what I like to call “The Game Plan” or “My Expansion Plan,” and that’s what we’re going to do today.

When I’m thinking of the word “plan,” you guys know by now I like acronyms and little teaching things. Your plan consists of four key areas, and it’s your position. That PM plan is for your position. It’s where you are right now.

Your position not only looks at where you are today, but then the L is, you want to look ahead to where you want to be. So what lies ahead? I want to be clear about where I am right now. I want to make sure I’m aware of what lies ahead and what I’m looking toward. You know, looking ahead toward the future.

Then what action steps do I need to take in order to get there? With every action, every single action you take, it should always lead to my end, which is your next step. You want to be aware of your next step.

A lot of times we do things and we say, “We’ll figure out the next step when we get there.” I am so guilty of that, not because I don’t want to plan, but it took so much for me to take that first step, I’m just excited that I took a step. I’ll figure out the rest later.

Abandon that idea, please! Because as you get on a roll, and you start moving and you get your momentum, a great way to break your momentum is not to really know where you’re headed next. Not to be sure or to have an idea, or not to have even thought about it and it just paralyzes you.

Then you’re in that cycle of starting and stopping, and starting and stopping, and starting and stopping. That is the worst cycle for growth ever. It actually hinders your growth than taking a step and falling down. Stopping is really detrimental to growth and expansion of any kind.

I think I’ve shared with you a lot that I’m an athlete. I’m pretty tall; those of you who’ve met me know that I’m tall. I’m 5’11.” I’ve played basketball for nine years. I love basketball. I love every sport. I’m not good at every sport, but I love them. It’s just fun. I love the whole competition.

March 31, 2011

Training Call #4

One of the things I remember after I had children, it was much more difficult for me to work out on a consistent basis. I mean, because being an athlete I understand the process of it hurting at first.

I'm just going to be honest, that's what I was thinking about. That, "Ooo, I'm going to be sore. I'm not going to be able to walk for a few days," and "Oh, my goodness, my muscles are going to ache!"

When I had my first daughter, because I was gung ho when I was younger, every time I went to the gym, I just kept going and I pressed past the pain. After awhile, in no time actually, I was back in shape and the pain didn't even matter. Actually, things didn't hurt.

Well, when I had my second daughter, I kept thinking about that pain, so I kept stopping my workout cycle. I mean, I would say, "Oh, yeah, I don't think I'm gonna go today."

I was going one day a week and then not going for three weeks. Or going for three days a week to the gym, and really getting it in hard and then sitting out for two weeks. That was the worst thing!

Now my muscles have memory, and they're likely to whip back in shape rather quickly if I'm consistent, but every time I stopped we had to start all over again. Oh, my gosh! It was the most painful thing. I knew that in my head, but what was winning was the pain.

It wasn't even the pain I was experiencing. It was the thought of the pain. Sometimes when we're getting ready to do something great, we allow the thought of the pain to stop us. We allow the thought of the pressure, the thought of the opposition or the barriers to stop us from moving forward.

I actually encountered this here recently, when I received the final edits for my book. I was so excited and I worked really hard on it. I saw all those marks from the editor, and I have an excellent editor. She still writes, literally, on the document.

While I emailed her a file, she FedExed me a printed copy with red marks all over the thing, like my English teacher. I was like, "Oh, my gosh! This is going to be another six months of corrections," and the thought!

Our thoughts, if we're not careful, can deceive us and stop us from receiving the things that the Lord has for us, but just the thought of having to put in a lot more work, actually stopped me from looking at it. I read it that one time and I didn't even read it thoroughly.

March 31, 2011

Training Call #4

I just saw the red marks, and I put it back in a folder and it's been sitting in a FedEx envelope two weeks, maybe three weeks. I looked at it and the edits were so minute, I mean, two weeks ago, it could have been onto the next stage.

I'm like, "Wow, I can't believe that! How many areas in our life, how many other times, do we allow just our thoughts to paralyze us from moving forward? So I want to encourage you.

It's really a mind game. When I write, I call it an "inside game." The game starts on the inside, and it's actually won on the inside. As you get ready to move boldly into these next steps, make sure your mind is in the right place.

I want to say this before we move on. There's no way that we can cover every single aspect of creating this expansion plan. We just really don't have the time.

I did my best when I was preparing our notes for today's session to give you all that I can, so that you can get off to a great start. I mean, a really strong start, okay? Before we launch out, let's get clear on a couple of things.

The first thing is to think like an ant. Now last week, I jumped the gun because I was so excited. I started talking to you about the ant, but this week I want to really peer and go deeper into this whole analogy of the ant.

I told you I studied a little bit about ants because for some reason the Lord was talking to me about an ant when I was on the airplane. It didn't matter. I think He was trying to keep me focused.

Remember we talked about three lessons that we learned from the ant? The three lessons are to take small steps, to be consistent, and then to feel the vibration and then move, okay?

Let's look at each of these steps individually, and how they apply to our expansion plan. Take small steps. Why am I saying take small steps? I'm saying this for a couple of reasons. Number one, small steps are much easier to take than bigger steps.

Yes, so you want to give me something easy? You've heard that if you go easy, then you can recover quickly. That's one thing, but imagine with me if we were in a room together. I was teaching you a workshop, and I would have you try to take a big leap forward, like a big leap as far as you can.

March 31, 2011

Training Call #4

Just think about that in your mind. When you take big leaps and when you land, you're a little bit unstable. That's what happens in your business and in your ministry when you try to do big things. The likelihood of you being unstable is great.

See, it's in the small steps that we keep stability and focus and we build our strength, but when we try to do big things all the time, or big things relatively quickly, we really risk losing our stability.

Also, big things require a lot from us. Let's just look at sometimes we get really excited when we see these big carnivals of big events, and we're like, "Oh, I should do a big event like that!"

Let's really think about what goes into a big event. Let's say, if you posted a big event, you'd have the potential of drawing a thousand people. Exposing a thousand people to your ministry, I mean, that's great!

A thousand people all at one time that is awesome! But let's back up to what it takes to pull out that big event. It takes a lot of planning. It takes a lot of manpower. It may even take a lot of financial resources.

It's also going to take a lot of prep work and breakdown work at the end, and then when you get all thousand of those people there in the exposure, you have to do something great to wow them, because you've got them there all in one place.

You can't just have them there like be, "Woo! I got you here. Now what?" You can't do the same thing that you've been doing because it's supposed to be a spectacular thing.

I mean, just the thought of that, doesn't it make you feel a little tired and kind of scared? Because there are so many areas for failure or a missing gap or a place to fall.

When you get ready to do things big, I'm not saying don't do big things because we're going to talk about that in a second, but let's not make our focus big things.

Because one of the biggest mistakes I see ministries do is they focus on the big when you could be much more impactful with the small. When you do things small, you can weave in and out a lot quicker.

Your recovery time is quick. Recovery time for someone taking small steps is much quicker than someone trying to take big leaps. So just look for ways so we can make small steps towards expansion.

March 31, 2011

Training Call #4

The other thing is expansion is very progressive. Even if we look throughout history of the Bible and even great leaders who were not in the Bible, a lot of times people think they've sprung up overnight.

Actually, there was a process going on that we may not have been aware of. It's a progression, and we want to make sure that we honor that there is a progression. In this progression, actually the true blessing is not in the great number, the true blessing is in the journey.

Expansion is more so about the journey and not the destination. Let me explain. When you're going through this journey toward expansion, the first thing I realize is that you learn a lot about God.

You have to depend on Him a lot more. You get to see a little more clearly, like what He has up his sleeve. I don't know about you personally, but just in my natural walk, as I'm growing I just see Him in a completely different light.

Like what I knew about Him yesterday is different and much deeper today, but had I not taken this journey, had I not taken these steps, I think I would have missed some aspects of who He is.

Also along your journey toward expansion, you learn a lot about yourself. You learn about your fears. You learn about the things that you're comfortable with. You learn about how you work.

Remember when we talked in the last session about your boundaries and your limits? You don't know those boundaries, except they're broken most of the time or they're violated. That only occurs when you're making progression consistently. It's the journey that teaches you a lot of stuff.

Also, along the journey – this is the cool part – the journey actually has hidden blessings along the way. That's the fun thing. There's stuff that you don't even plan that starts happening as you take steps.

If you're looking to jump all the time, you're missing the hidden blessing. You're missing the secret. You know, like the little "Oh! This is an extra checkmark for you. This is a special little treat. I'm just co-signing on what you're doing."

Those things come by taking the consistent small steps. I can think of a number of times in my life where I just ran into people. I didn't run into people. I mean, I know God now that it wasn't a surprise to Him, but it was a surprise to me. I think sometimes, had I not slowed down long enough to just move according to his plan, to just flow, like the locusts.

March 31, 2011

Training Call #4

Oh, these animal examples! The locusts have these little wings, right? They don't fly, but they have these little wings. What happens is, they move with whatever way the wind is going.

They jump on the ground, but that's really not how they get their fast movement and progression. It's not how they were in a plague and it took over Egypt. It's not because they were hopping all over the place. They followed the wind.

What they do is, unlike the ant that feels the vibration and moves, the locust looks for the sign of the wind, and it just jumps into the wind and it rides the wave. It's kind of like how this expansion journey should go.

You could ride the wave. Once you map out the plan, you ride the wave into the next place. So we take small steps and we ride the wave. The second thing we want to do is make sure that we're consistent, and we did talk about that.

What I want you to know is rarely does anything significant happen the first time. Go ahead and write that down.

Rarely, it's very rare, that a significant thing happens the first time. Significance only occurs with repetition. I actually have a scripture reference. Sorry, but today was a whole spiritual day for me.

The example happens on First Kings, Chapter 18. Actually, if you want to study this later, read Chapter 17 and 18. Particularly for right now, I want you to focus on Verses 41-45, so just put a star there, and I'll give you a little bit of background.

God had told Elijah to proclaim a famine in the land, so there's a famine for three years and there was a draught. There was no rain, there was no food, everything was drying up for three years. All the prophets had been killed, but Elijah was hidden off in the place.

You remember he was at the brook in Cherith. The brook dried up so he was trying to figure out, "Lord, what are you going to send me there for? Now the brook dried up, but you send them in this place. Whole other lesson, okay."

So the brook dries up and he goes to the widow's house and all this stuff. She's like, "I'm going to make this food for you, I guess, but if I only had enough for my son and I, and we eat it, we're going to just eat it and die."

March 31, 2011

Training Call #4

She makes it for Elijah, the son gets sick... da, da, da, da, da. Okay, fast forward. Now, we're at the end of Chapter 18 and Elijah says, "Rain is coming. The Lord told me that rain is coming."

They're looking at him like, "Elijah, you are really crazy because there is no rain. It's dry and it's been dry for three years. We have no sign that the rain is coming." He's like, "Prepare for the rain is coming."

Then he sends his servant and he tells him to go look out because he knows that rain is coming. He has no sign besides the one the Lord has given him that the rain is coming, but he's telling him to go check, "Go look outside and check."

The guy goes out and nothing happens. He doesn't see anything. He said, "No, there's no sign. There's nothing." He says, "Go again," and he tells him to go again seven times.

This is really tripping me out. This guy is listening to Elijah, but he thinking he's crazy, "Clearly there are no signs that we are about to experience any rain, because we haven't had any in the last three years. Elijah, what are you talking about? Why are you sending me out here over and over again?"

Out of obedience, he goes back and on the seventh try, he comes back and he says, "There is a small cloud the size of a man's hand." Then they all just really pick up on the message and they start preparing, but even when he saw the sign, it was a little sign.

If you're not consistent, you will miss the little sign. I'm excited about that. What I want you to know is, sometimes along this journey you're not going to see it, but you be consistent anyway.

Because in the consistency, God will show you a sign. It says at the end of Verse 45 that there was an abundance of rain. There was an *abundance* of rain. It was ridiculous.

This small sign, this small cloud the size of a man's hand, produced an abundance of rain. Had he not been consistent, had he not gone forward, he could have missed a big blessing and that's the same with you guys.

Okay, that's what I'm going to say on that one. I don't know if I'm done with my spiritual stuff for today, but that's what I had in my notes.

The third thing we learned from the ant is to feel the vibration and move anyway. It's not the voice of your neighbor. It's not the fear of your friends.

March 31, 2011

Training Call #4

None of those things are the things that are going to guide you along this journey.

What is going to guide you is going to be a careful mix of divine sovereignty: who God is and your human practicality. There are going to be some things that you're going to need to do. Plus faith that causes you to move.

I'm reminded of every person I read in the Bible I studied. I studied intently, especially just for my own personal journey. I was studying people who were called to go a great work and they always created a plan.

All of them. Every last person had a plan. They created a plan and they just followed their plan. Just, "Hey, God, I created this plan. I'm going to give this plan up to you."

God, in different forms. With Ester, it was the signet ring of the king that stamped it. With Nehemiah, it was the king and his wife saying, "What do you need?" With Abraham's servant, it was Abraham saying, "What do you need?" I mean, with everyone, it was, "What do you need?"

Once the person who had the vision, wrote the vision out and created the plan, I have not seen "God said, 'no.'" He said, "Yes!" So once you create the plan, you follow the plan blindly just knowing and trusting that God is going to miraculously multiply your efforts.

In doing that, you're not going to always see where the blessing is going to come from, where the multiplication is going to come from, but you're going to follow the plan. So the blessing is following the plan.

Okay, I've got to look at my notes here. I think that's all of my spiritual stuff for right now. Okay, good. I'm excited.

Alright, so then the next thing I want you guys to write down. You got the lessons from the ant, right? You write those three things down. We want to make sure they're rare. We take small steps, we're consistent and we feel the vibration.

Make sure we feel the vibration and move according to the vibration not what people are saying around you. Then, I want you to remember that true expansion occurs in three phases.

We talked about the overall, overarching thing last week of how this whole lifework that we're doing – whether we're a business, whether we have a

March 31, 2011

Training Call #4

ministry, whatever it is that we're called to do – if it occurs with the encounter, it occurs in these stages.

The encounter, then we're led to the experience, and after a series of experience, we have transformation. That's truly what our work is all about. That's the big overarching theme.

If you look at what you're doing more technically, you'll see that's exactly what happens in your unique work. However, the expansion process occurs most effectively in the following three phases.

I want you to get really clear on these things. They're very simple words, but they're very impactful.

We have the first stage is "Here." The second phase is "There" and the third phase is "Everywhere." I know. I have kids. Those are like Dr. Seuss words, I understand. That's how simple it is, and I want you to remember it.

It's Here, There, and then Everywhere. It's always best if you go in that order, rather than trying to go everywhere and then back up to here. Let's talk about why. We're not going to be able to focus on every single thing on all the Whys right now, but I'm going to hit the top portions of it.

Part of it is twofold. Number one, we only have a short amount of time here, but also remember I told you at beginning of our time together, there's no cookie cutter approach.

There are principles that do not change. Principles are the same, no matter who you are, no matter what your business or ministry is. However, there are some specifics and some particular things that would be unique to your situation.

The only way that I can really support you 100% is to know what you're situation is and to get involved in that situation. Of course, I wouldn't be able to really get specific with you on this call today, but I will do my best to give you great examples.

I know who's on the call and what you guys are doing, so I will do my best to make sure I give relevant examples to your different areas. So let's look at the Here phase.

"Here" is what is close to you, is what's right in front of you. It's really what's arm's length away. Okay, this is a side bar, but I want to ask you guys this, as if I could hear you answer. I want to ask you anyway for the sake of maybe my husband listening to this later.

March 31, 2011

Training Call #4

When you grew up and you were learning about personal space, did you not learn that personal space is one arm's-length away? Like, you should never come closer than one arm's length away from someone?

Any type of contact closer than that and they're not your spouse, is evading their personal space? Somebody say, "Yes." If you learned that when you were growing up, email me please.

I mean, email me, Janice@ Moruwa.com. I need to know that because it seems like I'm the only person who learned that. My husband and my children do not understand.

Anyway, the Here Phase is what's close to you. It's what's right in front of you. Now before we had the Internet, I would have said that the Here part of your expansion is wherever is a ten-mile radius, so within a ten-mile radius of where you are.

Prior to the Internet, I would say, it's a ten-mile radius of where you are. Now that we have the Internet, it changes it a little bit. Some people have only Internet ministries, and so for them the Here doesn't have to do with the location.

It has to do with the particular industry and niche, and then you still tighten the gap. It's just like "Here" is those who are easiest for you to reach. Those who are easiest and closest for you to reach, those are your Here.

The second phase is the There Phase, and that's your immediate next step. Once you've mastered Here, once you've become comfortable, and fluent and consistent in the arm's-length away in that ten-mile radius...

Once you've laid a great foundation, a good solid base, I would say, "There" is 20-30 miles out. It's your logical next step of profound impact. So, it's the logical next step.

Let me give you a practical example of that. The "Here" seems pretty normal. I think you guys understand that when I say "within ten miles" or "the easiest target for you to reach" if your ministry is online.

So what's the easiest? It's probably the people who you resonate the closest. My husband is a photographer. I can use his business. For him, that's something we can do local. His "Here" would be within a ten-mile radius.

I also have a client who has an Internet ministry, so everyone who serves alongside her is in another state and another city. They have prayer

March 31, 2011

Training Call #4

circles and everything. Her “Here” are women within her same age group, with her same passion.

I can get down into the details because that’s who resonates closely with her. So for her, it would be women who serve in ministry already, who want to make a stronger impact.

They’re looking for where they need to fit in. They are finding that they can’t fit in at their local church, but they still want to serve on the ministry and do outreach. Those are her immediate “Here” people.

She can pick maybe some influences where she was before some other ministries that she came in contact with, and chose women from those different ministries that would be her immediate circle. Now there would be her next step.

I want to talk about my first job outside of college. When I graduated from college, I got a job with Conoco. I think, now, they’re bought out by BP. It’s the oil company. My first position was a marketing apprenticeship.

I went straight from college—check this out—to this marketing apprenticeship because my major was communication and business, but I knew I had a passion for marketing.

I get this marketing apprenticeship. I’m all excited. They’re flying me out to Denver. So I’m moving from Georgia in college, with my college degree, “Here me people, I’m excited, I have a degree now!”

I think I’m maybe 20 years old. I’m working for this big oil company Conoco, but my first job as a marketing apprentice out of college was a store associate. I worked in the gas station. Yes, I did. I had on khaki pants, and a red polo shirt and some brown, ugly shoes.

With a college degree, I was taking out the garbage and saying, “Welcome to pump number five. How may I help you?” Yes, I did, for days, months—a long time. I cleaned restrooms, I swept outside near the pumps, I cleaned up oil spills. Then from store associate, I moved to Shift Lead. Yes.

Now, I didn’t even work at a gas station when I was in high school, but after I got a college degree, I worked in a gas station. From Shift Lead, I was responsible for helping new associates who worked at the gas station with me.

March 31, 2011

Training Call #4

Who would help other people pump their gas, and tell them where their chips were, and that Gatorade was in the cooler over there. Yup, that was me up-selling people at the pump. That was me.

Okay, I moved from store associate to Shift Lead, to assistant manager. Now, I'm moving up, I got a little key! So I'm sharing the key with the manager, I'm counting money...did I say that I had graduated from college and I had a degree? I did. I graduated from college.

I was excited. I'd finished my four years! I have this degree. I had a double major, and they were paying me great money to work in a gas station as a marketing apprentice. I could not understand what in the world was going on, but now I'm an assistant manager?

I have keys to the store. I closed the store at night. Our store closed at 12AM. The manager and I alternated weekends. If the alarm went off, which it often did, I had to drive from my apartment down to the store, to check the store with my college degree, wearing khaki pants and a red polo shirt.

Do you understand what I'm saying? Can you guys get the line of reasoning I'm telling you here? From assistant manager, I went to manager. I became manager of a Conoco with a college degree. I didn't sign up for that, let's just say that. I didn't sign up for that!

Now, I'm managing store associates and I'm counting the food that comes in. I'm looking at Plan-o-grams and how things are set out in the store. I'm now responsible for the profit and loss that occurs because now I have full responsibility, not just for the employees of the Conoco station, but also for what goes on inside of the station.

From manager I went to district manager. I think I served as a district manager for about four months and I was over several stores, several managers, the loss ratio of several locations—then I went to the corporate office and began to work in marketing.

I had a college degree. I applied for a marketing apprenticeship. No one told me I was going to work in a store, and I went through seven phases prior to me being what I signed up to be.

I didn't understand it, at first. I mean, let's just be honest, it's a very dramatic example. I got over the shock of working in the gas station after the store associate phase.

I mean, after you clean the bathroom of a gas station and clean up a couple of oil spills, all of the pride about the whole thing goes out the

March 31, 2011

Training Call #4

window. Forget the college degree and let's just make it happen because that's what I'm here to do. At least that was my attitude, and so I did.

I did everything very well, but I understood it after I got into the position, that in order for me to make sound decisions, that in order for me to be able to guide and lead with grace and with effectiveness...

I needed to understand what was going on in all of those other positions. When you go "Everywhere" before you were "Here," you miss a few things. I mean, there are some gaps.

I'm really so excited, and I really appreciate that experience that I had, because it would have been hard for me to make decisions that were logical. It would have been hard for me to make decisions that made sense on a store level, if I'd never worked at the store level.

Remember when I shared with you guys, the last session or maybe it was the last session before, the Bible says that your gift will make room for you and bring you before great men, but if you're not prepared, you will get there and you will mess it up.

You will get there and you will fall flat on your face because there are some things you only learn from experience. Do not detest or be frustrated if you're in a Here Phase. That's the phase where you get to fall, you get to fail, you get to mess up, you get to try a lot of stuff.

I would much rather do it on a local level, and local can be on the Internet, but on a smaller scale than to get to the world stage and be completely unprepared. I hope that's making sense for you.

The other thing that you want to consider is, one of my mentors, I don't know which one, but I heard it early on, and I didn't understand what she was saying. She used to say it so much. I finally got a chance to ask her what did she mean, but she said,

"Your 'come from' determines your outcome, and it's just like, the place that you come from, Janice, determines what you're going to produce."

Now, I was effective when I was in that marketing office. I actually served in several different areas, especially when what I came up with effected the store's results, oh my goodness! I was rockin' and rollin'!

Needless to say that I excelled extremely well in my position at Conoco, because I understood what it was like at the store level. I'd worked with the customers, I'd seen them, I knew what they wanted.

March 31, 2011

Training Call #4

I understood what the associates could do, what they couldn't do, how easy it was to do a certain promotion. It came second nature for me because I'd been there and I understood.

When you take advantage of the local places and the small places, then when you get to the big place, it's just doing the same thing you've already done on a wider scale.

But if you've never done it, you're completely overwhelmed. It's like people who get on Oprah. They have a great product and a great service. Somebody discovers them. They get on Oprah.

Then one million people decide they want to buy their products, and the whole thing implodes because they're not prepared. They were just prepared for serving five people and they hadn't even mastered that.

So before you seek to do it real, real big, master each stage. Know where you are. Know your position. Always look ahead, but take the necessary steps to master where you are.

Okay, that's the theory, now it's time to get into exactly where we want to go, and what we need to do when we get there. When you're looking to take your next step and when you're looking to go from one place to the next, you don't want to look for the one-offs.

A lot of times we look for what's easy, particularly things that are not going to stretch us too much. A lot of people with the advent of the Internet and things like teleseminars, like what you're on today, or webinars, we are so afraid to get out.

But I want to encourage you to not let that be your reality because you're probably missing a great portion of your target audience. You want to go where your people are. You want to do the things that you're great at and you only want to move on only when you're done.

I'm going to give you some F's to go with that. You know I like the repetition, but the general principles are go where your people are. So when you're looking for where you're going to go, you only want to go where your people are.

Remember we were talking about "they," and we talked about our Fave Five and who we want to focus on? It doesn't matter to me that Facebook has 500 million people on it and that 75,000 people join a day, if my target audience is not on Facebook.

March 31, 2011

Training Call #4

I mean, those are excellent numbers, but unless the people who speak my language and “get me” are there, I don’t want to be there no matter how many people are there.

You want to do what you’re great at. When you get to these places, you want to do the things that you shine at. I mean, once you get the attention of your audience doing the thing that you do really well, then we can try some of those other things.

We can try to add a little stuff here, “Oh, I’m going to try this. Well, you know they said that this works, that Pod casting works.” Well, I mean if you’re good at speaking, go ahead and try it, but let’s master.

Let’s make sure we make the most of what we’re good at first. Then only move on when you’re finished, so let’s look at those in a little more detail. The F for the first one is “follow the crowds.”

If we take our Master Marketer, who did I say was our Master Marketer? Jesus, yay! Ding, ding, ding. You all get a prize! He went where the crowds were. Did you know that? That was the thing about His ministry. It grew so quickly because he focused on the crowds.

I want you to when you’re looking at where you want to engage—where you want to go---go where your target audience is. We really didn’t go into that a lot in this class.

If you need help identifying your target audience in your niche and knowing your BFFM, which I call my “Best Fit For Me.” If you need help uncovering that, send me an email and I’ll let you know what we have available to really get clear on that.

What you want to do is go where your ideal member is, your target audience is, in large numbers. You want to look for the crowd and for the only time you’ll probably hear this, “Join the crowd!”

You know, you’re mom was like, “Don’t do what the crowd does. If everybody jumps off a cliff are you going to jump off a cliff?” In this case, don’t jump off the cliff, but go where they gather around the cliff, okay?

That’s the first thing we want to do is to look for places where there’s a crowd of people. Then when you get to the crowd, you want to focus on your strengths. Focus on what you’re good at. We’re not going to focus on what we’re not good at. Not right now.

Then the third thing you want to do is, fine tune yourself along the way, so once you get in and you had your strengths down and you’re focusing on

March 31, 2011

Training Call #4

the things that you're great at, you want to fine tune it to match your audience and you start adding the little bells and whistles along the way.

What we tend to do is we get excited and we get into a place and we hear all this stuff, "Did you know it can do that? Did you know you could do that?" and you haven't mastered the beginning.

Focus, you hear me, I say this to my daughter all the time, "Focus, Jasmine, focus." Focus, people, focus! When you get there, focus on what you're great at before you start adding on new stuff.

Now we're going to get down to the nitty-gritty. I've given you all the background information. Are you ready? Yay! Alright, so there are two roads we need to take for expansion. The two roads are the highways and the byways.

I got that out of the Bible. Did you guys like that? Yup! The highways and the byways. The highways are going to be all our Internet avenues. Those are the quick, seemingly. It's a myth. They're not always quick, but they're quicker than some other roads.

We have the Internet highways and those are the things that we're going to do online and then the byways are offline. No one is better than the other and you're best at expansion when you're doing both.

So if you're only online, right now, I want to encourage you to start looking at some of the ways that you can also focus on offline activities: things that are not done on the Internet. If you're only doing offline activities, I want you to start incorporating the Internet because you're missing a huge market by not doing that.

Okay. I said I was going to give you seven, and I have more than seven here, but I'm going to do my best. I'm going to list some, and then I'll give you a couple of ways to maximize these. Then if we have time, I'll share some more. How about that?

The Internet is so fun and cool, isn't it? Yes! I love it! Many of you found me on the Internet. The thing about the Internet is there's a lot of information out there. Do you agree? Nod your head yes. A lot!

It's overwhelming at times and it can be very distracting if you're not sure what you're going to do when you get there. I want to tell you, if you want to get on the Internet, which I'm recommending and strongly encouraging everyone to have an Internet presence.

March 31, 2011

Training Call #4

I want to give you the basics that you must have to expand your reach. Number one, you should have a Web site. Remember, we talked about Web sites a couple of classes ago. With your Web site, it's important that you have a Web site that has all the things we talked about earlier.

Number one, it has to create an engaging and unforgettable encounter. Number two, do not overload your audience with information. Don't use your Web site to tell them things they should call you and find out. Don't tell them that. Let them call you and check it out.

What your Web site should do is give them an intro to who you are and offer them the opportunity to move into the next step with you. Remember that, okay? Now the reason you need a Web site is because if you are going to engage in any other expansion path, that's what I call these.

We have the main highways and then we have the paths. If you're going to take any other expansion path online, you must have a Web site or the next thing I'm going to tell you about to filter them to. If you're on social media, and you do not have a Web site I want to encourage you.

Remember I said, "Write down the things that you're going to do next?" If you have social media without a Web site, your next step is to get a Web site. Let me tell you why. Every online activity that you participate in should funnel your audience and those people who meet you.

Their next step should be to your Web site or to some place that belongs to you. Social media does not belong to you. I think I have almost a couple thousand friends on Facebook. Those are not my friends.

If Facebook was to shut me down today, unless I have their contact information some other way, I lose all of them. By the way, I do have my friends contact information, so I'm excited I'm okay. I'm safe.

If Facebook shuts me down, I don't lose contact with all those people. Some of you may not have those connections and you're really excited you have 5,000 friends on Facebook or 200 fans and you have no other way to connect with them besides Facebook.

You want to establish your own hub. All of your online activities should feed your audience and feed those who encounter you. Their next step should be to a hub that you own so I would recommend a Website.

If you don't have a Website, the other option for online expansion is a blog. We talked a little bit about a blog very briefly because I was excited and I rambled it off a couple calls ago.

March 31, 2011

Training Call #4

A blog is a Web log. It's an online conversation. It's very personal and fun and engaging, and it's a great way to connect with your audience. I really highly recommend a blog for everyone who signed up for this course.

Blogs are effective when you're adding value. Remember we talked about the encounter. We talked about engaging, entertaining, and then educating, which is also informing?

The "educate," a great place to educate your audience is your blog. It does not have to be long. I actually recommend 400 words or less, just adding value and talking to people on your site.

The reason why you want to do it on your site, again, is you want to create engagement and a place that you control. Where you control the content and you control where people are, and you want to be able to get their names and stay in contact with those people.

I want to stop at blog a little bit more and share a couple other things about a blog. So let's talk about how we make the most of blogs and blogs that really work for us.

Number one, it has to be posted and updated on a consistent basis. I even struggled with this in the beginning, so I'm not going to say post to your blog every day. I would like for you to get to the place where you post at least twice a week.

My goal is three times a week, but let's just say at least twice a week. That keeps your content fresh. If you have a blog that's tied into your Website, that's the thing that continues to be updated so your Website is automatically updated because your blog is updated.

Remember, content that is fresh and that is changing and that is new gives people a reason to come back to your site over and over and over again. Now why would you want them to do that?

Because there is such thing called the law of seven touches. I think I shared this with you in a call before. It takes a person at least seven touches, seven tries, seven exposures to what you have to offer before they make a decision to connect on any level.

Whether they become a member, whether they spend their money, whether they come back again, is seven times. Now, that's the minimum. If they've only come to your site one time, and you've given them no other reason to come back because your site is a static site, nothing changes ever.

March 31, 2011

Training Call #4

It's just a big online brochure, then you have possibly lost that person and they'll have to find you another way. When you have a blog, you're always updating it with relevant content that is engaging, that is entertaining and that is educational, you have a greater opportunity to influence them to take that next step with you.

Because the first time is not when the experience happens. Remember when we were looking at Elijah, the guy had to go out there seven times before he saw the small cloud. Before he saw the small thing! Seven times there was nothing out there! On the seventh try, he saw a small cloud.

What you want to do is think like that in order to create a big impact; you want to do small things consistently. So start. Let me give you some ways that you can find content for your blog because this was a huge struggle for me when I got started.

I didn't know what to write. I was like, "What am I going to say?" For some reason, I love to talk and I had nothing to say? Okay. Well, let me help you.

For those of you who do talks like this. teleseminars or webinars or any type of teaching if you're a speaker, what you can do is have your speech or talk transcribed and you, yourself, which I don't recommend.

We're all visionaries on this call, so that means we have a lot of things going on and we probably shouldn't be doing this, but if you're not in a place where you can do it right now, this is something you want to move towards.

What you want to do is delegate the breaking down of chunks and the segmenting of your speech into 400 or 500 word counts that can be pasted on a blog. That's what I do now.

So if you talk, then you have lots of blog content. You would be surprised; I have 40 pages after every call: words of transcription just for these sessions. Okay? That's one way you can get content.

Another way that you can get content for your blog is to make a video. Remember, we talked about those last week. You can make a quick How-To video. You could make a quick video dispelling myths.

What if you had 10 myths that kept people from really working with you or understanding what you do? I have seven that I use that keep people from expanding your reach, particularly Christian leaders.

March 31, 2011

Training Call #4

If I made a video of three myths on one video and four myths on the next video and posted it on my blog, one on Wednesday and one on Friday, now I have content. The videos are only three to five minutes long. That's very easy to do and very simple, but you have content that's changing that people can use.

Now here is a bonus tip. Are you ready? I'm so excited to tell you this. The bonus tip is people receive content in multiple ways. Some like to hear, some like to read, some like to watch, so why don't we appeal to all of them?

What I particularly do is, we take the transcript of a talk that I've had and we break it up into little articles that can be used as blog posts. Then what we do is ask me to talk for only three minutes, which I didn't do that the first time, but Janice, can you talk for three minutes? Yes.

I will read it. I'll read the blog post. I'll send it to my team. They will post it as a podcast one day, post it as a blog post another day, then they will add slides to it and make it video or a slide share the next day.

One piece of content can potentially take up an entire week or an entire month depending on how frequently you want to post. So never let content be the reason that you're not always changing and always engaging your audience via a blog or online post.

Now I do want to say, one other thing you could do for the blog is use other people's content and post on your blog, of course with permission. But other content that you've found that's valuable to your audience, posting that on your blog, number one, it makes you seem unselfish.

But number two, it really increases your credibility because it like, "Hey, I can go all in one place and get everything I need to know about this particular subject because she's an expert and she's willing to share that information with me."

So a blog can really work for you. Remember we talked about the key words. I don't have time to spend with key words. We can actually dive deeper into this if some of you decide to move further and work with me on a deeper level.

The words that you use on your blog are important because if you use the right words - the words that are critical for your industry - your blog post can really rank you high on a search engine.

Which is Google, Yahoo! Bing, places where people find information without your even having to pay. You're just using the right words.

March 31, 2011

Training Call #4

Very few ministries, very few churches except those who work with me, actually focus on keywords and think a lot about the words that are used for attracting the audiences that they need.

Okay, enough about blogs, we have to go on to the next thing.

The third Internet path I want to use, because many of you are familiar with it, is social media. Now social media is a big, huge huge, huge, huge, huge avenue and a great way to expand your reach, if you have a strategy.

That's the key. I think I said I was going to tell you the one thing that you need to know. The one thing you need to realize is, do not approach social media without a strategy.

It can become overwhelming. It can be quite daunting. It would take a lot of your time, and you will get zero results. Remember when we started this, I asked you what to look at when choosing your path?

You wanted to make sure you were going to go where your people are in crowds. That means you have to be sure where your people are. Not your friends, not number five—you know, those friends and families, your college roommates, all those people.

Unless they're your target audience for your ministry, and the work that God has called you to do or your business, I'm not talking about them. I'm talking about those people who you know your work is going to transform their lives. If they are on a certain social media platform, then you need to be there.

Then you want a strategy with social media. I'm going to talk about of course, the four that we are all very familiar with, and what you should look out for, and the frequency that you should be on there.

The number one, of course, is Facebook. Facebook is the largest platform for social media. It has all these bells and whistles and it's continuously updating. If you're very strategic, it can really multiply your business if your target audience is there.

Now Facebook is like a big party. It's a social thing, so you don't want to try to sell to people on Facebook. If you're going to engage on Facebook, the whole purpose of your Facebook connection is to get people to know you, to like you, and to move to that next step.

Which is your platform. Which should be your Web site or your blog or your list. Key: your list. Write that down—List.

March 31, 2011

Training Call #4

If you're online, you should have a list and you should be tracking a list. Your list is your business. Your ministry is actually your list, okay? Your ministry is your list when you're online, because those other places are hit or miss.

When a person signs up for your list, they connect with you and they have given you permission to continue to connect with them. Then you can touch them seven or eight or nine or ten or twelve or thirty times because they've agreed to join your list to now connect and engage with you.

So if you're on any of these platforms: If you have a blog, if you have a Web site, if you're on social media—Facebook, Twitter, or Linked In—and you're not driving people to a list, then you're not maximizing these areas.

Let's go back to Facebook. The thing about Facebook is, yes, it is to engage people, and have fun and make them laugh, and share pictures and share videos. I think all of those are very important to maximizing your Facebook Page.

Here's my strategy for Facebook and making the most out of it. Number one, have a Fan Page as opposed to your personal page. Personal pages are great to start, so if you have a lot of friends that's okay.

But when you're conducting business and you're building your ministry, you want to make sure you have a Fan Page for a number of reasons. Fan Pages can allow you to create a list. Did you know that?

Your Fan Page can be designed in a way that extends your brand. So whatever imaging you have for your Web site, you can actually use that on your Fan Page and gather names for your list.

For my Fan Page, when you enter it for the first time, it offers you an opportunity to receive a free gift from me by simply entering your name in the box on the page.

Yes, the Facebook Fan Page has that ability. If you're not using that, that is something that your web developer can quickly do. It's very simple. I'm saying, "Simple," like I did mine, but it is simple.

Any person who knows basic code can do that and now when people join your Fan Page, you can get their name on a list because they want their name on a list, and you can engage with them. So that's one thing you need to do.

March 31, 2011

Training Call #4

The other benefit of having a Fan Page is you can control the updates and you can send everybody a message at the same time. It's great for interaction, and you have a lot more flexibility on your Fan Page.

There are lots of resources that I could recommend for Facebook Fan Pages. I'm not a social media guru, but I do know how to maximize them because I have great people on my team that help me with that.

That's enough about Facebook because we have other things we want to talk about. The other platform is Twitter. Now Twitter is a little different because it's a quick conversation.

You only get to use 140 characters on Twitter, but if you're very smart and strategic, Twitter can be a great platform for you for establishing connections. Here's the key with Twitter. It's not about the number of friends or followers that you have.

It's the ones who are engaged with you. What I do with Twitter personally, is I respond to people who respond to me and I comment to people who say things about what I comment about. I don't spend all my time on there; otherwise, you'll get consumed with it.

There's no way you can keep up, but if you talk to people who are talking about what you like and what you're talking about, you can build an on-going relationship. Always—the goal of every social media platform is to move them from one place to the next.

Okay, I'm going to go a little over. I don't want to talk fast. If you have to hang up, that's fine I understand, but I want to make sure that I give you everything that I mapped out for you today.

I want to go ahead and say that I'm going to go a little over, probably 15 minutes, but I'm going to make sure that I give you everything that I promise.

So when you're using Twitter, the key to Twitter is using keywords and hashtags. A hashtag is the number sign and using those to represent particular things that you want to touch on and get feedback from.

I also use Twitter a lot for market research. That's how I find out what people are thinking and what people are talking about on specific keywords. So again, the keywords true to your industry.

You can do a Twitter search. You can go to [Twitter.search.com](https://twitter.com/search) and plug in your keyword and you can see what people were chatting about your keyword.

March 31, 2011

Training Call #4

Let's say you were writing about Cocker Spaniels and you want to see what other people are saying about Cocker Spaniels. You can go to [Twitter.search.com](https://twitter.com/search?q=Cocker+Spaniels), put in Cocker Spaniels and it will show you all the tweets about Cocker Spaniels.

That's a great way to connect with people who are similar to your topic. Again, now we're connecting not with everybody, but with those who are possibly in my niche and who are potentially my ideal member. I hope that's making sense.

I'm actually going to talk about one more platform after this one. Well, we talked about YouTube a little bit, but it's just a video sharing. Make sure you always put your videos on YouTube. I will go a little bit into that.

The next one is LinkedIn. LinkedIn is different from Twitter and Facebook in that it's like your professional resume. It is your business card, so to speak. You don't have to do a lot of chatting on LinkedIn, but it's very powerful. I've had some of my best connections come from LinkedIn.

Let me give you one statistic about LinkedIn. The average user on LinkedIn has a household income, individually, of \$100,000 a year. These people are usually business owners and they're looking to do business. They're usually your movers and shakers.

If you're looking for people to partner with, if your business caters to professionals, if you are ministry and you are looking for colleagues that you can collaborate with, LinkedIn is a great place to be.

The key to LinkedIn is, LinkedIn operates with groups. So the key to LinkedIn is to join groups that pertain to one of two people: either your ideal member or your ideal partner.

Now we didn't talk about partners during this course. I actually get into detail with that on another course, but partners are people who serve your same audience, but they don't do the same thing that you do.

So they serve your ideal audience and that's their ideal audience, but you bring complementary, not competing services. LinkedIn is a great place to find those people.

It's a great place to connect, and maybe engage with them and develop some type of partnership that can expand your reach. Think about that when you're considering social media. It's more than just fun. You can actually be very strategic with it.

March 31, 2011

Training Call #4

So those are three ways you can expand your reach online using your Web site, using a blog, using social media. Let me talk about my bonus tips on how to maximize social media without spending all of your time.

Remember we talked about the blog, right? I told you that we got it from the speaking engagement or the webinar or the Teleseminar that we created. Okay, so here's the other secret.

Whenever someone takes your talk or your webinar, and they transcribe it, they have this 40-page transcript that they're going to break down into several 400-word blogs.

While they're doing that, tell them to go in and pull out two complete sentences from every blog. Two complete sentences that make sense. Actually, let's do three.

Three complete sentences that make sense when standing by themselves. Those three sentences have become your tweets, your Facebook posts, and your LinkedIn Status Update. Isn't that great?

When you write a blog, one blog is three tweets. Okay, great! So I have a blog with three tweets that we know that I'm going to read it out loud, and it's going to become a podcast. Then someone's going to put slides on top of it, and it's going to become a video. Right? Great!

The other thing is...I'm so excited. Isn't that easy? Doesn't that make it really great? You don't have to figure out what you're going to say every day because it's all mapped out. Alright, good!

The other thing that you can do is with LinkedIn, remember I said you don't have to post on it often; it's not about having an ongoing conversation. It's just about chunks over time, and it's about connecting.

I only really get engaged with LinkedIn with new content maybe once or twice a week, like my blog. Well, guess what I do? Remember those groups we talked about? When you select a group that you're going to become a part of, take and post your blog post inside of the group.

Now, sometimes they might tell you to stop doing that, but wait until they tell you. When they tell you to stop, then you stop. But in the meantime, you just post your blog as a discussion and let people comment on it.

I've had tons of people do that. As a matter of fact, I've had 20 people in one week join my lists off of one blog post that I posted on LinkedIn. Okay? So you don't have to make this hard. It's working smart, not hard.

March 31, 2011

Training Call #4

When you do that you can test where your audience is and where you're getting people not who are just talking to you. I mean, all of my family is on Facebook, so they're all talking to me. All of my college friends and high school friends and sorority members, they're all on Facebook.

That doesn't mean that they're my target audience—they're going to buy from me, they're people I'm meant to serve. They're just people I'm going to chat with, but if I want to know who's interested in me, and who "gets" me from the level of my ministry, I had to test.

One of my biggest audiences is a tie between LinkedIn and Facebook, for me. I do have a great Facebook list, but we're going to talk about tracking in a minute.

So those are some great ways to get started on the Internet. There are tons of other ways. YouTube, SlideShare, lots and lots of other platforms. Those are just some great ways to get started. Remember, this is a Jumpstart course.

Now, that we've done the Internet, let's go to the byways. These are the on-land or the non-Internet base. One great way to expand your reach without traveling, because I know I mentioned "without going anywhere," is doing what we're doing today to host teleseminars or webinars.

There's a lot of value in hosting a teleseminar or webinar. Number one, you're able to reach tons of people at a very inexpensive cost. The other thing is, this teleseminar can turn into so many other avenues for you as a business owner or ministry leader. It can become a lot.

I'll give you my plan with this one in a second, but also what it does. It offers flexibility for those who you're intending to reach. Now if you don't offer the playback when you hold a teleseminar, you're not really as flexible as you could be.

When you offer the playback what you're saying is, "I have what you need and I'll give it to you on your schedule."

That is awesome, and for people today who are looking for convenience, this is the quickest and easiest way to expand your reach. It makes you a lot more appealing. Especially, if you're great at talking and teaching on these types of platforms.

The other thing about teleseminars is, they're easy to do. Now, you will have few technological glitches and most of them, probably, in my case, were user errors, but they can be easily corrected.

March 31, 2011

Training Call #4

I hope you understand what a teleseminar is. That's just a phone seminar. It's a class or a workshop that's taught on the phone instead of in person. That's all it is. Did you know that you could prerecord these and play them?

Okay, but this is me, live. I'm here live. Really. This is me, Janice, in the flesh. But you can pre-record them and set them to play at a certain time. That's awesome, huh? You can do that with webinars, as well.

The difference between a teleseminar and a webinar is they're really the same thing. It's just that you can access one via the Internet, and usually with webinars there are slides involved, but it's pretty much the same.

There are lots of free services that you can use. All of these calls are recorded. You guys know because I offer the playback. It's very simple and easy to use an offer again and again.

When you're looking to expand your reach and save your time and energy, and to reproduce or repurpose what you're doing, I really highly recommend putting in your arsenals teleseminars and webinars.

Now, the bonus tip and the bonus use for a teleseminar and a webinar is if it's great, it can be turned into a package that could be used over and over again. You teach it one time, and you sell it or give it away multiple times. I do believe you can earn while you're serving, and I talked about that earlier.

For me, those of you who are on this call live, and who pay for the course live, are getting it at a deep discount. Because when we're done, all the transcripts, all the worksheets, all the audios are going to be packaged and sold as a product.

That is one way that I am expanding my reach. That's one way that I'm increasing my income. That's one way that I'm increasing my influence, by just taking and doing this right here, one time. Teleseminars are a great way to expand your reach.

Another way is speaking. Speaking in person at small networking groups. Speaking at local organizations. Some of you, I hear you now, "Janice, I don't really like to speak."

There is no substitute, even if you're not that great, for the one-on-one interaction. One-on-one interaction is the key to a rock-solid expansion. If you were hoping that I would say, "You can hide behind your computer," then I'm sorry, you can't.

March 31, 2011

Training Call #4

I need you to get out in front of people and get in their face and allow them to see you. Let's just take Jesus again, our favorite example. He went everywhere. His most profound impacts were the ones He made in person.

He didn't have the Internet, but He still, I think, even if He had the Internet, He would still go face-to-face. There's no substitute for face-to-face. Ninety-five percent of our communication is non-verbal. Sometimes people just see you and they connect with you, so you want to give them that opportunity.

A great way to incorporate expanding your reach is to incorporate some type of speaking on some level or some type of networking. So we have teleseminars and webinars. We have speaking and networking, and I like to integrate that into my expansion plan, as well.

You also have special events. So depending on what your ministry or business is, hosting special events is a great way to expand your reach. Again, they don't have to be really big.

What it does is it offers people an opportunity to get to know you, and to feel you, and to like you and to trust you because they see you. I mean, there's something about seeing a person live and up close, even if you don't touch them, you just feel like "I know you!" That's why video is so compelling.

So make sure you incorporate that into your expansion plan. Something where people get to see you live. Another way that's underrated, and I'm telling you people try to discount it, but it really is necessary. It's a way to stand out, and that's direct mail.

Before you knock it, and you say, "It's not helpful," I want to tell you, it is very powerful. Direct mail—I'm talking about the mailing of postcards, greeting cards, flyers, little trinkets.

Today, when people are cutting back, and they're cutting their expenses and they're doing less, the fact that you would even give them something in the mail, is going to make you stand out above several others. It's going to place you in their hearts, and in their minds, and on top of mind.

The fact that many people are using texting and mobile marketing, which I'm not going to get into today, and they're using the Internet because it's so easy and so quick, many people are discounting direct mail.

Direct mail is the quickest way to get very loyal members and customers, because if a person opens your mail or reads your mail, that means they

March 31, 2011

Training Call #4

made time for you. When they made time for you, more than likely - probably 70% of the time - they're going to invest in you over and over again.

So I would encourage you to use direct mail as a regular part of your expansion efforts. Now, for those of you who are ministry leaders for the church leader, I want to talk to you about a direct mail strategy that's really going to help you.

I know some of you already send out those cards, welcome or thank you cards for visiting. I want to change it up. Remember, it's about the encounter. You can't just do it and that's enough. I mean doing it, showing up, is half the battle. I agree, showing up is half the battle, so I do want you to show up.

But what I want you to do is think of a way that you can be different and unique and stand out. One of the things I know, I will tell you for the ministry that we're part of, right now, we joined based off a postcard. The encounter was the postcard.

They sent me a postcard once every 45 days and they were very compelling. The first postcard was a woman and a man in a bed with their feet hanging out from underneath the sheets and it said, "That's sex?"

I was like, "Whoah! That's risky," and it's like, "Join us for the new marriage series at the church." That was the first postcard. The second postcard, I think we may have received "The Desperate Household" ones.

It was the same marriage series they were teaching, but they sent it "Desperate Households" and it was when Desperate Housewives first came out. They sent that postcard to all the homes that had families and marriages.

The third postcard I received was the one that said, "Spoiled Rotten: When Good Parents Go Bad." We actually went and sat in on that entire series and we joined. They were very compelling postcards, consistent over time.

It's not that expensive for the return that you're going to get. That's for a church, but I encourage that for business owners, as well. I personally use it.

The other thing, when you're using postcards, be different with your message, be compelling, remember, one image. Also, look for oblong sizes. Things that are going to stick out in the mail so it will make someone look at it.

March 31, 2011

Training Call #4

I think I shared this with you before, but if I haven't here's a bonus tip. The number one and two pieces of mail that are opened are a greeting card and a wedding invitation.

So if you want to get the attention of your target audience, send them an invitation. Send them a greeting card. Be different! Be out of the box. I did share with you about the greeting card service that I use. It's very simple, inexpensive, and it's very impactful. You can do a whole lot of stuff easily.

I'll make sure I include it in the resources, but it's definitely something you can consider to expand your reach. Remember everything is leading them to their next step, so don't just send them a postcard; make sure you tell them what to do next.

Now, when do I travel? Personally, this is when I travel. You ready? Because you can get caught up in this whole traveling thing thinking that the only way that you can expand your reach is that you go all over the world, and you have to be everywhere. You don't.

Remember, we said Here, There, and Everywhere. These are the times when I personally travel, and I recommend that my clients travel. Travel when there's going to be a crowd of your target audience in one location.

When you can get to your target audience in one location, at one time, go! Be smart about that. We'll talk about this next. The second time to travel is when you have the ability to meet influencers or centers of influence, people who connect with your same target audience.

It's great to establish relationships with people who reach your target audience. So if you have to travel or pay big to do that, do it. It's worth it. You'll be glad that you did.

I'm not a part of many organizations, but I invest in a couple of organizations heavily because of the influence that this brings to me and to my ability to serve my target audience.

I want to say when you're looking at influencers, invest up. Invest in people who are at a different place, a higher place than where you are. They're not necessarily better than where you are.

But they've probably been where you are in their businesses, and their ministries in their expansion path, and they can help you. You want to invest in circles where they are, where you're going to get contact and connection. It makes a difference.

March 31, 2011

Training Call #4

The only other time I travel is when we're going on vacation and get away. I'm not looking to go to every event. I did that in the beginning. It wasn't wise. It was not a good use of my money. I was trying to go to every single event and that just wasn't smart.

I'm going to share with you a strategy I've used that really changed my business both in corporate America and in my business that I have today. This is a bonus strategy, and then I'm going to tell you how to map out your plan, okay?

When I was thinking about building, I think many of you know when I started out, I used to be the director of marketing and PR for a large Christian media organization. I loved that job. It was my dream job.

Prior to me, they'd not had a marketing person ever. So I had to come up with everything to do with marketing. You can imagine, there was a bunch of men in charge, and they knew business and they knew how to make money, but they were like, "I don't know about this whole marketing thing."

It was real hustle and bustle. We didn't have marketing materials. I had to create everything from scratch. What I knew, though, is that I was only one Janice. The only way that I could make a profound difference is to apply these principals that I'm telling you to apply, to get into the place where there were influences.

What I did is, I looked at the top influencers in our industry, particularly pastors and leaders and I listed 25 of them. From Bishop Jakes, John Maxwell, all of them just looking at their Web sites.

Who are these people? I went and looked at their itineraries, and I found out where they were for the next year. So where Bishop Jakes was, I wrote his itinerary down for the whole 12 months. Where John Maxwell was, I wrote his for the whole 12 months, Bill Hybels, 12 months...

Everybody who was in my target audience who was an influencer – the top 20 - I went to their websites, I called their organizations, and I wrote down everyplace they were speaking or they were serving on a panel for the next 12 months.

From there I made a calendar, and I decided I was going to be where they were if I could. I couldn't just be in the place with a whole bunch of other people. I needed to make a difference.

For me, me being Janice, I'm like, "How can I stand out in this whole bunch of people?" First, I went for the high. I mean, all they can say is,

March 31, 2011

Training Call #4

“No,” and you have to do this. You have to just take a leap and just trust it. If it doesn’t work, okay.

That’s alright. I’ll try something else. What’s the worst that can happen? They’re going to tell me “No,” I can’t do it so I’ll just ask someone else or try something different.

So I went and I said, “I want to be a speaker. Can I be a speaker there?” I asked every platform. I was like, “How can I be a speaker? I looked at the classes, “Where do I fit in? Can I go there?” because I like to talk. I was like, “I could train. I don’t have to be on the main stage.

Just let me teach in one of the classrooms,” then if I couldn’t be a speaker I looked to be a vendor, if it was conducive. Let me tell you something, that year the business that I was director of marketing for, a lot of our platform was online.

Our service was offering online services to faith-based organizations, but we also had an online platform, and that year our visitors on our online platform increased by 100,000 people.

I know it was because of the engagement because once I got to those places, here’s a bonus tip. I never, never—I never went to a place without an opportunity to connect with the people, so it was not just enough for me to be there.

I needed to connect with those people who were in the audience. I needed a way to contact them. You know, you guys, things are much more advanced than they were when I was doing this.

I wasn’t as savvy because I was still learning, but what I did was, at my booth I did a Give-away, and I had a fishbowl. Some of you may remember this. I gave away an Apple iPod at every event.

The only way you can get it is if you sign up with your name, your address, and your email address, so you’re on our newsletter. I gave away an iPod. You can do that, but don’t just get any name.

Make sure you get names of people who are your ideal member or an influencer, okay? So remember that. Those are ways to take off-line strategies and mix them with online strategies to increase your reach.

I hope this is helpful. That changed everything for me. That changed everything for my business, personally, and our company. Let me go to how do you bring it altogether because I’ve given you a lot of great tips and it’s a lot to try to do all at one time.

March 31, 2011

Training Call #4

I don't want you to do it all at one time. I want you to look at the list of things that I've shared with you today. Look over everything and I want you to pick one highway and one byway. Only focus on one highway and one byway.

Why only one? Because I want you to master it. Remember we talked about mastering "Here," then mastering "There," and then mastering "Everywhere"? We didn't even talk about Everywhere because until you master Here, there's no need in going Everywhere.

So what I would like for you to do and I want to encourage you to do, is to pick one place that you're going to do, and you're going to show up and you're going to master it. Okay? So pick that, but this is my chart, and I'll send this to you.

I thought about it, I was looking at the bonus. I said I was going to give you my expansion plan. Okay, I can't give you my whole expansion plan, it changes all the time, but what I would do is give you a snapshot of my expansion plan.

I'm going to tell you how it works now. We're still putting it together in a worksheet that you guys can easily digest. Here's what I do: I look at things in blocks of time. Remember we started with time. This all starts with time. If you don't make time to do it, you cannot expand.

So I build everything around time. Then I look at what I'm going to do in that time. Who do I need to do it with me? What are the results that I want to achieve?

Let's look. I break my day and my year up. I have posted Post It sheets—the big ones—and I have daily, and I have one for weekly. I have one for monthly, quarterly and annually.

Then I list all the things that are "Expand Your Reach Activities" that I could do on a daily basis that have to be done daily. Then I list all of the things that can be done weekly. All the things that can be done monthly. All the things quarterly, and all the things annually.

Now, the quarterly and the annual things are fewer on those lists. Remember the bigger things, the big events that require a lot, you're only going to do them once, because the ramp up is so much.

Usually, the things that bring you the most people the fastest are the big things. Those are the big events, the big launches, the conferences. You're going to do those every week?

March 31, 2011

Training Call #4

They're going to bring you a lot of people all at one time, but they're going to cost a lot to do, as far as your energy and your time, to create and to pull it off. So I only do one of those a year; it's either one that I develop or one that I'm a part of.

Here's how I look at it. I look at all the roads where I can be used more effectively where my target audience is, and I list them and ask, "Okay, for me LinkedIn and Twitter and writing articles and doing teleseminars and webinars, what kind of activities are those?"

Are those daily things that I need to participate in? Weekly things? Monthly, quarterly, or annually? Then I list them out. Once I list those things out, then I decide whether or not they can be automated.

I actually have another acronym. What I would like for you to write on your paper is the first thing you want to do is break your activities or your options and your past out, by daily, weekly, monthly, quarterly and annually. Break those down that way.

Then I want you to go and list your activities first, then write the chart because you might not know how frequently you should be doing these things.

Add all the things that you know you fit in, and it works with you so you know, "Yeah, we can do postcards. We have a great graphic designer, you know, we can pull that off."

I've got some great tips on how to pick compelling images and say the right words. We're going to do postcards, "Oh, yeah, you know what, teleseminars sounds pretty good. You know I got a good voice, it works with our time, it's a way we can prerecord those. We might do those too."

Okay, so what about social media? I mean, 500,000 people are on Facebook, I got to be out there, so I may do that, because I think my target audience is there too, and probably LinkedIn.

And you know what? We are going to do a big conference at least once a year because our people like conferences, so we'll probably do that too."

When you list out all the things you're going to do, you're going to do blogging. You're going to do a newsletter or an Ezine. You're going to do networking. You list all the things and then you look at the frequency at which they can be done or they must be done.

Let me give you some of the things that should be done daily. Facebook and Twitter are daily things. They need to be updated daily. Minimally,

March 31, 2011

Training Call #4

three times each. With Twitter, I just read this the other day, they're saying once every hour.

Minimally, three posts a day. Do not go over three posts a day on Facebook, unless you're talking to people. You don't want to bombard them. I would say, for me, it's something like an inspirational quote in the morning. Some type of educational quote linking to the blog in the midday.

Then maybe one other promotion or inspirational quote in the evening. Those are all the boring ones that we preschedule, and then I just talk throughout the day when I have time and I need a break.

When I get through with this class, I'm always on a super-duper high. To calm down and get myself ready for my family, because my husband will probably kick me out if I don't calm down, I go on Facebook to see what other people are doing. That's my stress reliever or whatever.

Twitter, I told you about Twitter, that's daily. For the things that you need to do weekly or twice a month, would be your newsletter, your blog, and I told you guys I send out cards. Actually I send out cards every day. That's a daily activity for me so I appreciate those around me.

I also do something like personal phone calls touching bases with other people, influencers, and those I've met. I do that weekly as well. Networking can be done weekly. If you're going to do a podcast that's something that you can do weekly.

Monthly, you can host teleseminars, workshops, in-person workshops you can do those as well. webinars are something you can do monthly. Now, my schedule is a little bit different.

I usually work with my personal clients on this, but I'll share this with you. I make sure that I also schedule into my expansion plan, things that are going to make me a better person or a better business owner:

All types of personal or professional development activities. Some things I do daily and then some things I do monthly. I'm going to just be really transparent.

Thirty minutes of my day, everyday, I do something that is going to make me better. I don't read a whole book, but read parts of a book or an article. Or listen to a Teleclass or CD or audio during the 30 minutes every single day. Sometimes even longer.

Once a month I look for a class that I'm going to take, usually, online. Once a quarter, I actually go someplace. Once a year, I make an

March 31, 2011

Training Call #4

extended investment so it's either in a long-term mentoring and coaching program or it's an event that's about a week or so long.

Personally, I put that into my expansion plan because it's what I call a long-term activity. It's not something that produces immediate results, but it will produce results in the future. That is going to make me better for building my business and my life. That's personally what I do.

Alright, I didn't have that down here to share, but that's how I break it down. Once I've listed all my options out, I look at daily, weekly, monthly, and annually. I think I gave you the calendar that I have.

I have a dry-erasable, at-a-glance calendar. Oh, my gosh! It's so awesome when you use that thing. Your life just looks wonderful! You can see. I mean, I write everything and I color-code it.

I'm not going to make you use my color-codes, but I color-code so I can see where there are income generating opportunities. Where there are opportunities that are depleting me of my income. Things that have no absolute value besides personal fun—bad things.

Then I look at things that are going to take me awhile, but are going to produce fruit later, like writing my book, investing in coaching and mentoring, that type of stuff.

Those are all on my calendar, so I'm never shocked by what is going on. I'm always aware and I can see ahead. That's part of my looking ahead. Okay, so then after I looked at my calendar, I was like, "How can I save time by being bad?"

Now, you're like, "What? Save time by being bad?" Yes, that's my acronym for B. I save my time by B—batching. A—automating, and D—delegating.

We talked about this earlier. I think it was in Class Number One. I batch, or I group, like activities. I write on certain days. I make phone calls to clients and prospects on certain days.

I go out on certain days and run errands, get my hair done, all that stuff on certain days. I also teach classes on certain days. I'm a little flexible on teaching when it's outside.

If it's teaching that I schedule, I'm not as flexible. I do classes that I'm teaching on Tuesdays and Thursdays; I think I shared that with you guys. I coach on different other days and then I have private access days with my clients.

March 31, 2011

Training Call #4

All like activities, as much as I can do it, I batch them into groups of time. It helps me a lot, I'm telling you! It may sound like...Oh my gosh, what did my daughter say...not ADD, what is it? OCD.

I'm not, but it makes me much more effective and it gives me the freedom and the flexibility. If I'm tired, if I'm frustrated, I'm not doing some major thing every single day.

If I know I'm only talking to clients on Tuesdays and Thursdays, then on Mondays if we had a long weekend, I might be able to sleep in. I never sleep in, but if I wanted to it's an option. It's good and it makes me feel good.

Then I told you guys about holding meetings. So remember, you can really save time and become much more effective when you are "bad": you batch and then you automate.

Now, I touched on this briefly. I want to get into it a little bit more. I want you to know that whenever you do something over and over again, it can be automated.

When you look at that list and it's something that you're doing more than one time, it can be automated and it should be automated. Social media can be automated through several programs out there, but the one I use is Hootsuite.

We actually preschedule my Tweets and my Facebook posts. I think they do my blog posts. We do this for my Fan Page. My personal page I actually type in there, but we do this, especially when we have promotions.

Remember I was telling how do deal with your blogs? Just let them go ahead and put those in. You can put them in for days and months at a time.

Preschedule them. You can pick the time that they're going to go out. They go out to all those platforms, and then all you have to do is go check in and post throughout the day.

Another thing that we automate is my Ezine, my newsletter. That can also be set up ahead of time. The messages that you all get when you sign up for programs, when I look to launch something, I plan it all the way out.

Remember I told you; you need to be prepared for the next step? When someone signs up, what going to happen? I'm going to tell them "Thank you." What else am I going to tell them?

March 31, 2011

Training Call #4

“Hey, this is what you should expect on this day, and this is what you should expect on this day...” You know, planning really helps, so we won’t be scrambling at the last minute.

If you’re scrambling at the last minute in the beginning, it’s okay. You can do that. It’s part of it. I’ve done it a lot of times. Okay, you can also automate your teleseminars.

I don’t use this platform anymore. For the most part, I try to do everyone live, unless I double-book myself, which I did once, so then I had to preschedule.

There’s a service called Black and White Communications. I think it’s BlackandWhite.com, and I’ll put that in the resources. It allows you to preschedule your teleseminars, so you can record it today and say that you’re going to play it tomorrow or three weeks from now.

So anything that’s repeated, look for a way to automate it and then delegate. As a visionary, a CEO, a person who is responsible for most of the vision and the possibility, it’s not the best use of your time if you’re doing all the things that I told you.

You need to oversee these things, so look at the things that you can delegate. Choose one of your expansion buddies and delegate these tasks. I don’t do all of my social media I do my personal touches.

I don’t do my scheduling, my assistant does. My time is better used preparing courses like this, speaking to you, writing. Those are where my skills are best used.

When you save time and energy only focusing on those things that number one, you’re great at and number two, allows your gifts to be used very strongly, expanding your reach becomes so easy.

I met with a guy last night because once a week on Wednesdays I have a late night, get acquainted session and he signed up for it. He is a pastor and he has a very strong accent from Africa.

As I was talking to him about how we were going to work together, he said, “You know, I believe like Peter,” I was like, “Huh?” “I should just be serving. I should go in serving, let them wait tables. It gives me a headache to think about all this administrative stuff!”

It was so funny, but I just so appreciated him. He said, “All I want to do is just preach and teach. That’s all I want to do, but I know I need this and

March 31, 2011

Training Call #4

I'm not the right person. Whatever you say, I know I need it. I just wanted to talk to you."

I said, "You know what? Those are the people who I want to work with. That's a visionary who knows he needs a strategist," and so he sought out one. If that's where you are in your business and your ministry, I would be happy to help you with that and serve as your strategist.

I would be honored to serve alongside you on your team as your strategist, if it's on a consistent basis or even if it's on a short-term basis, just to help you map it out in much more detail. I have designed something just for you, for those of you who participated in this JUMPSTART program.

One of the options that I offer is VIP Strategies Days where they get all access to me one-on-one, in person or virtually. I've now opened up the Virtual Option where we can just look at your ministry, your business, and map out you're next steps for the next 12 to 18 months.

If that's what you feel that you need, simply email into our team support@Moruwa.com and let us know you're interested in finding out more.

Over the next week, I will also send you an email about this, so you know more about it, but it's specifically for those who've entered into the JUMPSTART program. You get a special bonus and a special savings for making your initial investment.

Now, I did say I was going to talk about big media. I may make a bonus audio and talk about big media. Big media is only relevant if one of two things:

That is where your target audience is gathered in large numbers, it's only relevant or necessary if it's the only way you can reach them. If you're at a place where you're ready to go "Everywhere," and you have the budget for it and the backend platform for it, and if you have already developed a strategy for making it effective.

I see a lot of people, just out of sheer ignorance and zestperation, jump into big media and over exhaust their budgets, and don't even see a fraction of the return that they need.

With the advent of the Internet, with some of the tools that I've shared with you today, there's no need to rush out into big media. If the media is not covering you from a PR standpoint, I don't recommend seeking them at this point, unless you're in one of those phases.

March 31, 2011

Training Call #4

I do have clients and we are where I told you. I have one who's now in year five, 6,000 members strong—started out with less than 100. In year five, we are just considering big media. Never used it before.

So you can grow and expand with integrity and it can be sustainable without using big media. I'm not against it, but I want you to use it wisely.

I think I've covered everything...Oh, my God, I see a whole other page. Oh no! Okay, I was getting nervous! Oh my goodness. Okay, the one way I figure out what to do...I do have a whole other page, but I've been talking about it the whole time.

This is how I figure out what works for me. Number one, I only pick one or two things to do at a time. I work those things and if they're getting me results, I see if I can multiply those results. If the results multiply, I keep doing it.

If I get stagnate or stale, it's not giving me what I thought, I move on to the next place. Results dictate my actions, nothing else. I do not chase what's high and what is popular; what's hot and what's the thing of the time.

Because I did that, and I was crazy. I was doing everything and it had no effectiveness. So I only work on what works, and I don't move from the next thing until it's proven that it's not working for me. That's what I encourage you to do.

Look at the results, measure the results. Let the results dictate where you go next. Do not – do not – please, resist the temptation to be in everything all the time. You don't have to.

You can really expand your reach, and really, really blow up on one platform. I want to encourage you definitely to have a highway and a bi-way and to make sure that you're maximizing those two areas.

If you need more help on that and ways to measure it, then let me know. The key—the one bonus tip I want to tell you about the highway, it's not good if you don't have a list.

Your success on the highway is going to be measured by the size of your list, if you're not selling anything. It's either going to be sales or the list, and I would go for the list all the time. If you're not capturing the list, you're missing a huge opportunity on the Internet.

For offline, it's the same thing, but it's a little bit different. Oh yeah, I did want to tell you these things. Okay, I promised this is it and I'm going to let

March 31, 2011

Training Call #4

you go. Thank you so much for staying on the call, but I want to share this with you.

Here are the things that I look for. Before you consider TV, big TV, go [inaudible Web 1:54:56.3] TV. Before you consider radio—unless you're doing an ad—go BlogTalk Radio or podcasts because this let's you know if people want to hear you anyway.

Before you do a billboard, unless it's one that is budget-friendly, then go postcard because postcard is much more direct. Remember, the only thing that matters is engagement.

Let me just say this right here. I want to help you because I fell victim to this and I don't want you to do it. This is how you tell what works, okay? It's working if this happens.

Your Web site is working if you're having increased sales and increased subscribers. If you're not seeing any of those things, your Web site is not working period.

Your blog is working if you have increased posts. People are commenting back to you, and they're sharing your blog or if someone is contacting you and they said "I found your blog."

Those are the only tools. It doesn't matter if someone says, "You had a good article, that's great!" What activity has come out of that? Don't get into, "Oh, that was so good!" No, no, no, no, no we want tangible results that we can see.

Social media is working for you: for Twitter, if you get retweets and replies, it's working and you're doing good. Facebook, if you get "likes" and comments. LinkedIn is working if you get registrations, comments and replies.

Your webinars, your teleseminars and your speaking engagements, are you ready for this? It is not working just because someone says, "Oh, my God, that was so good an inspirational!" I mean, that's good but doesn't mean you're going to expand your reach.

It works for you if you get further invitations to speak, to teach, to train. If you receive sales out of it, or if there is intentional further engagement from your audience, do not allow people to say that "It was good, I enjoyed it," to be enough.

March 31, 2011

Training Call #4

What is the investment? What is the next step? If your audience takes your next step, then you know that you're effective. Because you cannot grow if your audience isn't taking their next step.

We're not up here to be celebrities and for people to say, "Oh, we're so good." We're here to create transformation in the world around us. The only way transformation occurs is if an encounter turns into an experience, and experience turns into a transformation.

I have really enjoyed your time today, and I thank you so much for investing in this JUMPSTART program; investing in your ministry and your business, and choosing me to be the person or vehicle for which God can be used to help you along your journey.

I'm excited about next week's Q&A Call. Bring all of your questions. I look forward to answering them. Until then, be blessed and have a great week!

Thank you.

March 31, 2011
Training Call #4