

EXPLORE YOUR ENTHUSIASM

EPISODE 169: THE SOCIAL MEDIA TOOLS I USE AND WHY

Why and how do I share so much content on so many different channels? Today I'm answering your question about my own marketing plan.

In [our last Q+A episode](#), I got a BIG question that I thought deserved its own episode, so today I'm going to answer it. I'm going to tell you exactly what tools I use to market my work, how they all work together so I'm not spending all day marketing, and why I do what I do... including what I'd like to fix.

Christianne asks:

"Thanks so much for your podcast. It's one of my favorites these days. My question has to do with the many online and social platforms you use to share content and connect with your people (blog, email list, podcast, IG photos, IG stories, YouTube, FB page, FB Live, Twitter, etc.). Would you be up for sharing all the different outlets you use today and how you specifically use each one? Part of this question is pure curiosity. You're one of the most prolific content producers I know, and I'm amazed at how many online tools and platforms you use to reach people. What all does it encompass, ultimately, and what is your intention for each one? The other aspect of this question is connected to my own business planning. I recently pared back from FB to focus solely on IG, which I've been loving. Now I'm starting to consider adding FB back into the mix but want to be intentional about it. I'm also getting prepped to relaunch my blog and newsletter with an aim toward building my list. I want all these things to work together and yet offer their own unique value, which is one reason I'd love to hear how you regard each of the tools you use and allow them to work together while remaining unique to their purpose. (I know you've talked on the podcast before about creating a marketing system where all the outlets support your plan and each other, but I don't recall how recent your last take on this was and would love to hear your current thoughts.) Thank you so much for considering our questions!"

Ok, so before we get into it, before I ever share what I'm doing, I like to offer the caveat that you likely have a different biz model than I do. I have an education and mentoring business, with only a small part of it based on products, which are all related to my education on mindset,

confidence, effectively sharing your work, and profitability. Like I said last week, my mission is financial independence and time freedom for women... so that is what I'm reflecting in EVERYTHING I do in my business - from what products I sell, to what classes I teach, to what organizations I partner with - to what social media I use and what I post there.

So as I go through my tools, ask yourself: What is your mission? What is your work ABOUT beyond just the product? If you can share THAT in everything you do, you'll find all your marketing is more effective.

My overall intention with all of this is to spread my Mission IN my marketing (ie, I don't do anything that's not in alignment with instilling confidence and self-trust and empowering women to make business decisions) and to give people a sample of what I sell. I sell classes and books, so my main content is an example of my voice for classes and books. Now, the thing to keep in mind is that the podcast is general theory, whereas the classes and books are SUPER aimed at YOU figuring out your marketing, profit, confidence, etc. I give philosophy in free stuff, application in paid stuff.

It may seem like I do a lot of free stuff, but everything I do is interrelated. I'm not creating totally new content for one tool; it all feeds into each other.

The heart of it is the podcast, what you're hearing or watching right now. My podcast, both in audio and video form, lives on my blog and is emailed out to my list - that's really one piece of content available in several formats:

PDF transcript - This is actually the first step of podcast creation. I sit down and right out what I want to say, then we turn this into a PDF and attach it to each podcast episode. If you haven't ever gotten the transcript, you can go to any podcast episode (like [this one](#)) and there's a form at the bottom of the post, just put in your email address and the PDF is emailed to you!

Audio - which I do because audio is my favorite way to learn from teachers, outside of a big book and because it's SO untapped. I'm gonna talk more about why you should do an audio podcast in a class with CreativeLive (in October!).

YouTube - I'm already sitting there recording the podcast, so why not just record it on video? I fought this for a good 6 months, until Joeli Kelly (who is now my video editor) convinced me to just try it. I started by Periscoping my audio recordings and people liked that so much, I started putting them on YouTube. Then I realized it would be better quality if I recorded it on my computer and edited and uploaded that to YouTube.

Blog post - because not all of you use a podcast listener (especially when I started 3 years ago!), or go to YouTube, I post these on my blog. This also lets me have the podcast archive all in one spot. The blog posts are really just everything above in one place, nothing new except links to what I mention.

Email - I send the podcast episode in a weekly email, it's super similar to what's on the blog, but since not everyone remembers to go to the blog (or wants to remember!), sending it via email gives them an easier way to get it!

So those are FIVE platforms for really one piece of content - it's written, recorded, then shared both on my site and via email.

I wanna stop here for a minute and talk about email - I used to write TOTALLY new lessons for the weekly emails and you only got them when you subscribed. But this year in my annual survey I asked you what you wanted via email and you all said: The podcast episodes. I resisted this change, because I thought - the emails should be different! Unique! But I had to ask myself the question I always ask you: WHY did people subscribe? Most of my subscribers signed up to get a podcast transcript or worksheet so... they want to know about the podcast! They want more of what initially brought them in. It's my job to send them (you) what they want!

This is REALLY important to keep in mind - everyone uses different methods to consume content. Some of you just found me on YouTube and you might not even know I have an email list. Some of you only ever listen after you get an email. And some of you forget all about me, then come back every 3 months to my site and binge it all. Lots of you pick and choose based on what you're doing that week. You may see it in your podcast feed, but not listen until you get the email or see a tweet about it.

Now, the podcast is the center of the hub, and out from it comes spokes - those are platforms where I both share what's on the podcast and where people find me and are sent back to the podcast. These spokes are: [Instagram](#) - both the main feed and Stories - [Facebook Page](#) + Lives on that page, and [Twitter](#).

Christianne asked how I use each one and what my intention is for each one. Let me start with my intention - like with the podcast, my intention is to spread my mission with the content and to help people find the other resources I offer - the podcast, the classes, the books. My intention for all of it is that it serves you where you are and if you need the next step, I make it easy for you to FIND the next step. The posts on a platform have to be of service to you in and of themselves

AND they move you to the next step. (Because, remember, my goal is education. So I can't just sell education, I also have to educate as I go.)

AS FOR HOW I USE THEM:

Instagram:

Longer encouraging bits with edited pretty pictures. I think of my Instagram feed as a way to collect and remember beautiful moments and to give you something small throughout the day to cheer you up.

Instagram Stories:

A real-life, real-time look at what my day is like. It's not really aimed at teaching or encouraging, except in the way that seeing how someone else is structuring their day or what books they're reading or that they're dealing with rejections is encouraging in an indirect way.

Facebook page and Twitter:

These are mostly just distribution channels. I distribute my podcast and blog posts and Instagram posts, which I spend so much time crafting, on Facebook - because that's where people are. I will also have impromptu convos on Twitter with my friends. I've been on Twitter since 2007, but if I was starting today I don't think I'd spend any time and energy on it.

Facebook Live:

I mostly do Lives inside my exclusive groups (both the Starship and the essential oils custom groups), but if I do one on my Facebook page it's because I want to share a lesson right there, in the moment. YouTube Live is similar - I often just use it as a way to do a live recording and get some feedback while I record, so mini-lessons that I haven't really planned and written down, that are more casual. This is because I've found that I have a lot I could teach on, but it doesn't all need a long recorded podcast.

One last way to think about all this is a path - I'm not just trying to be on every tool there is, I'm looking to use tools that will help YOU move down the path to the best resource for what you need right now. I'm always adjusting my path, but right now it works like this: Instagram, Facebook, Twitter, extra videos on YouTube -> podcast (in all its forms) and website -> email -> free e-courses, challenges and webinars which dive deeper into one particular topic -> the right class or book for where you are. My intention for all of it is that it serves you where you are and if you need the next step, it's easy for you to FIND the next step. If you don't need a class or book, and you just need ongoing encouragement, then the podcast/email is where your path

stops and you'll still be well-served! If you don't need a podcast/weekly biz lesson, Instagram (and Stories) will serve you in giving you even tinier bites of encouragement or of the real-life view of what building a business is like.

Well, that's everything! If you have a follow-up question or want me to go into more detail, just let me know! I'd love to see what YOU do - post a photo on Instagram and use the hashtag #exploreyourenthusiasm so I can see!

Thanks for asking questions and thanks for listening! I wish you an enthusiastic day.