

**JANINE OGG:** We all know we should be doing social media, right? But how do we know that the time and the energy that we bring to it are worth it? And how do we make sure that we're getting results?

The somewhat addictive nature of social media and the overwhelming array of options out there, I mean, there's so many of the mums that we talked to was completely overwhelmed by social media. And that clarity about how to get real results using social media for their business.

So if you are seeking tips for getting better results in less time with social media, then you're going to love our interview today with social media maven, Natalie Cutler-Walsh, of Go To Girl's social media and everything.

So we'd been working with Nat for a while now as a past client and a partner now. And we love the energy and vibe. She's really passionate about social media and what it can do to both grown your business but also have a bigger impact in the world. And she's a living, breathing example that it works as well, which is really great having used social media to grow her business really fast over the past couple of years.

So today, I'm gonna pick Nat's brains and really challenge her to share her best tips for getting results for social media in the least possible amount of time because we know that so many of you listening in are working part time. You have a limited number of hours each week to work on your business and you don't want those all to be taken up by social media.

So, what works and what doesn't work when you're after quick results and you only have a few hours a week to spend on social media, at most. So, welcome, Nat. It's great to have you here.

**NATALIE CUTLER-WALSH :** Hey, J9. Thanks for having me.

**JANINE:** Pleasure. So we're going to dig a bit deep into your story in a moment. But first, can you give us your quick intro about who you are and what you're doing at Go To Girl.

**NATALIE:** Yeah, so my tagline is actually connecting and coaching women entrepreneurs by helping them get more fun and flow in their business. And so, yeah, the tagline that's on my sign is making social media and networking easy, fun and fabulous.

[00:02:01.21] So, I just love working with women entrepreneurs. That's who I resonate with. I do, you know, I went and spoke in an event last night and half of the room were men. And, you know, I was like, I do work with men, but really, my main, niche is women. I love working with women entrepreneurs. And that's exactly right, like helping them to get out of that overwhelm because it can be very overwhelming.

**JANINE:** Cool. And so, let's look a bit inside into your life, Nat. How do you juggle work and kids and what you do outside work and how many hours each week you work? What does it look like for you? What's a day in the life of Nat Cutler-Walsh look like these days?

**NATALIE:** Yeah, well it's tricky. It's always a bit of a, a juggle and I'm always tweaking it. Now my youngest –just to paint a little picture – my youngest is not at school yet. He's four and a half. The other two are at school. So, for those people that have, you know, young ones, it's a bit tricky with the kindergarten and everything.

So I only, just two weeks ago, added another day of kindergarten for him, which for me was monumental. Mainly in the sense that I was like, oh I know he doesn't love it. Maybe I should get a nanny. You know, I find it really hard to make those decisions. I call the co-mum-drum. The biggest... It's like the biggest conundrum of motherhood is working out your childcare and when to work and how to work and so that everybody is happy.

So, what that looks like for me is I basically, probably work about 25 or 30 hours a week. I usually only have him in now it's three and half days a week. Just to clarify, that does not mean 7 o'clock 'til like 5 o'clock. That means 9 o'clock 'til 2:45, right? 'Coz I still gotta get to school.

JANINE: Yeah.

NATALIE: So it's not really that much time. So just to give a sense for it, even on my workday, I still spend more time with the kids than working. I'm not justifying myself, I'm just saying like, really, it's not that much time. It's only like five hours. So I feel like when I am working, I am just like so in the zone and I love what I do.

[00:04:00.08] And the time just go so fast. And it's funny 'coz my husband is like, he's at work kind of like watching the clock, you know, it's a long day at his office job and I'm just like, savoring the minutes of work.

So it's an interesting paradox. But at the moment, yeah, I'm working about 25, 30 hours a week. I am still working outside of that time as well so one of my tips is buffer and boundaries for myself as well as for anyone around when you work and when you don't work.

JANINE: Yeah, you told me on that struggle as well, deciding what's acceptable for you and to how much time your kids are in childcare. But that's a really great point that you made about the amount of time that he's spending there and still spending with you. I had never thought of it that way before but it's a great point. So, how do you translate all of this work into a viable business model then, Nat? Can you tell us a little bit more about how you're generating revenue from your business and how you're supporting your family?

NATALIE: Yeah, sure. So it's been a bit of a journey that I have tweaked things over the past three and a half years. And at the moment, what I did is I actually decided that I had, or got told by other people, you were probably one of them, that I had to many offerings. So just recently, I zushed up my website, people can check it out if they wanna see... What I really advise people to do is make sure you bring people home to your website using social media. And when they get there, make sure it's really clear what problem you solve and how they can work with you.

And so, I've actually just taken my own advice. I've done a zush on my website and I've got three buttons that basically say like, how they can work with me.

So I've got my join our online community. That's my mastermind group. I've got one on one coaching. That's one on one coaching. And I've got D.I.Y., I think it's I wanna learn D.I.Y. is the wording I think, on that button. And that is my seven secrets to social media networking which is an online course which is videos and checklists and challenges. It's all D.I.Y.

And so that's great because that covers the board in terms of price range for people and it gives them the result that they want based on their budget and the time period that they want the results in.

[00:06:05.01]

JANINE: Awesome. Cool, thanks for sharing that. And that's a really kind of established model for coaches and consultants, isn't it? That one to one work alongside us, those make more leverage products?

NATALIE: Yeah.

JANINE: Actually there's lots of mums listening in. And I guess, you get told that you should do that when you are a consultant or a coach or

whatever. But like you say, is she coming down to a narrow range of products that work really well and a great sales funnel. It's so much harder than you think when you're first starting out. It seems like, oh just start one to one program and then I'll have an A course, and then I'll have something else that will be really simple. But it actually takes a lot of refining and measuring, doesn't it? To get it working and to get this sales funnel, getting the results you wanna get.

**NATALIE:** Yeah, and I was like one of the many people that... I'm a giver. And when people say, oh can you run a course on Facebook? Or can you do some workshop on leap pages or Mailchimp? And I was like, "Sure I'll do that for you."

And so I found that I was constantly running these workshops filling the workshops which takes time, you know, preparing and planning. And so I've kind of moved away from that. I still do in person networking events and some in person stuff but I kind of... I just have less offerings. But now I can actually help more people.

**JANINE:** Yeah. And I can remember, 'coz I'm on your email list of course, seeing workshops coming through every 5 minutes and thinking, "Woah, where does she find the time to do all this? Is she crazy?"

But the other great thing about it, when, you know, on those early years, just 'coz there's so much opportunity to engage with your client base too, doesn't it? And to find out what are those they are struggling with and to learn more about them. So, I think it's great that you were doing that. It was really responsive to your community. Your community told you that you needed something and so you went live with it.

**NATALIE:** And you know what? The other thing I have to agree with you and I think it's really important to note for people that sometimes running a workshop, not every five minutes but, running a workshop in person, maybe the same workshop a few times, and you get the FAQ's

that come through and you tweak your content and then you take it online. So it's a great, it's like a pilot, you know? You can test it out, you can make a little bit of money, and then take it online. So you don't have to keep offering it though.

[00:08:10.10]

JANINE: Yeah.

NATALIE: It's not saving you.

JANINE: Yeah. And if you're being really keen about it, you can even video parts of it or repurpose the content that you've created for the face to face workshop for you online products, that's true. So, sounds like you are going great and you're really getting clearer and clearer about where your business is going and your revenue modeling things. So, but, when you look back at your business journey so far what would you say is your biggest achievement?

NATALIE: Okay, my biggest achievement with my business, oh maybe it's tomorrow! So tomorrow, I'm speaking at a social media conference here in Auckland with Facebook and Google and Annah Stretton and Air New Zealand and Spark and Go To Girl.

So, that's really cool. I think that's pretty exciting because I'm used to speaking to a room full of a hundred but they're my people, like, they come to my event. And I've spoken at other events, 50 people, you know, I've been a speaker. But this is... It's gonna be a room full of, I don't know, 150 people. And it's kind of a lot of, yeah; it's a little bit bigger. It's just a different level which is great. I'm ready for it. I'm excited.

JANINE: Awesome. So, I bet there will be so mums who's saying who I kind of list... Interested in the whole speaking on the stage thing.

So, do you wanna share a little bit about, you know, at the end, 'coz this is key mistake I see a lot with people who when they are speaking is, not thinking through how they're going to generate business from what they are doing on the stage.

And so, how are they gonna get people to, you know, how are they gonna create that ongoing relationship? So, have you set that up in what you do with your speaking events, Nat? How you can... how are you getting people's email addresses or what are doing to be able to continue that relationship with them beyond the event?

NATALIE: I think that first of all, it really depends on who is hosting the event and what the expectations are or the rules as such. So this event that I'm doing tomorrow is like a no pitch event. So we are not allowed to pitch anything. Which is fine, like, if you just have to know the opportunities or not opportunities that are there.

There's gonna be a booklet that they are gonna put out and of course, in the lead up to the event, there's lots of promo. But there was... There's no email addresses coming at me at that point.

[00:10:07.19] But at other events, particularly my events, I will definitely do an upsell, like and offer in the moment and usually what I do is bonus is up. Meaning, rather than discounting it all, probably make it even more appealing by adding a few extras like if you sign up tonight and you're also gonna get this and that.

And so that's my event, I can do that. I, sometimes in the past, actually physically handed out a clipboard with like, with a little table that I printed out. It looks moderately professional. Where some of my other peers, they actually get the forms printed out so people can type in your carbon copy, credit card number, all that kind of thing.

JANINE: Right.

NATALIE: Interestingly, from my mastermind group which at my last event, that was where I was acquainting people. They have to do it online because it is a subscription. So it's just a monthly subscription. 47 New Zealand dollars. Easy peasy.

So I actually sent the link for them to go to and to sign up on the spot. I had a number of people do that on the spot. So it just really depends what you wanna offer and how they physically, how do they sign up for it. Like, are they writing their names down and taking that they're interested or do you actually want them to give a deposit, like, yeah I think it's really important. Like you said, to be clear about what your personal, like, goal is.

I spoke at a marketing power pack event last week. And someone at the start of the event said, what's your goal for this event? And I said, I'm hoping to get five people sign up to my mastermind group. So that was my personal goal. I was on a panel. I wasn't speaking and I was not allowed, again, not doing a pitch of any sort. So straight away, I had actually two people sign up and hopefully in the follow up, I'll have a few more. Now, with that event, again, I didn't get email addresses. So it really depends on the event and the expectations and the kind of guidelines of the host.

JANINE: Cool. And you can just say a really clear example of also being clear in your intention and just even having that in your head as you go on to something really helps you to make sure that you follow through and that you got it in the forefront of your mind, doesn't it?

[00:12:01.17] And just speaking and as you're engaging with people during the day. So, lots of great tips there, thank you. So what about when you're looking back on your journey, Nat, what would you, what might you do differently if you could do things over again? What's something that, you know, something that our mums could learn from you in terms of what you might change or do differently?

NATALIE: Yeah, this one's easy, actually. So, we talked about knowing your niche, that's great. What I would do differently is I would niche down on your niche offerings.

Okay, let me explain. So I wrote this book, as you know, as people might know, which is called "If Only They Told me." Okay, so here it is. If only they told me all the things you wish you've been told about pregnancy, parenting, and relationships in the early years, right? Very, very broad topic. All the things you wish you've been told and with it... In the early years from pregnancy to starting school, it's a lot of time. Whereas my friend, Dorothy Wade, who is the baby was... First she just brought out this book. I believe in co-competition so it's cool that I'm showing this book.

And so, it is called, "You Simply Can't Spoil a Newborn: Your Essential Kiwi Guide to Nurturing Your Baby in the First 3 Months," right? So what... I guess my message here – very specific – first three months into a nurturing your baby.

So you're kind of a specific topic and specific time frame. Here's another example. I brought out my D.I.Y. course which is called "The Seven Secrets of Social Media and Networking," right? Which is a really long title. It's very vague, like you're not really clear what you're getting. And I try to do so much 'coz I wanted to help so many people and I wanted to cover so many topics that it's actually hard... Harder to sell than something that is very specific.

Right? So another example, my friend and client Wick Nixon from Wicked Wellbeing. She did a 21 marvelous raw lunchbox makeover. A challenge, a multi-day challenge.

[00:14:00.07] And by the way, multi-day challenges, in terms of lead magnets, are working, like, so well right now. They're like working more than anything else. More than do's and don'ts and checklists and tips. So that's cool. But what she was offering is very specific. So out of that, she offered people, like, tips for the healthy lunchboxes. It's very specific. And a book that she sold. And she did really well because it's a pain that mum's feel, right? We know the pain of making lunches day after day.

JANINE: Hmm, yeah.

NATALIE: And she was the solution. So it's like, know the problem. Be the solution. But I say, be a very, very specific solution. You can have a range of items. But I would package them in very go niche with your niche. I hope that makes sense.

JANINE: Yup, excellently. And I, you know, we've talked about this before, I'm sure. How often you see this with clients. It's that fear holding them back from being able to pick one thing and like we think that if we pick one thing and we go now all of a sudden we can't do anything else. And really, I get the key message we're trying to get across at the moment is that, actually it's what... Actually is what liberates you to go bigger and bolder with you other offering because once you establish yourself as that superhero, that expert on that... In that very little niche, then that just, you know, the reputation, the credibility, extends out to your other products and your other offerings.

And so I totally agree with you 100% on that. It's a great tip, thanks for sharing. So that's what Nat would do differently that's around niche. So those of you who in our community are have heard me reveling on and on about niche, there you go again.

So, there's so many great general business tips that we've talking about, but it will be wonderful, Nat, is to sort of narrow in social media, Na. And chat about the problem that we have, often, which is limited time and how to get best results with social media at that time because it seems like for many mums that is a real struggle in that they're wasting time with social media or they know they should be on there so they're doing a lot of work but don't know how to get the results.

[00:15:58.21] So, by results, I'm talking, you know, being clear about what their goal is. Is it sales, or is it emails, sign ups, and growing their audience

or whatever it could be and then how they're using social media to make that happen for them.

NATALIE: Yeah.

JANINE: So, what are a couple of your tips, key tips you can give our mums to take away on that?

NATALIE: Yeah, there are so many, so many things that I wanna mention. I guess the one of the first things is don't try to do it all. Don't try to be everywhere. And so again that comes back to your niche. Who are your people? Where are they hanging out on social media? That's where you should be. Okay? So that's pretty easy. So I say, be on two to three social media platforms where your people are hanging out. Because as you know, in social media, it's changing every day and there's so much coming at us, right?

And I'd say, you gotta try it. You gotta be like, "Yup, that's a good idea, I'll do that." That, I won't do. That's too hard basket. I'll do that later. And you just, like, you have to kind of try out all these opportunities or all these apps and tools and everything that are coming at you. So that's really... Tip number one is just accept the fact that you don't need to be everywhere. Just be where your people are and do a great job on those two to three social media platforms.

JANINE: Can I just... Can just jump in there and say, what do you think about if you know that your tribe is on Facebook and that's the place they're hanging out a lot, what do you think about actually just being able to focus on one social media platform and getting the results you're after with that?

NATALIE: You can totally do that and if you are only gonna do one, then Facebook is a great one to do. Even though organically, it's just totally declined, there are some things you can do to reach your people on Facebook. And particularly being part of groups, private groups and contributing and being generous and helpful in showcasing your expertise. And when it's called for, doing call to action posts where you are inviting people to sign up for your program or work with you in some way.

But yeah, Facebook is definitely, it has great potential. It's, I mean, I just was... On my mastermind group, we just had a coaching call. One of my clients was sharing her story about how she got 10,000 likes in a six month period. And one of the things that she did, amongst other things, where she had a five dollar a day ad running constantly.

[00:18:09.07]

JANINE: Yup.

NATALIE: And so when she said she only spent, you know, \$1300, and I'm like, that's actually not that much money, okay, over an eight month period. She has 11,000 likes now.

So granted she's doing great engagement, she's asking questions, she's asking the people for advice, she's doing great pictures, all of that kind of stuff as well. But my point is, like, five dollars a day is not that much money if it's gonna get you the audience, it's gonna get you the likes. And then, of course, you need to, like you said before, you need to actually know your goal. So you need to know, like, what you want to offer your people.

So I think it is really important to know your goal, to focus like, right now, what is my goal. Okay, my goal is to grow my likes for social proof, for credibility. And so that then I can target them and get them to sign up with my program. You know, I can nurture them, that kind of thing.

Or maybe your goal, at this different point in time, is I actually need to get 20 people to sign up for this workshop that I'm running. That is

my number one goal, and then what are my three action steps around that and how can I achieve those using Facebook, for example. With you know, beautiful visual imagery, doing a video, all sorts of things. You know, targeted to your Facebook ads as well.

JANINE: Cool, thank you, yeah. Great. Next step, I can't wait to hear it.

NATALIE: Well, I just mentioned video. Okay, so video is huge in 2015. So my tip is give people a window into who you are. People love people. And they're on Facebook remember and social media to like, engage. And they don't want to just see your beautiful, glossy pictures.

So on one hand, I'm saying, yes, you should have consistent branding. You should have professional photos and beautiful cover images. You wanna invest in great graphic design and photography. Totally agree with that. On the other hand as well, you also wanna show them a little bit of like the real you now and then. You don't have to show them like, your dirty laundry pile or anything like that, but you do wanna do, like, a video now and then.

[00:20:05.13] If you're a... If you, for example me with a parenting thing, you know, maybe a video of me and my kids, oh it's upside down. Me and my kids making dinner or tidying up the lego or whatever it is. Just give them a window into who you are as a person. You know, it might be you just talking to the camera. It might be you holding the phone and commentating, like voice over. It might just be a blog post where it's just a picture of you telling your story, you know, about why you started your business in the first place or where you are coming from. A problem that you overcame, you know?

There are people will have different personal boundaries about how much they wanna share but people love to know the real you.

And even other ideas. Behind the scenes photos or videos. If you're selling products, you can do pictures or videos like, look at what just came in. Look, our shipment just arrived, we're so excited to get these on the shelves or upload these photos on to the website. So don't just

show them the professional photos. Show them, like, the cardboard box that, you know, just arrived at the door, that kind of stuff. People wanna see the real stuff as well as the professional stuff. So don't do either or, definitely do both.

**JANINE:** Gotcha. And that fear of... Fear can hold people back quite often from sharing more about who they are and also the ups and downs of what is going on with their business 'coz you can feel quite vulnerable when you put that stuff out there.

I was just talking with another guest about that yesterday morning. It's a really, I think. A really big barrier for some mums in particular that the confidence issues and self-belief issues that may stop them from putting themselves out on video.

So, it's also a great opportunity to grow your own self-awareness, your own self-confidence. As a part of your business journey is actually to challenge yourself and say, "Hey, I'm gonna join this 30 day video challenge."

It's a great challenge, I can't remember the name of the one that runs it. But several of our clients have been doing this 30 day video challenge. And it's incredible watching how their confidence grows and then the videos they're putting out in the end are great.

[00:22:04.10] So, if you're listening in and you're afraid, or you really wanna give it a go but you're not quite sure, then go and join something like that where there is a support group and start building your confidence and just give it a go. Get some runs on the board.

**NATALIE:** And if you really wanna put yourself out there you can do a Periscope which is live stream video where you're actually like, people are seeing you live real time. So it's not a video you pre-record and approve and upload. It's actually live, kind of like live broadcasting. Periscope or Meerkat is the other one and another one that just come out which is more like group broadcasting is called Blab.

So those are some new tools and opportunities, but they are all opportunities to give people a window into who you are, to showcase your expertise, to share your goodness in a more natural, raw, and real way rather than like a professional scripted video style.

JANINE: Right. Yep. Have you got more for me or should I...

NATALIE: Yeah, I do. I guess one of the main things I wanna say about social media is my philosophy which is give, give, get. Right? So it's like you wanna be helpful and friendly. You wanna do inspirational quotes; you wanna do entertaining photos, videos, that type of thing. And then, you also wanna do like some cold action.

So that's the thing, you actually wanna get something back in return. So sometimes I look at people's Facebook page, for example, and all they are doing is giving. They're doing like, recipes, and helpful tips and funny things, but they're never inviting people to work with them or they're never saying, you know, join my e-mail list or hey, follow me on Pinterest too or anything like that.

And on the flipside, there will be other people that do way too much call to action and they're not doing enough of the giving. They are just kind of, you know, asking people all the time. They are just broadcasting, they are just telling. Not engaging in conversation. And not doing enough of the inspirational and entertaining type of stuff.

So it's really a matter of making sure, if you look back now, your newsfeed that you've been posting on Facebook, for example, for twitter and just make sure that you're doing a variety of those things that you're giving and you're also getting.

[00:24:12.03] Like, you're asking people to come on back home to your website and check you out.

JANINE: Cool. There's another great tip. And I've got a question for you around Facebook likes because we had a client at one stage who when she first came to us she had... She already had might be 7,000 or could have been closer to 10,000 likes. But she really was getting no traction on her business. She wasn't able to translate that into sales as, you know, as well. It wasn't when we worked with her to start putting her e-mail list that she started to see some traction in terms of sales, 'coz she's able to engage a bit more with the audience.

So, what are your tips around, you know, building your e-mail audience using Facebook or the other social media platform? What can you share; I mean you shared a great one earlier about the challenges that are really hot at the moment. People obviously building e-mail lists using those, is that right?

NATALIE: Yeah, definitely. I mean there's... I know you've discussed before about lead magnets or opt-ins, you know? Something... And this is something you and I talked about when I was first coaching with you, right? Is to give, you know, what can you give people that's electronic and helpful and relevant in exchange for their e-mail address. And so it might be, you know, a top ten list or something or do's and don'ts.

The one that I've got at the moment is six mistakes you don't wanna make on Periscope. So that's my... It's a free download. But really, the ones that are working best are the multi-day challenges and the reason for that is because you're getting a chance to nurture people. You're giving them the opportunity to get to know you over a period of time rather than just relying on your auto-responders to do that.

Right? So, if you do a 30-day challenge or even a 15 or even a seven day challenge, and ideally, if it's appropriate and if you're up to it, having a couple of those bit videos so they get to actually see you even if it's not live, they get to see you. Then they're gonna kind of get to know your style, your personality, and hopefully within that you're also gonna share a little bit of your story.

[00:26:07.11] And then they're engaged, right? And if you are talking about things that they feel pain about, then they're going to want... And they resonate with you, then they're going to want to sign up for your program or a certain percentage of them are. So that's really what is working well, is this multi-day challenges. They've been around for a while but they are still working really, really well for people.

JANINE: Great. So there's an idea for you, if you're listening in and you're not really getting much traction with social media and you just need to decide on something, here's something that we know is working right now. Go and think about how it may apply to your business and give it a bash. And if you need to ask questions, Natalie has a fantastic Facebook group. The Go To Girl social media Facebook group. And so there's a great community in there and I'm sure, Nat, that quite a few of the women in there are running challenges with that, right?

NATALIE: Yeah, definitely. And then the other key of course is if you're gonna do Facebook advertising, don't just advertise to strangers to buy your product. That's not gonna work. You need to... If you're advertising to strangers, you need to give them the lead magnet, right? Something that's helpful and relevant and then you nurture them and invite them to work with you. Otherwise, yes do a Facebook ad, but target your existing likers or get the Facebook pixel on your websites where you can target anyone that's visited your website in the past six months. Or if you have a lead magnet, you can target people that have clicked on your lead magnet but haven't actually filled it out. They haven't put their e-mail. So you can do so many cool things with Facebook targeting.

And it's just like, are they, you know, warm leads or cold leads because if they're people that already know you a little bit, they're gonna be more likely to sign up. Whereas, if you're targeting strangers, I would never ask them to spend money with me until they get to know me. So just think of it, it's like dating.

JANINE: Yeah. Yeah. I love that dating analogy you used. Couple of things that, Nat, just to clarify for the listeners what you are meaning when you are talking about a lead magnet. What we would normally... We often call it the landing page.

NATALIE: Yeah.

[00:28:02.16]

JANINE: It's a place where people can go to give you their e-mail address in return for your wonderful resource or your free information that you are giving away for them and that could be... And you've probably, if you're listening in, I'm sure you have signed up for these, yourself in the past.

So, it can be as simple as basic landing page, leap pages, or Instapages, which is free. And that's where you're sending people to from your Facebook ad or from your promo to get them to give you their e-mail addresses. And that means that you can form that ongoing relationship with them.

NATALIE: I'll just qualify, like; I just said you don't want to sell to strangers out of the gate. However, it was something that I've seen that worked really well. Kim Garst from Boom Social, so she did a lead magnet which was like 25 amazing Facebook post ideas or something like that. You sign up for that, name, e-mail, it's free. Then it comes up with a thank you page, which is actually a video, not even her face, just like, some PowerPoint with her voice over telling you about Facebook and the potential of using Facebook. And then she says, before you dive in to the 25 ideas I've given you, you know, you might wanna also buy this video all about Facebook, something, something, something, \$9 US. Click here to buy.

And so I was like, wow that's so interesting. So straight out of the gate, she's asking me to buy something but it's only \$9. I get such a low barrier to entry price point. And I've been following her for ages, so I actually kind of know her and I totally bought it. So I guess it really made me think, you know what? You don't need to rely completely on your auto-responder e-mails that come after, you know, people receive after signing up to your lead magnet.

JANINE: Yup.

NATALIE: You can, if you have something that is... Electronics doesn't cost you time. You know, create it once, sell it often. If you have something that is electronic like a video workshop or something, and you can sell it for pretty low price, you're gonna get a bunch of people buying that. And so you can make some residual income. And it's just like, once you get that system setup, and then it just works for you, you know? You're making money while you go to the beach.

[00:29:56.29]

JANINE: Yeah, and what I like about it as well is you could put that video up for free because \$9 isn't much. You know, you have to sell a lot to make any money from it. But she's put a value on it and asked people to take that next step. So she knows that the people that buy that video are more qualified leads and are a bit more engaged in what she's got to offer. So I'm sure that she'll go on to sell more stuff to those people that, you know, invested \$9 on that video down the track. So I think it's quite a clever strategy. There's heaps of great tips in there, thanks so much, Nat. And Facebook ads came up a couple of times there and that is a whole another ball game.

NATALIE: Yes.

**JANINE:** We're gonna be doing a separate interview with that with Sandy Sidhu. So listeners, if you can look out for that as well. But yeah, some people are getting really great results with Facebook ads. But we are going to move to our closing question, Nat. 'Coz we love to hear your thoughts on what happens when you wake up tomorrow and there's a new law saying you can't work more than 20 hours a week. So how would you rejig your business so that you can do the same or even potentially more income in less than 20 hours a week? Or if you are already doing that, or if you've already achieved a full-time income working part-time, how have you done that?

**NATALIE:** Yeah, that's awesome and that's very timely for me because actually when I said you go to my website, there's three ways you can work with me. In fact, there is a fourth but it's kind of a secret squirrel. Like I don't actually advertise it. And so what I'm doing is I'm launching what I'm calling my influencers mastermind. So this is my... Everyone should really have, you know, depending on if you're product or services but, some sort of high end offer. So what I say is I would rather commend having a high volume low price point offering. Okay, so the example is the Kim Garst example I just gave, like a \$9 video, right?

Super cheap, loads of people can buy it. Also at the other end of the spectrum, with something's in between, but at the other end of the spectrum, have a low volume high priced point offering. Meaning something that's more expensive but only a few people can do it, right? And that way you're covering your bases in terms of the changes to the economy and also that way you're making the most of your time.

[00:32:00.29] So, for example, my influencers mastermind high price tag which I won't mention, but eight spots only. So, and those... And I got really niched with my niche in terms of who I love working with. And it's women entrepreneurs who have a burning desire to make a real difference in the world. Those are the girls that I wanna work with. I wanna help their business to shine and so they have more fun and more flow. And so that they can make better money and have more

time to enjoy it, like you know, have more time with their family or going on holidays or whatever.

But doing what they love doing and making a real difference in the world but now driving themselves into the ground, you know, by working too hard. So I love your question, yeah. So I guess my answer really is, having a high end offering that doesn't cost you lots and lots of time. So for me, you know, it's a group... It's a group coaching, it's one hour a week or yeah, it's probably gonna be an hour and a half a week with these ladies. I can give them amazing value but it's not costing me 8 hours a week to do.

**JANINE:** Yeah, so it's being smart isn't it about what you're putting together in terms of your income streams and how you're leveraging your time. That is a great tip and it's great to hear about how this has progressed, Nat. And to see, I mean, it's really been cool just to be a part of your journey from when you were starting out to wherever you are now. It's fantastic.

So, if people wanna come and work with you, Nat, or find out more about you, your website is [gotogirlsocialmedia.com](http://gotogirlsocialmedia.com), I think. But you've also got a giveaway for us today? For our listeners?

**NATALIE:** Yeah, so is they go to the website, and it's [gotogirlsocialmedia.com](http://gotogirlsocialmedia.com) or if you can remember [gotogirl.co.nz/getitdonemum](http://gotogirl.co.nz/getitdonemum), then on there, I'm gonna have my five favorite online tools and apps because I didn't mention some of them. But I've got some amazing apps and tools that I love that helped save, you know, save time and money that I'd love to share with you guys. So come and check that out. And you can come and check out my zushed up website as well.

**JANINE:** Cool. And I think we've talked on more of strategy level about what you can do in terms of being clever and smart about your strategy

around social media on this call but you're right, there's so many different apps and tools that you can use to save time. So, do go and check out that give away from Nat and thanks so much for joining us today, Nat. It's been a pleasure as usual. And all the best.

NATALIE: Thanks so much.