

*Craig Ballantyne:* Hi everyone. This is Craig Ballantyne from makemoremoneyonline.com. And I'm here today with my friend, Carrie Wilkerson, who is tearing it up in the social media world and also, just in the work at home mom world as well.

So, it's a little bit of a different call for us this month because we are getting a little bit outside the fitness industry, but the information here about how Carrie networks and how Carrie enhances her customer experience is going to really, really help you, so Carrie, welcome to the call.

*Carrie Wilkerson:* Thanks, Craig, glad to be here.

*Craig Ballantyne:* Why don't you tell us a little bit about your business and about yourself and then we will get to what you are doing now that is so good.

*Carrie Wilkerson:* Okay. Awesome. Actually I have four different businesses, online and off. And just to clarify, I am not, you know, marketing myself as a social media expert. What I am is a business woman who uses social media as an avenue, you know, to leverage my visibility, to leverage my credibility, and to really you know, funnel people into my space.

And so, you know, I don't teach a lot of social media, but I do, you know have some really great results from it and I'm happy to share that. So, the Barefoot Executive is an online community for work at home women and we have a membership site and we coaching and all those sorts of things.

It has not since branched into a lot of live speaking and a book and a television show, actually this year, we'll be doing and um, and now we are mentoring men and women, so we are not masterminding. We are doing some home study coaching and those kind of things, so really, the Barefoot Executive is, is a model for people who choose to work at home, male or female, no matter what their business model, whether it is online, whether it is off line.

Whether it is fitness or real estate or finance or even direct sales, so that's the Barefoot Executive. My other companies are a little bit more under the radar. One is a boutique publishing company for a specific niche of the direct sales industry. One is an online affiliate driven, free daily quote service, and then another is actually brand new coming out and it will be an association model, so the membership association model, as far as a credentializing authority

and endorsing authority for people that want to work at home, just really more professional spin on it.

So those are our four current business interests. We've had a total of eight and we've sold several just so we could simplify a little because I have four kids at home and a husband too and so, we are some busy folks, but what we've found is that social media allows us to expand our stage, if you will.

Expand our reach, whereas, the old school is you go to all the live events or you go to chamber of commerce or you go to all these in person things to grow your network. If you think of the Zig Ziglar model back in the day. And you grow your fan base that way and you meet people that way.

And then now that school of folks is trying to build their online presence. Well, as a work at home mom with four businesses as busy as I am, I decided to try to do the reverse Zig model is what I called it and I decided to build my audience virtually so that when I am available to do live speaking, my audience is already built. My circle of influence is already built. I can demand a higher price, uh, I can, you know, demand my own terms.

I hate the word demand, but if it's going to be worth it for me to leave my home and my business and my kids, it has to be really, really worth it, so social media is really just a great platform that we found to extend our reach while still being here, home based.

*Craig Ballantyne:* Okay, now that's really, really cool. Now, I met you actually, at a you know, real world seminar last year, and I remember when I met you and I knew that you were a champion networker and clearly successful back then, but what has happened in the last 12 months that's really allowed you to have such a break out year?

*Carrie Wilkerson:* You know, I think our numbers show that we have doubled our business this year. And Barefoot is actually a fairly new phenomenon. We started list building for that in late August of 2007 and now our reach is 60,000 of opt in's.

Not counting our social media lists with Facebook and Twitter and our podcast audience and our television audience and all that. The big difference is that this year, a couple of key live events that I chose to go and network like crazy. And then joining a mastermind, which you and I are both a part of to really cement some relationships and also play a bigger game.

Think, you know, look at what other people are doing more intimately. And really, get out of my comfort zone as far as what is possible when you sit at your home office, it is painted so much differently for you when you sit in a room of other people that are really stretching themselves too. It's really an incredible phenomenon.

But I have to say the breakout started mid summer when I started using, as silly as it sounds, when I started using Twitter and Facebook, everything that we were doing, we had some really great momentum going, but then we got onto Twitter and Facebook and started leveraging that and really the momentum has just been crazy, phenomenal.

It's really even hard to explain, but the circle of influence I have with big players has really been increased and the reach I have and the number of followers and friends that I have and those online medium are really, really pretty incredible.

Mari Smith, who I call the Facebook Queen, she calls it, um, virtual visibility strategy. You know, you get yourself visually everywhere and then you have that, um, kind of unspoken celebrity status, in a way, that people say, wow, I know I have seen you somewhere before, well, yeah, you've seen me everywhere because I have put myself everywhere.

You Tube, blog talk radio, Twitter, Facebook, all those things, my blogs, uh, I'm virtually everywhere and that, Craig, is a powerful unspoken credibility, whether I really know what I'm talking about or not, they can't argue with the fact that I seem to just be everywhere.

And then as you leverage this media and you prove that you do know what you are talking about and you are talking to people like yourself or like Yanik Silver or Mike Filsaime or Eban Pagan or Frank Kern, when they see me in conversation with those people that obviously know what they are talking about, it is the guilt by association model.

It is the halo effect, you know whatever she's doing must be right because these guys are in her space too. So social media, the use of Twitter and I've put up with you guys kind of making fun of me, you know, wasting my time on Twitter. And I'll tell you absolutely, it has been the catalyst, if you will, to launch me into where we are right now.

*Craig Ballantyne:* So your Twitter success, you would say that that goes down to sharing resources, helping other people, connecting other people, is that kind of the foundation of how someone would succeed using the social media?

*Carrie Wilkerson:* Yeah, you know, and I always say, it depends on what your motives are, you see, there are no rules, really. It's a free social platform, there are no rules, but there are some unspoken guidelines if you really want people to have you in their space. For instance, think of a cocktail party.

If you walk in and you don't have a conversation with anybody, you are just standing in the corner like shouting things out hoping that people will listen to you, like just broadcasting, then they may listen a couple of times because, oh, ah, look, that's Craig Ballantyne, he's doing really incredible stuff, but honestly, it's going to start falling on deaf ears.

But if you start having conversations with people and interacting with people and showing people that you are concerned about them and that you care about them, then more people start to eavesdrop on those conversations and it's like the popular person at the party, you see they are engaged with two or three people and then all of a sudden the circle around them starts to grow and more people start to be quite and listen and interact. Um, it's just like that.

So kind of, some of the unspoken guidelines are, get involved with people, get interactive, so I guess, if we are going to have a regular format for this call, I would say, why do you need social media, because I know that's a pressing question and I know that's a question I've had to answer for you probably more than one time, Craig, and that's why do you need social media?

Well, for one, it's the connections to other people. You can get on there and connect with hundreds of thousands of other fitness experts with the clicks of your mouse, which is powerful, in my opinion.

Because you know and I know a lot of those fitness professionals need to know how to leverage on line how to earn more money on line and you are the guy to teach them that, so you have access to those people whereas, just with a few searches, whereas it might take you longer to find them off line or at conferences, etcetera.

And then the credibility you can build, you have credibility because even on your Twitter profile, the before and after pictures.

The success stories, the people who are tweeting back and forth about your links and how their body has changed or how their energy level has changed or how their bottom line has changed, that's credibility for you too.

So you've got connections and then you've got credibility and then there's cash. Yes, you can absolutely monetize social media. You don't want to go in there just selling, selling, selling, but you are selling through your story selling, if you will, the conversations that you have.

You have seen the leads come in through Twitter. You have seen traffic come in through Twitter, have you not?

*Craig Ballantyne:* Yep.

*Carrie Wilkerson:* And so, the cash that you can earn from that, yes, you can tweet contests and specials and promotions and yes, you can directly monetize that way. You can also earn money because of the credibility you build, you are going to get asked to speak at more things. You are going to be asked to be on more interviews and teleconferences and those kind of things, but also, the connections that you build, the credibility you build, you never know who your next million dollar JV partner is.

Who your next million dollar idea is going to come from, so connections, credibility and cash, I don't know about you, but those are three very key things in my business. And I think those are powerful enough reasons on why to use your social media. But the how, like you asked a minute ago. The how do you use social media, let's even get beyond the technical and the tools and all that.

The how you use it is you've got to be conversational with people, to have a really powerful base of friends, followers and fans, you have to be conversational, you have to interact with them. And when you interact, it breaks down the guru shield. It makes you more real and more approachable.

And if they are idiots and if they are trying to spar with you or just leech on you, you can selectively who are you going to reply to and who not to. Especially as your follower base, your fan base grows, you do have to be a little bit more selective about that.

But you have to be conversational. You have to be consistent. You will have more of a faithful following and a fan base if you

are more consistent, whether it's once a day, three times a day, every three hours, you know or like me, if you are just in and out pretty constantly.

Um, you have to be consistent. Funny story is I was kind of out of pocket the last three days with our mastermind meeting and I had people direct messaging me to see if I was okay, to see if I had fallen off their follow list to make sure Twitter wasn't broken because they hadn't heard from me.

And I thought that was funny, you train them to look for you. You train them to hear from you, to see your picture to be in their space. It really is, um, it really is a very interesting powerful connection you have with these people, they feel like they know you. You know the old saying is it's not what you know, it's who you know. And I disagree. I think it's not what you know. It's not who you know.

It's who knows you and more importantly than that, it's who feels like they know you personally. There are a lot of people on this planet, Craig, that really feel like they know me. We've never met. We may have never had a personal conversation, but they feel like they know me because I am so authentic and so conversational in social media.

And that will draw people to you. It will make their stick rate to you higher and it makes the pain of disconnect very powerful. And that's a marketing term. The pain of disconnect means they don't want to unsubscribe from you. They don't want to cancel your service. They don't want to be out of your space because they feel important to you and you have become important to them.

So I think if there is anything the Barefoot Executive has going for it, it's that people don't want to be disconnected from me or from the atmosphere of the Barefoot Executive. So you want to be conversational, you want to be consistent. And more importantly, along with those things, you want to provide good content.

Now the saying is that people don't care how much you know until they know how much you care. So that's why it goes back to conversational and consistency. But you do have to know something. I mean, if it's just empty space, empty air, empty conversation then they are not necessarily going to give you cash, like we talked about earlier. So it really is important that you prove that you know what you are talking about.

Craig, you are a great example of that, when you post your workout videos, or your daily diet or those kind of things, even when you post links to other fitness professional's blogs, that's powerful social proof, that's powerful credibility, so you do have to provide content whether it's motivational quotes or success stories from some of your clients.

Or just a word of the day, you know, today in your fitness goals, I really want you to focus on consistency, you know, just little things like that really prove that you know what you are talking about and you are not just there for the party, but you are there to add um, value to the party.

One of the goals that I have for myself is when I come into the space of somebody, whether it's virtually or real, I want them to walk away from me feeling better about themselves or their mission than they did walking into my space. I never want them to walk away shaking their head, why am I here, why is she here, more importantly. I want them to walk away not necessarily feeling great about me, but feeling great about them, and so if you'll watch, on line, that's my goal there too.

It's for people to be empowered, for people to be excited, for people to be enriched, for people to stay on target and so if you can do that in the context of what you are teaching then really it draws people to you and then want to stay. I think that's why my stick rate, my pain of disconnect is really high. People want to hang out with me because they feel better about themselves, even when I'm kicking their butt.

They feel better about themselves when they walk away because maybe they have seen a different way to handle it or a different way to be better or whatever so, you know, it goes back to the why, is the connections, the credibility, and the cash. The how, is the conversational, consistency, and content.

Um, those are just a few of the keys as to why I feel like we are doing well with social media. And I really think that translates into any market, any model.

*Craig Ballantyne:* Okay, so that's cool and so you've helped some fitness people, me included. And some other people as well, and you've got some in your mastermind group, what have you found to be their weaknesses and their strengths in using social media and networking that way?

*Carrie Wilkerson:* **Uh, fitness professionals, especially I feel like, and I actually, interestingly enough, posted this yesterday. I feel like everybody in the room, everybody listening to this call tends to discount their own expertise, their own knowledge, their own skill set compared to everybody else.**

They feel that their experience and business model, etcetera, is not as valuable as the guy they are listening too or the girl they are looking at or the one sitting next to them. We tend to devalue ourselves and overvalue everyone else, when the truth of the matter is, we all come from a very different place. We all are uniquely gifted and qualified and we all bring something very different to the table.

So I think there is a hesitancy when they jump into social media, they tend to look at you or Tom Venuto, or some of these other names and think, wow, I could never have the same circle of influence. I could never have the same impact, you know, I could never be doing what they are doing, who am I to think that I could do that, when the truth is, just like at the gym, or just like in the offline world, you all have your own span, your own specialty, your own reach and you will draw people to you for the gif that is you.

Somebody that may really, really resonate with Holly Rigsby, may not resonate at all with Craig Ballantyne. Somebody that really digs Craig Ballantyne may not at all relate to Pat Beith or to Tom Venuto, so just like people in the work at home industry or the online marketing, you know, I may totally grate on their nerves. They may not get me. They may not understand me. They may not like my methods or models at all.

But Craig with OnlineSuperProfits.com maybe totally who they need. And the truth of the mater is, you have to embrace the best that is you. You have to turn up the volume on the personality of you knowing that you will repel some people, but that the people you attract to you will be more strongly attracted to you. So one, as fitness professionals I think some of you are afraid to be totally you because you are trying to embrace what is best about Craig, or what is best about some of the other names in the industry, Ryan Lee, and be that.

Quit trying to be them, embrace some of their business models, but keep the essence of you and ramp that up. If you really have a passion for women or you really have a passion for abs, or you really have a passion for cardio, or whatever that is, embrace that,

don't be afraid to isolate some people and embrace the rest. So I think that is the primary things I see with fitness, they are not differentiating themselves enough. They are not branding themselves enough.

They are still trying to be all things to all people and modeling to closely what some of you guys are doing that have already, that are already very comfortable in your skin, already very comfortable in your business.

*Craig Ballantyne:* I think that's a really, really good point and it's one that can't be said enough. And certainly not in our industry, maybe in every industry, but it certainly is something that people need to step out of the shadows.

That was some really, really great stuff there on the social media stuff, Carrie, is there anything else, actually, let's talk about Facebook, you say you use it a little bit, but I know you more so from Twitter.

*Carrie Wilkerson:* Facebook I don't use a whole lot.

*Craig Ballantyne:* Okay.

*Carrie Wilkerson:* Now saying that, I have almost 2,000 friends on there and jokingly I say, I don't know what that came from or what I'm doing with them, but I will figure that out as I go. Now, I did have some tutorials with um, Mari Smith this last week and she really showed me how powerful Facebook can be.

Um, and as a search engine for SEO and for Google and for Page Rank and that kind of things it's really got some powerful, powerful things and so, Craig, as we mastermind more this year, I am looking forward to learning that medium more and being able to share that with you.

One great thing that Facebook has going for it is that you can form groups. You can post pictures that then you take to other people that are on Facebook so you pop up on their page to their friends and those kind of things. That's a powerful linking ability.

You can, you can update, a few times a day you can, you can even go into your Facebook friends and send an email to 20 of them one time, bypass email filters, bypass spam. You know, so if you have your 20 mastermind members and you have a picture that you post

and you tag everybody, you pop up traffic wise on all their pages. You can send them all an email that way.

But then, a really powerful thing about Facebook is fan pages and this is something I'm just now investigating, because on your friend page, you have a maximum of 5,000 people, on your fan page there is no limit. Like Barak Obama has like 5 million people on his fan page. You can send an update, a direct message to all 5 million of those people with one click. There is no spam filter. There is no email filtering. There is no bounce back.

You have permission to message all those people and you can do that with one click as you build up your fan base. These maybe people that are hesitant to double opt into a list or people that you know aren't coming to you through other traditional ways, but you have some direct marketing power and direct connection power that way.

You can add video there. You can add traffic there. I can see that being a very powerful medium like for your transformation contest and really I'm just now begun to get into that. But, um, it's really powerful. One thing with my Facebook I like to send people to Twitter.

Twitter is more instant, in the moment and conversational. Facebook is more in depth and personal, um, there are pictures, you can do conversations. If you post a video, for instance, one of your workout videos, you could tag people that are either in the video or people that have expressed interest in your video and it pops up on their direct update page.

Now, when they comment on that video, then your video gets tagged to all of their friends and all of their followers on those page, because anything they comment on gets updated to all their network. Does that make sense?

*Craig Ballantyne:* Yeah, yeah, that fan book, or fan page tip is incredible.

*Carrie Wilkerson:* Yeah, but I'm even back on the friend page now. Let's say you have Craig Ballantyne's personal friend page. And you post a video, okay. I see on my page, Hey, because I am in your network, hey, Craig just posted a video, I'm going to comment on it. Now, let's say you have 1,000 Facebook friends, I am going to comment on it. Let's say I have maxed out by 5,000 by then, you have already reached your 1,000 people, when I comment on your video, all my 5,000 people that want to know what I'm up to, all of

a sudden, your video, Craig, is now posted on their pages. You've expanded your reach from 1,000 to 6,000 because of who is in your network.

*Craig Ballantyne:* Right.

*Carrie Wilkerson:* That is huge. You can't do that with email marketing. You can't do that even with your blog. **That is the power of leveraging those social networks.** And then, if I post it to my Twitter page, hey, go see the video blah, blah, blah, then it goes to my 12,000 Twitter friends. Go comment on this on Face Book, then it goes out to their 1,000 friends, their 5,000 friends, their 2,000 friends.

That is how you go viral. That is how you build your network in a quick, quick hurry. It really is very powerful. Really powerful.

*Craig Ballantyne:* Well, I can't wait till you spend a little more time on that.

*Carrie Wilkerson:* Yeah, Mar and I spent 15 minutes on that and I'm already really excited about it. Now, I have to much to do right now to investigate that a lot, but she really gave me some ninja tips on how to leverage that and if you really want to look at how Barak Obama swept this campaign, the truth of the matter is, he leveraged social media like a madman.

He leveraged Face Book. He leveraged Twitter. He leveraged Linked In. And so, my goal this year, whether you are in the US or not. Whether you voted for the man or not, you have to admire the way that campaign worked. And I'm going to spend a good, a good several weeks really analyzing it and studying it, which is not my nature and really putting into play some Obama strategies to vault, Barefoot Executive into social media stratosphere two.

*Craig Ballantyne:* Awesome stuff. Actually, Carrie, you touched on something that's a little bit away from that topic, but just how do you get so much done having four kids and, and four businesses, how do you get it all done?

*Carrie Wilkerson:* Well, the truth is, I don't sleep a lot. I drink a lot of caffeine, but I'm driving. You know, first and foremost, the key is I'm really driven by what I'm trying to accomplish and that is empowering more people, making more people profitable and bringing more people home, if that's really where they want to be, is to bring them home because the fact is life is too short for us to be locked in an office all day long. Life is too short not to spend more time with your kids, your spouse, your parents, and on a personal note, you

know that our time is short with our parents, we think we have all this time, and we don't.

So, you have to be able to have some flexibility for the now, have some flexibility for spending time on the priorities that you have set aside, whatever that is in your life, and so, that being said, you also need to be willing to sacrifice, and a lot of coaches really hate that term.

Not fitness people, but coaches in general, business coaches and people that are more esoteric maybe, but I say, you know what, short term sacrifice is long term gain. I don't watch any TV. I don't go to the movies very often. You know, Mr. Barefoot and I maybe will watch one movie a month together and truth of the matter is, I am usually working while I am watching it.

Part of that is because I love what I do. Part of that is because I have to have a good return on my investment, so that when the kids have a field trip to the zoo, I can just totally take off and go and do that with them, if I want too.

And, um, so you have to prioritize. **You have to be willing to work when other people are not willing to work.** The other thing is you have to have a good team in place. And I know you believe in teams and outsourcing and I do too.

Now, when you are first starting out, it may not be profitable for you to do that. It maybe not be, you say, yeah, but you have to be making money to have a team. And that is true to a certain extent, but you can also barter with some team, there are creative ways to leverage your time and your team.

You know, I just acquired, I am really excited about an apprentice who really put herself out there, offered to work with me very closely in exchange for personal coaching and mentoring. She is going to expand my reach to four hands because there is some things that she has strengths in that I don't have strengths in.

So I am really excited about having an apprentice this year to really duplicate my efforts. There are VA's. There are systems that you can put in place like send out cards I use for personal contact and follow up. Um, you can leverage yourself with auto responders, but absolutely, I have an incredible team that I acquire, but bit by bit, I use outsourcing and the way they enable me to be more productive is it allows me to stay in my brilliance, is what I call it.

To focus on what I do best, which is networking, which is product creation, which is brainstorming and forming JV's and affiliate relationships. My time is not best spent on programming auto responders. My time is not best spent on tweaking web pages. Now, I can do all that like a ninja. I have studied. Don't let the blonde hair fool you.

I can do all that tech stuff if I want too. But it takes me longer. I am not very patient with it. And you know, if I can be generating \$200-400 an hour doing what I do best, why would I not hire somebody at \$15, \$20, even \$50 an hour to help me leverage my time better, so I am a big fan of delegation on the things you're not good at.

On the things that take you too long, on the things that frustrate you, on the things that don't make sense for you to do. For instance, I know you don't do your own grocery shopping, right?

*Craig Ballantyne:* That's correct.

*Carrie Wilkerson:* That wouldn't be a good use of your time. Now, some people just really dig grocery shopping and really love it, and that's okay. But you may need to sacrifice your grocery shopping if you could spend that two hours doing something better. So, um, you know, I have somebody that handles our house work. I don't love house work. I don't enjoy house work. I'm not great at it.

I'm not a domestic goddess, nor do I aspire to be, but I can generate income and market like a fiend, so why don't I stay in my gifts, let somebody who is more domestically gifted, you know, charge me to do that and then it gets done. Now, she may not fold the towels the way I would fold the towels.

They may not be in the cabinet the way I like them. I can either train her to do it my way, or I can just be excited that the laundry is not stacking up. You know, you just have to move past some things in order to break through that ceiling. A lot of people are limiting themselves by being too control oriented or by being hesitant to spend the \$10 to make the hundreds.

So it's a mind set issue about leveraging your skills and gifts. And there are already people on the call that have already crossed their arms and have dismissed this and said, "Well, that's great for you, you are making seven figures, of course you can hire a team."

Well, the truth is, I was paying for people to help me, even when I was still incredibly indebt because I saw that that was the only way to duplicate my efforts and the only way to maximize my income was to leverage that ability. And in case you think, Carrie has got a Midas touch, everything she touches turns to gold, or oh, her life is easy.

You have to know when I started my first business I was 100 pounds heavier than I am now. I was \$100,000 or more indebt. Not counting my cars and my house and two small children. Was at a point of depression in my life, very qualified to do a whole lot of things, but couldn't get a job interview.

I am degreed. I am educated. I'm whatever and really was just at a do or die situation. I really don't say that lightly. I have my journal from that point in my life and I was 30 years old and I was saying, you know, good grief, I am wondering why I am here. Why am I here? How is the world better today because I am in it? And I really wasn't seeing any value that I was adding and that's a very depressing, and people that know me now and know my energy and know my optimism have a hard time believing that.

But it was a very dark time. It was a very dark place and the fact of the matter is, **I had to change my mindset day by day by day to realize that I could add value, to realize that I wasn't a victim.** I created that debt. Nobody created that debt for me. I created my fitness situation. Nobody else put that weight on me.

I just had to kind of take the reins and do something different and it doesn't take a long time to make a change. You know, yes, my last year has been phenomenal. It has taken me 10 years to be an overnight success, but its day by day choices. You don't lose your weight over night. You don't get fit overnight.

You don't build a business overnight. But there are ways you can study from people like Craig and I to circumvent some of the long lessons, you could really, you would be very wise to put your self in the space of people that are doing very well and learn some short cuts from them.

*Craig Ballantyne:* Carrie, that's really, really important for you to talk about that. You know, how you went from zero to where you are now, so what was it? Is there something that you could say like, it would be great if there was this one magic thing or this one magic book, what was it that allowed you to go from where you were to where you are now?

I mean, it's probably not an easy thing to answer, but it's so hard for me to imagine anything but the Barefoot Exec I know now. So, any other insight into that type of stuff?

*Carrie Wilkerson:* Well, you know, I think some of us have to hit rock bottom, you know, I have never been an addict. I kind of catch flack because I'm such a goodie two shoes. You know, in some of the groups that we hang with and that's okay. I'm okay with that. I don't drink. I don't smoke. I don't cuss. I don't, you know, I am not into all that party and so I never had like the addict rock bottom, except that, you know that debt and lack of money management and extreme overweight, those things are their own curses.

You know, I can't just say, oh, I'm not going to ever hang around food again. You know, some addiction, some vices you can totally turn away from like that, you know, I can't just turn away from food. I have to have it for fuel. You know, you can't say, I'm never going to have anything to do with money again. You have to embrace that too.

The first thing I decided to do was become a student of money. To become a student of health. I can tell you, you know, I have probably read as many fitness, diet, and exercise books as you have, Craig, honestly. And I have probably read more money articles and books and programs and invested in those things that Suzie Ormond, Dave Ramsey, or even you know, maybe Warren Buffet.

I decided to become a student of those things to, without sounding woo-woo about it, to take back my power in those things. I always hated dealing with money. I wasn't a good money manager and so I decided to ignore it and the same thing with my health and my fitness.

You know, um, and that didn't work for me, obviously, so I decided to day by day some strategies that seemed to be working, and some of those were severe strategies. I mean, like with debt, I mean, we really, we did a 180. We totally cut up every credit card. We traded down on all of our vehicles.

Now, that being said, we weren't living extreme, like we didn't have brand new this and brand new that. But we were going out to eat and we were, we didn't even shop a lot. I'm more of a Target, Wal-Mart kind of girl, but, but we were living what I call the

“disposable lifestyle” where you are just not conscious on what you are spending on.

And so we did a 180 of becoming conscious of every penny. Same with fitness and health. I became very conscious of every bite I put in my mouth. It became almost, oh, I hate to use the word obsessive, but sometimes with radical change you have to be obsessive and um, I think what changed, the switch that I flipped was becoming proactive instead of reactive.

Living consciously instead of letting life happen to me. Um, and you know, there are so many people that will complain about they cant pay the bills, they cant this, they cant that, they cant afford, but yet they have cable TV, satellite TV, two cells phones, an upgraded plan, and you know, they eat out three times a week at nice places.

And so it was a matter of living consciously. It’s a matter of questioning every decision. Is this choice moving me towards where I want to be? Is it enabling me to be the same of where I am or is it moving me backwards further into the situation where I am. And until you start asking those questions consciously about your business, about your health, about your relationships then nothing is going to change for you.

It’s a choice. You and I had this conversation recently about scheduling in your life and some things in your schedule for this year. It’s a matter of looking at the calendar and saying, can I say yes to this? Does it move me closer to where I want to be? Does it leave me in the same place I am now? So is it a neutral decision or does this move me backwards?

**You have to start asking that question about your peer relationships, your business relationships. Your activity is answering my own telephone, same thing, moving me closer to my goals, keeping me the same or moving me backwards. Is typing my own emails, you know and it sounds silly, it really sounds to simple, but that is a switch that I flipped that empowered me to make some powerful changes.**

Now, some of it, my husband was kind of resistant too. Like, he hates the fact that I don’t answer the phone, but I don’t answer the phone. I will not answer the phone unless I am away from the house and it’s my baby sitter, my husband or one of the kids.

Or, or a call like this that I am anticipating. You know, I am not going to be reactive to what somebody else has determined as a priority for their day. I have taken my schedule into my own hands. People that, you know, the quickest way to isolate me, to make me not to want to do business with you is hey, do you have a few minutes we can chat today.

Somebody in a new relationship with me, you have some minutes we can chat? Not how I do business. You have to prove to me that it's a priority. You have to prove to me that this is something that is going to move me forward in my goals. If it's something that's neutral, something that my VA or someone on my staff can handle, if it's something that can move me backwards, I'm not going to pay my VA to even deal with that because it's not moving our business forward.

Same with, and you know, it's the same way with food that you put in your mouth, if you are working on fitness goals. It's the same with exercises, it's moving me forward, keeping me the same, or moving me backwards. And I know it sounds, it may sound silly and somebody on the call maybe shaking their head. Well, yeah that sounds to easy that can't be the switch.

That is absolutely the switch.

*Craig Ballantyne:* That is why you are going to be such a great speaker, Carrie, that was really, really good stuff. Speaking of your speaking that you are about to do more of, we are getting into teaching people a little bit about the importance of you know, speaking off line to build your online business so what are some of the speaking secrets that you can give us in terms of being up on stage or finding your way up on stage.

It was really interesting how you said you are doing the reverse of building a speaking business by building your entourage first and then going and speaking, so what can you tell us about the speaking world that might be applicable to fitness folks. Even if it comes down to doing small, 20 people fitness, presentation?

*Carrie Wilkerson:* Oh well, and that's absolutely key. You know, the fitness market tends to be a local market and so you absolutely need to be in front of people and you need to be an effective communicator. One of my beefs and you will probably laugh because you have seen this. One of my beefs is especially in the internet marketing world or the "guru" world that a lot of people get asked to speak because of their results, because of how well they do something tactically.

Or how well something is converting for them, so then we give them a stage and then they get up there and the truth of the matter is they can't hold an audience's attention to save their life. They can't communicate effectively what they are doing and they are just reading from a power point and that is not appealing to people. That is not appealing to people.

People don't care what you have to say if you can't say it in a way that, you know, I call it edutainment. It's education, yes, but it's also entertainment. People want to be entertained. They want to laugh. They want to smile. They want to feel connected with you and they want to feel like you understand where they are at. That you understand what they are dealing with.

They don't want all these lofty statistics and you don't have to stand up there and prove yourself over and over and over. You have credibility and proof for the fact that you have the microphone. So quit spending 20 minutes on justifying why you need to be there.

And don't get up there and say, "Hey, my name is Craig Ballantyne and this is what I'm doing." They know your name because you are up there. They know what you are doing because it's in the program. **You get up there and you have to engage them immediately. You have to either make them laugh, make them cry, make them smile or make them interact with you by raising their hand or jumping up or something to get them connected to you.**

That's my first key, there is the attention getter. You have to have the attention getter, but when you are speaking in small groups, you also need to not sell yourself so much. You know, we tend to, let's use turbulence training for example, because I don't know your audience as well, but I do know you.

So you are going to speak at your local chamber of commerce because it's health and fitness month. And so, you are the featured speaker so you are going to get up there and what they don't want to hear, Craig is they don't want to hear the nuts and bolts about turbulence training. They don't want to hear that.

They want you to intrigue them with why you have ditched cardio. They want you to show them before and after pictures. You know, power point can be powerful, but get over your bullet points. Show some images.

Show them the not and then the hot. You know, people are sold to by results. Show them the statistics and then, only then are the concerned with the how. So probably on this call I should have started with, I bet you think you can't make six figures from Twitter. I bet you think you can't secure three paid keynote speaking engagements and generate a book title and an audience for your book just by micro blogging.

Well, I can prove you wrong. See that would have been powerful. I already had some credibility because of the fact that you brought me on the call, but the fact of the matter is all those statistics are true and more and when you are building up your audience, one you have to be likeable.

Two you have to get their attention, three you have to show them results. You don't have to be eloquent. You do have to engage them. And the truth of the matter is, we have seen some really great speakers. Hubert Senters is just as country as the day is long, from Kentucky.

He's a nervous speaker. He doesn't enjoy it, but the fact is he can back it up by getting you attention and by showing you his results and then telling you how he does it. You know, he would say speaking is not his best thing, but I would say the audience would agree that they get huge value from Hubert.

So those are some speaking tips that I have. **The other thing you always want to do is, if you go speak in front of 20 people or 100 people you need to walk away with their information.** No matter if you are selling something or whatever. You need to get them on your list.

One of my primary things that I love to do is list build and what that means is audience building and um, and the way you do that, Craig, is you always want to be able to give away something, whether it's a free report or a free CD or a something.

I like the electronic stuff because then I am not carrying stuff around from meeting to meeting and you design a postcard sized card. Get it copied at Kinko's and say at the top, I have this free report on you know, eight reasons why cardio is killing you, whatever that is. And then, I would like to deliver this too you, it's electronic. So, I need your first name and your primary email. And then, you may take one thing to give away at the event. I have this set of blah, blah, blah, or even your book.

You have a book or somebody has a CD set. Or whatever, take it there. I am going to do a drawing from these cards right now so turn your card in and we'll do the drawing if you want to earn this. Okay, so it's people that are interested in your information. It's people that are giving you permission to email them. So even if you don't sell anything at the event, you've gained some credibility.

You also have now got these people on your list. And on your list you have permission to market to them over and over and over again.

*Craig Ballantyne:* That's really cool.

*Carrie Wilkerson:* Yeah, I never go speak anywhere where I can't get everybody's information. Now, I'll just give you a little secret, at the underground where I am speaking the next few weeks, we have a clause in our contract that says I cannot gather information from the audience, unless they buy, then they become on my list.

Well, that's great, but that's not good enough for me, so what you will see in my presentation there is I will drive them in three different ways to a free report, to a contest, to a something through my PowerPoint. I won't collect anything from the audience. I will drive the audience to me.

*Craig Ballantyne:* Perfect.

*Carrie Wilkerson:* So those are some ways that you can do that. You can even have them enter a drawing by giving you their business card with their email written on the back in order to be valid for the drawing I need to make sure you have your email on the back because part of this is downloadable and in order for me to be able to send it to you, I have to have a valid email.

*Craig Ballantyne:* Exactly. Very good. Okay, one other thing I wanted to ask you about was membership site stuff. I know you have a membership site, like I have a membership site. What's working? You know what's the best thing about it and how are you going to be using that in some of your future products?

*Carrie Wilkerson:* Well, continuity is king or queen. I should probably say queen. Continuity is king, you know, you can sell a product all day long, you know, like your you know, your turbulence training products, you can sell that all day long, but then you are starting over with

putting people into your funnel over and over and over again, wouldn't you rather have some income that you can budget from.

*Craig Ballantyne:* You know, all the personal trainers on the line, you know, wouldn't it be nice if you knew your client was going to be your client for a year, instead of when they felt like having a personal trainer or just having to start over, so continuity is king. It's absolutely key that you have some type of continuity in place, whether it's a DVD of the month, a CD of a month.

I know Holly Rigsby is doing well with the DVD of the month model or a membership site. What is working is keeping people engaged, keeping them in your space and having a budgetable income. What is not working is selling continuity for the sake of continuity.

And I learned this from Perry Belcher and Ryan Deiss. You know, I knew this in the back of my head, but look at the Sport Illustrated model. Sports Illustrated, nobody subscribes to the magazine, Craig, nobody subscribes to the magazine. They either buy the swimsuit edition and with it they get all year long worth of magazine.

Or more importantly, they buy the football phone. You know, the football phone is \$19.95 and it's worth \$100, but man, I want that football phone and along with it comes a years worth of magazines, including the bonus of the swimsuit edition.

**You have to have a lead magnet.** Continuity does not sell for the sake of continuity. So you have your turbulence training product that leads into your continuity. Somebody else may have their ridiculous offer of this big box product, you know, the home study course of blah, blah, blah.

And on the back end of that is continuity. If you are going to do continuity, you have to have something ridiculous, wonderful. You have to have the football phone to get their attention. And then you can lead them into your continuity. Now matter how wonderful your content is, how valuable it is. How much of a family you have built there, you have to have something to draw them in initially. Or it doesn't work.

Try to prove me wrong, that's fine, but you are wasting money, you are leaving money on the table and it's just a really powerful model. You have your lead magnet to get them in. Then you have your continuity. Then it's your job to keep them with great content

and contests and support on the forums. Um, so also it's important to use a platform that they can rely on. I know you and I use member gate and that's a powerful model.

There is also a member, which has its pros and cons. There is also another new model that I'm really excited about bringing to everybody this year, a girl in our mastermind group, Craig, is launching a continuity model that will grow with you so you have the Cadillac, which is member gate, but not everybody can do that investment right up front or is hesitant about that.

She's going to have a grow with you model that starts as low as \$29 a month, which has some really powerful features because she's masterminding with member gate owners to see what features we want put in there for our audiences to have their own continuity model. So whether it's a membership site or a membership program, like CD of the month or newsletter of the month, you have to have some kind of continuity.

And if you are building your rating fan base and if you are making it hard to disconnect from you because your fans are loving you and your followers appreciate you and the value that you add to their life, then a continuity model will have a good stick rate for you and will be good budgetable income to allow you then to pursue some other projects and some other passions that you have.

*Craig Ballantyne:* Carrie, I think you may have just saved people a lot of time and effort and frustration by that, by telling them that they need to have the football phone because that is a huge, huge point because **it is very tough to get people into continuity just for the sake of continuity, so that little point there was worth the time people spent on this call, let alone all the other stuff.**

So, thank you so, so much for all your time and information. This has been one of the best calls that I have ever listened to of anybody ever interviewing anyone. So, thank you again so much, Carrie.

*Carrie Wilkerson:* Thanks so much, Craig. Let me add one more thing.

*Craig Ballantyne:* Yep.

*Carrie Wilkerson:* This one tip that I think is a mind shift in marketers and I think, I think when we first started working together, a lot of the guys a lot of the other marketers look at me and go, there is something

different, but we don't know what it is that's different. We don't totally get her.

**Here is the difference, I have totally shifted my thinking to, what value can I bring to these people at large? What value can I bring to my base? What value can I bring to the people I work with, the people I mastermind with, the people I network with instead of how can these people benefit me and my business.**

That is not even something that is in my consciousness anymore, my consciousness, and you can watch me on Twitter and see that it's true. Craig will tell you from personal experience, this is how I authentically, 100% operate. How can I support you? How can I support them? How can I benefit them and add value to them? And yes, it does come back to me, but I never say, hey, guess what, here is how you can benefit me.

Here is how we can work together. How do these people benefit me does not enter my mind, but how I can benefit you is how I operate and when you shift to that, especially in fitness. **If you pour yourself into adding value and adding benefit to people, that will make obstacles seem very small. It will make frustration seem silly, almost.**

**And it will really drive you and empower you to even bigger and better things in my opinion.**

*Craig Ballantyne:* Very cool, Carrie. Thank you so, so much.

*Carrie Wilkerson:* You're welcome.

*Craig Ballantyne:* Can you give us just the link to your Twitter profile so people can follow you?

*Carrie Wilkerson:* Sure, you can find me at TwitterBarefoot.com. TwitterBarefoot.com is where you can find me on Twitter.

*Craig Ballantyne:* Awesome. Thanks, Carrie, so much for this. Really, really appreciate it and I look forward to seeing you on the cruise. I am going to try to make that.

*[End of Audio]*