

# **The Conscious Business Telesummit**

## **Marketing for Conscious Entrepreneurs**

**Finding Your True Voice: How to Choose the Best Platform  
to Get Your Message Out, Attract Your Ideal Clients  
and Make More Money!**

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Adela: Welcome everyone to the Conscious Business Telesummit. This is Adela Rubio, your host and I am thrilled to welcome you all today, to participate in a conversation with one of my favorite people, Ellen Britt. Ellen undoubtedly is one of my favorite people on the planet.

Ellen: Oh, wow.

Adela: Really you are. I always just have a great time with you and there is always so much more. The glean from you and your experience, you have so much expertise. Ellen is the co-founder of Marketing Qi. Marketing Qi helps heart-centered entrepreneurs that powerful internet marketing strategies to their businesses. Ellen specializes in mentoring clients to build large email lists through virtual joint venture events and then guides them to combine the results with custom highly leverage business modules designed to produce immediate cash flow and continued profits.

I can attest and speak to this personally since Ellen has been my mentor. She has facilitated thousands and thousands of hours of teleclasses and she's an expert in selling high ticket programs by preview teleseminars and on one on one phone conversations. In addition to her two decades of experience as a physician's assistant, Ellen holds a Masters in Psychology and a Doctorate in Biology.

One of the things I love about Ellen is how her business is always evolving. How she's always stepping into a much bigger playground as she is in her upcoming Radiant Event which is an event that she is co-leading with four other of her extraordinary online business partners to teach and take women to an extraordinary new level of success and expertise in their businesses and that's coming up next month in North Carolina, in Raleigh.

That's just one of the many things I love about Miss Ellen. The other thing is the way she can articulate really complex concepts and make them really, really practical and easy to implement. So Ellen, welcome. It's always wonderful to have you here.

Ellen: Well, thank you. I don't want to let you get away without people knowing that you are going to be our distinguished MC for that event. It's this month Adela, the clock has already turned over.

Adela: Oh my gosh.

Ellen: We're in May.

Adela: Oh my gosh, we're in May, you're right.

Ellen: In fact, it's the VIP cocktail reception. It's actually the evening of May the 19<sup>th</sup> and people can still get tickets for that. I don't know if you have a link to send them to, but if they want to come, we still have some seats left and would love to have you there.

Adela: I'm going to include the link on your page because I don't have it on the top of my head here.

Ellen: Yes, right, right, okay...put that on the page then.

Adela: Yes, I will put that link on a page, absolutely, because I would love to meet folks who are in the area and would love to come and join us. It's going to be an extraordinary event.

Ellen: I would love to meet anybody, any of your folks too.

Adela: Yes, absolutely. So... well, thank you. I do feel like I am continuing my role as a facilitator of the playground as that MC but... It's going to be a lot of fun. I know that I'm going come away from that with even more than I already know about business because that's what always happens at these kinds of events. There really extraordinary for the kind of people that you meet and the kind of information that you have access to. So I'm excited.

I'm also excited because what we're going to talk about today is an area that I know can be really challenging for people whether they are just starting out or whether their business has taken some licks but it's not really flying and it's not really like skyrocketing. It's this area of finding your true voice and I'm really excited to find out this 3 step process that you're going to share with us.

But before you dive into that, I wanted you to explain a little bit you mean... in your description you talked about platform and I just wanted you to speak a little about platform.

Ellen: Well, people banter that word around a lot and I have heard it used in several different ways. When I think of platform, I envision a visible platform. To me, a platform feels like a solid place to stand. So it's that place from where you stand where you can then go off on and launch the way you get your message out to folks. And that includes maybe the way website looks, the way you talk or the way you write. It encompasses all of that. It even incorporates the style of your marketing. So I have a pretty broad definition of it, I guess.

Adela: Yes, I like it. It includes a lot, that's why I wanted you to explain because there are a lot of uses for that so that really clarified it. Thank you.

So why do people need to find their true voice, Ellen?

Ellen: Well, a lot of people are just trying to copycat somebody else and that's really tempting to do when you're first starting out and you don't know what to do. You think, "Well, they look like they're doing something good and I can resonate with that and maybe that will work for me."

I was guilty of that early on. You start to look at folks and go, "Well maybe I could do this or I could do that and let me try to sound like them," and maybe not consciously you're saying this to yourself but that's what you are really doing. "Maybe I could sound like them, maybe I can write like them, maybe I could put on an even just like them and maybe I'll have their success."

That's an entirely honorable thing in a way because you are trying to do what works, you're not intentionally trying to "copy somebody" but that is how it comes across. The good news and the bad news is, we can't copy anybody else because we're not them. Our DNA is different. Our life experiences are different. Our environments are different. What we know is different. You know, Adela if we studied this same course, the same

marketing course for instance or the same energy healing course, that we would both apply it in very, very different ways. Very different.

That goes for everybody, so you can't copy anybody else. So you may as well just give it up and find your own voice early on because you're going to be much more successful. People will be much more attracted to you when you bring out those aspects of your personality and those aspects of things that are unique about you, they are going to be responding to that. Lately, I have been bringing out my southernness more and more. The more I do, the more people like it.

Adela: What are some of the things that you've noticed about...I know that you have real extraordinary clients and I know that you work with people at all levels, but what are some of the barriers that you have found with folks finding their true voice.

Ellen: You mean... what you're saying in my personal client experience...with my clients?

Adela: Yes. What are some of the things you've noticed?

Ellen: A lack of confidence is number one. Well, it's a lack of confidence and it's the inability for them to see that what they just take for granted about themselves has any value. And they go, "Well, they don't want to know about that." It's like, "Well, duh, yes they do."

It takes somebody else a lot of times that can step back and say, "Look, I really advise that you bring up this aspect about yourself or you play up this part of your personality because people going to love that. It's like years ago, this thing about southern women. When the people wear a dress and somebody would stop and compliment you, this was in my mother's era, and they would tend to kind of shove it off and go, "Oh, this old thing."

That is how people kind of are about unique aspects of themselves. It's like, "Oh, it can't be that important. Oh no." It's especially true too, Adela, with talents and things that they have that come naturally and easy to

them they tend to undervalue that and that's the thing they should be charging the most money for, the thing that comes the easiest.

Adela: Yes.

Ellen: Which kind of goes really against the grain from the way a lot of people think.

Adela: Yes, because since you don't value it because it comes so easily to you, so you think for other people, it will be the same. It's almost like someone else has to mirror to you what is valuable about you.

Ellen: Well yes, and I'm not exempt from that either. I like to have somebody say "Well, hello." Well, how about this." I'm thinking, "Well, this old thing." In other words, this is too easy for me. It's like "Well, hello. It's not easy for a lot of people." Other things don't come naturally to me at all and those are the things that I should outsource or stay away from.

Adela: Right.

Ellen: That said we have kind of this school mentality. "Oh, we must work to get better." I could work on advanced mathematics all year long and I would never get better.

Adela: Yes.

Ellen: If I played up to my strengths and took up a creative writing course, because writing is one of my strengths, I could probably get a lot better.

Adela: Yes, I know that one of the things you're saying is that as you tapped into yourself and you're sharing more about your own personality and your own southern style, that you have found how much other people appreciate it and how much more connected they come to you and that's part of your flavor, that's part of your voice.

Ellen: Absolutely.

Adela: What would you define as your voice? What is your true voice?

Ellen: I'm not sure I'm understanding your question.

Adela: When you say finding your true voice, what are we talking about?

Ellen: Okay. That's a fair question. It's the way you put yourself out there. The way you are seen, that lens with which you want people to view you. I mean, I could disguise my southernness, I guess, but I don't think I could get rid of my accent though. But by playing it up and magnifying that part of it, that's the part that people will hear. If I tried to tone it down, people would be kind of semi-consciously aware of it, but I wouldn't be using it to my advantage. I don't know, my train of thought just ran off the track. So you might have to re-phrase the question because I forgot what you actually asked me originally.

Adela: No, what is your true voice?

Ellen: It's that aspect, your way of communicating that is honest and true to you. You're not putting on somebody else. You're taking a really genuine part of you and your personality and your strength and you're magnifying it. So it's not false. It is your true voice. I mean, my southernness is something that I value greatly.

The other thing Adela, is it's so much fun. I have had more fun in my business than last year; by playing this part. I love to do it and so because I love to do it, it shows and it becomes more authentic and more playful and people are more attracted to it and it snowballs.

Adela: Yes, I have noticed that because you have been using a tool lately that you have been telling me about for a little while, but actually it comes back to this platform piece.

Ellen: Yes it does. It's right in the middle of that.

Adela: Branding the style, yes. That is so tailored made for you. It delivers that true voice of yours in a unique way.

Ellen: Yes, it does.

Adela: Can you just tell us a little bit about that?

Ellen: Yes. Do you want me to talk about that now or do you want me to talk about that...

Adela: Can you hear the sirens?

Ellen: Oh, I thought that is that my parrot?

Adela: I live in the city. We can get around to that.

Ellen: But I know I can talk about now or I can talk about it in the context of the 3 steps thing, which ever one you want.

Adela: Let's just dive into the 3 steps, then.

Ellen: Alright, okay.

Adela: Yes, let's go in.

Ellen: Yes, I think I kind of teased people by saying this 3 step thing. I want to point out to people if you are going to deliver your products or services or give a talk or whatever by telling people that you have a 3 step process or...it makes it much more powerful, doesn't it?

Adela: Yes.

Ellen: Isn't it more power to read about that then, "Well, Ellen is going to talk about finding your true voice."

Adela: It gives me the idea that I can do it. That's, "Oh my god, it's only 3 steps."

Ellen: That's right, it's systematic, its 3 steps. I didn't say there were 25,000 steps. It's just 3.

Adela: Right.

Ellen: And really it is. Basically, you have to look at what platforms are available for getting yourself out there. I group these into three main ones. There's writing which include blogging and article marketing and press releases and those kinds of things, but writing. But I'm really focusing when I talk about platforms mostly on blogging. Okay?

Then number two is audio, podcasting, recording your articles, those kinds of things. Then there is video and of course video has audio concepts and that can also bring in writing concepts, too. But basically for these

purposes I want to try and think of them as separate platforms. So there's writing which is equivalent to blogging for our purposes. Audio is kind of equivalent to podcasting and video would be like video blogging or YouTube or something like that. These are the things that are available to us. Fortunately, there aren't a thousand voices. There are only three.

So you have to look and you have to identify which one of those is going to be your thing. It may be for some people, it's going to be a combination. If you look at writing and you think to yourself, "Oh, oh," there are some people who just groan when you say the word writing. Me, I light up. But a lot of people just do not like to write. Now my friend Denise Wakeman of the Blog Squad, she blogs, I think every single day and sometimes more than once a day. She gives her clients advice, "You should be blogging every day." You've heard that, haven't you Adela?

Adela: Yes.

Ellen: You should be blogging every day. And what do you do when you hear that?

Adela: Everyday. I only do that in spells.

Ellen: I do a heavy sigh.

Adela: Yes, yes.

Ellen: Oh, oh no. And I know I should. I'm a good writer. I like to write. I could blog everyday. I could do it and relatively easily. But I haven't done it. So you have to look at, not only what you're good at because you might go down the wrong path. If I had just looked at these three things like even six months ago, I would have said, "Oh, writing is my thing. Blogging is my thing."

But yet, I wasn't blogging every day. So you have to not only look at what your strengths are, but what are you doing? What do your actions tell you? "Well Ellen, are you blogging every day?" "No." Isn't that curious.

The next aspect of it is audio. Well, I never really thought that audio was my thing. I have another side to me that which is a little hobby thing, I

write southern humorous short stories and I have recorded a couple of these and they really never been published. But I have recorded them and my wishes have lent itself to that. So I was kind of familiar with doing that and then again Denise Wakeman introduced me to this little platform called AudioBoo. It's a little iPhone application. You can also get it for Droid phones. As an iPhone user I have to confess, I don't even know what a Droid phone is. I don't know if I said that right. A Droid is a phone that can use applications like the iPhone, I guess and it is also web based now too.

But because I have an iPhone, I downloaded this AudioBoo application for free and I started doing these little short audios. They have a limit on them of 5 minutes. You can't even go more than that. I thought I'm going to try this. I saw Denise try it and I tried it and I have to tell you, I just fell in love with it. I've done over 60 of these things now, something like that. I do one every day. Every single day and it's so much fun. I have so much fun and I've gotten so much mileage out of it.

Yes, it is not one that I would have picked because... and I just sort of started doing it. And the other thing it has done for me, Adela, is that... because I have gotten into this routine of doing the audio, I now find myself writing more and I'm also recording my articles. It's kind of had this spill over affect.

Now I'm thinking, "If I can pick up this iPhone and do an AudioBoo off the cuff," I don't script these things. I do them everyday, sometimes twice a day. Well, if somebody just pointed a camera at me, I could probably do that too. It's this spillover that was just completely surprising to me.

So those are the three things. You have to look and see which one of these platforms and I would try to pick one and try it. Now for some people they might want to jump right into video. Video stuff is so easy now with the Flip camera's, you just press a button and then you can automatically upload it to YouTube and... just get out there and try it.

But if you're scared to be in front of a camera and you turn three sheets of purple and...you may want to try a different platform. But I would really encourage people to get out there and really try.

If you have any talent for writing at all, then blogging is probably going to be your very easiest thing. AudioBoo is so easy. There is no technical skill required at all. You hit a button, it does a little count down and you start talking and then you stop and listen to it. If you goofed up, you can record it again. You hit a button and it uploads automatically a link to Twitter and then it sticks the player on your Facebook page automatically. Boom. It couldn't be easier.

So these are the three platforms. So to do that you first of all you just look at which platforms are there. We did that. You look at which one you gravitate to and then you also look at what's your track record been. "What am I doing?" You just don't dive into one because you think that is where your strength is. Then you've just got to get in there and try it. And I have to tell you that doing an AudioBoo has transformed my business.

Adela: In what way has it transformed your business?

Ellen: Denise Wakeman asked me the same thing because I said that on Twitter one day and she said "What do you mean it transformed your business?: Well, because it's such an easy and fun platform for me to use, it's given me much more visibility than I would have ever expected. Some unexpected things came from it. I did an AudioBoo, Nancy Marmelejo, Visa Visibility saw it, commented on it and decided to do a blog post dedicated to me in AudioBoo. I went over there to comment on it and I decided not to leave a comment but to do an AudioBoo in response and list that on her comment thing. So we had this whole thing going on Facebook back and forth, back and forth.

Then, Denise Wakeman decided to interview me because I put it up on Twitter that it had transformed my business and she said "What do you mean? Can I interview you for my people?" So she did that. Now I've got this interview with Denise out there which she has given as a bonus to her Online Visibility students that's gotten me more press.

David Perdew, the founder of Niche Affiliate Marketing System interviewed me, was it last night I think and we really got into this idea of using audio to brand oneself and I've only been doing this for four or five. It hasn't been like a year or anything. But the key though, Adela, is I have been

doing it consistently every single day and I've put my own spin on it. I do some stuff where I actually go into businesses incognito, what I call I Spy mode and I'll record conversations that I have with salespeople and people at counters and then I'll go out and we analyze how these visits went and how the customer service went and how you can use that, how does that apply to your business. Those have been great fun. And I have gotten a lot of feedback on them. Of course the ones I get feedback on, those are the ones I do more often. So I let my clients tell me what they want.

Adela: That's one of my questions that I was going to ask you is where do you come up with the ideas for the AudioBoos? I mean, you said you did 60 for goodness sakes.

Ellen: They've like lined up like planes on a runway. Here's the truth. Here's what I do. I take my child to school every morning so I do a lot of driving in my car because of circumstances beyond my control right now and on my way home, I drop her off and on the way home I start thinking about what can I do my AudioBoo today.

Sometimes I'll just look around and I see something. Like the other day, I saw this sign and it said "Need a cheap electrician?" It was one of those little signs stuck up on the side of the road and I think "Ooh, if I want to hire an electrician, I don't know if I want a cheap electrician." He could start a fire, this is a safety thing. I thought, "Wow, maybe that is not the best way for him to advertise his business."

So I pulled off the side of the road, got out, took a picture of the sign and did an AudioBoo about pricing your services, about cheap versus valuing yourself. So a lot of times it's very impromptu. Other times I kind of plan them a little bit. If I go somewhere and I say, "Oh, I've got to come back here and do an AudioBoo." So I have a little notebook that I keep stuff.

Today I met a lady for lunch in downtown Union in a restaurant called Redneck Gourmet. It's an interesting restaurant, and I thought "Man, this place has so much atmosphere. I've got to come back and do an AudioBoo for the Redneck Gourmet," because it ties into the southern thing.

I have gone through fast food drive-ins and recorded the transaction when it comes out of the...your order please and analyze that. They're really off the cuff and I have had no problem coming up...I don't worry about it, they just come to me. It's a strength, obviously it's a strength. I don't have any difficulty. It's easy. I just press the button and start talking.

Adela: Yes, I think that's definitely a clue. Ellen, that is what I was going to say is that if you find that the ideas keep coming, they keep coming and you're having a lot of fun and it's like a well that never runs dry.

Ellen: That's right.

Adela: That clearly points to that you've really tapped into a style that contains your strengths.

Ellen: And I tell you, Adela, the thing that has been so wonderful for me and I'm going to be talking to my clients more about this and trying to help them hone in on something like that because my business has never been so much fun as then when I have started doing this. I'm not telling anybody to go out and do AudioBoos by any means. What I'm saying is to pick something like that you can use to get your voice out there and start having fun with it. If you try something and it's not fun, then stop doing it. It's got to be fun and easy and it's got to get you visibility. For me, it's the audio, for other people it may be something entirely different or for people it may be a combination of things.

Adela: Yes, and the thing is if it's something that comes from one of your strengths and it's something that you have constant ideas about that you get an idea of how to do an AudioBoo on this, another one on that, the thing is that you're creating content.

Ellen: Yes. I'm creating content. Yes.

Adela: You're creating content and connection because you're sharing it out there on the social media networks so people are seeing. Also the content that you are creating is around your niche and for your market.

- Ellen: Yes, it is. And you can tag those. You can tag them right in the iPhone. I just enter it as marketing tips, online marketing tips and it tags it automatically.
- Adela: Yes.
- Ellen: Because these things are being indexed in Google.
- Adela: Wow. We actually have a question here from Ken in Portland. We're talking about a lack of confidence being a barrier to finding your true voice earlier. He wrote to me, "With me, it's a lack of clarity, not a lack of confidence in my abilities is being able to hone tangibly describe who I am and what I do. And I'm not sure if there was a question in there, Ken.
- Ellen: If he has a question...Ken if you could type in a question, we'd be happy, either Adela or both of us would be happy to tackle that. Are you asking for help on getting clarity in what you do and maybe a little description of what your niche is would be nice too. Are you a coach, a salesman? What do you do?
- Adela: Just a reminder to folks if you want to get some individualized attention and an answer to a specific question of yours, make sure and submit your questions on the webcast, because Ellen loves questions.
- Ellen: We both love to give advice. Don't we Adela?
- Adela: Yes, we do. I guess that's why we are in this line of work.
- Ellen: What is the old Lucy cartoon? The doctor is in.
- Adela: Yes, yes, absolutely. Did you name all the steps? I just wanted to make sure that I got them all.
- Ellen: Basically, there is no magic to this really. It's look at the platforms that are available. Right now with the technologies that are available, it's basically writing, audio or video. You know how technology changes, there could be some new platform coming out. But those are the three, and as I said, writing involves blogging, article marketing, even publishing a book, any kind of writing whether on the web or in print.

Audio includes podcast and really that's what AudioBoo is. It's just a very, very instant way of doing a very time-limited podcast. And there's video which of course has elements...you're not going to make a silent video, well some people do, they just put music to it, but it's going to include an element of audio as well. And as I said, it could include all three because some people will take their articles and make PowerPoint slides out of the bullet points and then read the article and submit that to YouTube. That's a way of using video without ever being on camera.

Adela: Let's say somebody is getting started to feel comfortable enough that they want to get their voice out there and they are kind of like testing the ground. What would be the easiest way to get started?

Ellen: Well, first of all, they have to pick one of these ways. I think you've just got to go out there and try it. Like I said, I just wouldn't have dreamed that I would have gravitated to the audio like I did. It was only after trying. I have to tell you too, Adela, the first couple of times I did it, it was like, "Hmm." It was stilted, I tried to script it. I made notes. I was in the car and I made notes on a paper napkin and I found that it was too stiff and I thought, "Oh, maybe I should just try talking."

After about 10 or 15 of them, now I just do them completely spontaneous. I don't make any notes. So don't be put off with by a little bit of difficulty at the beginning, thinking, "Well that's not me." You've got to press through a little bit to make sure because it might just be a learning curve.

So pick a platform, and try it. You can get a blog up in 15 minutes with TypePad. AudioBoo is free. A Flip camera is not very much money, what is it now, a \$100 bucks now for a Flip camera. You can get a... What's the account that lets you, TubeMobile? A free TubeMobile account will upload your videos to YouTube for nothing. So there is little excuse now.

Go at it from a playful kind of attitude that it's all good. And now because of social media, you can get your stuff out there. Some people say "How do I get my blog out on social media?" Well, you can hook up your blog to Facebook. There are Notes applications in Facebook that will actually pull your blog content over to Facebook, post an excerpt from it on your wall and then give a link over to the notes section. The only caveat with that is

that it stays within Facebook, it so it won't send the traffic back to your blog. There are some limitations there, but if you're just getting started with that I would advise using the Notes application to get going.

Adela: I think the other thing too, sometimes with finding your voice, it's like you discovering AudioBoo. You knew you were a writer. Sometimes the things that we intellectually know, "Well, I'm good at this," can sometimes be a barrier to us actually tapping into what actually is our true voice.

Ellen: Yes, I have to agree with you there. Writing is a strength. It's a big strength. But it's not the only thing. And... and the more important part, I love the audios. It's so much fun. And I like to write too, notice I say like, I just say I love to write. I love to write humorous southern short stories. The AudioBoo, let's me bring the southernness into my marketing, where I couldn't do that in my writing or not very easily. I think that's why I found it to be so much fun.

Adela: Not only that but the other day, I think it was Bob Jenkins that was saying that just by hearing your voice you're creating a relationship with people.

Ellen: Oh yes, big time. Writing, you can get around that too by reading your articles. Now on the blog when you go to read our main article for my newsletter on the blog, I read it. I record it. I say "Want to hear this with audio?" And you just record it on like Audio Acrobat, put the code up there and it puts the player for you and now you've got writing and audio.

Adela: Yes.

Ellen: And they can hear you.

Adela: Yes.

Ellen: And you know what, Adela, we are getting such high playthroughs on those audios, it's unbelievable.

Adela: Can you track the playthroughs on the AudioBoos.

Ellen: Yes, rues track on the Audio Acrobat. No, no, not AudioBoo, Audio Acrobat from the ones we're putting on our blog.

- Adela: Oh, okay, from Audio Acrobat.
- Ellen: Big, high playthroughs. AudioBoo is pretty much in its infancy. I think personally that AudioBoo is going to be like Twitter. Maybe it won't be as big, but it's in its early stages and so I think I'm an earlier adopter. Denise is an even earlier adopter and I'm jumping on it early because I think it is going to be really big.
- I don't know where I was going with that. I was going to make a point, but it's gone now.
- Adela: Can you spell out...several folks are very interested in this and they want to know where to find it. Can you spell it out?
- Ellen: Yes, the AudioBoo is not .com. That's probably where people are getting hung up. It's [audioboo.fm](http://audioboo.fm) (F as in Frank, M as in Mark). It's [audioboo.fm](http://audioboo.fm), it's strange, don't ask me why, but that is what it is.
- Adela: Yes, that is strange.
- Ellen: Yes, and if you want to hear some of my AudioBoos, just as an example. I have an AudioBoo page at [audioboo.fm/sebritt](http://audioboo.fm/sebritt) (S as in Sam; and then ebritt).
- Adela: Ellen, let's say that folks don't have an iPhone application, can they do this on a computer?
- Ellen: Yes, apparently...I haven't been to the actual website but I think you can record directly from your computer now. They are adding features all the time. And now I got my train a though back, Adela, about the tracking we were talking about, as they add features, I think eventually you'll be able to get like a pro account right now. There pro accounts are used by big business. But their going to make something for us, middle people eventually and I'm hoping tracking capability is going to be in that. But right now, I don't think you can.
- Adela: Awesome. Well we got some...a couple of questions here, but I do want to say one more thing, I wanted to mention one more thing that I've

noticed that I'm very excited about the AudioBoo for you and for all of us because the fact that it is five minutes is really important.

Ellen: Five minutes is longer than you think.

Adela: Plus, you know, if you think about it, we're modular now. We want things in bite size chunks and sometimes people don't have an hour or even 30 minutes for something, but five minutes, almost anybody...

Ellen: And Adela, I hardly ever go more than... If I do a three minute AudioBoo, that's long. The one time...AudioBoo will cut you off if you... I was going to go through the carwash and take AudioBoo with me, inside my car, you know and there was a woman in front of me and this would have been so perfect because the woman couldn't get her car...she was afraid to drive her car up on the things that guide your car in. So these people and they were very southern gentlemen and they were trying to help this lady and I got the whole conversation. It was a wonderful example of customer service and then I went in and I got all these sound effects from the carwash and I went over by accident and it cut me off and erased the whole thing. So, I think, "Okay, I don't want to do that again." But generally, you won't go over. Two or three minutes is a long time to talk when it's just you.

Adela: Yes. It really allows you to get yourself out there really, really quickly.

Ellen: Very, very quickly, yes. Like I've been doing this for only 4 or 5 weeks and I've got...I don't know, the last time I counted I think it was near 60. I will probably do a 100<sup>th</sup> Anniversary Boo at some point.

Adela: Well, I think the other thing too that I have noticed with your AudioBoos is that it does your address your market and it does address some of the issues in your market, right?

Ellen: Yes.

Adela: But it also, again delivers you.

Ellen: That's right. That's the main point.

Adela: Yes.

Ellen: I am delivering. I'm delivering good content and I'm also delivering entertainment.

Adela: Yes.

Ellen: These things are fun.

Adela: Yes.

Ellen: The one that got Nancy Marmelejo's attention was the one where I said I was going to go hunting, come join me. I was hunting for headlines. I went into Barnes & Noble, I got out of the car, they could hear the door slam and I went into Barnes & Noble and you could hear people talking in the background. I looked at magazines and I redid these headlines to use, you've heard the thing I about using a headline from a magazine and transforming it into one. And I did that spontaneously. From a regional southern magazine called Garden and Gun, of all things and it's my best AudioBoo yet, I think. It got me tons of comments and a blog post and an interview out of that one thing. I'm delivering me and I'm delivering entertainment. People are like "Oh, what is she going to do next?"

Adela: And I imagine that it is also helping you with your market research.

Ellen: Oh, big time because I then I look and see how many comments do I get. Some of them I think "Oh, this is a great AudioBoo," and then I get zero comments. You have to also realize that the way it's getting out there through Twitter and Facebook. And Facebook has gotten a lot like Twitter now with that Wall feed, so it's people who didn't happen to see it and it scrolls off so you cannot go by that entirely.

Adela: Yes.

Ellen: Now, I am starting to use them a little bit in my newsletter too. I write about the reflections section and I usually take one of my Boo's and talk about something in that reflections and then I link it over to my AudioBoo and send people over there. I'm actually driving traffic to them now, that way.

Adela: To your AudioBoo page?

- Ellen: Yes, to my AudioBoo page. Well, I'm putting both links. I'm saying you can hear it on the AudioBoo page or you can see it on Facebook. Sometimes for some reason and I don't know why the player doesn't show up for some people on the Facebook page. "I can't hear your AudioBoos," and then I have to give them the link to the AudioBoo page.
- Adela: Yes, but the whole thing is that people are consuming your content.
- Ellen: Oh, they are. Yes.
- Adela: Yes.
- Ellen: Their talking about me.
- Adela: Yes, and not only that your become more and more familiar, they know who you are, they hear your voice. They have all these different stories now that are related to your business. Some of them are related to you. Do you do ones that are not business related at all?
- Ellen: I generally... No. I tie them to some aspect of business in there. But some of them are pretty loose. And I've actually done one...I had a couple of my private Platinum clients come down and we did one from Serenbe where they were staying. And I had them say "hello" just to demonstrate. So I have done stuff like that. They all are market... I get a marketing thing in there. Most the time it's more entertainment than marketing. But there are some good tips in there.
- Adela: Yes, there are because I have listened to your AudioBoos and they're fun. They are definitely are fun.
- Ellen: The more important thing is there so much fun for me. They're so much fun. And not everybody is going to like them. Some people probably think, "That's the silliest thing I have ever heard of." But enough people resonate with them and that's all I care about.
- Adela: Yes. My gosh, we have already said so many reasons why it's great. And I think what we are pointing to here in finding your true voice is that...First of all there was a surprise for you to find that AudioBoo was a medium that was just built for you.

Ellen: It was a total surprise.

Adela: Once you tried it out, even though in the beginning it was kind of awkward and you were like, “Oh, I’m not really sure.” Once you got your groove with it, you just started having a blast with it. And the other thing was the immediacy of it. First of all, it’s on your iPhone so you can do it at any time.

Ellen: Well, that’s the thing, the immediacy of this medium...because I could have done podcasting a long time ago from my computer. But it’s the immediacy, I mean I can have my AudioBoo...My AudioBoo is done and I’m getting comments before I get home and start my business day every day.

Adela: Yes.

Ellen: And now I’m having so much fun I do them on the weekends.

Adela: Yes.

Ellen: I do them everyday of the week because it’s not work. I’d do it three times a day, if I thought people wanted them.

Adela: I think this is the key too with this true voice thing because it is not going to feel like work. It’s going to be easy and you’re going to have a gazillion ideas and it’s going to be fun and you’re going to do it.

Ellen: Yes, there’s where the rubber hits the road. “Are you doing it?” “Yes, I can’t wait.”

Adela: Yes, absolutely. Let’s take a couple of questions here.

Ellen: Oh, and Adela, we’re going to be Booing on the road on the way to the Radiant Event.

Adela: I can’t wait. Yes, because we got like a seven hour ride up.

Ellen: Yes, we’re going to be doing a Boo-in.

Adela: That’s when I’m going to launch my AudioBoo.

Ellen: That's right. There you go Boogie on the road.

Adela: That's right. I got a question here from Susie in New York City. Since I'm an artist what I have is images, photo's of my work, what platform would you suggest as a way to get images out there?

Ellen: The first thing that people always think about is how can I get my product out there but even if I had a physical product I would still want to get me out there. I would want people to know me. There are a gazillion artists, right? What is so special about you, Susie? What's your story? What can you talk about in relation to your art and which platform would you choose to do that?

I don't know anything about what kind of art you do or whatever, but that's what I would be looking for. Yes, you can have a website and you can have your images up on there, just like a gazillion other people and you should have and you should be using more of these platforms to educate people about you and your work, to entertain them, to talk about various types of art.

Let's just say you chose to use AudioBoo, for instance, and you went in into a museum, let's say an exhibition was there and you knew something about this particular artist and you're going to educate your followers about it. So you could go in there, you go around and take photographs of the paintings and talk about it. I mean, this is off the top of the cuff, but you can see what I am getting at. We're injecting her personality into it.

Adela: Yes, that's the whole thing with your true voice. It's your personality, your slant on life and it's fun.

Ellen: Yes.

Adela: And its fun and it's where you can showcase your expertise. It is as if you we're taking to friend, if you like got that museum exhibition that you're seeing and you've got information that you can share, or questions or thoughts or why did they do it like this? Or whatever it is, your slant, your point of view is what really makes you compelling.

- Ellen: People have a gazillion places to buy stuff from and they're going to buy from people that they like.
- Adela: Yes.
- Ellen: So it's not so much, where can you get your images out there. It's like how can you get out there and get people to know what a terrific person you are. And I'm sure you are. I like that name, Susie.
- Adela: Yes, it's great.
- Ellen: I hope that helps.
- Adela: Yes, I hope it helped too, Susie. But really it's another way that we can start creating relationships with people which we know all business is based on this whole relationship platform.
- Ellen: Absolutely.
- Adela: Yes.
- Ellen: All relationship driven. And now with social media, Adela, that's even more true than it used to be. And everybody can get on this now. I mean, everybody, there is no barrier anymore. Everybody always said "Oh, I don't know if I have the money, you have to have money to make money, and you got to know somebody and na..na na na." It's just all been wiped away.
- Adela: Yes. Social media keeps coming up on almost every single call on this Telesummit. Folks, it really is key. If you're not participating, you just have to find the one that is right for you.
- Ellen: Just get in there just get your feet...
- Adela: Just get in there and dive in. We got another question from Crystal. I know that Crystal was on an earlier call with Tom and we had been talking about pricing and seeing about what other services her clients might need from her. I'm not sure I understand this question, Crystal, so you may need to clarify it. I guess you're curious as to connecting your true voice

about what would be fun and helpful for you to provide. And she is an energy worker.

Ellen: I'm not sure I understanding the question.

Adela: I'm not sure I understand that question either, Crystal. You need to clarify. Just ask specifically the question you would like us to address because that really helps. It's hard when you make a statement and you really don't ask...

Ellen: Yes, it's hard with these email kind of things because they are just words.

Adela: Yes. We've got another person, here. He or she has two different businesses. One product based Christian art, the other one coaching and consulting. Do you have any advice for people with different businesses on how to use your voice in different circles without confusing people who may think that you are all over the place with different concepts?

Ellen: Well, first of all, I would have to ask you to take a long hard look to see whether one of those businesses is not doing as well as the other one and the one that you gravitate toward and shut one down and concentrate on one. I've been there done that with the two businesses. I don't know your situation. Some people have two businesses and it's perfectly legitimate but you might want to look at that. Now, tell me the question again, Adela.

Adela: They're wondering about using their voice and confusing people.

Ellen: Okay, alright. If the businesses are unrelated then you've got to keep like social media accounts and stuff separate. You would have a separate Twitter account for each business and you would tweet about stuff in one business and you just wouldn't let them overlap.

You would have separate Facebook accounts, separate fan pages for each business and just try to keep things separately. You would maybe... you would write different articles of different topics, have two separate blogs. I would just try to keep everything as separate as possible, as long as the businesses don't overlap. But you're doing double work. I would again take a real long hard look at why you have to run two businesses rather than one.

Adela: Yes, especially if their in different areas and not related.

Ellen: Yes, yes, twice the work. When you put all of your focus on one that's when you're going to get much more leverage. Then and only then, if you have one up and running and it's making good money and you can step away from it and it's automated, should you start thinking about another business. Of course, I don't know your situation at all. So that may not be good advice for you, but in general.

Adela: Yes, sometimes these questions can be more of a coaching kind of situation, so it's a little bit difficult to give you a one answer deal here. If you have anything else around that and you want to re-submit a question to help clarify even more, that would be great too. And Margene actually has a comment.

Ellen: Hi Margene.

Adela: Ellen, are these about anything you want and not about your business, the terms you agree to in saying must be used for non-commercial stuff. So does that mean you don't talk about or promote your business? She is talking about AudioBoo.

Ellen: Oh, she is talking about AudioBoo. I have to read their terms of service...I looked at their terms of service when I first signed up and it seemed pretty clear that...I'm not selling anything or anything like that. I think that if what you're asking that I'm not selling directly off the AudioBoo. I think that is probably against their terms of service.

Adela: Yes.

Ellen: I'm using it strictly for relationship building. They let you link to your website from the AudioBoo page, but I tell you, trying to sale something on an AudioBoo would be the last thing on my mind. I think that would totally subvert the purpose. I've gotten, I can tell you my traffic to my website, to my blog and my sign ups have increased substantially since I started using AudioBoo.

Adela: And I think that's one of the mistakes that folks who are starting off on internet marketing in the beginning do, is that they think that your

communications are all about selling and they're not. They're all about relationship building.

Ellen: Right, right.

Adela: And there are places that you sell of course and the context in which you do sell. But the first thing you that you want to do is create a relationship.

Ellen: Here's an example of that, Adela. I have an unrestricted friend thing on Facebook. Somebody sends me a friend request, I will friend them and then I wait and if they abuse it, I will un-friend them. So somebody friends me, and I'm going to get a bunch of friend requests here, everyday. And if you want to be my friend on Facebook, you better hurry because I'm almost up to my limit. So I friended this guy, five minutes later he had put something up on my wall trying to sell me something, five minutes later. I thought, alright. So I went over and deleted it and un-friended him immediately.

Now if he had been a regular contributor and had commented on some of my stuff or this and that, but no, he came to my wall and posted something on my wall about his stuff. It was totally bad form.

Adela: Yes.

Ellen: But these poor folks, they think that is what it is. They think that is what they're supposed to do and then they say "Oh well, social media doesn't work or internet marketing doesn't work." Well no, it doesn't work when you act like a jerk. He didn't have any relationship building at all. He just wanted to be my friend and here's an advertisement.

Adela: That is a mistake, a pretty common one that I see a lot. I un-friend people, left and right who do that kind of thing too. It's not the same playing field.

Ellen: Yes, and now there are spammers on there too, but I still have an unrestricted policy and the same thing with Twitter. People blast you Twitter stuff and I just block them.

Adela: Wonderful. Ellen, I want you to tell us a little bit about your offer, but before that can you just give us another quick recap of the 3 steps for the folks who may have joined us a little late.

Ellen: Yes, You've added some to the conversation too, Adela, as you always do. But basically, you want to be open about this true voice thing and realize that the thing that you gravitate to, that's your strength. Because you always hear that advice, 'go with your strengths.' That may not be the one that is going to be the thing for you. What is that phrase you use, Adela? "Sparks you up."

Adela: Yes.

Ellen: That may not be the thing that sparks you up. For those who haven't been on here very long for me, I thought it was writing, it's writing, audio and video. I thought it was writing because I'm a good writer. I like to write. But when I started using AudioBoo, I realized, "Oh boy, my primary one is audio. There is just no question."

You've got to get in there and be open to trying some other platforms and seeing... and now you'd said, I wish I had taken notes, I have to listen to the recording. You said it's easy for you, it's fun, what else was it, Adela? Do you remember?

Adela: No, I don't remember, what I said.

Ellen: Okay, I want to extract those things.

Adela: Yes.

Ellen: Those are good points because it's...

Adela: The immediacy was a big one.

Ellen: Immediacy. There is immediate return. It's easy for you. It's fun. You never run out of ideas.

Adela: Yes.

- Ellen: Adela asked me how do you think about what kind of AudioBoos? I'm like, like, I don't know. I come up with a million ideas for AudioBoos. So you never run out of ideas. You have this wealth-spring of ideas and it just flows. That's the thing, that's where the money is going to be for you. When I say the money, I mean, I don't mean the literal money immediate. That's where you're going to get your most social media visibility. That's what's going to keep you going. It's going to inject energy into your business and eventually that's going to turn into more clients and customers.
- Adela: Yes, it is the money trail, eventually.
- Ellen: Yes, definitely.
- Adela: Yes, it is. But part of it is as you embody this true voice of yours...First of all, you start coming up creatively with all of the ideas that are going to lead you to the things that are right for you.
- Ellen: That's right.
- Adela: And you know, it's just...It's going to really open you up.
- Ellen: That's Russel Brunson, he's a legendary internet marketer and I remember hearing him once when... several years ago, not long after he had first started out talking about his idea of the attractive character in a business. So this idea of the attractive character is...and I'm not talking about something fake and he wasn't either. This idea of the true voice really goes a long way to bring you forward as an attractive character, the spokes person for your business. I mean what is business? You are your business. For most of us solo or small business people, we are our businesses, so you become that attractive character through finding your true voice.
- Adela: Yes, and the other thought that is coming up is that sometimes it may not feel comfortable at first.
- Ellen: Right, right.
- Adela: Because you've been used to surpassing it.

Ellen: But Adela, when I first did a couple, I kind of got this Christmas warning kind of like feel, “Oh boy.” I still felt uncomfortable, but it was exciting.

Adela: Yes.

Ellen: Yes, so there was a big clue there.

Adela: Yes, cool. We’ve got one last question before you tell us about your offer.

Ellen: Okay.

Adela: Laurie from Sutter Creek. If you have two businesses with a fair amount of crossover but one is more broad and far reaching and the other can potentially alienate, you just take the stand and the consequences. For example, the first business is literacy and the second is spiritual literacy, inner faith God centered. So she basically wants to know should she take a stand and the consequences.

Ellen: You mean like pick one, is that what you think she is saying? Yes, I would. Where you are getting the most bang for your buck now? I would expect that it is spiritual literacy, would be my guess. And like Adela says, “What sparks you up?” I mean, literacy is... I don’t know what exactly you... I mean, I can kind of guess, but that sounds like a really broad topic.

Adela: Yes.

Ellen: Spiritual Literacy has a very intriguing...I’m curious about it now. It’s like, “What does she mean by that?” I would hone in...but you also have to hone in not only on your topic but also you have to be very careful about who is your target market? Who is it you are trying to address with this? What is it that you are trying to sell them? Because that is what business is, we’re trying to sell people something and provide value, but can you sell it to them? And one way to determine that is if somebody else already is selling them something like this. Most people want to go into a market that is wide open. That’s a big, big, big mistake. Look and see what is already selling and get a piece of it. Don’t try to re-invent the wheel unless you’re Steve Jobs. And most of us aren’t.

Adela: Yes, I can see how she can use one of these platforms to test the idea.

Ellen: Oh yes.

Adela: Because that is one of the cool things about being entrepreneurial and if you've got this different idea and may be on the edge and it may be like, "Ooooh, I don't know." But you could actually test it like Ellen does with all her AudioBoos and see which ones are a hit and which one's are aren't. And you can clearly either, "Well, this looks like there is some juice here," or "You know what, nothing is happening here."

Ellen: Right, or if you have the writing is your thing, you could write a series of blog posts about it and then put links up on Twitter and on Facebook and try to get people to go over and see how many comments you're getting. Are people re-tweeting about this, those are votes, comments or votes.

Adela: Sometimes the more controversial you are, the better it is for your business.

Ellen: Yes, yes.

Adela: Especially if you're saying something really different, Laurie. People are intrigued by that because it makes them think. It makes them question and it so engages them. So, wonderful question thank you, Laurie.

Ellen, the time has flown, as usual.

Ellen: Yes, and I have had so much fun.

Adela: Yes, I know, this is great. I feel like this is the AudioBoo call. I'm so glad, I got so much information on AudioBoo now and so does everyone else.

Ellen: It's so funny, Adela, because I'm scheduled to talk on this or talk on that and we always end up talking about AudioBoo.

Adela: It's hysterical. So folks audioboo, A-U-D-I-O-B-O-O.fm.

Ellen: Yes, and if people will come over, please come over to my Facebook page. Please friend me on Facebook. Its [facebook.com/ellenbritt](https://www.facebook.com/ellenbritt). Come over to my Facebook page and look at some of my AudioBoos and please

leave me some comments. If you want to give me a shout out and tell me that you're from Adela's list, if you need some help or have a question, just leave it there on Facebook. I would be delighted to interact with you.

Adela: Awesome. So if you didn't get a chance to ask Ellen a question, she just let you know that if you go over on Facebook, check out her AudioBoos, you can ask her a question. Fantastic. Thank you.

Ellen, just one or two things about this offer that you're going to be getting to these folks on this call.

Ellen: I have several products, but the one...It's interesting when you talk about audio. Because when I look back at my...what I have been doing, I've done literally thousands of hours teleseminars over the past seven years. So really I was into audio and didn't really know it. I have been teaching other people how to do teleseminars for quite some time. We re-did this course not that long ago, so it's pretty fresh. In fact, I don't even have any decent web copy up there. Adela knows it's a good course.

Adela: I took it. It is a fantastic course.

Ellen: You were in the live class and it will teach you really everything you need to know to get started doing teleseminars. So I would encourage you to check it out. I think Adela has a link for you.

Adela: I sure do.

Ellen: I think it's a five hour audio course.

Adela: Yes, it is a 5 hour audio course and it goes over different, you know the different teleseminar models, the technology, how to facilitate, how to create products from it? I mean, it's awesome and you have a really cool bonus, I hope it's still available, How to Sell with Teleseminars?

Ellen: Yes, I think that is in there as a bonus to the product.

Adela: Yes, yes, it's really cool. If you would like to check it out, it's at [marketingqi.com/adela](http://marketingqi.com/adela) and it's also on the speaker page, so if you're

listening in by the webcast, it's right above the phone number. It's a hyperlink there that says teleseminar Jump Start, you can go and check it out and see if it is for you. And if it is a yes, I know it's a fantastic price. It's an extraordinary value.

Ellen: I gave them a great deal on that.

Adela: Yes, you did.

Ellen: Now the forward slash adela, is the Adela all lowercase?

Adela: It's all lowercase.

Ellen: Yes, I think so. So if you do [marketinggi.com/adela](http://marketinggi.com/adela), make sure you spell adela all lowercase.

Adela: Yes, and Adela is A-D-E-L-A. Some people spell it with two "L's."

Ellen: That won't them there.

Adela: No, that will not get them there. Well thank you Ellen, as always...

Ellen: Well, thank you for having me. I had so much fun, as usual.

Adela: It always is fun. And thank you everyone for being here and will see you next week.

Bye-Bye.

Ellen: Bye everybody.