

## Episode 4: On-Air Coaching Call: How Do I Grow My Membership with Anabelle Malcolm

JACLYN: I'm so excited to be here today with the Founder of Upsprouts Studio and the LadyBoss Society. Thank you so much for volunteering and coming on. So excited to chat with you today.

ANABELLE: Thank you, Jaclyn. I'm excited to be here.

JACLYN: Alright. So before we dive into the good stuff, why don't you tell us a little bit more about what you do with Upsprouts Studio and what exactly is the LadyBoss Society?

ANABELLE: This is kind of a little bit of a winding story, but I suppose most online businesses are not a straight route.

JACLYN: Absolutely. Nobody's a straight line, for sure.

ANABELLE: So I decided to enter the world of online entrepreneurship in October of 2017. And I started with my website design business, which is UpSprouts Studio. There I created all-in-one websites, which include branding, copywriting, and web design primarily for female entrepreneurs. And most of my clients last year were among the top leaders and a direct sales company. And they would refer me to other women. So I ended up working primarily with these direct sales rock stars. And in November of last year, I decided to do a webinar that was focused on branding and copywriting as a way to try to attract some new clients for an entry level brand and package I just created. And so I marketed the webinar through my past clients and then they spread the word to their teams. And I had a lot of people sign up for it. I can't remember the exact number but I think it was close to 200.

JACLYN: I was thinking close to 200, too.

ANABELLE: Yeah, and I had a lot of success with it and most of all I just loved it. So my background is actually in teaching. It's probably no surprise that the webinar was a natural fit for me. I did the same webinar three separate times and I just had so much fun. So at that point I think I'd talked to you a little bit about it, and you gave me the idea to start an online membership program. So I decided to take that idea and just totally run with it and decided to pivot a little from the website stuff and try to conjure up this membership program. I've done it. I focused the membership on women who were newer to direct sales and I've been sharing shorter trainings, fifteen to thirty minutes every week. And then a longer monthly webinar along with a book club and weekly co-working

sessions and a Facebook group. What I focus on there are things like branding, copywriting and some mindset stuff, some productivity tips, and other topics that are related to running an online business. Basically it's the stuff that they don't typically get a lot of training on through their companies. And I launched it this month with 37 members. I think it's going really well. People are showing up for the trainings. They're showing up for co-working sessions. They're reading the book. The Facebook group I have is pretty active. And so I feel like I'm off to a pretty solid start. But I would really like some help and some advice with how to grow it.

JACLYN: Alright. First of all, I'm just so blown away by you. I love the action you took on this. Like okay, I could have a membership. It could be for these people. I could repackage something. Because you were trying to sell to them what you were selling to everyone else. And on our coaching calls we were like what if there was this other thing, or what if there was this other way for you to give to them what they needed? And I love that you just took this and ran with it. You have almost forty members. This was not even two months ago?

ANABELLE: Yeah, I really worked hard the first couple of weeks of December to really throw everything together.

JACLYN: Right? You did all of this in December! I love that you already have this engaged community. I just wanna acknowledge how amazing the action you took. Imperfect leaps. And you already have this recurring revenue stream with an engaged community that you really feel that you're helping and they're getting so much value out of it. And I think that it's the best of both worlds for everyone involved. I'm super excited for you. But I love the question of how can I continue to grow this? So why don't we first talk with how you grew... I think you mentioned this a little bit. But I want to dive into it a little bit more. **When you first launched this, you were leveraging your existing relationships and your past clients who are leaders in the MLM space; and you were able to structure and you have an affiliate relationship with them, right?**

ANABELLE: Essentially, yes. Yeah.

JACLYN: Are we calling it something else?

ANABELLE: Yes, it's an affiliate program and I just recently figured this out actually. I'm using Member Vault for my membership program and everything is way too easy and I'm trying to overcomplicate everything. So it took me a while to figure out how to do affiliates. And it was a no brainer. Every

time I have a problem with Member Vault, it's 'coz I'm making things too hard.

JACLYN: Well I'm a big Member Vault fan myself, so I love that your loving your Member Vault, and your Member Vault is beautiful. Why don't we share your Member Vault link in case people want to go check it out.

ANABELLE: I've made it pretty simple. It's ladybossociety.com. And that will redirect you right to my Member Vault.

JACLYN: You can see your freebies there. You can see what you're doing with this membership. And they can see other offers that you have, too. Love it!

Okay, so through there you are able to run this affiliate program so you've been partnering with your past clients who have big MLM teams. Are they all the same MLMs or different MLMs?

ANABELLE: Most of them are with the same company. And then I have one person who's with a different one. But they are all at the top. They've got teams of over a thousand, sometimes two thousand. They've got a lot of people who follow them.

JACLYN: Yeah, that's amazing. Okay. In case anyone is listening and is asking what is an MLM; **MLM stands for multi-level marketing. You can say direct sales, but these are companies like Beach Body, Rodan and Fields, Arbonne, Younique...**

ANABELLE: Younique is the big one that I'm working with. The one person with the different company is in **Ruby Ribbon**, that I have not heard of but they sell shapewear. So companies like that who are focused on these relationship marketing strategies.

JACLYN: What I love, and we'll just touch on this because I think it's such an important point here; **a lot of your target audience here are women who've joined one of these MLM companies, and they probably don't have much business or sales or marketing experience, right?**

ANABELLE: Exactly.

JACLYN: Yes. **And a lot of times you're just saying relationships – oh that just means DM-ing all my Facebook friends. But that is not the way to get clients!** [laughter]

ANABELLE: No, no.

JACLYN: Or if people wanna build their own teams where they're able to get more residual income that we won't go into a full "What is an MLM business?" You are able to help teach them how to brand themselves so they're not just sharing the same photo that everyone else in their company's been sharing. It's on brand for them so they're able to build their own brands. **You are also teaching them how to attract customers and attract team members and how to write social media posts. Because a lot of times people are just copy and pasting.**

ANABELLE: That's super common.

JACLYN: **And you can't really tell the difference between who's posting. It's like everyone's selling from the same company and saying the same thing. But how do you stand out? It's by not doing that.** By not posting the same thing. So I feel like you've hit such a need here, which is why I get so excited about it. and I think that it's a lot of effort on your part. It's quick effort; you hustled.

ANABELLE: I had to.

JACLYN: And it also doesn't hurt that you can design the sales page and write the copy [laughter].

ANABELLE: Yeah, I know. That's nice. [laughter]

JACLYN: You have all the skill sets here that lend themselves to quick action. Okay, so the question is **how do you grow this membership? And a lot of times, when we do something like this, it's like okay, so I did that; now, what else can I do? See, you're looking for *other* things that you can do to grow the membership. Where I look at this and say okay, this worked; how do we do more of this? How do we repeat this and scale this in other ways?**

So there's a couple of ways that we can do that. One, you did how many different webinars?

ANABELLE: I did three webinars, but it was all in the same content. I just did it three different times.

JACLYN: And you don't want to have different topics in webinars. I love that it's the same webinar. I want you to keep refining it as you're doing it, and tweaking it. But every time you do a webinar, you want to be able to get better at it. Be more confident. You're more prepared to talk and anticipate their questions or answer things. So I don't want you trying to reinvent the wheel with the webinar. Keep *refining* it.

ANABELLE: That was a question that I was going to ask. Because I would like to try again but I didn't know if I should do a different one or what. So the one I had obviously worked fine.

JACLYN: Yes! Exactly.

ANABELLE: Because I've got a lot of people in my email list through that webinar. So I'm building my email list at the same time.

JACLYN: Totally. Totally. So I want you tweaking it. I want you watching it back and seeing the way you think, the way you act. Asking for feedback, where you can get it and making tweaks to it. But yes, one webinar that you keep making better. Don't feel like you have to be doing a million different webinars. Now, I will say with the three different communities you did this for, I think there's potential to have **ongoing relationship** here. And maybe that includes a webinar, or maybe not. **But as people within your membership are starting to get some results and some tractions and good feedback, that's something you can take back to these bigger team groups. And again, the leaders of these communities are incentivized as affiliates to be promoting their team members to get in there. It's a win-win. And it's really a win-win-win because they're splitting some of the monthly membership with you, but their team members are getting better.** They're probably gonna make more money. And that means that everyone is gonna make more money. So it really, in so many ways, they are incentivized to get them into this program. So I wouldn't just say oh, I've done a webinar with them *once*, who else can I go after? I do wanna have that conversation next. But first, I would look at those relationships and think how you can partner together more. I don't think that means having three different webinars that you're constantly doing. But I do think maybe you're **[00:13:11 - inaudible]** at being a guest expert in a Facebook group or doing a Q&A, or maybe they're sharing some successes for people in the group or something along those lines. Or they're doing shout outs of people that have had great posts and they talk about why they've had those great posts. I would look at some of the ways that you can collaborate more. Clearly their communities are so much bigger than the people that are currently in your memberships. But there's a lot more opportunity there. And this is different than you talking to another entrepreneur who has 1,000 to 2,000 people on their list. These are essentially 1,000 or 2,000 paying customers. Now, I realize they're team members, but it's so much more of an engaged audience that these are team members of theirs and not just people that got an opt-in. So I would imagine that these Facebook groups or wherever these communities exist is more engaged. There's more trust there if someone's doing it then we do it, to follow suit

because there's a true community there; more than other online communities where there's really no barrier to entry. So I think you have a really great platform to start with there. Especially there's three different audiences. **So really coming from a collaborative approach with those leaders I think is key.**

Then, we replicate this. So how can we find more MLM leaders? And I don't think that they all need to be as high up in their companies. But I do think you want them to have at least a team of 100 or 200. I think it'll open up the opportunities for you if you're able to go into these ones of 100 to 200. It's also a great way to go in and do that and then ask for the intro to their upline, to then get into bigger communities that way. Someone that has just ten people on her team, it's just not worth it. But that doesn't mean that they can't help spread the word or they can't join themselves. Essentially, your focus right now is building relationships with people that are leading MLM teams. **The second focus is getting in front of audiences that appeal to MLM leaders.**

ANABELLE: Okay. So...

JACLYN: [laughter] It's okay. Ask the question. You're processing.

ANABELLE: How do you propose doing that?

JACLYN: First, when I say connecting with other MLM leaders, do you know how to do that?

ANABELLE: I'm not sure. Again, a lot of this has come about very organically just by word of mouth. But again, that's been mostly at the same company.

JACLYN: Excellent. So a couple of things. One is work your current network. I bet the women that you've already collaborated with know other leaders in their company. So who else is in their company can they connect you with? They might be able to connect you to one to ten or a hundred people that are in their company from there. So I would start with that. I would also look at your own personal network and who else that you know that's in MLM. Even if they're just selling and they don't have a team, tell them what you're doing and see if you can get an introduction to their upline and other leaders in their company. So I will start with your personal network first of who is like one or one removed, maybe two removed from the people that you're looking to connect with.

ANABELLE: Okay. I've actually made a list of friends, acquaintances who I know are involved in direct sales, and it is a long list.

JACLYN: Okay, so you have a really good starting point here. You just need to take that imperfect leap to it.

ANABELLE: I do.

JACLYN: It's can be a little ahh, not knowing what to say. But this is a win-win-win for everyone. **You have something really great to share and it's gonna help so many people; it's okay to reach out and ask. And do it in a very personal "you" way. Don't type up this long, canned message that feels really impersonal.** Make it real. I was gonna say make it feel real, but it feels real because it's real [laugh].

ANABELLE: Yeah, no I totally get that.

JACLYN: It doesn't mean that you have to start from scratch every time you're reaching out to someone. It's okay to have a couple of sentences that you're like okay, this is how I describe it, so let me just describe it like that every time, right? If you're just blanket, copy-pasting big, long messages, it *feels* like it's just being mass copy-paste, right?

ANABELLE: Right. And actually, can I share a copywriting tip?

JACLYN: Yes! Yes. Good, I love this. Of course, you know this more because you're a copywriter. Well, it's like I'm coaching for you but for people listening, I'm like let's not do this. I love that you have a tip.

ANABELLE: **My tip is to first of all, if you're doing something like this and you're writing something that you're going to send to a number of people – stop. Don't think about that. Write to one person. And that is where your voice is really gonna come through. And then after you've written the message, I want you to read it out loud. And then if you stumble over something or if it just doesn't sound authentic, you know that's where you need to rephrase something to make it sound more like you.**

JACLYN: Oh, I love that.

ANABELLE: There you go.

JACLYN: That could be applied to a lot of different things, not just this. It goes back to just write that first one. Like oh, I'm gonna reach out to so-and-so from college – write it to her. I love that. And then you can tweak it for everyone else. I think that's a good tip. Yes.

ANABELLE: Exactly.

JACLYN: Okay.

ANABELLE: And saying it out loud is really key.

JACLYN: Because sometimes we get overly formal.

ANABELLE: Exactly, yes.

JACLYN: Although the hashtags always sound goofy out loud. I'm a hashtag person, but when you say it out loud, I'm like oh I sound ridiculous [laughter].

ANABELLE: Okay, you don't have to worry about that.

JACLYN: Okay good. Thank you for sharing that. Okay, so you need to hit up that list and stop putting that off. That is your first priority. You know you need to do that. The second is... the way we're doing it, I think Nathan Berry's episode talks a lot about direct reach and I think that just applies so well here It is okay to reach out and pitch people. **There's a way to do it where it doesn't feel like you're pitching people. But where are people like this hanging out? Instagram. They're all on Instagram. So go on Instagram. Follow the hashtag. See who the people are that have the followings of the engaged audiences. Start building a relationship with them. Follow their stories. Respond to DMs.** This is it. Let me pretend to be friends with people. Let me get to these people and see if these are people that I want to partner with for this. You're building a relationship. You're seeing if it's a good fit. And when the time goes right, I would say look, this is what I've been doing for other years in the MLM space. I'd love to chat with you to see if it's a fit for your audience, and see if you can get a call with them.

ANABELLE: And you really suggest this on Instagram?

JACLYN: You seem very surprised by that. Yes, I suggest this on Instagram. **Here's the beauty of this: you don't have to have a big following on Instagram. You don't have to be following on Instagram. You don't even have to be posting on Instagram.** The opportunity right now to build relationships to the DMs in Instagram is... I hope it's like this for as long as possible. I know it's not going to be able to stay like that forever. I know there's gonna be a crashing point. But **right now, people are in their InstaStories. They're in their DMs. There's a real opportunity to build a personal connection.** There's also a real opportunity to really get to know someone through their stories. People are sharing. You see them on video You get to know the behind the scenes of their business It's much more intimate. And I think that is your best bet. Trying to find these

people on Facebook, I'm sure you could. You could segment them in a friends' list and just go through that friends' list and interact with their posts and everything. But I just don't think it's the same. You can private message people on Facebook and things, but that one requires you Facebook-friending random people you're not friends with. And it's harder to know are these people... they might be selling in MLM but are they really building a business? How big is their team? Do they make sense to partner with? While on Instagram, you could really see the brand that they're building.

ANABELLE: Yeah. The women that I've been working with are very focused on Facebook, so this might be something that I could bring to them.

JACLYN: Oh, so that's why you're so surprised...

ANABELLE: Because Facebook's getting so much harder. Yes. And they're asking me all these questions about Facebook. And of course the algorithms keep changing and it's harder to keep up with. So maybe pivoting to focus more on Instagram.

JACLYN: Well, I think it will be beneficial for you to add some things on Instagram or bringing guest experts on that for your community. Like in terms of the topic – you're teaching them how to do stuff. So for them, I think it could be helpful to show them Instagram. The reason why they're talking on Facebook is because they have an audience on Facebook. They have their friends. They probably have other connections that they've built on Facebook. You have to be more intentional on building an audience on Instagram. But the people that you wanna connect with, they have those audiences on Instagram, and that's where I think you're gonna get in front of the right people for you. The team leaders are on Instagram. And that could be something... I wouldn't make it a big focus right now for you, but I could see you sharing more and more on how they could do that down the road. But meet them where they are. They're doing the right thing there. But that doesn't mean you need to find your people on Facebook. I think the team leaders, I know they're on Instagram. They're on Facebook, too. But in terms of you being able to build a relationship with them – is on Instagram.

ANABELLE: Yeah, okay.

JACLYN: Okay so first, we're gonna do personal networks. Second, we're gonna get outside your personal network and identify who those people are in the circle, building relationships with them. And at some point talk about the LadyBoss Society and how you can really partner with them. You're helping their team members build brands like they are. **So a lot of people**

**in the MLM space struggle with that where there's the leader... they may not be able to describe how they've build their brand in that way.** They may not be able to translate that to their members. Or maybe they just don't have the time to put together their resources and focus like you do, or the expertise with copywriting and all of this stuff together. So this is a real value-add that they can be sharing with their communities. That's how you wanna present this.

ANABELLE: So I guess for me, what I struggle with is that initial contact. Obviously, I don't wanna look spammy, but when I'm reaching out to people I don't know; I'm an introvert [laughter].

JACLYN: This is why I want you to take the time to get to know them. Because when you get to know them, then you're going to have more to talk about, right? And it's not gonna be totally cold. But you make it about them. You're not gonna be asking them to become an affiliate right then and there. You're just gonna say this is the thing I'm doing. I'm working with people that have teams of this size; we were able to do this; I'd love to have a chat with you and see if it's something that you'd like to share with your community. It's a great way for you to make affiliate revenue. It's a great way for your team to learn how to do some of the stuff better so they're making more money, which really just makes this a whole win-win-win. I know you wouldn't do this, but it's like if you start following someone on Instagram, you send them a canned message that says that, right? And so the defense is up a little bit. But if you start replying to their DMs and have a couple of casual back and forths, you're having a little bit of conversation here and there. You see them maybe at a conference or they were talking about hosting an event. Then you're able to talk about something specific that you see them doing. Oh, I saw you were doing this with your team. Do you do anything to help your team get better at social media? That's my question. And they're like no, I haven't. Oh, we have these trainings and we offer a membership for that. I partner with leaders just like you and we're able to share some free content. And whoever wants to joins the membership, and this is what they're able to get out of it. I'd love to have a conversation with you about it. So at that point it's more natural. You're still pitching, but that's okay; there's nothing wrong with that. And this is the most direct way for you to go. Once you work your own personal network; this isn't you DMing random people in Instagram saying "wanna buy my course?" But it's a way for you to connect to build partnerships. And I think that's a totally different thing that lends itself to you being able to utilize it. It's not all business models. But for you, it's like okay you know this model works when you tap into the existing communities. So it's like okay who's running these communities? Who are the team leaders of these

communities? How do I build the relationships for them, and then do the webinar and invite people in.

ANABELLE: It all ties together.

JACLYN: We're taking what's worked and we're just repeating it. We can spend the whole day brainstorming and thinking of different ways for you to connect with these people but these are the two most direct that I want you to focus on. This is gonna keep you busy for a while. You could absolutely start going to events. You just start going to these events. There's so many different ways. I'm sure there's podcasts that target people. There's blogs. You could do all of these things. That's all great to do, but what I'm talking about are the things that are gonna get you there the fastest, and that's why I did those two first.

ANABELLE: Just a quick follow-up question. One thing I'm worried about as I do grow is how to maintain a sense of intimacy. Just people getting to know me. Because I've been able to talk to a lot of people one on one. And that's definitely building the trust factor.

JACLYN: You mean once they join the membership?

ANABELLE: Yeah. How do I keep it from getting impersonal?

JACLYN: That is a how other episode. I don't wanna get too into it. I won't totally leave you hanging. This can be applied to almost anything, but I think the best way is just to set the vision for you on what do you want this community to be? How do you wanna show up? How well do you want them to know you? It doesn't have to be personal. At a certain point, you're hiring a team. And in fact with a membership, because of the amount of people and the amount of questions that come up, I would really encourage you to keep that on your radar where it does get to a point that when it's too much to bring in someone and allocate some of that money to help you around the community. And that way, it's not all on you. You don't feel like you're constantly answering questions. **Some people describe a membership as passive, and I would say it's one of the least passive ways to make money. Now, if you can scale it indefinitely, but you're creating content and you're engaging people in the community there's really nothing passive about it. But if you are able to structure it in a way where it's not all about you; you're the one creating the content but you're bringing in other guests experts create some of this content. So it's not even all on you to be the expert. I think in terms of growth, that's what's going to be the best for you in the long run because you'll be able to have a team that's answering questions. You'll be able to bring in other experts to teach on different things so you're**

able to offer more support on a wide variety of things without having to create all of the content yourself. And I think that's what's gonna allow you to grow in a way where it feels personal to them but it may not be actually personal with you in them.

ANABELLE: I see.

JACLYN: Okay good. One thing at a time. But you're growing fast. You are at such a great start and you know a couple of these webinars could easily double or triple the size of your membership. And so when you start doing that, oh these could be a few hundred people and not a lot of time. And I think it's good to think ahead like that. Don't let the thinking ahead hold you back into taking action. But a lot of times until you're there, you don't know what you want or you don't know the best decision. So if you're not directly working with a mentor who's been down that path before who works other businesses like that - it's okay to get to that point and say okay, what feels good now? Who can I bring in to help? Who will need the most support? Where am I spending the most time or I shouldn't be spending that time? Things like that and that's gonna help you make those hiring decisions. But know that this shouldn't all be you because you will be burned out and drained and not the best resource for them at all if you let yourself get to that point.

ANABELLE: Okay.

JACLYN: I was just gonna say I know this is a lot to take in and that's a whole other episode. But I don't want to leave you hanging and I know that's probably something anyone with a membership who's listening is thinking the same thing. Okay, this is scalable, but what does it look like having all of those people in there. And one step at a time.

Alright. So you know what to take action on. Any final clarification questions? I wanna make sure that you're confident.

ANABELLE: Honestly no. I feel like I know what I need to do.

JACLYN: Alright. Where can our listeners keep in touch?

ANABELLE: Okay, well most obviously there's the ladybossociety.com where you can see my Member Vault site and get a taste of what I have to offer. And there's my website design studio, upSproutsstudio.com. And on Facebook and Instagram you can find me at both places at @upsproutsstudio.

JACLYN: Thank you so much, Anabelle.

ANABELLE: Thank you.