

[00:00:01.870] - Camille Freeman

Okay, we are being recorded. So welcome, everyone. I'm Camille. For people who don't already know me, this is our live class on how to find clients without social media, and this is a new format. Some of you who have been to webinars with me before haven't used this particular format.

[00:00:22.230] - Camille Freeman

So I've got the chat open, but your video and audio is not visible to anyone else. So in case you're feeling nervous about whether you're on camera or not, you are not. The chat is open. I've got it open. I can see the chat.

[00:00:37.920] - Camille Freeman

Do make sure that you select everyone. If you want your message to go to everybody, or if you want it just to go to me, you can put host and panelists, but I think by default, it's often on just host. So if you wanted to go to everybody, go ahead and change it to everybody. I'll have that open throughout, but we will have a Q and A time at the end as well. So because we have a lot to cover, I am just going to jump right on in.

[00:01:03.450] - Camille Freeman

I'm so happy to see you all here. And I got all of your questions that you submitted when you signed up. I'm going to try to go over as many of them as I can, and we'll go from there. All right. So the purpose of this training is to share my thoughts on how you can find clients without social media.

[00:01:24.490] - Camille Freeman

A lot of you saw this morning in the message I sent out to my mailing list or heard my podcast episode about why I'm not on social media. I'm not going to belabor that. I don't think it's a shock to anybody why somebody would choose not to be on social. The one thing I do want to say before we start is that I don't want to imply that you shouldn't be on social. Okay?

[00:01:48.510] - Camille Freeman

There are lots of reasons that you might not want to be, and you might choose to back away from it. You might choose to not use it at all. However, that being said, it is an inexpensive way to reach a lot of people, so it's not an obvious choice. This isn't the best choice necessarily for everybody. It's a choice, and you've got to decide based on your own factors, your own preferences and so forth, whether social media is right for you.

[00:02:15.020] - Camille Freeman

So I certainly don't mean to imply that this is the more moral choice or that you should be staying off social media or you shouldn't be using it for your practice.

[00:02:27.170] - Camille Freeman

It is a great tool to use for your practice, and it's not for everyone. So with that context in mind, let's talk a little bit more about this. Now. Here's the deal. If you want to find clients without social media, it's incredibly important that you have a reasonable sense of what you're doing.

[00:02:50.830] - Camille Freeman

You don't have to have it perfect, don't wait till it's perfect to start. But you're going to find that you have a lot more luck finding clients if you are clear on the questions that are listed here, if you can give me a clear answer to what do you do? And what you do is not I'm an herbalist. People don't know what an herbalist is.

[00:03:10.550] - Camille Freeman

I'm a nutritionist. Okay? That's not what you do. That's a noun. You want to be able to tell people, what do you do?

[00:03:17.800] - Camille Freeman

What transformations do you help people make? What's different before and after working with you? Okay, if you're beginning, you may not really know this yet. You may know what you hope to do or

what you intend to do. And that's okay.

[00:03:32.960] - Camille Freeman

You can start somewhere. But the more clear you are on your real work. Sometimes herbalism or nutrition or coaching or whatever is the medium that we use. But our real work in the world is helping people build self confidence or helping people sleep, or helping people feel radiant in their skin or whatever it is. There's something deeper underneath.

[00:03:55.340] - Camille Freeman

The more clear you get on that, the easier it's going to be for you to do the rest of what we're going to talk about in this webinar. Same thing. The more clear you are about who you care for or serve, the easier the rest of this gets. This is a multi year process, figuring out who you care for, who are your people? Where is that intersection of the people you want to work with and the people who want to work with you?

[00:04:20.750] - Camille Freeman

However, as that becomes more clear, as you get more evidence here, and as you get more refined, as you figure out not those people or more of these people, then you're going to have better luck connecting with these folks. That's what we're going to talk about more of. And then lastly, you want to be really clear about what's different about your practice from somebody else who does something that's ostensibly similar. So if there's two herbalists in your town, why might somebody choose you versus the other one? Not in a like, oh, well, that person doesn't have great training, not in that kind of way, but it's just in two wonderful, beautiful healers who are in your town or your city or your field or your whatever.

[00:05:02.750] - Camille Freeman

What's going to help somebody make the decision? When should they go see somebody else and when should they come see you? Again, the more clear you are on that, the easier the rest of this is going to be. I know this is incredibly frustrating because you might be like, well, that's hard and I don't know. And yeah, that's true.

[00:05:23.330] - Camille Freeman

Each of these questions can take years to answer. But the more you iterate, the more you understand about these questions and your answers to these questions, the easier it's going to be for you to find clients with or without social media so these are kind of like the core piece of what you need to know in order to build your practice and connect with your people and find your clients. We're not going to spend any more time on this, but really write this down. I'll share the slides when the recording goes out, Journal on these, think about them, come back to them. This is critical for having a thriving practice, understanding these questions and working towards the answers, refining the answers, and so forth.

[00:06:08.420] - Camille Freeman

Okay, so all of that being said, let's go on here. Starting with some definitions. What is social media? We say we want to find clients without social media, it helps to have an understanding of what we mean when we're talking about social media.

[00:06:22.950] - Camille Freeman

So I think we can mostly agree that social media includes Facebook, Twitter, Instagram, TikTok, LinkedIn. There's probably some I'm missing. Feel free to put them in the chat if there's an obvious one that I'm not thinking about. And depending on how you want to define social media, you might define YouTube as part of social media. You might define something like Discord or what's the other one?

[00:06:46.360] - Camille Freeman

Telegram. Is that the one? There's different ones. A private discussion forum on somebody's website or a circle group or a mighty networks. Some people would consider those social media.

[00:06:57.040] - Camille Freeman

Some people wouldn't. Same thing with a podcast, having a podcast. Would you think of that as a social media? Not really. You know, there's all kinds of different ways we can break this down.

[00:07:09.920] - Camille Freeman

The long and short of it is that you get to decide where your lines are. So from that list below, maybe you're feeling like, actually, I think I would be okay on YouTube, but I don't want to be on Facebook. Or maybe you're like, you know what, LinkedIn is okay for me, but none of these other ones. It's not all or nothing. You can pick and choose where you want to be, what you define as social media, and how and when and if you want to use them.

[00:07:38.710] - Camille Freeman

All right, so basically, there's no universally accepted definition of social media. And it's up to you, which, if any, of all these various platforms you want to be on. Some people in the responses to the sign up form for this webinar felt like a website was verging on, having your own website was verging on social media. And maybe a little bit more.

[00:08:03.080] - Camille Freeman

They didn't want to go any further than just having a website. So it really is a continuum of comfort. Now, this is a chart that I made up. Okay, so this is not the gospel. This is just a basic conceptualization of how we get clients.

[00:08:24.770] - Camille Freeman

All right, so this is just in general, nothing specific about this. In my mind, there's three big steps. Number one, first step is you've got to talk or connect with people who've never heard of you and don't know about you. That's over here on the left side of the screen.

[00:08:40.980] - Camille Freeman

What are the ways that can happen? Social media. Mainly this happens if somebody shares something you wrote on social media and other people see it. That's where you would find new people who didn't know about you in the first place. And they said, oh, so and so liked that post.

[00:08:56.360] - Camille Freeman

I wonder what that is and go check it out. Or so and so shared this post that I've never heard of that person. Why don't I click through and see what this is all about? You can teach classes or workshops, and people come to them. They didn't know about you before.

[00:09:10.120] - Camille Freeman

Now they do. They learned more about you. They were like, that person's kind of cool. Now they're connected to you. You can get referrals.

[00:09:18.210] - Camille Freeman

Somebody else can say, hey, this person, I had an amazing massage with this person. Or my whole life changed once I started working with that person. Or your doctor can say, you know what? I really think you should go work with this herbalist. That's a great source.

[00:09:34.490] - Camille Freeman

Advertising is another way that you can reach people who've never heard about you before, or SEO. If you're not familiar with that, it's search engine optimization. That means coming up higher in Google searches or duck Go searches or whatever that you use, getting your keywords all optimized and coming up towards the top of searches. And then lastly, you can do what we call borrowing other people's audiences, which is where you go and write a guest post for a blog that's really big. Or you go and be on a podcast.

[00:10:05.930] - Camille Freeman

So you reach the listeners of that podcast who didn't already know about you. Now, I want to say a couple of things about each one of these. But first, I'm just going to keep going with the bigger

picture, and we're going to circle back and say a few comments about these. All right? So all of those are ways that new people who had no idea you existed can be like, okay, they've met you.

[00:10:26.770] - Camille Freeman

Now the next step is that they want to stay connected. This is really important. Usually the next step is not like, oh, I saw your post on social media. I would like to pay for an appointment. Now, usually the next step is, oh, that person sounds interesting.

[00:10:44.030] - Camille Freeman

Why don't I stay in touch with them? Or why don't I circle back to them so I remember about them later on? So the next part is really important. This is where the person not only has now knows of your existence, but also decides, I would like to stay in touch with that person. The ways that they can do that are in the middle column here.

[00:11:05.820] - Camille Freeman

They can subscribe to your email list. They can subscribe to a podcast or follow your blog or your YouTube channel. Or they can like or follow you on a social media channel. Those are the most common ways. There are other ways as well, but these are the big ones.

[00:11:22.840] - Camille Freeman

So typically what happens if somebody says, okay, I'd like to follow or hear from this person periodically? They sign up willingly to stay in touch and then you stay in touch. That gives you an opportunity to build some rapport with that person for them to feel you out and be like, oh, okay, do I resonate with this person's work? Do I like their philosophy? Do they seem like somebody who could help me?

[00:11:48.650] - Camille Freeman

You have a chance to share more about what you do and why somebody would come and see you and so forth. After that relationship builds is typically when you are going to make an invitation to somebody and then they're going to say, you know what the time is, right? I like this person. I feel that they could help me. I trust their training or their process or something about this person's work.

[00:12:12.460] - Camille Freeman

I trust and therefore I would like to pay the money or sign up for the program, do a trade, whatever system you have in place and become your client. Okay. That's the standard flow. Is it possible to circumvent this? Is it possible that somebody goes right from I've never heard of you before to signing up to be a client?

[00:12:32.670] - Camille Freeman

It is possible. It's not generally the way it works. Usually it's going to be some version of this flow. Sometimes people go pretty quickly through the flow. They might learn about you stay in touch for a week or two and then sign up to be a client.

[00:12:46.460] - Camille Freeman

Or sometimes if it's a referral, sometimes you can kind of skip that middle step. And if you have a really strong referral from somebody that you trust a lot, such as your primary care practitioner or your friend who is like, this was amazing. You've got to sign up for this person. You might skip this middle part altogether and go right from referral to being a client. Generally speaking, though, that's not what's going to happen.

[00:13:11.390] - Camille Freeman

Okay, so I want to say a few words about some of the things on this left column before we go into the what about if I don't have social media thing? Alright, so there's a couple of things and this is because of the questions that you all asked in the sign up form. One of them was about advertising. And this is a word to the wise. If you are just starting out in your practice, do not pay for advertising right now.

[00:13:40.610] - Camille Freeman

The reason for this, I'm not going to spend a lot of time on it. But what I'm going to tell you is that for advertising on social media or in Google ads or something like that, you need to be very sure that whatever you're sending them to, like a link on your website or your program page or whatever it is, you need to be really sure that that page is compelling and that people will sign up from that page. If you don't already know that, that page does a great job describing your service, that it's compelling to the people you want to help. The price is right. People are excited to sign up.

[00:14:15.100] - Camille Freeman

They do sign up, and you can help them if you're not sure about all of those things, do not pay for advertising. Get all of that down first. Once you feel really good about the site or the page you want to send people to you and you know that from that with people just get to that page, they'll sign up then is when you spend advertising money, if you want to, which you don't have to. Okay. Don't start with ads.

[00:14:39.840] - Camille Freeman

It's generally not a great place. There are some exceptions, like maybe if you want to do a local ad in a newspaper or something like that, perhaps. But for the most part, I really don't recommend that you start out and spend a bunch of money on ads on social media platforms like Google or that sort of thing at first. Okay. Similarly, SEO, search engine optimization.

[00:15:02.630] - Camille Freeman

Really great strategy, especially if you're planning to have a local practice with people in your physical area. However, it takes a lot of skills and or a lot of money to do this. So you can certainly learn a little bit about this on your own and get the basics down so that you're starting to come up a little bit higher on Google and people can find you that way. But for the most part, your time and money is going to be better spent at the beginning of your practice working on some of these other strategies. Okay.

[00:15:33.680] - Camille Freeman

I hope that makes sense for everybody now. So here we have the basic flow of how people find clients. Next step is. All right, well, if you decide that social media isn't for you or you want to minimize it, de emphasize it in your practice, what does that mean? It really just means these two things here.

[00:15:53.350] - Camille Freeman

Okay. We're taking away one small section on the left column and one small section on the middle column. What that means is that you need to be really solid in some of these other areas. Not all of these other areas, but some of them. Okay.

[00:16:09.080] - Camille Freeman

So what that means, for example, is you need to start thinking about. All right, if I'm not on social media, how are people going to meet me who've never heard about me before? They've never heard my name. They've never heard a single thing about me. They don't know I exist.

[00:16:26.390] - Camille Freeman

They don't know I'm available to help them. How could I interact with these people? That's the question you want to be asking yourself. It's a really, really critical question.

[00:16:39.630] - Camille Freeman

This whole finding clients thing is not an if you build it, they will come. I see this so often where people are like, okay, well, I came up with my services. I know who I want to work with. I've got a beautiful website.

[00:16:51.580] - Camille Freeman

I spent all this time on a website, and I don't have any clients. And I'm like, yes, because nobody knows that you're there. You've got to help people find you. You have to be present where they are and introduce yourself because they don't know that you exist. Not only do you need to introduce yourself, you need to have a way for people to stay in touch.

[00:17:16.100] - Camille Freeman

This is a big one because for a lot of people, following somebody on Instagram is their way of saying, I might want to buy something from you later or I'm interested in your work. And so I'm just going to assume because I'm on Instagram every day, if I follow you, you're just going to pop up in my feed every now and then. And I'll remember, if you do not have that, you've really got to have another way for people to stay connected with you. And not only does the way need to be there, you need to use it. This one is easier said than done, right?

[00:17:50.790] - Camille Freeman

You don't need to just have something that people can subscribe to or sign up for. They also need to actually hear from you on a semi regular basis. Okay. And then the last part is, once they are connected to you, you need to make invitations for them to come work with you. All right, so we're going to go through some of these in more detail.

[00:18:14.410] - Camille Freeman

I've got a whole section at the end on referrals because this is a really wonderful option for people who are just getting started and or for people who are looking to build their practice without social media. So let's go through these things in more detail. Okay. So the biggest part, when you're thinking about, I would like people to know that I exist and that I'm available to help them if and when they need me or want me. They want to do this work when they're ready.

[00:18:43.280] - Camille Freeman

I'm here. The thing that you need to remember is that you want to be in community with these people. That's the core of how you can do this. The core piece of how you can find people without social media is that you need to be in community. There are lots of wonderful communities on social media, and there's lots of wonderful communities in other places.

[00:19:09.920] - Camille Freeman

So you got to put your creative thinking hat on and start thinking about, where are my people except for social media? Like, when they're not on social media, where are they physically? Where online. So this is where, if you don't already know people pretty closely who are part of the community that you are hoping to serve, you want to really get to know them. Like, where do you hang out online?

[00:19:38.170] - Camille Freeman

Do you go to the library? Where do you shop? Where do you go to yoga? Do you have book clubs? Do you have garden clubs? What kinds of things do you read, listen to? Events?

[00:19:52.970] - Camille Freeman

Do you go to all of that sort of thing? You want to start making a really big list? I always recommend that everybody have a practice notebook. This one is mine. Just a notebook where you write down things that you're going to want to come back to again and again.

[00:20:08.500] - Camille Freeman

And I want you to start a big list of where you think people who are in the community that you're hoping to serve, where they are, any place that they are, what grocery stores might they be in, or what activities do they do? Where can you show up and be in community with these folks? Okay, so brainstorm a big old list. Some of them will be silly ideas that you'll never use, but the more ideas you write down, the more will come to you. And then once you have that list, start to rank them by either where they're most likely to be, where you could be, too, without feeling super awkward and weird on where you want to be to and then be present there and show up to serve.

[00:20:54.990] - Camille Freeman

Don't show up to be like, all right, I'm here. I'm going to get some clients. Like, no, that's not how we meet people. It's just like making friends. You don't just show up and be like, I'm here to get five new friends.

[00:21:09.900] - Camille Freeman

I'm not stopping till I five new friends. I mean, maybe that's one way to do it. But really, you want to show up and be like, who here has similar interests? Who do I kind of vibe with? Who do I get along with?

[00:21:19.920] - Camille Freeman

Who do I want to spend time with and start to build that relationship? So if you find that your community is in the grocery, that's particular health food store or something like that, this is where a lot of your people shop, then maybe you decide to start to show up there and do Q and A's with the herbalist or nutrition workshops or cooking workshops or something like just be there, too, and help people out. Be present. Write a column for the Community Center Bulletin about the spring ephemerals in your area or going, you know, take an herb walk, take people around and show them what's in the neighborhood. If you're looking to build support in your community, show up and help people as much as you can, especially in the beginning when you've got time on your hands.

[00:22:09.580] - Camille Freeman

Ask yourself, how can I help the people in these spaces? Like, what would be interesting and thoughtful and nice? What would they be like? Oh, cool, I'd like to do that. All right.

[00:22:19.900] - Camille Freeman

It could be different ways for different people. The other thing you want to do, and this builds into the referral section that we'll get to in a minute. Here is think about other people who also serve these communities. So if you know that a lot of your people are yoga people, maybe you want to meet the yoga studio owners locally or the people who teach the yoga classes. Maybe you want to go there and take some classes and be like, oh, hey, I just wanted to see what this is like because I'm scoping it out, you know, see if you can offer to support one another, see if you can teach a free class, see if you can collaborate in some way.

[00:22:59.020] - Camille Freeman

There's lots of opportunities. But think about how you can help. Don't think about for me, it's just much harder to be like, okay, I'm here and I'm looking for a client. You know, it's just a little awkward versus when you're like, oh, I've got all this knowledge to share. I love people here and so forth.

[00:23:21.830] - Camille Freeman

Now next piece, let's say you've got some ideas, you've gone out and done them. I see some questions there and I'll get to them as I can. So you're out there, you're meeting new people. Maybe you're at the fair and you're at the farmers market at your booth or you're teaching a class or doing whatever. How are they going to get to know more about you?

[00:23:49.970] - Camille Freeman

Because this is the other thing. When people like you your personality or they like your material, they feel like, oh, that's really smart or oh, that is a great approach that I hadn't heard of before. Or this person really seems like they know what they're talking about. I think they know more than I do in this area or they may have an interesting approach. Those are the kinds of things you want people to be thinking when they meet you, alright?

[00:24:14.790] - Camille Freeman

So how are they going to get to know you enough to trust you and want to stay connected? Here are some ideas for you. So number one, they could meet you like in essentially real time, either online or in person. That's really one of the best ways because people will get a feel for your energy and some people will be like, oh, I really like that person. You know, they can tell right away.

[00:24:42.060] - Camille Freeman

Sometimes when somebody is a connection, I always think of Anne of Green Gables, kindred spirits kind of draw together. So live ideas for meeting people. Live would be classes or presentations, either online or in person. Webinars, booth set, fairs. Anytime you can show up and teach or be present and help people, it's a really great way to be connected.

[00:25:04.620] - Camille Freeman

Also, people can interact with content that you have so they can see videos that you have posted online. They can see articles that you've written on your website or somebody else's website or podcast. If you show up on somebody else's YouTube video where you're a guest on their podcast or something like that, then they can get to know you a little bit better, or they can be introduced by someone else so you can be like, oh, Camille, I wanted to introduce you to my friend Margie. I know she's trying to get pregnant. I know you work with pregnant people.

[00:25:38.210] - Camille Freeman

You two should really talk. That's another way that you can get to meet people. Now, Elizabeth has submitted a question about what about free webinars versus charging a small fee. This is really community dependent. So you're going to have to experiment a little bit with your people in your context, in your community, and see what works.

[00:25:59.450] - Camille Freeman

In my opinion, if the point of the presentation for you is to show up and serve the community, let people get to know you and see if they might want to follow you or connect with you or work together, then it makes sense to be free, to have it just be I'm building my audience. If you have a bigger audience or you have a more in depth subject and you really want people to be committed to actually take action and use that material on a deeper level, then I would recommend charging at least a little bit because people are more likely to show up, be present, follow through, and do the things if they've paid. So it's going to be a smaller crew, but perhaps a more dedicated crew. It really does depend on your particular scenario, though.

[00:26:45.970] - Camille Freeman

Okay, so think about these options here, because some of you are going to be like, I am not interested in doing a class or a presentation. I don't want to show up live. It's too nerve racking. That's not where I excel, that sort of thing. So if that's you, then how can you get people?

[00:27:05.570] - Camille Freeman

How can you meet people in other ways? Maybe you decide this one on one, just kind of interacting with people at theirs. One that I didn't put on here that I probably should have is networking events. So the Chamber of Commerce, where there's business networking groups and coworking spaces, that type of thing that often have meet ups for business owners. So those can be a really nice way to meet people one on one as well.

[00:27:31.130] - Camille Freeman

But I want you to start thinking about how you can show up and help people and share what you have to offer with people so they can get to know you. If you just have a lovely website with a beautiful picture of yourself, but there's no way for them to get a feel for who you are and how you approach things and what you do. It's really hard for people to sign up and pay that money and come work with you. So the more you can interact with people, the more you can share about your philosophy and the way you do things. And here's what I try for this.

[00:28:04.850] - Camille Freeman

The more content and presence you can have, the easier it is for people to trust that this could be a good fit, that you can help them, that you know what you're doing. Okay. Now, after they meet you, I said this before, and I'm just going to keep saying it because a lot of people skip this step. They need to have a way to stay in touch. So let's say you're at a health fair, you've got your booth, you've got your business card, you've got everything there, and you meet all kinds of great people, but you're not on social media.

[00:28:35.410] - Camille Freeman

And so you're like, well, nobody signed up, nobody bought my package. People aren't going to usually buy your package as the first thing. They need to have that way to stay in touch. So you need to think, like, what is the way that I want people to stay in touch with me if I'm not going to use social media, if I'm going to minimize social media, what is the ask when I first met people and I'm like, oh yeah, I

would love to keep in touch with you. I'd love to share more about what I'm doing with you. What is the invitation at that point?

[00:29:11.140] - Camille Freeman

How are you going to connect with them? Okay, so here's the options you saw from the slide before. The main options are going to be your email list having some kind of podcast or YouTube channel or something where you are going to show up regularly and be present for them. Back in the old days, it could be like an actual physical newsletter that you would mail to people. Most of us aren't going to have the budget to do that at this point, but if you really wanted to, you could.

[00:29:45.260] - Camille Freeman

But some way where the people who are like that person is cool. I can hear from you again, periodically. Okay. Now, in my opinion, an email list is absolutely mandatory. If you don't want to use social media, that is the number one thing that I have done. When I decided to stop social media, I revitalized the email list that I had been letting languish for many years.

[00:30:13.970] - Camille Freeman

And I rely pretty much exclusively on my email list to let people know when I'm doing things like this or when I have spots available to work with me in various things. That's how I share it and what I'm doing with my email list. And you can do the same with a podcast or a YouTube channel or any other thing where you're regularly reaching out to people who want to stay in touch with you. And this, of course, social media fits right in here, too, if you want to keep doing that. Great.

[00:30:41.880] - Camille Freeman

Wonderful. But what you need to do is pick at least one of these ways and reach out to people periodically. So here are the tips for the email list. You can kind of imagine these tips being also great for podcast, YouTube, whatever you want, start it. Start right now.

[00:31:04.880] - Camille Freeman

As soon as you get done with this webinar. If you don't already have one of these picked out, just pick one and start it. Get it set up so that people can actually subscribe. Okay? Then when you're talking to some nice lady at the grocery store and she's like, oh my gosh, I've been looking for somebody to help me with my diet or what have you.

[00:31:23.380] - Camille Freeman

You can say, oh, well, would you like to sign up for my email list? I let people know once a week, once a month, whatever. I share a recipe, tips, whatever. You can do that. So start small.

[00:31:39.450] - Camille Freeman

Start with the small list, but have it and let people know that it's there. So any time you're doing a speaking, any time you're at the health food store, fair, whatever, you're leading the herb walk, whatever it is that you're doing, the ask at the end of it is like sign people up for your mailing list.

[00:31:59.310] - Camille Freeman

Tell them to come to your podcast and hear this episode about blah, blah, blah, some way where they can hear from you again. Now the next thing is, what are you going to write or talk about or share? That's awkward on social media, too, isn't it? Doesn't matter where you're doing it. You still have to show up.

[00:32:17.660] - Camille Freeman

So you got to find your voice, whether it's in writing or your actual literal voice or whatever it is it's going to develop. My tips to you are just keep doing it. At first, it's going to be very, very awkward. It's going to be real awkward. You're going to be writing to two people and one of them will be your mother.

[00:32:39.030] - Camille Freeman

And you're going to just be like, you just imagine that you are writing or speaking or doing whatever to

somebody who really needs to hear from you, who's in your client bucket, in your community that you are trying to serve. Think about that person. Write them a short note, give them a short video or a short episode, talk to them, tell them what you think would be helpful for them, and then just do it again the next week or the next month. However often you want to do it. It's a lot of mind management.

[00:33:09.480] - Camille Freeman

Your email list requires a lot of mind management. It requires you to keep showing up. Sometimes it'll be great. Sometimes it will not be great. You'll write things and you'll be like, oh, okay.

[00:33:23.790] - Camille Freeman

And you just keep going. It's like anything else. You're not going to be good at it at the beginning, okay? You've got a lot of training in your modality. You have a lot of training how to do what you do already, but you don't have a lot of training in marketing, and that's okay.

[00:33:39.930] - Camille Freeman

But you're going to suck at it for a while. It's just the truth. So keep showing up. Keep doing it, and figure out what's resonating for you, what feels good to you like you're actually helping people via your email. And sometimes people will write back and be like, oh my gosh, that was really helpful.

[00:33:59.090] - Camille Freeman

You'll hear somebody say, that email you sent the other week really helped me through the day or really put a smile in my face. You'll get some feedback and you'll go more in that direction. Okay, do give people a reason to sign up. Sometimes it's nice to have a freebie of some sort or let them know, hey, this is the place where I tell people about upcoming herb walks. If you want to find out about the next one, please sign up.

[00:34:22.680] - Camille Freeman

That's a specific reason. It doesn't have to be a freebie, but it gives them a reason of some sort to sign up to stay in touch with you. Also, small tip from me to you. When you are writing your email list or in your podcast or your YouTube channel, in the description of a podcast or YouTube or at the bottom of your email. Every single time you have a picture of yourself, little bio and a link to how to work with you.

[00:34:49.440] - Camille Freeman

Because guess what? If you are like me, you are signed up for many different newsletters and you may not remember what every single person does. So all the time you want to make it really easy. Even if you're not promoting something in your email or your podcast or whatever, make it very easy for them to sign up. Because the purpose of an email, there's a couple of purposes of having a newsletter or something like this where it's you sharing with many people at a time purpose is a for you to help people before they've signed up.

[00:35:24.510] - Camille Freeman

This is a way of showing them what it's like to work with you on a very small scale. Showing them that you care, that you are a skilled individual. Showing them your personality, just making that connection. That's one piece of it. But also you're just reminding them that you exist.

[00:35:43.770] - Camille Freeman

It's so easy to be like, oh yeah, I really wanted to sign up for that thing. But then to forget the person's name, to forget who it was that said that to forget how to sign up all of that. So the more you surface in people's minds, the more they're going to remember you when they need you. They may not need you right now, but in the long run, they're going to think of you when the time is right. The more you show up for them and not just show up like, oh, your name is there, which is great, but show up in a way that's helpful and that makes them want to be like, oh yeah, that was really nice.

[00:36:18.550] - Camille Freeman

I enjoyed reading that. That was helpful for me or whatever it is. Okay, so practice, practice is the

summary of that side. Okay, so this is what I just told you. You remind people that you exist.

[00:36:31.000] - Camille Freeman

You help people at scale. Okay, you start out real small with your email list, but eventually there's a lot of people on there. And even people who can't afford to work with you or can't work with you for whatever reason right now, can still benefit from being in touch with you via your email list. Or again, we can substitute podcast, whatever else. All right, so there you go.

[00:36:55.350] - Camille Freeman

Now, the last thing I want to tell you here before we move on to referrals is that you also need to invite people. I see a lot of people missing this step on social media and off. Not only do you need to stay connected with people, but periodically you need to actually invite them to come and work with you, as in say, hey, would you like to come in and have an appointment? I would love to help you, that sort of thing. And then just stop talking.

[00:37:24.280] - Camille Freeman

Not like, oh, if you want to. And if the time is right, and if you don't, of course, if now isn't a good time, then that's fine too. It's okay. No, just invite them and stop. That can be in your email. That can be person to person, face to face.

[00:37:38.490] - Camille Freeman

Just email one person and be like, oh, hey, I saw that you've said a few months ago that you were interested in this. I just wanted to circle back and see if you needed some help with that. Now stop talking. Let them answer. But think about whether you are actually inviting people to work with you.

[00:37:56.160] - Camille Freeman

If you are trying to build your practice and I ask you, hey, how many people did you invite to work with you this week? And your answer is zero, then I have a pretty good idea of why your practice is not growing. You didn't invite anybody. It's like having a house and the door is closed and you're like, well, nobody's coming in feels like, well, it's because you haven't invited them in. You haven't opened the door and said, hey, I'm having an open house.

[00:38:24.250] - Camille Freeman

Would you like to come in and see my house? If they don't know that the door is open and you're not making an explicit invitation to work together, then yeah, people aren't going to sign up. They need an invitation. I'm not talking about pushy. I'm not talking about like, you too can benefit from a herbal consultation.

[00:38:44.530] - Camille Freeman

That's not the vibe here. But you do need to say, hey, if you want to come work together, this is what I do. I'd love to help. Here's how to sign up. You can do that in your email list.

[00:38:58.610] - Camille Freeman

You can do that one on one when people express interest, but you don't just assume that they know what you do and that you have offers and you're available. Tell them that, oh, you know, actually work with people one on one on this. I'd love to work with you some time. Are you interested, or would you like me to circle back in a month or two? It can be as easy as that, as non weird as that.

[00:39:24.530] - Camille Freeman

But I need you to ask yourself if you are actually inviting people. This is hard. This is the hard part. It's very easy to have a beautiful - not easy, but it's fun to have a beautiful website. It's really hard to put yourself out there and to write every single week something for people to read that you're like and then to specifically ask people if they would like to come in and work with you.

[00:39:45.440] - Camille Freeman

This is hard stuff, but it's also in service. This is a service to people who could benefit from working with you, for you to get over your discomfort and fear about this. And just to make an invitation. And

remember that people can always decline an invitation and it means nothing about you or your work. Just means they said no to an invitation.

[00:40:09.350] - Camille Freeman

Like if you invited them to your house and they're like, oh, no, sorry, I've got to go feed the dog. That's nothing to do with whether they like your house or not. It's just they have something else going on and you can invite them later because they might want to come a later time, but they're not going to come in and see you without an invitation most of the time. All right, so a few quick words about referrals, and then I want to make sure we've got time for questions. Okay.

[00:40:29.600] - Camille Freeman

So referrals are an amazing way to build a practice without social media and to build a practice in general. So I do know people who have practices almost exclusively built on referral. The key is to find a few great referral partners. Okay, so where can you get referrals from? Here are some of your options.

[00:40:55.530] - Camille Freeman

We don't have time to go through every single one of these and how you would do it exactly. But friends, family and acquaintances, potential clients, current and past clients, other practitioners, and adjacent business owners. So I'll talk about each one just briefly. Do your friends and family know what you do and who you help and how to send people to you? This is a very basic thing.

[00:41:18.310] - Camille Freeman

I'm not telling you to get your friends and family to pay you and come see you, but I am saying that they love you already. Do they actually know what you do and who you help? The answer is no. It's pretty easy to fix that. Tell them, okay.

[00:41:34.710] - Camille Freeman

Periodically remind them. Be like, hey, I'm having a slow month in clinic. If you happen to know anybody who's trying to get pregnant this month, I'd love it if you could send them my way. I don't necessarily recommend asking friends and family to come in and actually work with you because you do get into some weird conflicts of interest. They're not always the best clients.

[00:41:57.010] - Camille Freeman

They don't want to do what we tell them to in a way that people might if they were paying us our full rates or if they had otherwise decided to come work with us and that you could get into something like we are dual relationships. So I don't think that's the answer here, but I really want you to make sure that all the people who love and care about you actually know what you do and how to help you, because people love you and they want to help you. Okay? So make sure that's happening. Potential clients.

[00:42:24.960] - Camille Freeman

This is a very basic one. Please keep a list of people who have said that they're interested and reach out to them periodically with an invitation. This one doesn't have to be weird or creepy, just like, oh, hey, when we met a few months ago, I know you said you were thinking about trying to start to get pregnant this spring. I just wanted to let you know that I do have openings in May. If you want to work together, I would love to help you.

[00:42:49.550] - Camille Freeman

If not, wishing you all the best. Very low key, but reach out, let them know. Remind them, and you keep the list of who it is. When did I talk to them? What were they?

[00:43:01.540] - Camille Freeman

What do we talk about? So that you can remember to reach out to them when the time is right. Hey, current and former clients. Yes, this is Liz. Joe just made a little comment in the chat about this.

[00:43:17.170] - Camille Freeman

It's so much easier to get current and former clients to come back in than it is to find a new client. So please don't let those folks just slip through the cracks unless your practice is so busy that you can't even fit them in. But if you're building a practice and you don't have as many clients as you'd like, really do a great job staying in touch with your current and former clients. Yes. The dentist office approach.

[00:43:39.930] - Camille Freeman

Yes. You're due for an appointment in January. Here's the button to click on my schedule or just check in with them. When you see a client, give yourself a reminder. Three weeks later, I'm going to check in and see how they're doing.

[00:43:54.450] - Camille Freeman

Sometimes you've probably found this. Just that little check in can cause somebody to remember to set an appointment. They may not even respond to the check in. They may just schedule an appointment. I have that happen all the time.

[00:44:08.980] - Camille Freeman

When people are they're like, oh, yeah, I meant to set up that appointment again. It's just coming to the top of mind helps them be like, oh, yeah, that person exists and they're helping me. Let me just do this. I do like to just mention that asking current clients for testimonials is a little bit weird or former. There are some potential ethical issues there, so you don't necessarily want to solicit testimonials per se.

[00:44:37.740] - Camille Freeman

I have a podcast episode that you can check it out later if you want to about the pluses and minuses there, but think carefully about that piece of it. But do be an exceptional practitioner. I think it's totally fine to tell your current clients, maybe like once a year or twice a year, maybe that you have openings. And if they know anybody, that would be a great fit. You'd be really honored to have their referral or something like that.

[00:45:05.890] - Camille Freeman

Totally fine. And do ask for feedback. Figure out how can I be an even better practitioner? How can I make this the best experience for my clients so that they're raving about me? Not only so that so they can feel better, obviously, but also if it's an amazing experience for your clients, they are more likely to tell people and that is how you start to build and build and build your practice.

[00:45:30.430] - Camille Freeman

Okay. And then lastly, I think this is one of the best ways to do this. Other practitioners and other business owners, so other people who work with in your circle, let people know what you do. Go meet them. Go support them.

[00:45:45.060] - Camille Freeman

I'm not sure if Liane is here tonight, but Liane was telling me that there was a local person who opened up. I forget whether it was an artist or a real estate, but somebody not related to the healthcare field opened up a business in her town the other day and had an open house, and she just went by to support them and say Hi and meet them. It's a lovely, nice thing to do just to be like, oh, hey, I just wanted to support your work and say hello. It's a great way to start to build your network. And again, this is about being part of a community, not like, oh, you send me clients, I'll send you clients.

[00:46:22.590] - Camille Freeman

It's about like, oh, I want to support people in my community. I want to figure out how I can help them, how they can help me. It's a matter of it's not quid pro quo. That's what I'm saying here. Like, start to actually participate in the community either, again, physical community of your town or the smaller community of your like a network of people who do what you do.

[00:46:47.690] - Camille Freeman

Send people to other practitioners when they're out of your scope and let them know. Be like, oh, hey, this person has an eating disorder and that's outside of my scope. I'd love to send them your way. Are you taking new clients? That is a perfect way to build community and connection with other practitioners.

[00:47:06.170] - Camille Freeman

Sending thank you notes, obviously not with any client information, but you can say, well, thank you so much for sending the client my way last month. Whatever it is, reach out to other practitioners. You can be like, oh, hey, I saw this article the other day. I thought of you. I just wanted to send it your way.

[00:47:24.580] - Camille Freeman

Or another thing is this is a great one. Sign up for other practitioners' things like their newsletter or their podcast or their whatever, and actually write back to them, say, hey, this was a really great episode. I loved this newsletter. Thanks so much for sending it. I'm going to pass this on to my clients.

[00:47:42.870] - Camille Freeman

Show up in their minds, too, and they remember, oh, this herbalist keeps contacting me. I wonder if she might be able to help this client who's at the end of their rope or whatever else. Okay, you can get other practitioners testimonials, and that's a nice ethical workaround if you're worried about client testimonials. All right, a few last thoughts before we go into questions here. Just going to leave you with this.

[00:48:09.670] - Camille Freeman

Number one, this is true whether you use social media or not, show up as yourself. If I look through your social or your email or your podcast or whatever, and I don't see your name if I didn't know it was you, and I looked through it and I'm like, oh, that sounds like Beth. I should be able to figure out your voice from it. If it sounds generic, like everybody else.

[00:48:37.130] - Camille Freeman

Great news. New product out today. If I can never hear you saying that, it's not going to be very effective. You don't need to be any different than how you are already. If you're quiet and nerdy, then just be quiet and nerdy in whatever you do.

[00:48:55.670] - Camille Freeman

Like you are allowed to show up exactly like you are in whatever kind of marketing you're doing.

[00:49:05.570] - Camille Freeman

The people you want are the people who like you, exactly like you are. The same as dating. You don't want to be go on a first date with a whole bunch of makeup and go to some fancy restaurant when you would never actually do that in real life. Otherwise, it's not going to work out. Just show up exactly the way you are. And that is going to bring in people who want that.

[00:49:28.270] - Camille Freeman

So it is okay to be a little weird, a little off the beaten path, to be the herbalist who loves cats or whatever, you know, the cat lady herbalist, be it. Embrace it. Lean in to that. I promise it works. Start right now.

[00:49:48.230] - Camille Freeman

Do not wait until you've got your website done and you've really figured out your niche and you've decided on your pricing. Just start right now. I promise you, they are not going to come banging down your door right this very second. So you need to just go ahead and start. It's going to be very slow progress.

[00:50:03.440] - Camille Freeman

I always tell people it's going to take at least two to three years to actually build up. If you are consistently showing up and doing all of this work, two to three years, it'll grow slowly over that time,

but it's going to take time. So please don't wait. Don't wait till everything is perfect because it's never going to be perfect. Just start right now.

[00:50:23.090] - Camille Freeman

Okay. And then lastly, don't hide behind the administrative desk. Okay. Some of you've heard me say this before, but it's important. Do not spend all of your time behind a computer and then be like, well, nobody signed up for my thing.

[00:50:38.290] - Camille Freeman

Well, did you tell anybody? How many people did you tell about your thing? You had to tell a lot of people about your thing. You got to get out there and do those steps. Meet the people who don't already know about you.

[00:50:48.210] - Camille Freeman

Ask them to stay in touch. Actually stay in touch. Stay in touch regularly and invite them. You just keep doing that over and over again, and I promise it will grow. You'll figure out what's going to work for you within that framework.

[00:51:03.590] - Camille Freeman

What's not as effective for you either, because you're not good at it. You don't like it. It's not where your clients are or whatever. Try something different on that list and just keep going. It's not going to work.

[00:51:14.380] - Camille Freeman

If you stay behind your computer and wait for people to come to you, you got to go out there and start connecting and serving and being part of a community. Show up for them so they can come and work with you and feel comfortable doing that. Okay. All right. So that is it.

[00:51:30.770] - Camille Freeman

Like I said, there's a ten second mention of Monday Mentoring, which is opening soon. If you want to hang out and talk about practice management, cases, love to have you join us. What questions do folks have or things that you still want to talk about? Because we do have some time here. You are welcome to put your questions in the chat area, and I would love to hear them.

[00:51:58.330] - Camille Freeman

You can send them to everyone or you can send them to just me, which is hosts & panelists, but it's just little ole me.

[00:52:11.790] - Camille Freeman

Any questions or things? Mimi, Monday Mentoring is going to open up. Not this coming weekend, but next weekend. Yeah, it'll open up then you are welcome. Lori, you are very welcome.

[00:52:27.180] - Camille Freeman

Thank you for being here.

[00:52:31.150] - Camille Freeman

Jim, how often should you send an email? So this is going to depend. I tell people that regular is going to be better than frequent. So ideally, I'd love to see you sending an email once a week. If you're going to do an email list, I think that's a reasonable frequency.

[00:52:49.480] - Camille Freeman

But if you already know you're not going to be able to keep up with that, then maybe you go for twice a month or once a month and you get good at that and you show up and you follow through on your commitment of once a month to yourself. You do that for a little while, maybe then you can bump it up to twice a month. Maybe then you can bump it up to once a week. My goal is to send an email out once a week, and I probably manage three a month most months. So give myself a little grace.

[00:53:19.350] - Camille Freeman

I have found that people are going to be more likely to engage and read the emails if you send them more often versus less often. But remember, they're good. You've got to make the emails good. And by good, I don't mean long. I want you to think about your people and what they need to hear.

[00:53:40.390] - Camille Freeman

Okay. So it could be a word of encouragement, just a real short word of encouragement. If your people don't have the time. If your people are busy parents, you don't want a 17 page email with 18 links in it. They're not going to click all that.

[00:53:55.130] - Camille Freeman

All you want is just like, hey, quick and easy recipe. Don't know what to make for dinner tonight. Here you go. Talk to you next week. They're going to be like, oh, please, I'll open that every Thursday because I already have dinner planned on Thursdays.

[00:54:09.020] - Camille Freeman

Right. Or if your email is just an encouraging word, every Monday, if it's like, hey, I'm going to share something really nice for you to hear every Monday. Wonderful. So think about your people and what they would like to receive that's in line with what you do that's going to help them in some way. It's a healing thing.

[00:54:28.660] - Camille Freeman

To read your email. To receive your email is a pleasant or healing thing like how can you serve them via your email? That's what you should go for. Okay. So how often is basically how often you can keep up with it?

[00:54:48.830] - Camille Freeman

Yeah. Lisa Jo, it's really easy to put your picture at the bottom of your emails and then if you actually just copy the old email next time, it's already there. All you have to do is change the message for the week and you don't even have to change your bio or anything. It's just always there if you duplicate the old one and then just change it every week. Mimi?

[00:55:10.710] - Camille Freeman

Yes. Overwhelmed. Okay. I'm so glad you brought this point up. You get inspired and then have a hard time following through on the steps, tips or ideas about starting a WhatsApp group for practitioners or that sort of thing, finding other herbalists at your stage.

[00:55:27.890] - Camille Freeman

This is where Monday Mentoring does come into play. It's a lovely group of people who are practitioners actually trying to build a clinical practice, which not everybody is. But the deal is I want you to look at that chart. Like I said, I'll send out the slides to you tomorrow, but look at the chart and make sure you're doing one thing in each of those columns. Right.

[00:55:51.760] - Camille Freeman

So one way every month there should be at least one thing you're doing to meet new people. And do you have one way to invite people to stay in touch when they come across your website or you meet them at a fair or whatever? Start there. Just pick just one or two things, ways that you're going to show up and do that. I do recommend getting an accountability group, even if you don't sign up for Monday Mentoring.

[00:56:18.540] - Camille Freeman

Just get a couple of people, find them, people who are in your program or whatever, and agree to meet every week or once every other week or once a month and just check in with each other. That's another way to do that. Yeah. I have a podcast episode about accountability groups that may be helpful. If you want to do that, I can check that out.

[00:56:45.770] - Camille Freeman

Thanks, Elizabeth. Little plug for the Grow course. I love it. Yes. Anything else that people wanted some help on here?

[00:56:56.000] - Camille Freeman

Okay, you know what? Here. I just want to share this one other thing.

[00:57:02.010] - Camille Freeman

This is really important. There is not a secret, right way to growing your practice. It's not like, oh, if you only follow the five step business marketing plan that so and so is selling you online, you will absolutely grow your practice. The only secret to doing this is that you have to keep showing up and trying stuff. And then iterating when and if it doesn't work, you'll figure out what's working for you and what's not working for you and you'll keep going.

[00:57:36.150] - Camille Freeman

That is it. That is the only secret is just keep going. Okay. Try something. Don't just sit there and be like, oh, I don't have an MBA and I don't have \$2,000 to take that special class, et cetera, et cetera.

[00:57:55.590] - Camille Freeman

You've got lots of ideas here. There's tons of ideas online. You can take every free webinar in the whole world about this topic. Pick some of the ideas that sound good to you and just try them. And it'd be okay with somebody.

[00:58:09.290] - Camille Freeman

Sometimes nobody's going to show up. Sometimes you're going to ask and people are going to say no. People are going to unsubscribe for your mail list and they're going to leave a negative review on your podcast. And it's going to suck. Just like you are not for everyone.

[00:58:25.210] - Camille Freeman

Everyone's not for you. But you can't help people if they don't know you're available to help. And that is the driving factor. Just keep that in mind that I'm going to show up for my people. I'm going to keep showing up because I'm committed to helping people who need or want my work.

[00:58:39.570] - Camille Freeman

So I'm just going to keep trying for their sake, even though it's hard and even though people don't, I don't know what I'm doing. You're going to be a beginner and try stuff. Yeah. Next best thing you can do. Other last piece of advice, because I know it's 08:00 now.

[00:58:57.000] - Camille Freeman

Last piece of advice is do not take 100 different classes and then try to do all of the things like Elizabeth is saying in the chat here. Pick a few things. Try them for a good period of time, like at least three to four months legitimately try them and see if they help. And if they don't then try something different. Get help?

[00:59:20.670] - Camille Freeman

Yeah Mimi you're welcome to share your contact information if you want to in the chat in case people want to form an accountability group can contact you. All right. Well I like to make sure that we're basically timely so we're going to wrap up. Thank you so much for being here. I hope this is helpful for you.

[00:59:39.710] - Camille Freeman

I will send out the recording tomorrow. Hopefully tomorrow morning and we'll go from there. Alright. Thanks so much for being here. It was really fun to be with you.

[00:59:54.210] - Camille Freeman

Bye everybody.