Jane Olivia: [00:00:00] So ~my~ my first and favorite tip, everybody, ~and this is an easy one.~ Stop treating your communities like social media. And what I mean is ~yes, so your social media, let's say your Facebook fan page, your Instagram account, your TikTok account on those types of what I call social media accounts. ~You post, hopefully,~ probably~ something high value you hope for engagement, people commenting, sharing, liking reacting all of the things and wow, it's really, really great. That is amazing. And that is not community, not even a little bit totally the opposite. Don't even do that. That is the worst thing you can do. And it will break your community every time

[00:01:00]

Coach Dan Gordon: ~Not right now~ hello, my fellow

badass entrepreneurs and welcome to for badass entrepreneurs only. I am Coach Dan Gordon, and I am beyond excited to be talking to the amazing Jade Olivia. Hey, I want to ask you guys a question. Imagine if your clients or customers ~weren't just clients or customers but they~ were part of a community. And like it doesn't matter what you do ~you know, if you ~ ~if you're a business coach that your clients and customers that your clients, we're talking with each other, if you're selling real estate, right that the people buying real estate, we're hanging out with each other giving each other advice. If you're installing solar panels that everybody who uses solar panels who are talking with each other, they're giving each other advice.~

They're talking about their experience. They're part of a community. This is what everybody wants, and ~very~ very few people know how to do it. But guess what? Jade, Olivia does.

So with her company Jade Olivia ko Jade Olivia has a background in professional dancing, cheerleading, coaching, music and marketing automation. Jade combines these skills definitely ~the cheer~ the cheerleading, to serve her favorite people in [00:02:00] the world, which are entrepreneurs and I'm going to add badass

entrepreneurs because I know that's true. While Jade can nerd out with the best of them. When it comes to automating small businesses. The part she enjoys most is the relationships that she makes, because of her natural ability to make people feel seen, heard and loved, ~even in Facebook groups or on Zoom.~ She ~also~ professionally manages online community and trains others on her data driven approach to focus community led engagement.

I am so pleased to have her here to share her knowledge and wisdom and her secrets with us Jade Olivia Welcome. Welcome. Welcome to for badass entrepreneurs.

ONLY

Jane Olivia: I'm clapping I feel like there should be clapping right?

Coach Dan Gordon: There is clapping.

Jane Olivia: That was so good. Thanks for having me. ~This is so fun already. ~

~already ~

Coach Dan Gordon: haven't even begun. So can we just dive into ~the middle of~ the conversation?

Jane Olivia: Yeah, let's do it.

~Okay. Why?~

~Yeah, like,~

Coach Dan Gordon: I've heard so many groups, organizations, companies say we're building the community, and they completely [00:03:00] f it up. What are they doing

wrong?

Jane Olivia: ~Oh,~

Oh, how much time do we actually know, I love that you're starting there. Because there are a ton of pitfalls that are super easy to avoid, if you know what they are. ~Right.~ So ~my~ my first and favorite tip, everybody, ~and this is an easy one.~ Stop treating your communities like social media. And what I mean is ~yes, so your social media, let's say your Facebook fan page, your Instagram account, your TikTok account on those types of what I call social media accounts. ~You post, hopefully,~ probably~ something high value you hope for engagement, people commenting, sharing, liking reacting all of the things and wow, it's really, really great. That is amazing. And that is not community, not even a little bit totally the opposite. Don't even do that. That is the worst thing you can do. And it will break your community every time

Coach Dan Gordon: ~that~ it's so important that you say that because I know there's people listening right now that says, you know, I have this covered, because I have a Facebook page for my business. So I already have community. [00:04:00] What's the difference between that and what you're talking about?

Jane Olivia: Yeah, you know, the word community is pretty loose, right? Like you can call your followers on your social media accounts a community right? So ~let's let's be super clear,~ let's clear the air right now. Because I'm not telling you not to call those your communities. But I will be very specific. And the strategies and tactics that we're talking about today are about the community, in your business as defined like this.

Number one, it's the part that's likely always on so if you have a Facebook group for your group coaching, for example, I could wake up in the middle of the night ~and,~ and post or ask a question.

But number two, and most importantly, it's the part where they're the feature and not you. Their conversations, their interactions, ~their sparks,~ their relationships, they're the ones talking, they're the ones on stage, not you your social media is for you to post. And ~here's my mic drop guys,~ the best communities I'm in especially the paid ones where I paid big bucks ~to~ to be able to be in that room. The leader [00:05:00] doesn't post

Coach Dan Gordon: Okay, hold on a second. Because ~this~ this is very counterintuitive. Because as you're talking about this, I'm thinking wow, we really need to up the for badass entrepreneurs only community so I need to start posting a lot more. But you're telling me not to

~no that's what social media is ~

~for.~

Okay, right. So now we're right back to the differences between community and social media. ~Okay, exactly what so~ so if, if I'm not posting what am I doing?

Jane Olivia: That's such a great point. So my favorite analogy to bring up is ~let's~ let's compare your community to a party you're hosting. Let's say ~I'm having I'm having an engagement party, okay? I just just got engaged, hey, ~well, I'm having an engagement party. So I'm the host. ~And I'm having it at my home.~ And I'm going to invite all my friends and family, ~they're all going to come to my house to celebrate me for a reason.~ They're coming to celebrate my engagement, ~and my future life with my future husband, it's gonna be great.~ But everyone I'm inviting. ~They,~ they don't know each other. They all know me, and I know them. They're all there to celebrate me. But wouldn't it be a really stupid shitty party if I invited everybody and forced everyone to sit down and just watch me ~stand on a table ~and talk about my courtship with my [00:06:00] fiance and be like, ~Okay, everyone, really glad you're here for this party, sit down and shut up. I'm going to tell you the story of how Brian and I met, it was really, really great. So we were at this party one time~ and nobody talks to each other. What's really

Coach Dan Gordon: weird and awkward.

Jade, you've just identified the problem with every party ~I've~ I've ever thrown. Thank you so much.

Jane Olivia: It's like Ron Burgundy. Hey, everybody. You know, what your community looks like if you open a community and you're the only one talking ~in a community is a party. So it's ~so what a real party is, is it's in my house. And people are there for me, under my umbrella of thought leadership, and it's not a party more, it's a community.

But they're there for a reason. But if I'm a thoughtful leader, all woke up today, I'm like, Dad, meet my friend, Joey. She's a business coach, too. ~But you know what,~ she's kind of trying to get her feet wet. I would really love if you could give her some data. And then you too, and then I well, by the way, guys, this is the coat room, the snacks are over here. If you're vegan, go hang out in that corner, because I got some lettuce over here eating. I mean, like, I can strategically make people feel comfortable. Let them know who they can talk [00:07:00] to and who they're comfortable with. But it's only because I know those things about

Coach Dan Gordon: right.~ Right. So,~ so plugging this into an online community, ~right?~ I totally get the analogy. But what do I do? ~I just go and like, hey there, Steve. Hey, Steve, you should talk to Leslie because I don't know, you know, Leslie's into the sales to win. ~ First of all, that seems like a lot of work. And it also seems like I'm asking people to talk to each other that might not want to talk to each other. ~Right?~ Like, ~you know, Steve and Leslie are off doing their own thing, like, how do we get~ we start getting people engaged?

Jane Olivia: Yeah. So this is where we can, ~you know,~ make this beautiful web of where your leadership meets them as human beings in an actual ~community. There's a lot of ways you can spark engagement, the first and foremost has to do with their journey in your~ community.

What are the milestones that they experience as a part of being in your community, new being level one, and you could map as many ~as 3456~ milestones, they're new, they're starting to adopt your methodology ~in~ to achieve mastery, ~you know,~ they've accomplished at least one thing because of your teaching level threes, they start to feel comfortable, and they're sharing and opening up level fours. Now they're serving others, and ~they're,~ they're supporting and [00:08:00] answering other people's questions. ~You know,~ level five is now they've achieved mastery, and you've recruited them to be a moderator. Right?~ There's,~ so how would you map their progress through not just being a community member, but in your community as it relates to your objective? Are you teaching them something? are they learning or they're growing? And how do you measure that in the community? '

So when you map those out, you can use those as guys sat with me calls to action. So ~I'm sure~ we're all entrepreneurs. ~So~ that means we all have to be marketers. Whether or not it's your trade, marketing is my trade. ~So~ I love marketing and marketing automation. ~And you know if this when that scenarios, but at the end of the day, no one's going to have a sales page without a Buy Now button or click here, or do that you have to prompt people and call them to the action literally tell them what to do. ~So the worst thing you can do is begin a pitfall it's y'all is Oh, and by the way, I have a community too. It's over here, join the group and then crickets. Yeah, they don't know what they're doing there. They don't know why you're not calling them to action. There's nothing to achieve. There's nothing to accomplish. There's nothing to talk about. So it just sits there quiet and kind of rots. And it's really[00:09:00]

Coach Dan Gordon: what's really cool about this jade is that it sounds like a sale. ~was~ pipeline. Like with a sales pipeline, you start with your prospect here, you move them along the pipeline ~to each step~ to the point where they're a customer ~with this.~ And with a sales pipeline, you can look at it know where all of your prospects are in that pipeline. ~And~ this ~sounds like~ the same ~thing~ with everybody in the community, I'm putting them in a vertical. ~I'm saying,~

Here's where they are. But I want to move them to the next step, ~I want to move them to the next level. So here's the kind of interactions that I'm going to have with them. Great. Now we've moved into the next level. Now I'm going to have these kinds of interactions with them. Now that the next level Okay,~

Jane Olivia: exactly. I love that you said that. Because ~everything, you know,~ you being a leader in the world of being an authentic business owner, and business leader, and entrepreneur, everything you think about in terms of best practices and in authenticity, and marketing, is equally applied into its own unique ecosystem of community. So your business and not just a funnel, because funnel implies that you stop tracking when the conversion happens. But the whole customer journey from unaware to raving fan, you need to apply those same [00:10:00] concepts to people's journey in your community.

And in the milestones in your customer journey in the greater picture, you have calls to action and automation in place to tag and segment and categorize people as they progress, right, even your community. Otherwise, you're not going to be able to call people to action, because you don't know anything about them to prompt them to do. So~ it's it's ~at the end of the day, it's nothing but relationships. I can call people to act in the communities I manage, because I know things about them in a nerdy way, that's called data tracking. And I do have strategic ways of managing that data. But it's also like being a human like, how would you describe your best friends, you can make a list of data points, I know that their favorite food is this and their favorite way to unwind is this. These are things you know about people you love. Why not apply tags in your app? For?

Sure.

Coach Dan Gordon: It's like if you get a job somewhere, and you want to get [00:11:00] to know someone, ~you know, ~like, you know, if you and I were working in an office, I wouldn't go up to you on the first day and go, Hey, let's go grab lunch today. ~It'd be like, what? What's this guy going for here? But if I said, Hey, how was your weekend? Or your you know, what do you plan to do this? This

weekend? Jay, like, Oh, cool. That's cool. Great. Have a great weekend. And that's it. Okay. All right. Then, a couple of weeks into it, you know that we're having conversations, then that can be let's go grab lunch, right. ~And so~ it's this,~ it's the same thing. ~It's~ is moving someone along a pipeline, ~with most social interaction, it's a natural thing, we follow rules that have been in place that we don't even realize that we're following because we're just used to it. Yeah,~ what you're talking about is turning those rules into a system that effectively move people deeper and deeper into the community.

Jane Olivia: Yeah, but in the bigger picture, ~and~ on your social media, in your business, you're the leader, and ~you're the one that~ you're the voice in the community, everything you need to do you have to completely change your approach to get them to talk to get them to do so ~in that really awesome example you had about like, Okay, what do you do in this weekend? Right? What a community manager would do an effective community manager, ~we would, ~they would~ find out what someone enjoys. ~What are you doing this weekend?~ And then they would store that data? And then on Monday, ~I~ would send a private message to member Dan over here. It's a day on which How was your weekend? ~You said that you were gonna go skiing? Did you find any time~ to ~study?~ Are you struggling? How's it going? Would you mind sharing your answer in the group? ~Because I would I want to, I want to hear the answer. But I want to hear what other people have to say about it, too. ~So I'm literally calling them to action. I know things about them. ~They are~ they feel valid and validated that I remembered that piece of [00:12:00] information about them. And I want them to have a voice in this space. So they go and they post in the group ~and they're like, Guys, I went skiing this weekend, you know, while I was enjoying the scenery, I was really thinking about module one and and how how much I learned and how great it was.~ And ~so step two of being a really effective committee manager is~ instead of me just being like awesome good job and it's still just being that me and them and them and me conversation, I'll tag in someone else. I'll be like, You know what, Sally, you went skiing? Do~ Do you~ Do you also think about ~like,~ your business and ~your~ strategy when you're up on the hills too.

And I connect people on purpose, even though ~I even if~ I was an expert skier, I'm not going to talk about me. I'm going to bring in other people based on those data points that I know it's going to turn into relationships and conversations that I've facilitated, but I'm not the focal point of

Coach Dan Gordon: right? And so this is fascinating. It's clear why it works and how it works. It's also very quickly getting very complicated. Like, I mean, ~already, I'm feeling lost, I know that my listeners are feeling lost, like~ how in the world can you keep this? All this information? And all this thinking and all these little data points in, like, what do you do?

~It's such a good question.~

Jane Olivia: Well, [00:13:00] if I may skip ahead ~and in our blueprint, because Dan and I are having some private lessons in the background, I'm coaching him on some community stuff. We haven't gotten here yet, but I'm gonna give you a teaser. ~Okay. Okay. I know, it sounds complicated. I agree. And when I'm like, oh, it's easy. Just remember everything about everybody and everything. That's totally realistic. Okay. Yeah, ~um, I,~ this is how you can easily track it. And by the way, this whole tracking method is just ~only~ one way you can strategically call people to action and engage in your group without you posting ~this is just one. Right?~ So imagine a grid, ~you know,~ lots of lines going vertically and horizontally, and you have a giant grid. The lines bottom to top, your horizontal lines are mastery level or the milestones in your journey, their progression through your unique niche. ~Okay.~ However, left to right, the vertical lines are their own unique categories, their industries, their own niches. So let's say for example, I had a membership and a community for chefs. [00:14:00] Well, I would describe, you know, level one being there, a new lease certified, you know, just graduated from culinary school, ~right.~ And then I have experienced chefs. And then I have master chefs. And I have Chef educators, people that are so well versed, that they teach other chefs, ~right?~

~Up and down for the horizontal lines. Yep, two horizontal lines. Okay, great,~

~right.~

But I am a Mexican chef. ~Shout out to my fellow Mexican friends. ~And I might have a Mediterranean chef, I might have a French chef. So those will be the lines left to right. But it's all about not just my membership ~is not~ just about cooking, because I could teach that in a course or in a class. So I'm going to change my approach because it's in a community. And I'm going to turn it into some sort of collaborative mastery group where we can share recipes with each other and improve on our techniques, ~because we're in a group,~ instead of just me talking at somebody.

So because of that, I've structured my journey.~ And I've structured my own presentations and the things that I'm doing in the group, which shouldn't be terribly frequent, because again, it's about them. ~But I'm prompting ~them through my journey and my value for~ them to share their recipes and their tips and tricks and questions and struggles. And you know, I tried this and my recipe just fell flat. Well, if someone posted that question, ~I would know~ I would [00:15:00] measure them on my data grid and say you're a level one in ~the~ Mediterranean cooking. I know who's a level five and Mediterranean cooking. ~In June,~ I would tag them ~even even if I'm a master Mediterranean chef, I'm not gonna answer that question.~ Because the point is to get them to talk to each other. ~Right out and~ bond and be like, You know what? That's such a great question, Dan. I also struggled with that same recipe, and you know, who taught me a lot. Sally was the one who actually guided me through that, Sally, what do you think he could do to really nail that? ~And~ soon Dan and Sally have not only a bond over ~like~ them supporting each other, but they share a niche and an expertise. And~ it's, ~ yeah, and I love that, you know, Sally's both the chef and she skis. So really interesting woman

bouncing all over the

place here~ ~

Coach Dan Gordon: ~And take a step back here and say to my audience, look, you probably won't be able to do this effectively, quickly, easily. ~

~If you're running a business, this is an entire different~

~discipline. ~

Jane Olivia: ~Right? ~

Coach Dan Gordon: ~So~

I'm going to suggest that you talk to Jade because Jade is an amazing community manager organizer, ~community, everything. ~ ~You ~There is no way you can do this on your own. ~Yes,~ yes, you could, but ~probably~ your business would suffer. You need help. ~Now there's a couple of ways you can engage Jade~ [00:16:00] Jade could show you how to do this. ~And I hope I'm right about this that you There's a way to coach with you, where you can show someone the entire method and then say, Oh, here's all the people that you're going to need to make this work all the different skill levels, all the different job descriptions, right, and maybe go find that somewhere and set it~

~up~ or a done for you.

Am I right that you do both of those? Okay, so what is it like to work with you? ~Like,~ let's say ~that I said, Alright,~ I ~really~ want to energize the for badass entrepreneurs only community. And I want to put you in as my community organizer, ~the head of the community,~ how do we start working together? What happens?

Jane Olivia: Yeah, so and we actually just covered this. ~So this should be familiar to you. As I just shoved around ~

~the question, yeah.~

I described the roles of the faces and people in your community ~in an~ in a few different ways. And even if it's just you, if you're a solopreneur, and ~you have, let's say, you're~ you're a coach, and you're starting off, and you also have a community for your group coaching program, great. You can still apply all of this is just what hat you're wearing, at what time that's really important to distinguish.

So number one, in this scenario, let's say Dan hired me to be the committee manager for badass entrepreneurs. ~Number one,~ we would clearly establish the fact that he's the leader. And I'm the community manager. ~I'm the jelly to his peanut butter. But he's~ he's the strategic thought [00:17:00] leader. He's the one who decides ~how much the community costs where it is,~ the value that he brings, how much it costs, all of those things ~he's making,~ he's the decision maker. But he's not going to be in the community all day everyday running it, ~right.~ That's literally what a manager is for, ~whether it's like McDonald's or your community. The owner of McDonald's is not at McDonald's every right yeah. Yeah, it's a~

~yeah. Yeah, it's a ~

Coach Dan Gordon: ~good analogy, because look at if I owned a restaurant, and I hired you to run the restaurant, I still have to tell you how I want my restaurant run. Right? I'm not just turning it over to you. And that's really important that I don't, you wouldn't just hire a jade and say, okay, great here, take care of it. You know, let me know when I have my community.~

Jane Olivia: ~No, no, yeah.~ So the first thing I would do ~is is me coming into your world is I would we would~ clearly define a lot of ~those,~ those strategic decisions and blanks to be filled, so that I understood ~like, ~what are your values? What is the point of this group? What is the objective? What is the value that people get out of it? How can I disseminate that information to them effectively, do they know is their onboarding~ would,~

so I would get ~really,~ really clear on all of the definitions within the community. And then the next thing we would do is map out the journey. ~And then~ so that I could make my own data grid, and you would have to explain to me, you're the leader, ~I'm,~ I'm the facilitator, right? So you would tell me what all those lines are bottom to top and what the lines are left to right and what to look out for. And from that information. Even if I walked into a [00:18:00] community of scientists, ~I'm not a scientist. I don't know anything about I could, in theory, but I actually I prefer not to manage communities that I'm not incredibly enthusiastic about, but but just you know, as a sample, you know,~ you could, in theory, at least moderate it really, really well. Because you would no doubt, think about people and prompt other people to conversate instead of yourself.

Coach Dan Gordon: Okay, and so ~this,~ this is something that we keep coming back to Jade, is that we have got to get people interacting with each other. Right? ~The Right, yeah, clearly, that's what the community is.~ It's not just posting things that you like, or you're interested in, it is connecting with other people. And what I hear you saying is, that seems to be one of your primary drivers is getting people to connect with each other.

Jane Olivia: 100% literally what community is for and if that's not what your community is about? That's, you're missing the mark.

~Okay, so I have like, let's say, I have, like 11 people in my community, and they're interacting with each other. Now,~

Coach Dan Gordon: how do we build the community? How do we get more people into it?

Jane Olivia: Well, marketing and lead generation is a whole nother conversation. But I will say ~that the beauty of community is~ that when people really feel seen, heard and loved, ~that~ they're natural promoters. And if you're a marketer, you've heard the word [00:19:00] promoter like NPS Net Promoter Score, ~how

you~ how you rank people on their ability to refer business to you. Based on serving them, Are they satisfied one to 10 ~Write your NPS~ so can really good communities cultivate happy promoters and ~it's free PR when your members are happy? ~ It's free marketing when your members are happy. And as with any referral or affiliate program, there's calls to action. So ~maybe once a quarter you do and~ maybe your community has an open close launch strategy where you only open the doors once a quarter or once a year, where you only allow people in and the rest of the time, it's waitlisted. And then you can tell your members, you know, hey, it's easy to tell happy people to bring more people. It's really awkward and uncomfortable to ask people you don't know that just happened to be in your community passively to sell it.

Coach Dan Gordon: I'm asking this for my audience, ~not to get free advice from you, Jay. But ~how would I bring more people into badass entrepreneurs only? ~I like~ how am I [00:20:00] encouraging the people who are in the community to bring ~more~ more people in?

Jane Olivia: Yeah, so when people are happy, and it's obviously it's really, really easy to ask them. And there's a number of ways you can encourage them so that,~ particularly with happy people,~ psychological conversion tactics work really well. So urgency being one. So urgency, obviously, is time related. So that's what I meant by the open closed strategy.

You tell your committee members like, Hey, we're launching next month. It's only open for a week. So if there's anyone that you've been wanting to invite, click this link, them know, I'll be sure to give them a promo code and invite them, you know, ~give~ give them first dibs before we fill up, ~you know, like, let them know. ~ scarcity, meaning, limiting the number of people you're allowing in? Because a lot of people think like, the bigger your group is the better. That's not necessarily ~Yeah. I'll ~take quality over quantity any week, because then the prices

Coach Dan Gordon: deal with clients who are like, Oh, ~I have~ [00:21:00] I have 20,000 people on my email list like, terrific. What's your engagement score with

them? Oh, I don't know that. Well, then they're useless. ~Yeah. Right. Like until. And I mean, a lot of what I do, when somebody has a large CRM, like a large list, I'm like, let's pare it down. Let's cut it in half.~ Let's find the people who are actually engaged. ~So I,~ I hear you saying that with community as well as not how many people are in the community, it's that they're engaged and engaging with each other. Is

that right?

Jane Olivia: Exactly. Exactly. So ~we talked about urgency, we talked about scarcity. ~The third one is exclusivity. So you could do a particular Open Door launch, where you're saying, I'm not marketing this to the public, this is only for your friends, because this is clearly working, and you guys are the best class I've ever had. So I'm only letting in people you know, ~because you're good people. ~So you must know good people. So it's a very close, like limited access, or make people apply it again. And the fourth being gamification. So ~if~ if you're doing ~like~ an affiliate or referral program, post a leaderboard, people get competitive with it, and they earn points and you can get prizes for most people winning. ~It's~ it's fun stuff.

Coach Dan Gordon: I really like all [00:22:00] that, and ~it~ it makes ~a world of~ sense. ~Right? And we we do this anyway. Right? If I say to you, oh my god, I hated this amazing restaurant, you've got to eat there. You wouldn't say wow, you're being really pushy, Dan, like you know, back off, right? And I talk about this in the realm of sales too. You know, it's like~ it's okay to be enthusiastic about your product. It doesn't matter that you make money off of the sale you can still be enthusiastic about it. ~Right because if if you're enthusiastic no one's gonna say oh, you're just being pushy because you want my my money they're gonna wait hold on, there's something here right? ~I hear you saying the same thing if you fire up your community, your community is going to be fired up about bringing more people in

Jane Olivia: exactly yeah,~ the the referrals I mean,~ growing your community is

going to be a piece of cake but not happy and I said that when we're going full circle here, because all ~of these you know~ these conversion tactics I was talking about these aren't you know, standard marketing practices, and ~they can be used in a sleazy way or they can be used in and~ in a community they will tell you that they can smell that a mile away. ~So if you're like 10 spots left for no other reason then sleazy, then there'll be like bullshit, like the whole you know, like they were really great sounding board like~ were really great sounding board like use your community as a feedback tool. ~You know,~ we talked about the data grid, ask people to rate themselves post a poll in your group and say, Rate ~yourself, you know, hey, we're here to talk about sales, you know that. I want to know, how do you feel? How do you what's~ your confidence level in your ability to close sales for your product in your business, ~write yourself one, two or three, right? ~And then store that data. [00:23:00] And then someone who said one a year ago, when you do your quarterly and monthly data checks, and you go, you know what, Dan was a one a year ago and look at him now. Right? Let's celebrate him.~ And~ I will send a private message to Dan and be like, Dan, do you remember you said that a year ago? Look at how far you've come? How do you feel about that posted in the group? Don't tell me.

Coach Dan Gordon: I really liked what you said about,~ you know, it could be sleazy, or~ it's your intention, right? All the things that you're talking about the scarcity, ~the you know,~ the competition, you can look at that as manipulative. But ~it's,~ it's not because the end goal is to get people involved in something that you believe in that you love that, you know, is going to ~better their~ better their life. And what we're doing is we're approaching it strategically. ~Yeah, we could do this over a number of years, but it would be better for over a number of months. Yes. Because we get people involved quicker, we get we deliver them value quicker, and they're happier quicker. Right? ~ ~I'm,~ I'm saying that because in my line of work, I do get a lot of pushback. ~Wow, that sounds kind of manipulative? And like, Well, do you believe in your product? Yeah. Do you want to get your product into people's hands faster? or slower? Will faster? Well, great, well, then do these strategies to make that happen? And, and I really appreciate like, so yeah. JDI,~ I were going through~ her~ her system. And I am blown away ~by I

mean, look, I'm a Systems guy, you know, like is like I am at the foot of the master.~ Because what you have created in building [00:24:00] community is you have systematized something that is on an intuitive level. Right?~ We most healthy people know how to build a relationship with someone else, a friendship, you know, a connection with their next door neighbor, we know how to do this intuitively, but ~what you've done is you have reverse engineered that, and turn it into a trackable process, and ~have and in doing that, you~ have compressed the amount of time it takes to do this natural thing, which is truly amazing. And so everybody should work with you. ~Everybody,~ so how do people get in touch with you

Jade,

Jane Olivia: my website is Jade olivia.co ~It's pretty easy to remember not com co although I do own Jade olivia.com and it forwards to J louis.co. So it's okay if your finger slips y'all.~ And also on Instagram and Facebook. I'm Jade olivia.co. And it's interesting because having an array of expertise, ~you know, I~ my foundations are in marketing and in automation. So like, I can zap and do spreadsheets. ~And I like Like he said in my intro I do like to nerd out.~ But I find that what I enjoy about nerding out is who I'm hanging out with when I'm making spreadsheets ~and it sounds weird. ~But like, ~you know, because because I build automation,~ I have a client who I have monthly calls with and we just laugh our asses off for two hours. And he introduced me to him and friends open doors [00:25:00] for friends, open doors, open doors for friends. And so ~what I've done with my systems and ~actually, I don't know if I told you this part of my story, Dan, it's so interesting. I you know, I started out, I'm a three year old entrepreneur and toddler having a good time ~I,~ I freelance my automation and I'm a keep certified partner. ~So I love doing that. And~ I fell into community management because I was an enthusiastic member of a couple communities and they asked me to do it because people were looking at me anyway. ~And I was like, Oh, right. And I got a lot of ~I got a good reputation for it. And I genuinely chalked it up to well it's just my personality that's there's no skill or value in it. It's just who I am and more and more people like Oh, can you do this for me? Or how you do it? Can you help me

with this? ~Can you help me make my plan like, what how do you do that? ~And I kept like, I'm not going to teach people how to be me like I'm I am extraordinarily perky and bouncy. ~I walk around with a ukulele and I sing songs and jump up and down and I'm a cheerleader. ~And it's true. And I'm like this. I'm like this off camera. I'm literally like I'm there. 1,000% all the time, that's just my personality. I can't help it. So I ~devalued myself a lot until I was on a random I'm in guys. Shoot me an email Jada, Jada Libby Dakota invite me to random zoom meetings, I will show up. I love those on a random Zoom meeting one day. And with random people I didn't know because I love that. And I was someone asked me about like my opinions on committee X, I had~ started to document a little bit because people were asking me and I found myself [00:26:00] repeating it a lot. ~And this guy on the call goes, I want that. I said, What do you mean, he goes, I want that. I'm a professional genius mapper. Are you familiar? I said no. And it turns out, it's an NLP thing. And you can be a certified genius mapper. And it's a it's a, it's a way where~ someone takes what you're intuitively good at, like, I don't think about my decision making when I'm managing a community. I do now because~ I've used it,~ I've documented it. But before my reactions and my empathetic ability to connect people and communities. I didn't know. Like my just my logic process my witness than that statements.

~And~ so I got interviewed for ~two~ to eight hour days straight, where all he did was just ask questions, maybe like, ~so why, ~what do you do when this happens? And ~I'm like, Well, I do this. And then~ He repeated it back to me, he'd be like, So if A is true, and B is true, does that mean see is true? And I'm like, No. And somebody asked me the same question again, over and over until it was this long string. So if ABCDE and f and g are true, does that mean age? And I'm like, yes. So he's like, okay, so what does that mean that and I'm like, what it means it means I'm happy, like, I don't know.

And there was ~two hours~ two days ago, it was ~in~ so intense. And the return was I literally have a map of how I manage communities. And every decision I make that was [00:27:00] previously intuitive. When someone posts the first thing I do is I give them a path ~that~ like, thanks for asking that question. I really

appreciate that. And then the next thing I do is I double check and make sure I have enough information to answer I say, Okay, well, I think you're saying this, can you clarify, is this true? And then the third thing I do is I don't answer it, I find someone else and I bring it in and I spark conversations. And now I have I literally have an SOP for empathy. ~I swear to God I ~

~do.~

~It's,~ It's,

Coach Dan Gordon: brilliant. Because ~it this is,~ is such an analogy of selling, right, you're making someone else more important than you. And ~to~ for you listening right now, this is critical ~in anything that you do in anything that you want to progress that~ you have to make the other person more important than you.

Nobody cares about you. They care about themselves. And they are interested in becoming a better version of themselves. ~They're interested in the things that make them feel good. So educating them about your product, your community, education at all, isn't making them feel better. It's making you feel better. ~So ~in~ the thing that Javed keeps coming to is make people feel good.~ And that makes them want to be part of your community. And it's it's wonderful that this guy did this mapping because it allowed you to deconstruct all of these processes in your mind and put them into systems and I've seen or heard systems and they are bulletproof. Now we are they are we're so fortunate because~ Jade has created a document called the 10 things you must know about [00:28:00] building badass communities and she is sharing that with~ me and you and ~everyone and all you have to do ~to get this this one sheet 10 Things You Must Know about building badass communities ~is ~text the name Jade J-A-D-E to this number 213-409-8366 and ~text Jade J-A-D-E 213-409-8366. And text Jade and you will get the 10 things you must know about building badass communities Really appreciate you creating that for my listeners.

And it's

Jane Olivia: I LOVE IT guys texted right now

Coach Dan Gordon: in the time we have left ~I want to talk about ~we've sort of done this in reverse, like we've talked about how to build a community, but

I want to talk about what communities are and why people do them. Right. So, ~when you look at the first of all~ human beings are by our nature, social beings, we must connect with each other. And ~form groups naturally ~we form relationships naturally ~we are relationship building machines. And so when you look over the course of Humanity, what do you see you see countries cities years, counties neighborhoods, you see churches and synagogues and mosques. You see the Boy Scouts, you see the Girl Scouts. You see the NRA, you see the kk k, you see Republicans, Democrats, these are all communities. ~

And they're all designed to make people feel one thing. Good. Connected, right? The reason people are in hate groups is because it makes them [00:29:00] feel good. ~The reason people are in groups that support love and connection is because it makes them feel good. The only reason people do things to form communities, because it makes them feel connected. It gives them that very deep, soulful, genetic need to be connected to other human beings. And it almost doesn't matter what the thing is that they're connecting over. It's that they're connected. ~

And so what do you see, Jade is the underlying principle ~of,~ of building these communities of getting people to feel good and connected with each other?

Jane Olivia: I love that question. so you know, both of us just kind of went off on a really big tangent about how it's not about us, nobody cares about us, it's about them. And ~that's~ the root of what I do is putting them on a pedestal through these strategies. ~And~ it's the root of what you do and teaching authenticity, because it shines a light on them. ~I mean, I literally you can't see me probably,

but I have you know, building a story brand on my on my bookshelf behind me. I mean, it's it~ it's it This is classic Don Miller, I like I call it flip the script, everything you do, take it off of you and make it about them. So one thing I love to tell people is in business, we're often taught the term know, like, trust. ~You know, that's what we do in our marketing, we get them to know us, we get them to like us, they get them to trust us.~ However, I encourage you to strike that from your brain ~and never say it or think it ever again.~ and change it to seen heard and loved or valued. If you know love isn't ~your, your~ your stick [00:30:00] because that know like and trust is what we want ~is what I the business owner want. I want you to know like and trust.~ What they want is they want to feel seen. They want to feel heard. They want to feel loved and valued. So ~it's~ it's the same concept, but it's inverted about them. ~You're thinking real hard girl, you can't see him but his his literally, eyes are twitching.~ He's like rewiring, something you've probably heard 100 times and you're trying to erase it.

Coach Dan Gordon: ~I just fell in love with you. You're gonna have to talk to Roslyn that's gonna get in the way. I have a business crush on you, you know, I love it.~ and so seen heard love. All let's just walk through that. ~Right? ~And we're just gonna make it really simple. ~We're going to talk about it in the field of networking, right?~ We're at a networking event. I instead of getting you to know like, and trust me instead, I want you to feel seen. ~Dad, I want you to feel~ heard and I want you to feel loved or appreciated or valued by me. Okay.~ What?~ What might I do to do those things?

Jane Olivia: ~It's~ it's really easy. Shut up.

Oh, no, my Achilles heel,

right. Which is hard in the digital marketing realm because you're putting material out right? Right always. [00:31:00] But you know, if you Don Miller it and you turn everything you're saying to be about them. But back to ~your~ your networking analogy. ~I'll get ~

I'll get real personal ~with and~ with you. And it's that you know, obviously I have a very bubbly personality and I'm in my late 30s. And for most of my life up till my early 30s I was extraordinarily same level of energy, but very attention seeking look at me look at me and you know, drinking and partying and flirting and everyone looked at me and I'm the coolest funnest person oh my god, look at me. I'm dancing. Oh my god, like, and I was always like the center of the party, the crazy person in the room. It was awesome. And yet I was empty. You know, people weren't looking at me for my values. They were looking at me because I forced them to.

And when my life imploded in March 2020 I left my husband I quit my job I moved out I started single [00:32:00] parenting like a lot of things and meanwhile the world is shutting down.~ I mean, obviously I said March 2020. So it's really triggering for a lot of people. ~And because I had so much anxiety and shame about everything that was going on in my life and this transition, and I was trying to step foot into being an entrepreneur and in this new space and get people to like me, for the first time in my life, I didn't want to talk about myself, because I was going through a hard times,~ but a really, really bad time.~ And so I started giving the love that I wanted, that I was desperately seeking and the attention and all the questions that I wanted people to ask me, I started giving it instead of demanding it. And it was not any sort of business building strategy, but it's the best thing I could have ever done.

And to be honest, guys, I'm in marketing, and I build marketing systems for people. I've never actually formally marketed myself ~my ~I was fully, financially stable within a year. And I've never done a single ad or any marketing, it's all [00:33:00] just relationships and talking to people and shutting the fuck up and showing up and jumping on random zoom calls and ending it with how can I support you? Like, when are you doing your next webinar, can I show up and cheer you on. And now people pay me $2,000 to show up to their webinars because I'm so ~fucking~ fun. And I cheer everyone and I am the chat queen, I have such a good time at events, virtual ones.

Coach Dan Gordon: So thank you for sharing that. I really appreciate your openness. ~And,~ and being honest about what you went through. And it's it is endemic of every great entrepreneur, that you go through a trial, you know, you stepped through the fire, ~instead of just like gently moving up to it. And, and~ it is through that fire, that you actually burn off that old outer layer of who you were. And you ~sort of~ show up into the world with that pink skin of who you're becoming. And you figure it out in a tender way.

And I~ so~

admire your courage in recreating your life into what you want it to [00:34:00] be, ~instead of just going through with it as it is. And I would say that~ most of my listeners have either had ~that experience or having~ that experience or know that at some point, they will have it.

And what I want everybody to know is that there are people like me and Jade and many other entrepreneurs who are here to ~help and~ support you. ~I mean, the the this great things are not built alone. And great people support other people, not transactionally but they become wealthy because they're so valuable, that people go to them people are attracted to them and and hire them. I give away a ton of stuff. ~

Jade is giving away this 10 things, she gives away a lot of information. And people are drawn to her because of her goodness and her personality and the vibe that you give off which is you're here to help. And so I really encourage everybody to connect with Jade, LinkedIn, Instagram, whatevs. Make a connection here ~because ~

~send me a message ~

Jane Olivia: ~Tell me your story. Don't make me ask you all the questions just tell me everything.~

Coach Dan Gordon: ~really are one of the one of the rare entrepreneurs who are there for other entrepreneurs.~ So ~thank you, thank you~ thank you for coming on ~for~ for badass entrepreneurs. ~One last time~ please download the 10 things you must Know about building badass communities just text the name je je a dy to 213-409-8366 and you will get that ~on~ on your phone.

Jay appreciate you being here. Appreciate you.

Jane Olivia: Thanks for having me. That was awesome. I had so [00:35:00] much fun with you guys.

~I'm glad~

Coach Dan Gordon: I look forward to talking to you soon. Be Well Jade ~Wow, wow,~

~that was great. All you got to do is make a little documented those 10 things~

~I'm ~

~do want me to make like a PDF on Canva you want me just record a video of me talking through 10 things what would you prefer?~

~A ~

~you can talk to it and then just transcribe it and put it into a page. Sure. And so what what I'll do is when people text that I will forward you~

~their contact information. Love it~

~I figured you know you of all people will not have a hard time coming up with that. I knew I knew what you weren't going to say is Wait a second. I did. I don't have that. I can't do that. What are you talking about? I never promised I do that.

I, but I really~

~just went with it.~

~I know. That's because you're you. And I know that. And so I I really, I want to I want you to be more out there and more successful touching more lives.~

~I I like you a lot.~

~Again, I'm not trying to be weird when they say that. And I might have said this before, but I really liked you a lot.~

~I love it. And, and I had so appreciate how you are. ~

Jane Olivia: ~I love it. Um I think~

~so I had my first workshop a few weeks ago, I think it was too much into it was four hours, and it was still like I didn't even come close. So I think what I'm going to do is I'm going to take pretty much everything I covered with you today, almost like 90% of what we did today, like all of just like the value section and like filling in blanks of defining things. I'm going to turn that into a tripwire course. So cuz it's super high value, but I don't mind pricing that at like 3747 bucks. So people get the foundation. And then when they show up to an impersonal workshop, it can be like three hours instead. And we'll talk all about the strategy and SOPs, the engagement strategy, the stuff we talked about on the show that I didn't touch on yet.~

~Yeah, ~

Coach Dan Gordon: ~and what I'm gonna do, I'm gonna I'm going to take the recording, transcribe it. I'm going to pull out all the steps and I'm going to take screenshots and then they as you're going through it, I was thinking, this is how I'm going to do it. I can train myself how to do this. When can we finish up on

what? When can we pick up where we left off~

Jane Olivia: ~just use my paste app. I typed the word Gordon and it pulled up your Calendly link for me. I don't remember anything, but I know I can find it.~

Coach Dan Gordon: ~I love that.~

Jane Olivia: ~How about~

~because I'm looking at your link so I know you're available. Next week's a little cray for me and the only days when you're gone~

~stuff about Friday the 21st two weeks from today. Okay. Does that work for you? Huh? What what time?~

~Okay, um, probably morning because that's I'm in Central Time Zone today.~

~Okay. No. Just kidding.~

~Oh, I'm logged in as somebody else. In Calendly. So it's showing their availability not mine. Just kidding. I can't do it. You don't have morning that day? I don't know. Okay, ~

~how ~

Coach Dan Gordon: ~about Thursday the 20 is~

~could do 7am My time ~

Jane Olivia: ~and go to the gym in the morning. Okay. I powerlift and now it looks like it~

Coach Dan Gordon: ~was gonna say ~

Jane Olivia: ~even see me standing but I'm four foot eight. I don't know if you knew that.~

~No. It's pretty funny. Yes. I'm gonna grab the 1230 spot Central. So that's 1030. Perfect. Okay with you. Yeah. Okay. And then we'll go through the rest of this strategy stuff we're looking at right now so don't forget. Okay, great. finishing our community training~

~Beautiful. Okay, so we're booked~

~for a little less than two weeks from today.~

~There you are. ~

Coach Dan Gordon: ~I love it. You probably got a text. ~

Jane Olivia: ~I did.~

~I love Calendly my favorite. Did you know The routing forms? Have you used that feature yet? It's a conditional form. So people fill out a form and it will send them to a different place based on their answer. So maybe they take a call with you. Maybe they take a call with your sales. Oh, yeah. Or send them to like, you know, go fuck off land or something, but it's really cool. I'm a big Calendly fan. Yes. So if you haven't heard about it, my new favorite tool is called slot double. Because you know how if you're like, oh, I have 10 slots here and I have 20 slots available but like a calendar Calendly can't do that, like individual dates with capped out spots.~

~Slaughtered okay.~

~It's, it solves that exact need. So like for me, like when my workshops ramp up, I can just pre schedule a bunch of random dates, and let people pick and you they can even accept payment and you can integrate with stripe. It's really cool.~

Coach Dan Gordon: ~All right, I'll check that out. I just I'm such a fan of these online platform like~

~nerdy stuff. ~

Jane Olivia: ~Yeah. Yeah.~

~Can't get enough. And okay. So you probably saw on our~

~Can I show can you allow me discretion? Sure.~

~Good. Okay.~

~So remember, I was mentioning like I work with plus this I'm not their community manager, but I'm their partner manager. Plus this it's these devs that create it's laudable so I'm really good friends with all of these guys. But it's an add on toolkit for keep active campaign Ontraport and drip so I don't know what's your me use but i i use this like 1000 times a day, every day. It's got like countdown timers, email surveys, subscription manager video triggers, how many minutes of their video Do you want to tag people when they watch half of your video or all of your video? Go like GoToWebinar and zoom connection. So it integrates and I do all my Facebook lead gen for like when I build out stuff funnels for clients because it I know, Zapier can do it. But not only can plus this take your Facebook lead ads, but it can also retarget them and change their ad sets automatically based on their tags. The keyword texting, I don't know what tool you're using for that. But plus this can do that text Jade to my my Twilio phone number. Calculate time between events. I use Google Sheets exporter, I shoot you not like 1000 times a day, I create beautiful dashboard reporting because any searches I have in Cuba radically pushed and updated to Google Sheets. So I tracked my data~

~that way. Calendly smart links,~

~so when you send out an Active Campaign email, if you can have just one link, but if if I've already bought this, then you can send me to a different destination based on time or tags or purchase history or whatever. So one button, and it will dynamically send me~

~to a different place.~

~Email Deliverability is really huge. There's a throttle or so if you have high volume you can space out actions. in person events. You can do easy check in where it spits out QR codes. You can just scan a QR code to check people in and it tags them and does things. Well, audience triggers like I'm obsessed with this. I use this all the time. Oh, that's my friend Bryce.~

~Bryce has talked to him earlier today. I'm obsessed. So if you~

~are as obsessed with nerdy tools as I am, check this and don't buy plus this are sortable without telling me because I can get you a discount. ~

Coach Dan Gordon: ~Oh.~

~You're an amazing woman.~

Jane Olivia: ~Oh my gosh, we don't even begin to nerd out. We've been talking about this whole time. We didn't even talk about spreadsheets.~

Coach Dan Gordon: ~Lady, my fiancee.~

~Oh, all right.~

Jane Olivia: ~I got a house. My mom's gonna show up phone so Okay. All right. This was so fun. And I love that part of something. It's not~

~goodbye. It's fine. ~

Coach Dan Gordon: ~To be continued.~

Jane Olivia: ~So play by the rules~

~for me, guys~

[00:36:00]