

Office Hours: Being Seen



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Rachel Rodgers

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Welcome to *The Million Dollar Badass Podcast*. I'm your host, Rachel Rodgers, wife, mother to four children, lover of Beyoncé, coffee drinker, and afro wearer, and I just happen to be the CEO of a seven-figure business. I am on a mission to help every woman I meet become a millionaire. If you want to make more money, you are in the right place. Let's get it going.

Hello, friends. Welcome to October Office Hours. This month, I'm showing you behind the scenes in my Million Dollar Badass Mastermind. Every week, I get together with a group of ambitious, intelligent, brave women and deliver a motivational pep-talk, sometimes in the form of a kick in the ass, okay. And afterward, I answer specific questions from members who need help on strategy, hiring, marketing, working with clients, getting more clients, all of the things that come with building and scaling a successful business.

So, to get access to that good stuff, make sure you join my email list on helloseven.co. You'll be the first to know when I open enrollment for the next Million Dollar Badass cohort. Until then, grab some tea and get ready to take notes. It's Office Hours.

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So today, I want to talk about being seen. I have clients come to me all the time and they say, "I'm trying everything and none of it's working. I'm not getting any momentum in my business, no one's checking out my stuff, no one's buying my stuff, this is whack," right? And my response always is, "Well, what exactly are you doing?"

Because typically, they're not doing much and they think they're doing everything, because we're in our heads, thinking about our businesses all the time, we might respond to a few emails, we might do a webinar, we

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might do a Facebook live every now and again. Maybe we're posting something on social media. But are we truly being seen?

That is the question to ask yourself. Are you being seen enough? Are people seeing enough of you to make a buying decision? Are they seeing enough of you to trust you? Are they seeing enough of you to want to buy your stuff? Are they seeing enough of you to even know what you do and to know whether they're an ideal client for you?

If your communications, even if you're showing up on social media every day, if your communications are bare nothing, if they don't put your ego at risk at all, if they don't require you to take a stand and share your true values, they don't require you to share some stories about yourself, if they're not vulnerable at all, if there's no risk in your communication then you're not being seen, okay. And if you're not being seen, people won't trust you and they won't buy from you.

So, I want to challenge you guys to really show up and be seen. This is something we've been doing in our Million Dollar Badass Mastermind for the whole month of August. We've been doing a Call Your Fans challenge. And we had them do quite a few things to show up every day in their business and really be seen.

So here are some of the things that we've been having them do; the first week, they needed to show up and do a Facebook live every single day for the whole week. So, seven days straight of Facebook lives, or they could do Instagram lives. It was their choice which social media platform to use, but the point is, going live every single day, talking about a topic that is relevant to their ideal clients.

So they did that for a week. And then the following week, they sent emails every single day, okay. Every single day, they sent an email that was vulnerable and that invited people to book a call to schedule a call to work

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with them, to schedule a consultation, to book a sales call. And in the Facebook lives every day, that was the challenge as well, schedule a call.

And so they did that. Every day, they went live and then, for every day, they did emails. And then the third week, every day they did spear-fishing, which is they made a list of potential clients that they would love to work with that they think are a good fit for their services, and at least 20 people on the list, and every single day, they sent a few spear-fishing emails, meaning they emailed that person and said, “Hey, I think you’re a good fit for this. I would love for you to check it out. And if you’re interested, schedule a call with me. Let me know what you think.” Just something real casual that says, “Hey, I could help you with that problem that I saw you having.”

So they did that every day this week. And here is the thing; the results have been absolutely insane. We have clients who have made thousands of dollars, have booked 60 calls, just one of them, right? So many of them have booked – I mean, literally hundreds of sales calls have been booked from our members in MDB this month and many of them have had lots and lots of sales.

And so they pretty much have all made money. Everyone who’s doing it has made money, some of them more than others, but they’re all doing sales calls, they’re learning how to talk to their clients over sales calls. They’re learning how to invite people in to book a call.

And here has been the biggest takeaway about being seen; the biggest takeaway in the group has been, “I didn’t realize how little I was doing before. And now I understand how I need to show up to really call my fans, to really get people booking calls, to really sell the way that I say I want to sell and really make as much money as I say I want to make.

So that’s what I want to encourage you guys to do is show up in a different way. If you want results you’ve never had before, you have to do something

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you've never done before. So I want to encourage you to show up in a big way.

Go live every day, send emails every day, do some spear-fishing, focus your attention on money-generating activities. Invite people into your funnel, whatever that is. For most of my clients, it's booking a call, for others it's, "Check out this automated webinar." There's a lot of different ways to do it.

But the point is, all roads should lead to working with you. And so that's what it looks like; showing up every day, doing something uncomfortable every day, bearing your soul, risking your ego every single day. That is what's required to be a successful entrepreneur so that's how I want you guys to show up today. I hope this was helpful and encouraging.

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Alright, guys, that's all I can share with you today. The Q&A section is where I share my top strategies and help my clients work through their challenges. That part of Office Hours is exclusive to members of my Million Dollar Badass Mastermind.

Before you go, I have a question for you. Are you ready for revolution? I'm ready to create a world where women can have the freedom to live happy balanced lives, and the only way to that freedom, wealth, unapologetic economic power, okay. Having money is awesome, but being able to live on your own terms is priceless.

I know you're ready to play by your own rules. You're ready to scale your business to seven figures and really build serious wealth. I am now opening enrollment for my Million Badass Mastermind for a limited time. Join now and you will learn the exact strategies I use to scale my business to seven

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figures and to help tons of women entrepreneurs scale their businesses as well.

You also get access to a team of badass expert coaches and amazing community support. The next cohort begins December 3rd. If you're ready to make bank, create freedom, and have a real impact, there has never been a better time to join the Million Dollar Badass Mastermind. Go not to helloseven.co/apply. I will see you there.