

Speaker 1: Hello and welcome to the chill business journey. Join me, Dianna, as we go on a business journey with you. We will talk about all things business with an emphasis on marketing. So sit back, relax and chill as we lead you on this epic sojourn.

Dianna: Thank you so much for joining us for this week's the chill business journey. We are so excited to have the one and only Daphne f Leblanc with us. She's going to be talking all about making money with live streams. So I'll take it back a little bit to something that I talk about often on this podcast and that is my participation in the social media manager school with Andrea Vahl. I'm Phyllis Khare. And through that school I have formed some wonderful friendships with other marketing professionals in the industry and one such professional is Daphne. And over the years we have gotten to know each other better. So not only are Daphne and I, students of social media manager school, we have also been to a few of the in person mastermind retreats that Andrea and Phyllis have had over the years. And when a group of students get together at these retreats, we tend to have a lot of bonding moments and share times. And at the last mastermind retreat that we had in 2018 we all met up in Portland, Oregon and it was at this retreat that Daphne shared an awesome win that she had earlier that year and it was making money with live streams. So right now what I want to do is I want to introduce Daphne. So Daphne, why don't you share with the listeners a little bit more about you and your business, what services you provide.

Daphné: Well thank you. Outside of anything else like you totally made me blush. Um, a little bit about myself. My name is Daphne f Leblanc. I do add the f in there cause it makes people, makes it easier for people to find me. And so across all of my social channels, I'm Daphne F Leblanc. I am the owner of a boutique social media agency called Cafe and laptop where we help entrepreneurs and small business owners leverage the use of social media. We focus on pretty much three main things. One is social media strategy sessions. And just really, we find that a lot of people are on social. And I think Dianna, this is a conversation that you and I often have that they're on social even before they know why they're on social. Oh yes. So, um, and actually one of my favorite services to provide because it gives you an opportunity to get the inside look at what is happening in a business and it helps you pull your strengths.

Daphné: And with those strengths were able to develop a social media strategy going forward. We also provide kind of support services where once you have a social media strategy, we will either implement it for you or we will support you in whatever way is needed. Um, and that could include something as simple as Facebook advertising, Google advertising, um, creating different videos for your business, your organization. And then last but not least is really online courses because I developed, um, so this is kind of an interesting caveat or maybe segue into what we will be talking about is I learned to really enjoy live streaming. And when I learned to enjoy live streaming, many people would come to me and ask me, well, how do you do this? What do you do? What tools do I use? And so I ended up creating an online course for that and that kind of spearheaded my love of online course building as well as live streaming.

Dianna: Awesome. Thank you so much for sharing that. I mean I know you're awesome, so it's just great to be able to let the listeners know how awesome you are as well. As I mentioned in the opening for this episode, we were going to talk about making money

with live streams and you had a great success of this last year, last spring I think it was, and I felt like the audience that we have on the Chill business journey that not only is this something that they would be interested in doing, but learning how you did it would make it seem that much more achievable for them. I would like you to start out by describing why someone would want to do live streaming to garner business. The importance behind that.

Daphné: Okay. That's a great question, but I think I have to start it a while ago, if that makes sense. I didn't realize that I had been doing live stream for so long. When you and I first talked about this live to launch that I do. I thought that it all started with Facebook. I was like, yeah, I went on, I started to do these Facebook lives, but then I thought about a blab show that I used to do and I don't know if many people even remember Blab.

Dianna: For the minute it was up.

Daphné: Exactly. But the thing is, even though it was on for a minute, let's say, I think, let's say it was on for about six months, I was on Blab, I guess within the month that it started and we, myself and someone else, we started a moms and biz blab show where we did a show every week and the first week, not many people showed up. But the thing is people started to show up and start to ask questions and wanting to know when we were, when we were going to be showing up. And it started to build this community of other women in business that we would have never tapped into. And it was really intriguing to me because of what the women who are watching, what they enjoyed was our authenticity. They had said that they would have never seen that through a blog post or through Instagram images that we put filters on and things like that.

Daphné: Because when it's live, you can't edit the live. You can't say no, stop rewind. Even though we would try to do that on at times. And so, and I think before Blab, we, I also did, you know, Google hangouts because remember there was a way to connect your Google hangouts to do some kind of live streaming. It wasn't really live streaming as it is today, but it was, hey, I'm going to have a live training or I'm going to talk to people live, here's the link to join. And so there were always these weird opportunities I guess that I had taken that I never recognized. We're actually live streaming. And I think so what was that? Let's say two or three tries in, I realized, Hey, there's a way to monetize this and not stress myself out with the whole launching process. So that's kind of how I got into live streams and learn to monetize it. Um, I learned rather quickly that live streaming was a way for people to see who I was and to believe that everything that I accomplished or that I was teaching my clients to do was attainable. They were like, holy cow, she's a real person. And she's telling me if I schedule my social media post, people might actually see it. But I wasn't a famous person. I was just the girl that you would probably see on the, you know, around the corner or your next door neighbor.

Dianna: And I think that's kind of in line with this movement, if you will, that we're seeing with social media from the business perspective of bringing things back down to the relationships between people and people versus corporations and their buyers.

Daphné: I think that that's a big push. You know, one of the other things that I really enjoy with livestream is that you do build this relationships. So when people meet you and they're

like, or people even, they're encouraged to meet you cause you're like, Hey, I'm going to be at this conference or I'm traveling to this location. Who wants to meet me? People actually do. And when they meet you, they're like, holy cow. You're the same way that you are on live stream. Yeah, it's live. I can't edit it. What you get. And right now we are in a market where all of these corporations and businesses are really trying to interact with people and as just human beings, customers, clients, all of that. We're starting to see through that. And we are okay with seeing companies make mistakes on live stream because it makes us feel as though they're real.

Dianna: So to take a little stab at humanizing this whole live streaming business, do you have one or two examples of lessons you learned that you could share? Like what not to do when you live stream?

Daphné: I really wanted to laugh because part of my live to launch the very first time I tried it, um, it's fairly simple and you do five live streams back to back at the same time every day for five days. Well, one of the things that I now teach people to do that I wish I had known before is check your audio and it's because one of the first live streams I did, I did it via my desktop as well as Instagram. So I was doing both at the same time. And so I had my phone on one side and then had my laptop. I'll be very honest. I'm a quick talker probably because I'm a New Yorker, but I was talking so fast and getting into it, I mean I really felt like I was engaging with people. It was great and I couldn't understand why I had all of these things going on on Instagram and nothing really going on on Facebook.

Daphné: And thank goodness I had Instagram on because someone sent me a message and say, Hey Daph, I was trying to watch you on Facebook and I can't hear anything. So for a good nine minutes, I was, I thought dropping knowledge on everyone, interacting with people and they couldn't hear anything. But what I thought was most interesting was that people still stayed on, like people found a way to get in contact with me. And the woman who actually got in contact with me, I didn't even know she was someone who was watching me. So it wasn't someone who was a friend. It wasn't a VA, wasn't an assistant, it wasn't an employee, it was nothing. You know, she was just like, I was really looking forward to you. I've been following you for awhile. So I guess the first thing is audio and if at all possible, try to have somebody else on there with you so that they could manage those things.

Daphné: You know, luckily I had someone was like, Hey, we can hear you on Facebook. And I was able to fix it. And what was even more interesting for me is that I had people share it once my audio came back and when people shared it, they were like, look, she had some audio issues just fast forward until the nine minute mark. And I was like, wow, who would do that? And then it really made me recognize that for them it was the authenticity. I was just like, hey, oops, what can I do? So I think that's the first one. Should I give another one?

Dianna: Yeah. What's, what's another lesson you've learned? Cause we want to hear how we, you know, other people have stumbled before us.

Daphné: Um, the second lesson is people are not looking for perfection. We are our own worst critic. Um, I still criticize myself. I have actually gone on some of my Facebook post and

deleted some of my, my, my videos and now I don't delete them. I go back and I actually thank myself in the sense that I'm like, holy cow, I'm so happy I continued with this because I can actually see the difference in my live streams. Um, I still do criticize myself when I'm not wearing lipstick, you know, um, when my hair isn't done. But the funny thing is that people watching me, the people who are inboxing me and communicating with me, they don't care. And so I think that is one of the biggest lessons is that perfection is in our own head. Just do it. Um, and just be authentic. Be who you are.

Daphné: If you messed up, oops, keep going. People expect it. And I always tell people, think about what was that? That video, was it CNN or B and B? Um, BBC news where the gentleman had his kid come in when he was doing a live stream news news anchor, and he's like this really popular news anchor. And his daughter, I think came in while he was doing some kind of report and it went viral and people were like, holy cow, he's real like baby. Just like walk through as he's like, Hey, this is what's going on in the world. Um, and it's amazing how many more people started watching him and connecting with him once that happened because people don't realize when you're at a certain level that it's okay to make mistakes and people are gonna hate you for it.

Dianna: Right. So we kind of looked at I wouldn't really call it the negative, but the not so glamorous side. Yes. Making money with live streams. Let's pivot to the more positive side in share three tips with the listeners on how they can be successful with live streams.

Daphné: Okay. The first tip is going to be a weird tip and this tip is don't worry about the technology. I know that's crazy, but it tends to be one of the biggest things people get concerned with. Well, what Webcam should I have? What lighting should I have? What computer should I have? What cell phone should I have? What microphone should I have that we stay so fixated on the tools that we need to have, um, that we don't live stream. So it's kind of sort of, so the first thing, do not worry about the tools, work with what you have. Cause whatever you have is actually going to get you in front of somebody. The second one is do it absolutely insane, but doing it helps wonders. You kind of can't critique yourself or no if you're going to get better at something or how to do it until you actually start doing it.

Daphné: So I highly recommend just jumping in and do it. And then the last tip is going to be no why you're doing it. To me, the worst livestreams are when you go on and you're watching somebody and there is no rhyme or reason why they're live streaming. So I don't know if you've seen any of those, Diana, but if you're watching someone, I don't mind you just doing a livestream for five minutes because you got your point across. But if you're on a livestream and I'm watching for five minutes and I'm still not sure why you're on, there's a high probability that you don't even know why you're on. So really decide what is it that I'm going to live stream about and stay focused on that, which sometimes can be a little bit hard. But I think that it will help you as you are growing. So those I think are going to be my three tips. Don't get stuck on the tools just to do it and understand your wife.

Daphné: So now that we've talked about kind of some big picture items about making money with live streams, share with the listeners, kind of your process. What were you live

streaming about that earns you? So the example that we keep talking about that you had last spring, you made \$6,000 in five days with live streaming. So what was your goal? What was your why and then how did that turn into sales? You know, kind of talk about that first maybe, and then we can get into the steps that you mapped out for that process.

Daphné: Okay. So the first thing is I had to get my mind right. That was by far the most important thing. So I believe in this kind of motto, which is decide to succeed in that is so important. I was like, look, I need to decide cause exceed and how am I going to decide to succeed? I'm going to do these live streams, which means I need to commit to them. And my ultimate goal, it's funny, I actually didn't have a number because I've never done this before. I was like, yeah, I get a sale. It will be great. Um, I did tell myself that if I could make 2,500 I would be amazing. I'd be like, oh my gosh, I'm just me. \$2,500. Wow. And I ended up making 6,000 and I did this by not following anything that everyone tells you to do. Number one, I did not have a product.

Daphné: I didn't know what I was going to sell. I didn't have it created. I just knew that I knew social media. I knew that my audience needed to know social media. I also knew that the words of my audience were using were that they were confused or overwhelmed by social media. So I decided to create a series called get out of the social media overwhelmed. That was it. Next up was I said, well, if I'm going to do this and my goal is to kind of make some money with it, what am I gonna do? I was like, Oh, I can just sell a live course. I don't have a creative, but I'm going to sell a live course and I'm going to use my livestream to figure out what to sell. I threw out a number and I'll be honest again, I did not follow any rules.

Daphné: I basically threw out the number of 500. I said, okay, I'm going to sell a course for \$500. I didn't do the two 97, the four 98. Well, you know, I didn't do any of the psychological numbers. Um, the other thing that I did not do, um, and I'm throwing all of these out because I think it's important for people to hear is I didn't have a sales page. I didn't have a landing page. Uh, let's see, what else did I have? I pretty much didn't have anything. I just said I'm going to share my social media or knowledge to my audience because they are overwhelmed by social media and I'm going to sell a product at the end for \$500 and it is going to be a course. It's going to be a six week course. So in essence they were paying \$100 a week and I would do the course live.

Daphné: So, um, I technically didn't have a curriculum at that time when I sold it. Um, I don't remember the order of the questions you asked. So I'm sorry that I'm going back and forth. Um, so overall, again, I said I'm going to go live, I'm going to sell this course for \$500. I don't have a course. I'm just going to drive these people to something and I'm going to provide them information. Now my process is that, was that the next thing? So my process was, I know social media and these people are overwhelmed. I was lucky enough that I had a group, a Facebook group, and what I did was I went through all of the questions that people were asking me in the past. And I did five days of livestream. I did one live stream on Twitter. I did a live stream on Facebook. I did a live stream on Instagram. I did a livestream on content and I did a live stream. I did an interview live stream with someone who had worked with me in the past. So more as a testimonial

livestream on the first day. I did not sell a course. As a matter of fact, on the first day was when I had nine minutes of no sound.

Daphné: Check your audio listeners, check your audio exactly the second day of livestreams. Um, I believe that was the Twitter conversation and I gave them different tips and tricks on Twitter and how to handle Twitter. And I still didn't sell anything that day, but here's the thing. Every single day I went on at the same time. So after my first day I said, I really hope you love this live stream. Please share it out. If you have any questions, please just remind people to go forward to the nine minute mark when the sound goes back on. And I said, don't forget, I'll be back on tomorrow at such and such time. I also guaranteed that none of my live streams, we're going to be more than 20 to 30 minutes. So all you needed was 30 minutes to get this tip dumb. And so the next day I went on, I believe it was about Twitter.

Daphné: Same thing. I didn't sell a course, I didn't do anything. The third day was when I actually sold the course. By then I had a lot of listeners who were now sharing and who were commenting, asking questions. I even started to get people who inboxed me instead, I'm not going to be able to attend your seven o'clock livestream. Here are the questions I have so they could catch it on the replay so they can catch it on the replay. And at the time when I did this, it wasn't as many people doing live streams. So some people didn't even know you can catch the replay. They were like, well, I know you're going to be on at seven. I won't be able to see it. I'm like, no, you can check the live stream. Um, and so at that time I said that I was going to sell a course.

Daphné: I said, here's the way the course is outlined, whatever, whatever. Um, and I said, feel free to message me. And so this is how we talk about some of the different things that I incorporated into it. Um, I said, feel free to message me. I will hop on a call with you. Now here's the thing. Most people that watch you on livestream, they were shocked that I would get on a call with them. They were like, hold up. You're going to do what? I was like, no, I have no problem. I'll get on a call with you. I had 50% of my sales were done with people that I'd never talked to and 50% were done with people that I had to get on a phone with. Oh, interesting. Yeah, it was very interesting. And it was the first time I had done that. So, um, I did have people message me and they wanted to get on a phone without on the phone. They were like, oh my goodness, you're amazing. And I was like, thank you. Um, and I think for them it wasn't that I was amazing. Um, I mean, well, I am amazing.

Dianna: I can attest to that.

Daphné: Thank you. Um, but it wasn't that I was amazing. It was the fact that they were surprised I would get on the phone with them to them. They saw someone who did a live stream. You don't really talk to them, you just kind of messaged them or email them. And so for them it was a little bit different. They were shocked that I was like, no, what number should I call you? And then what's really cool is that with Facebook you can call somebody without having their phone number. So I was like, no, if you uncomfortable with sharing your phone number, I can just hop on a call via Facebook with you and we could just get on a call. So you don't even need to have the person's phone number again fourth day. Um, I did a testimonial. I had somebody that I had worked with.

Daphné: We had prepared some questions and she was so funny because she was just like, Daphne, what are you going to ask me? What should I tell them? I said, just be you. I was like, I'm not looking for anything, let honestly just be you. And then, um, the last session was a little bit of tips and then I broke down the course because at this point people were buying and I was like, holy cow, I have to sit down and make an outline. So I then made an outline. I spoke to each of the people about what the course would be, and that is literally how I sold \$6,000 worth of product in five days. If you think about it, I only sold those \$6,000 worth of products and three days because I didn't start selling until the third day. And yes, there's, I can go on with like the different things that you could incorporate and lessons that I've learned, you know, um, I think some other things that going forward with this kind of process, um, incorporating Facebook ads, incorporating email and cooperating messenger bots, there's, you know, an entire strategy that you would have.

Daphné: But remember this is what I did without having the strategy. Um, I'm gonna kind of back track a little bit in the process. All of these lives, they were on Facebook, every single one of them was on Facebook. So the first one I did on Facebook and Instagram, the second one I did on Facebook and Twitter, the third one. So I tried to test out different platforms that each time, and I'm with each platform, I've found that I got the most engagement with Facebook. I'm not sure if I were to do that today. Like if I were to not, what is it? Knowing what I know now, I can't guarantee that Facebook is the only place I would definitely want to do more than one location at a time.

Dianna: Gotcha. And then you didn't run any ads prior to these live videos to promote that you're going to be doing this or did you

Daphné: For this event, this session? No, I did not. The only time I did anything was after I started. I would say, Hey, don't forget, I'll be on tonight at seven. But there were no ads. I didn't do. I spent, it was zero ad spend. I sent out one email and the only reason I sent out the email was because I wanted to see if I was like, oh my gosh, Jack, you're doing everything outside of what you're supposed to. It felt wrong to me. Even though I was kind of testing the process, I couldn't just not send out an email. So I did send one email to people and the email was, hey, I'm going on live. I'm selling a course. Here are the details. If you want,

Dianna: I know we covered your success that you had last spring and how you kind of did everything. You're not supposed to do, I think is how you coined it. Um, but I also know that you've learned from that and there's certain things you did different the next time you launched and then the next time you launched. And with all of these launches that you've successfully completed since that first one, you have also been nose down working on a new online course. So a little birdie has told me, so why don't you share with the listeners and everyone listening to this. This is the first public announcement of this. Um, so share with us what you have in the works right now.

Daphné: Thank you for putting me on the spot. That's why I absolutely love you Diana.

Daphné: Well, I decided to call it live to launch. I know kind of creative on my part, but it is teaching people how to use livestream to launch a product or service. Ideally of course.

But again, it can be a product or service and this course is really all about using live stream to launch a program that you have and doing it the right way. So you and I got to talk a lot about all of the things that I did, but there are so many things that I could have done to make it better. And I mentioned one or two of them, which is Facebook ads. How can I have really leveraged Facebook ads for live streaming? How could I have used messenger bots for live streaming? How could I have used my email list or livestreaming? And this course really teaches you how to do that. And the reason why I'm really excited about this is because I think launching can be an arduous process and I think that using the live to launch method is something that will relieve us of stress and also help us to get authentic and it will help people also see who you are and actually start recommending people to you just based off of your live streams.

Dianna: I'm excited for you and I can't wait to see the success you have with this new launch of yours. So why don't you share with the listeners how they can find you? Where are you on mine?

Daphné: Well since we're social media people you can find me pretty much everywhere but everything would be through Daphne F Leblanc, so on Instagram, on Twitter, on Facebook at Daphne f Leblanc and you can also find me at cafe and laptops spelled out. Same thing, Instagram, Facebook, Twitter and if you're interested in learning more about live to launch, so you can find that @ livethenumbertwoandlaunch.com

Dianna: Thank you so much Daphne. I have totally and thoroughly enjoyed having you on the show today. You're one of my buds here, my goto person. I thank you for all the support you have given me over the years and I hope I can continue to give you as well and that wraps it up for our episode today. If you would like to see the show notes for this episode, we will have all the links for all the different ways that you can find Daphne. Go to www.chilldigitalmarketing.com forward slash six and you can get everything that we have talked about today and take special note that you can go to Daphne's live to launch website and learn more about her new online course that she is about to launch. Thank you so much. Have a wonderful week and we'll see you next time.