

[00:00:00] There are people waiting for you to show up. They're waiting for you to share your expertise, or your perspective, or your opinion, or whatever it is you're working on. And you're actually doing those people a disservice by holding yourself back.

[00:00:15] Welcome to Into the Wild, a podcast that helps you grow your business and shapes you into an industry authority. My name is Renee Warren, and I'm the founder of We Wild Women, a PR company that helps get female entrepreneurs off the sidelines and into the headlines. Each week I'll unravel mindset, marketing, and PR secrets, plus chat with expert guests to teach you the fearlessness needed to step into your greatness.

[00:00:43] Are you ready for it? Let's get wild. Hey, you wild women. Let's be clear, showing up online can be so difficult. I'm challenged by it. As I know, almost everybody is because it can be exhausting. Um, even for me, recording these solo episodes has been challenging because I'm still trying to figure out the time in the week where I can actually show up and record these shows.

[00:01:10] I feel like every single time I'm recording a solo episode, it's on the weekend. Currently, it's nine o'clock on a Sunday morning, which is fine. I've scheduled it for these days because there's no client work for me to do and I can actually sit down and think through the content that I want to talk about.

[00:01:25] But anyways, when it comes to social media, especially. This can get so difficult because we always force ourselves to think of these new, exciting content or we look to our competitors and they're doing some beautiful, amazing things and it kind of just deflates you because you're like, Oh man, that's so smart.

[00:01:43] I wish I would have done that or I wish I could do that. But here's the thing is you can, and there's a system to it and requires obviously creative thinking and brainstorming, but it's also like separating yourself from your typical work environment, maybe going for a walk or going to a coffee shop and really sitting down and answering some of the things that I am going to tell you in this episode.

[00:02:06] I know there are days when showing Upline is the most brutal grind. Brutal grind. I can't tell you how many times I've created a reel, it was so good, and sometimes it would just delete itself. Has that ever happened to you where it just kind of goes away and you can't find it? What a piss off. Outside of that though, there are days when you're like, I know I need to create content, but I'm just exhausted.

[00:02:28] I have no creative juices left. What do I do? We often get stressed to figure this out. We get stressed to figure out what to say, how to say it, when to say it, the fear of judgment shows up and it's sprinkled with worries about what people are going to think and what they're going to say. Sometimes don't have to show up at all.

[00:02:44] But as a business owner, and especially as a creative, or when you are the face of the brand, which is a growing need for many more industries, by the way, you are expected to have a presence. I see it more often now that podcast hosts, for example. Want guests that have a decent following because it's by nature of the industry that guests will help them grow their show by sharing it on social.

[00:03:08] And if they don't have that following, then they need an exceptionally juicy story. The hosts need to know if you're going to provide value for their listeners. And your videos, uh, your social media presence is a great way to showcase that talent. So this could be through stories or could be through posts and reels, you name it, but people are going online.

[00:03:28] Think about it. Think of your social presence as your resume to apply to being on some of those shows or your resume to pitching the media or your resume to reaching out to influencers. The more you can showcase your specific talent, your unique personality, the better it is for you. So, what do you do if your social presence is kind of just a jumbled mess and not put together in any way?

[00:03:50] What do you do if you need to grow that following and how do you build that confidence to show up consistently? So, there's a couple of things here I'm going to state and if you're driving, then you're marked this for later, but it's a really great exercise to help you kind of craft out the content that you can be talking about.

[00:04:07] Remember, customers need to hear things 17 times now before they make a purchasing decision. And with that, it means you can say the same thing over and over again on social. And it would take a lot for people to get annoyed because really only 20 percent of your following sees your content as it's posted.

[00:04:27] 24 hours. 20 percent of those people, your followers, even less now, actually see that content. So I encourage you to post over and over again. You can take the same argument and say it in 12 different ways, and that's 12 different pieces of content for social media. So here are some thoughts to actually get you going so you can show up with confidence consistently.

[00:04:49] The first and perhaps the most challenging step is to develop the right mindset. They give no F's mentality. Here's the reality. Other people's opinion of you is none of your business. So this translates to their perspective or their opinion is from their lived experience. And it's hardly something you can quickly understand from a negative comment.

[00:05:10] Just as insulted you get when someone leaves a negative content because sometimes they don't know the whole context of a situation. Or you feel like they're just taking your entire life's work and just throwing it out the window. I feel that too. I get hate content in comments a lot. I don't say all the time, but it kind of bruises the ego.

[00:05:28] But when I allowed myself to realize I could just delete this, I could block that person, or I can let them person know that, hey, they're too negative all the time. Like there's one guy, Who's in my community, even with my husband, who some days feels like your number one cheerleader, but is also going to be the first person that is extremely vocal about how insulted they might feel about something that you've said.

[00:05:52] It gets annoying. It gets annoying because it's very deflating and I feel like I have to defend myself to the point now, I literally do not reply to the content. So I've built that muscle. I've built the mindset to just ignore the content. And yes, you can delete them. Yes, you can block them, or you can just let them sit there and fester.

[00:06:10] The reality is if, and I'm going to talk about this in a second, is if you're clear about who you are, if you're transparent, especially when it comes to like Generation Z. The more people will trust you, and in a good moment, your following will actually show up to your defense. And I've seen it many times before, like even with my husband's book, of like, he's been promoting it, and like, there's some people that say some not nice things, and then I've seen his friends or family or people in his community show up and actually defend him.

[00:06:39] And so if you're building that community and your following and your audience based on clear messaging, transparency, just being yourself, admitting your mistakes in a very professional way, then your community will come up to your defense. And so why I'm saying this is because I know a lot of people just won't put themselves out there.

[00:06:58] Like even me recording this episode, sometimes I'm just like, Oh my gosh, what are people going to say or think? And the reality with podcasting is.

Generally, the people who are already my admirers, hat tip to you, already love what I have to share. And if they don't, they're not tuning in and they're not subscribing and you know what, that is okay.

[00:07:17] Now, this took me years, it took a lot of painful nights and cries and sweat to get to this point, but now it's like, I'm here, I'm confident and I care less about what people say. I'm not going to say I don't care at all, but I care less. If you can build that mindset realizing, I can do this, here's the truth too, is there are people waiting for you to show up.

[00:07:38] They're waiting for you to share your expertise or your perspective or your opinion or whatever it is you're working on. And you're actually doing those people a disservice by holding yourself back. So think about all the people you can serve by being you showing up and sharing your stuff. We'll get back to the show in one second, but real quick, subscribing to our newsletter means you'll be the first to know about our latest episodes, get insider access to behind the scenes content and receive personal empowerment tools directly in your inbox.

[00:08:12] But that's not all. Our newsletter community also gets exclusive invitations to webinars, workshops, and special events designed just for women like you who are ready to embrace their wild side and make an impact. Not to mention all the free tools and tips I share to help you become the go to expert in your industry.

[00:08:34] Simply go to wewildwomen.com forward slash newsletter. Now back to the show. So the next thing is. To list the top 10 questions that people ask you the most about your service or your industry. You'll start to see a pattern in which that can be extracted for content or social media. You could even jump on and be like, Hey guys, I'm answering a question about X, Y, Z, how to write an awesome social media bio.

[00:09:00] That was the last solo episode. I talked about that. And so I can go on now and I can create a reel or I can talk about this on stories or in a post about how to create a social media profile. Think about those top 10 questions, write them out. What are they? Yes, the obvious ones are how much do you cost?

[00:09:17] How does this work? When can we start? Those are still things people want to know about your services if they're asking you. So it means that there's probably other people that are interested. And like with PR, one of the

questions they ask is, can you guarantee results? If you don't, what is your guarantee?

[00:09:34] So then I talk about that. What is my guarantee? Well, for my Authority Booster Intensive Program, my guarantee is that if you, if you have a Do everything I say as outlined in the PR manual that we create for you. If after 90 days you don't see a certain amount of wins, then you'll get a certain amount of your money back.

[00:09:53] So the guarantee is like, if you do what I say you do, I'll promise you a certain amount of results. That's enough for people to feel confident in trusting the process because I'm basically saying I'm going to give you some money back if you don't get the wins. And so that also means that I don't work with just everybody or anybody.

[00:10:12] So when I'm creating these PR VIP days, when I'm creating these for my clients, the clients also have to apply because there are some people, there are some industries I don't know if I can guarantee those results. So I just simply won't work with them. So write the top 10 questions that people ask about your service or your industry.

[00:10:30] That is a great starting point for creating content. So the next one is to jot down some categories. These are content quote themes that help you create focused content. And I know there's some people out there, I was actually just looking at the content the other day about how you shouldn't create content themes and all the reasons why this is terrible.

[00:10:49] Personally, I think that's bad advice because this, if you are not a creative person, if you're not a writer or if you're not niched down. You need to create these content buckets. There's a few of them here to kind of get you going. So the first one is creating icebreaker content. So this is for people to get to know you.

[00:11:06] If you're a comedian, if that's any part of your personality, then share some jokes, just be you, go online, do that. Maybe there's some promotional content, right? So this is okay for you to sell, especially if you're leveraging social for your business. It's okay for you to sell, promote yourself, promote your services.

[00:11:22] I do that too by talking about my programs on my podcast and I have no shame because they are great. Then you want to share some motivational content. This is to get people to take action. So maybe it's quotes, maybe it's

something inspiring or a story. Share that motivational content because you want people to be motivated.

[00:11:42] Then you need to share some comment boosting content. So this is asking questions, getting perspectives, running polls or surveys. This is to get people to create comments. This could also be maybe something that could be a little bit. Risky, but the whole point is you want people to share their opinions or to share their perspective or to comment really.

[00:12:06] Next is your expertise content. So this is obviously the show off stuff. This is let us know a little bit or a lot bit. about how you're the expert in this space. If you're a chiropractor, yes, there's a ton of them, but how are you the chiropractor for say, children or for sports or athletes, right? So show off your expertise and do this a lot because this is where you're building your credibility.

[00:12:33] People want to see that you're credible. And finally, one of the last types of content buckets, content themes is, Sprinkling some educational stuff. Teach, teach, teach. The more you teach, the better people will believe that you're credible. The more that you teach, people will believe that you're the authority in this space.

[00:12:51] And you'll want to buy from them. So the more you do it, as in putting content out there, whether it's great or not, the better you will get at it. The better you'll get at it because you'll start to see the type of content that people want. The better you get at it, the more momentum you will create, the more momentum you make, the more it will inevitably become an extension of your daily activities without compromise.

[00:13:13] So that is how you can show up and start creating relevant content. And I even say, two posts is better than one and one post is better than none. Come up with a cadence that can work in your schedule for creating content, whether it's on YouTube, you name it, where you know your audience is. And that's the thing too, is remember, don't go to TikTok if you're in an industry where the decision makers aren't on TikTok.

[00:13:41] Maybe do it for a personal perspective, but for the most part, Go to the platform to which your audience is that are actively buying. And so you got to find those. Like for me, it's Instagram. Instagram works the best for me. TikTok's okay. And so I show up on Instagram as much as I can. And what I do is I have two accounts.

[00:13:59] One is for We Wild Women. The other one is my personal account. And on my personal account, typically in the stories is where I share most of my personal stuff, kind of where we are, what we're doing, family stuff, trips and whatnot. I sprinkle some of that in on my posts that stay there as static because I want people that have never met me before to see, Oh, she's a mom, she's a wife, she lives here, she does this.

[00:14:22] So they get to know me, but I'm also trying to leverage my expertise the most because I want people to identify me as a credible source in the PR space. And so that's it in a nutshell, the absolute biggest thing for you to work on is your mindset because you have to create the confidence to keep showing up.

[00:14:41] You don't have to have it all figured out. But if you can commit to maybe two things a week, maybe a killer LinkedIn article, maybe a couple reels, whatever it is, commit to something. It doesn't have to be perfect, but just get it out there. Press publish until next time, ladies, peace out. Thank you for listening to today's episode of Into the Wild.

[00:15:07] If you want to learn more about how to build authority in your industry, head over to wewildwomen.com. There you can find free resources and show notes that give you a full breakdown on how to become the go to expert. If you enjoyed this episode, I would appreciate it if you could leave a five star review and share it with a friend.

[00:15:28] Your support means the world to me.