

## GBWS 2026\_Day 3\_Mid-Week Mindset Transcript

[00:00:00:02 - 00:00:15:16]

Again, Rachel, you need to be here every time. I love it. Love it. I'm going to give you a prize for this. You know what, Rich, write down Rachel's name. We're going to give Rachel one of my programs. So Rachel, you are winning a prize because you are my helpful moderator alongside Rich.

[00:00:16:17 - 00:06:22:19]

Rachel, if you don't mind, send us an email at info at redhot mindset.com just so we have your email and we'll go ahead and reach out to you. Yeah, awesome. Awesome. Thank you so much for your help. And for any of you, just know that you can do it too. I love your grace that you have for me. I love how faith fueled and how engaging this has been. I don't know if you felt it, but the live events have been on fire. You all are coming prepared, ready to learn, ready to give, ready to connect. And I just love that so much. We pour our heart and soul into creating this event. And I like to kind of say, it's not, if you've been to other summits, I mean, it is, it's considered a summit, right? It's online. It's a virtual conference, but it's much more than that. I try to make it as much of like a conference feel as you would get if you went in person. That is kind of the mission and the goal behind it. Probably a little bit, few more speakers than you would get in person. I always try to narrow it down. But then man, there's just so many good ones I just don't want you to miss out on. But we're going to have a lot of fun today. We're going to do a midweek mindset message, then we're going to play some social media trivia, we're going to give away a lot of prizes. If you're having a ton of fun, you don't want the party to end. Consider upgrading to the All Access Pass for lifetime access to the conference and all the fun plus lots of speaker bonuses that are normally paid. Those are like worth 1500 plus. So it's a lot, it's a lot that we put together. If you want to keep continued access, there's a replay option too, if you just want all the speakers and what not. But like I said, in the kickoff call, if you want to dive more into what it looks like, the back end looks like on the All Access Pass, I shared my screen showed you some of that. Not going to dive too much into it today because you know, if you want to, if you want to keep the value going, you'll know. So without further ado, I wanted to say a big thank you and appreciation for our legacy sponsor and sponsor and sorry, our legacy sponsor is Dr. Leslie Bayless Davis. If you have been at the speaker panels, you have heard her talk. She was on fire yesterday. She's the founder of MindShift leadership and learning, and the authentic voice leadership program where she empowers faith driven leaders, entrepreneurs and performers to align your voice for authority and impact. Now her signature approach focuses on the vital alignment of head, heart and voice through three transformative pillars. The pillars are connection, communication, and success mindset. By working within these three sectors, Leslie helps those who use their voice for a living strip away the mask of perfectionism and imposter syndrome to command any room with authentic embodied authority. She has a free gift for everyone this week. If you haven't gotten it yet. It's her three step guide to developing a voice that builds trust and establishes authority. And you can get that link in the chat, which has put that link in the chat for you here. Also, I want to highlight our sponsor of the

day and she is here with us today. She is in the house. So Linda Handley is her business is Linda Handley, LLC. And she is a strategic visibility and growth advisor who helps small and mid sized businesses clarify their marketing, strengthen their online presence and attract the right clients. Through structured systems and practical strategy, she turns scattered marketing efforts into clear, repeatable growth plans that drive measurable results. I know firsthand how amazing she is. I know her personally, and she has got so much wisdom in the visibility realm. And she is offering attendees for free her client attraction blueprint. So you're not going to want to miss that grab that as well. It is in the swag bag. Rachel put in the chat the swag bag as well. The swag bag is a bunch of goodies put together by the sponsors of our 2026 event. And so go grab all those. Let's support our sponsors. We couldn't do this without them. All of them are the brand code. So we have the mind shift leadership and learning Linda Handley LLC, the brand collaborative, virtually structured Chelsea joe.co, a unique perspective love seven grace and the action driven collective. So thank you, thank you, thank you for all of you for sponsoring the event as well. Alright, before we start, Rich is going to put into the chat, a marketing audit worksheet that you can use to follow along with this short but impactful session that I want to cover with you today. The worksheet looks kind of like this. It's in a marketing alignment audit, it should be down fillable, like if you download it, you can should be fillable. It is a it's not a Google link. So you should be able to easily download it to your computer, it might go to your downloads. So look for that. But grab that worksheet if you want to follow along. Otherwise, you can just grab a notebook and a pen that works to get a pretty journal. But we're going to cover this question, does your season and capacity fit your marketing strategy? And today I really want you just to I want to invite you to pause and reflect before you build your next marketing plan. We're talking about tons of different strategies here today. This week, you probably got so many ideas, all of us visionaries out there, right? You have lots and lots of ideas. But we need to pause and reflect on this not because strategy doesn't matter. But because if your strategy isn't aligned with your values, your priorities, your season, it's going to be really hard to sustain. That's where we start feeling the burnout. We feel, is this even worth it? Am I am I doing enough? Am I doing too much? This isn't working. All I'm hearing is crickets, right? That's because it's not aligned properly to your life in a way that's going to fit your life. This is something that I've had to walk through myself. And it's made all the difference in the world. So that's why I want to bring it to you today. And it answers this question, what do you want your life to look like?

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That's the question, what do you want your life to look like? Right? Then we're going to model your business around that, and not around the gurus. When I was doing social media, it was because the gurus told me it was what I needed to be doing. I never really thought about if it aligned with my life. I just did what I was told, right? Or I see cats in the in the chat says and squirrel Oh, shiny new thing. Yes, I was doing what I was told or a new thing came and I was like, Oh, I got to do that. Oh, I got to do that without actually testing and staying long enough to see if something was working. When I left social media, I realized there are so many opportunities to get visibility that I don't even wonder if I should be using social media as a strategy today. What's important is that you're looking at your life, your season, your capacity,

your responsibilities, and you're crafting a personalized plan that works within it. That's how you hit your goals without the hustle. So if you want to kick hustle to the curb, it doesn't mean you're not sprinting. Sometimes it doesn't mean you're not working hard. Hustle is different than working hard. It still will be hard. You're still going to have challenges. But I'll tell you, it's way more fun living in the things that light you up and doing more of what works than to be striving all the time. So what do I mean by season and capacity? What I mean is your season is going to look different than other someone else's season and your season is going to look different in different timing. So you might have a season of little kids, you might have a season of caregiving, you might have a season of transition, you might have a season of working full time, right? Like so your season is based on kind of what's going on right now. I've had lots of seasons where it's so full, I don't even know where I'm going to fit business in. Like I've had a lot of that capacity is now with all that going on with your season, what's going on in there? How much capacity do you really have to work on your business? How much time, energy, things like that, like even season can be health, it can be you know, kids activities, like I was in a season where I was Uber pretty much all the time and homeschooling and all the things like that is what your season is and your capacity is how much time and energy do you have inside that, right? Because we need to live within our capacity. One thing I think it was John Mark Comer in the ruthless elimination of hurry, one of my favorite books that I read every year, but he had said, we all have limitations. What would it be like if we were if we just focused on working within our limitations? Now that's something a lot of people are like, you know, you can do anything you set your mind to and you can do whatever. And yes, there's some truth to that. But also, we have a limit. And sometimes we try to exceed that limit. Instead of working within that limit and letting God create the results, right? Like we are in motion, we are doing the work, we're doing what we're called to, we're being obedient, but it's God who's going to drive the result. He's going to drive the timing, he's going to drive the plan, right? So that's what I mean by season and capacity. So marketing without alignment leads to overwhelm inconsistency and exhaustion. Have you felt that in the last few months? Have you felt either of those overwhelm, inconsistency, just not knowing what to do? Or maybe you have that squirrel where you're trying to market in all the places, you're feeling worn out, you know, you're feeling weary. If you felt that, pop that into the chat, let me know. It's really easy to grab someone else's plan or follow a formula. But if it doesn't fit your life, it won't stick. Our habits will stick because they fit our life. And worse, it might pull you away from your purpose, or your people. So before we commit to any marketing plan, and we are going to start crafting a marketing plan on Friday, so you'll have to be here on at the wrap up session, we'll be doing something very similar to this. But we're going to craft that marketing plan, but we're going to take an audit with God of three areas, your values, your priorities, and your season. I see in the chat, lots of overwhelm, confusion, frustration, confused, exhausting, all the feelings. Yep. So you're right there with me. I love it that I don't have to feel alone. You do not either. Let's see, where am I going with this? So I don't know why I have this picture, the audit. I already talked about that, though. So we're going to go into the audit. So we're going to start with your values. If you have the worksheet, there should be a section for your values. These are the convictions and truths that matter most to you, the things that you want to build your business on. I know in the speaker panel, we talked about you got to stand for something, you know, your stance, like for me, I stand for not marketing with

social media, right? I stand for aligning your business with God. Those are a couple of things that I talk about that are somewhat unique to me, because I do those, I mesh those together, right? But what do you stand for? What are some convictions that you have? What are some things that you know you want in your business? What matters most to you? What do I want my business to stand for? What values reflect who God has created me to be? So I'm going to give you a second, think about these things, write them down in your notebook, or in the worksheet, if you have the worksheet. See, here's the section. So maybe list a few core values that you want in your business, which ones are reflective. So that's the first part of the worksheet. Adrian said helping others, making sure people are heard. Love it.

[00:12:14:00 - 00:13:26:10]

Corey said knowing that social wasn't for me. Yes. Diego said I've been posting less on social media for about a month now. Love it feeling better and better. The worksheet is in the chat. Rich, do you want to pop it into the chat one more time? Yeah, I think I put it in the email too, maybe so. Holy Spirit guiding my next step. Sim said yes. Steps that I want to stand for integrity. Love it. Those were some of the things I have service heart. Marcy love it. Love it. I want a servant's heart. I want integrity in my business. I want to my word. If I say it, I want to do it. Right? What a lot of people if you're in my world, you probably know that I usually under promise and over deliver. But that's what I want to be known for. Right? So what do you want to be known for? So write down three to five values that are non negotiable to you. And then what I want you to ask yourself is does my current marketing reflect these values? The things that you're putting in the chat. Tetiana said honesty. I love it. Is your current marketing reflecting that? Are there methods I'm using that actually contradict them? Write those down because that's going to be a part of what we do when we craft your marketing plan.

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If authenticity is a core value, but you feel pressure to perform or fake it on social media, that's a misalignment, right?

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Your marketing will flow so much more naturally when it reflects who you truly are.

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Chris said integrity and fairness. Diego said give my clients a good service is my ethos. Love it. Colossians two seven says let your roots grow down into him. This is our this is our foundation. This is the anchor. So we want to be rooted in Christ. Now what I want to do next is to take an audit of those priorities that you have. This is the next section in the worksheet. Hopefully you all got the worksheet. The worksheet we're going to move down to step two.

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And it says top priority secondary priorities. Nice to have. Here's what I mean by that.

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It's very easy to say something is a priority. You probably have a lot of priorities, right? If I were to ask you, what is your priority? You'd probably list a bunch of things off, right? But your time, energy and focus will really show the truth in what you're prioritizing. We might say we're prioritizing something, but then be doing something else. Does that make sense? Like for me, a lot of times I had said my priority is my family. And then I worked 60 hours a week. And I'm like, no, that's not in alignment, right? If my priority was my family, I wouldn't work 60 hours a week. So it's kind of like thinking about that and what's in alignment. So here's some things I want you to ask yourself. What has God called me to focus on right now? That is a priority. What does he called you to focus on? And then also, what's my family or life situation? What's going on in your world? Like for me, for example, this spring has been a lot. I have been traveling back and forth from Colorado to Minnesota. Minnesota is where all my family is helping caregiving for my dad. I'm in a season of caregiver, caregiving and teenagers. And, you know, it's a lot. It's a big load, right? Alongside of homeschooling and work and all the things. So what is it? What are your priorities right now? What are your life and family situations? We need to account for those in our plan. What part of my business needs the most attention? So what part one, think about what's going to grow your business? Like is it getting new clients because your service based business? Is it like what's going to actually bring in the revenue of your business? And then look at what part of your business needs the most attention? It probably is aligned with that. Your top priorities might include raising your kids, serving clients while finishing a new product. Those are just some examples. But really think about that. And then in the worksheet or on your in your notebook, I want you to write down one non negotiable priority. What is your main one priority in this season? And maybe we'll think about it in terms of business, right? So what does that mean priority? Sim said help clients build their business on good foundations and with faith. I love that. What is your main priority? For me, my main priority is serving my clients. Well, I have a 90 day accelerator, which is one on one or group and then I have my membership, the action driven collective and those are the things I'm focusing on. I'm not focusing on creating new products. I'm not focusing on smaller digital things. I'm focused on those because I know that those are the pieces of my business that are growing that people are asking for. And so I know that's my top priority to serve in those ways. What is it for you? And then I want you to think about a secondary priority. What are you know, one to two secondary priorities that you have? Coach Cynthia said getting my second third clients love it. Tetiana said glorify God in your business. Maggie said to provide security for my family by treating all my clients as fellow children of God. Grammy said this year, mine is literacy, early reading, education, raising awareness, I create products and workbooks for this love that. Very good. And then after that is your nice to have So these are your overflowing ideas or things that you think could be a priority at some point, right? Like the non urgent things, things that you don't focus on first, what are those nice to have? Write those down. You do not need to pursue everything right now. We I actually encourage you not to pursue everything. Like for example, when I got started, I was like, I got to be everywhere. So I was on Facebook and Instagram and LinkedIn. And I was writing a blog and I was doing YouTube. And, you know, pretty much all the places, right? But when you're in all the places, unless you have a huge team, it's really hard to be intentional and purposeful with what you're doing. Yes, you can have AI help you with repurposing content, repurposing content can be fine. But you still need one main priority, one main platform, one main thing that you're focused on,

right? So know that you don't have to be everywhere in order for your business to grow. It's actually better for you to focus on one or two main places. And your business will grow because you're being intentional. The right marketing plan will support your current focus, it won't fight against it. So, for example, if you're on social media, doing all the content, trying to do all the things, and it's like you're fighting it, then that's not the right marketing plan for you. Now, if you're not fighting it, and it's working well, awesome, keep doing it, or just do it in a way that's life giving for you. There is a time for everything. Ecclesiastes 3.1 says, your marketing should match your timing, it should match your season and your capacity.

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And then the third part of this audit is to actually audit your season. This part is really often overlooked. And we talked a little bit about what season means. You may be in a season of growth, you may be in a season of rest, or a season of rebuilding, maybe a desert season, I've been in many of those. Maybe your caregiving, homeschooling, healing, waiting on God for clarity. Your season affects your capacity. And that is not a flaw. It is something to actually honor. And it is important for us, I like to do it quarterly, but it is important for us to reflect on our season. Because our seasons change. It might change in a month, it might change in six months. When our seasons change, our plan needs to reflect that. Some seasons you can do more, which is encouraged. Some seasons you can't do more, you can only do the minimum, which is A-OK. But knowing what that is, is going to be important for you to create consistency and habits. So here's the questions I want you to ask. What kind of season am I in right now? Am I in a rest season, in a growth season, in a grief season, in a waiting season? What season are you in? And also, what grace is God extending to me in this season? Your season impacts your capacity. It impacts how much you can put out, like how much energy you have, how much time you have. And we do have to have grace for ourselves. So in the worksheet, there's a spot where you can check which season best describes your life and business. And then I want you to think about this. What does this mean for my marketing? Am I in a really heavy marketing season? What's very cool. So like, if you're a service based business, I know we have a lot of virtual assistants, bookkeepers, different people here in the conference, which is amazing. I hope you're connecting with others. You don't need very many clients to have a really fruitful business, right? So you may be in a marketing season where you need to market a lot. But once you have your base of clients, your marketing might be going down and you're in the season of serving those clients, right? You might always have to be in a season of marketing. Like if you're doing digital products or course creation, things like that, you might be always having to market in some way. So think about that. What does it mean for your marketing? And then also what might need to slow down? And what might need to speed up? So if you need to, if you're like, Oh, I actually do need a push of marketing, maybe we need to think about what part of your business or life or something can slow down so that you can push a little bit more in your marketing.

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So think about that. And then I want you to just think about embracing it, embrace your season. We're all in them. And here's the thing. I don't know if you've ever asked yourself this or said this

to yourself, when I do this, then I'll be able to market well. When I'm done homeschooling for the year, I'm going to be able to market well, when I, you know, all the things when my kids are out of diapers, when I'm in a school, I'm going to be a kid, you know, I'm going to be a kid and I'm going to be a kid. I'm going to be a kid. And then I have to be a kid. I do need to write a book. But then I can do this. We got to think about today. Like, that's the one thing. It's good for us to have this big vision. It's good for us to look ahead to the future. We got to live in today. I mean, today is a gift. We got to live in today. Second Corinthians

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he will push the limits. He will come in and help. And what's cool about it is then we get to give him the glory, right? When we win, he's not asking for hustle. He's asking for obedience. Sometimes obedience means pushing hard for a season. Sometimes obedience means doing the pieces that you can, being consistent, every day doing one thing. So what is the season for you? That is step three, the audit. So if you, with the replay, I will add a link to this worksheet as well so that you'll have access to it. I don't know. I look like some people are maybe having a hard time downloading it, but we do have it. When is now? I love it. Yes. Okay. So this was the audit. You might have to take a little bit more time on it. Watch the replay if you need to. But now that you've taken that audit, you're really ready to build a marketing plan that actually fits, not someone else's path, but your own led by God. And I think that's the best way to create a marketing plan. What I want you to ask yourself is what marketing strategies fit my values, priorities, and season. Think about that. Write that down and bring that with you on Friday. I want you to bring this audit with you on Friday as we're crafting the marketing plan. Now, you may not know that yet. You're still watching the different sessions. You're still getting the different ideas. So write down the ideas that feel sustainable to you. The ideas that you're like, "I want to give that a try. That seems like something I would really enjoy." And then also ask yourself, "What can I release that doesn't fit my season and priorities right now? Is there something I need to release? Something I need to stop doing?" So when we're evaluating our plans, when we're evaluating our goals, I love talking about goal planning, we want to look at what do I need to start doing to hit my goal? What do I need to stop doing to hit my goal? And what do I need to continue to do? So thinking about that in terms of marketing as well. Adrienne asked how to watch the replay again. We have on the homepage of the conference website, there's the day one, day two, day three, we added a replay button after day five. So there's a replay page that has all the replays of the speaker panels and the different sessions. And under each video has any resources. It has the transcripts and chats and things like that. So that is how you can find the replays. They will be available all week long. If you have all access pass or the replay pass, they'll be available extended past the conference. And yes, you can see the replays each day, speaker panel replays and any of the sessions. So okay, so what can I do? Maybe that means you want to lean more into your email marketing instead of launching something new. Maybe you were thinking about launching something new, but you already have something that does well, that people love. And you want to lean into that, but maybe you want to do a little bit more email marketing. You want to clean up your email. You want to do a push to find new subscribers or new potential customers, things like that. Maybe it's speaking collaborations or long form content instead of daily social media. So just think about that. I want you to pick one

to two aligned strategies. That's it that you want to test. Now the good news is there's so many that you test it for a season. And if it's not working the way you want it to work, then we test a different one till we find what works. And then the good news is if something's working really well for you, you work it until it's not working anymore or until it's not working as well. Then we test something else. So think about that today and tomorrow and bring those strategies with you on Friday. You can build consistent momentum with far less than you think if what you're doing is aligned. Aligned with your values, aligned with your priorities, aligned with your season, and aligned with your opacity. So we're going to bring it all together here. Here's the things that we are doing. I'm trying to get this video out of my way.

[00:27:30:21 - 00:31:03:13]

All right. So number one, use your audit to eliminate misaligned strategies. Take out any of those. You know, one of the things I took out that was misaligned for me in marketing, and this is totally against what the gurus say. Timers for the most part. Like the conference has a timer because it's live. But I don't do timed funnels for the most part unless it's a live launch of some sort. Because for me, I just wanted people to have accessibility when they need it. Yes, I have some special offers at certain times that are timed because it's a live launch, something like that. But I got rid of any evergreen timers for the most part. That was one of the misaligned strategies that I had because it was the tech. I was having to keep up with the tech, and I didn't like that. I just like simple. I like keeping things as simple as possible. Number two, choose one to two of the strategies that fit your season, values, and goals. Bring those with you on Friday. And then number three, simplicity plus alignment equals sustainable marketing. So you really want to think about what's the simplest marketing strategy I can have and just do a lot of that, right? Grammy said, "Yes Gabe, simple. I am all for simple." So final encouragement for you. I want to leave you with this. You are not behind. Who here today has said, "I feel so behind," right? If you have, just throw up a raise my hand emoji or something. Like I know I'm not the only one. Every day we're like, "Oh, I'm so behind when you look at your to-do list." But that's our expectations, right? Like we have such high expectations for ourselves. If we had a team and different things like that, we wouldn't be thinking that to them. Like we're just so hard on ourselves. I'm always behind. I'm always behind. But why is that? I wonder if we simplified some things, if we could get that mindset out of the way and just do the next right thing. You don't need to do it all. You really don't. You don't need to be everywhere. You don't need to be everything for everyone. You do not need to do it all. You are called to walk faithfully, not hustle endlessly. Okay? Walk faithfully, not hustle endlessly. Let God lead your marketing. Let it reflect who you are and what matters most. And trust that when your plans are surrendered to him, he will establish your path. When I got off social media because I was being obedient, I heard the nudge, "Okay, I'm going to get off." I had no idea that my podcast would grow 400% in a month. That was not my plan. I wasn't like, "Oh, if I get off social media, then it's going to grow 400%." But I was obedient. I surrendered my plans to him and he made that possible. I had no idea that my email list would grow 100% in 12 months by getting off social media. But it's because I got to focus on that and I get to nurture. That's what I do in email. That's where I nurture people because people are like, "Where do you nurture? Where do you engage?" In email and on my podcast. Right? And also, the reason I love those two places is there's no noise. Well, there is

noise in the inbox. Right? But if someone engages with the email, it's not getting lost in an algorithm. They're not seeing it for 10 seconds and then I can go deeper. I can engage. They can reply. So that's why I choose those couple of places to really engage. Proverbs 16, 13 says, "Commit to the Lord, whatever you do." And that's what we need to do. Commit to the Lord, what we're doing. Listen for that next nudge. Listen to the small whisper.

[00:31:05:21 - 00:38:49:14]

So on Friday in our wrap up session, one... Okay. So if you were here at the speaker panel, we were like telling Leslie, "Let's do a song because Leslie is a worship leader." So in the wrap up session, what we're going to do is we're going to talk about how to craft your personalized marketing strategy. And we're also going to just debrief. How to debrief from next week. So Friday's our last live session. You'll have the weekend to catch up on speaker sessions, Monday and Tuesday for days four and five. And then we have all week just to debrief for you to really think about your plan, think about how you want to implement, maybe take a little action. And then the following week, May 18th to the 22nd is implementation week. This is where we just dive in. We get dirty together. We experiment with your marketing plan. We shift the marketing plan. We find what works. You're going to get some coaching, some support, more connection. It's going to be a deep dive, but it's so that you can take what you got from this week and actually do something with it, with help. You're not alone. You get to do it with someone. But what I'm excited about too, is that at the end of the wrap up session, we're going to do a fun worship song together with Leslie. She's going to lead it. So that's really going to be fun. So come hang out with us for that. But implementation session or implementation week is where you're putting it all together. We're going to have an online community that's not on social media. It's going to be in a Slack workspace where you can do some drop-in coaching. You can ask for feedback. You can get some questions answered. We're going to have some live events throughout the week as well. And for the VIPs, you're going to have a live event every afternoon called Connections and Conversation, where we can go a little bit deeper, do some coaching, do some connecting, just whatever it is that you need, kind of an office hour style of a session. So that's what you have to look forward to. I'm looking at the chat to see if I missed anything. I see that people are talking about List Match. Yes, List Match is a great place to collaborate. Nancy said engagement and email seems to be working much better for me than the Facebook community. Yeah, exactly. I had a Facebook community, but I felt like it just wasn't really engaged. So I was like, I'm getting rid of that too. So if you have any questions or need any help with that, feel free to reach out email info at [redhotmindset.com](mailto:redhotmindset.com) or pop in the chat any questions we might have a little time before the speaker panel to get to them. But I want to go into our giveaway. So if you haven't at least chatted some, said something in the chat yet, and you want to win a prize, pop your name into the chat. Let me know your one strategy that or maybe one priority you have in the season. So pop your name in, pop your priority that you have. Jane, you asked about Pinterest marketing. Pinterest for marketing is a really great option for a lot of people. And they for we have Heather Ferris here. So tomorrow she's talking to all about what's working on Pinterest in 2026. She's amazing. She's been with me for the last few years for the conference and always comes to serve. I watched her presentation, loved it. So if you're interested in Pinterest marketing, she is your gal and you're going to hear from her tomorrow. I

think she's gonna be at the speaker panel tomorrow as well. I've used Pinterest in the past. I haven't focused on it too much lately, but I've thought about getting back on. I like Pinterest as a marketing strategy because it's kind of like YouTube and the fact that it's a search engine more than it is a social media platform. Like it's evergreen content. People can, I mean, people have found pins that I posted like 10 years ago, you know, and so it's a great spot to be. And sometimes it can depend on your niche. So Kirsten said, "My priority is starting a family and focusing on my mental health. My business has to grow around that." I love that. See, I think that's cool. Like find your priority and then we build the business around it. Lorianne said, "Growing my membership with Pinterest and YouTube." All right, we have another Pinterest user. Love it. So awesome. Awesome. All right. So with the giveaway, what I'm going to do is I'm going to have Rich is going to start working on the giveaway. I'm going to talk about this first one. The first one is the LinkedIn profile power session with Nina Froreep. So Nina in today's sessions, she's talking all about LinkedIn as a networking strategy. So now some of you might be like, "Well, isn't LinkedIn social media?" And yes, it could be categorized as, but I feel like it's more of a networking tool. There are quite a few different things you can do inside there. I don't personally use LinkedIn, but depending on your niche, it might be a great place. So again, we're looking at where is that one place that I can really engage and get visibility where my people are, right? And I mean, your people are probably in a lot of different places. Like my people are probably on social media because I'm trying to get them off. You know what I mean? But I'm not going to social media to do it. But anyway, so LinkedIn can be a really great marketing strategy. And so she is giving away a power session where she's going to help you. She's going to help you audit your profile and help you to really create a optimized page for people to find you and engage with you. So this is a giveaway. I'm giving three of these away, thanks to Nina. And the first one is our VIP winner. I am not sure if you're here yet today, but Oxana Northwood is the winner. I don't see you here today, but you have won the VIP prize. So what we'll do is we will email you how to access this, our session with Nina. We have two more to give away. Rich, when you're ready, let me know. I'm just going to look in the chat. And Listful, UG said my priority is to start an email list and podcasts. Love it. Diego said LinkedIn is not that bad. Just use it as a networking tool. Yeah, exactly. I'm there and I'm using it in that way. We have quite a few. And actually also day four, Dan Cumberland, he's talking about AI strategies with LinkedIn, but he uses LinkedIn too. So he talks about that as well. And Gabe, whenever you're ready, I have a couple winners for you. Awesome. All right, I am ready. We have two more winners for the profile power session. Who are they, Rich? Andrew Staub and Rachel Caldwell. Awesome. Way to go. Congratulations. So what we need from you, if you can just email us at info at redhotmindset.com, let us know you won and we will get you access details to those power sessions. We may be able to find your email as well, but it's just like a fail safe in case we can't so that you can get those prizes. So congratulations. All right. What I want to do next is a fun part of the session. Social media trivia. So if you had fun at the Monday kickoff session, you're going to have fun with this. So first question, and you guys can put into the chat what you think the answer is. I'm going to pop my chat up so I can see it. And okay. What percentage of all marketing spending is done through social media? Is it 10%, 30% or 50%? And again, I haven't seen the, I guess I have seen the answers, but I didn't really look too heavy into them. My husband helped me with these. So I have a big shout out to him for helping me come up with

these different questions. All right. I see a lot of 30%. I see some 10%, a little 50%.

[00:38:50:20 - 00:39:20:05]

Seems like, well, no, 30 might be the biggest answer. Let's find out. It's 50%. 50% of marketing spend is done through social media. Can you believe it? Do you remember at the kickoff session? I think we said how many, how much engagement or how many clicks or whatever. I don't remember what that question was. If you guys remember the question, but it was like less than 1%. So 50% of the marketing spend is on social media, but less than 1% are clicking from an ad.

[00:39:22:07 - 00:39:28:07]

Okay. That's unbelievable. How much money was spent on social media marketing in 2025?

[00:39:29:22 - 00:39:41:02]

2.76 billion, 27.6 billion or 276 billion. I don't know. I see 27.6 for the most part. I see some 276s.

[00:39:42:22 - 00:39:49:22]

I don't know. I think I could go with the first one. Though, I mean, if 50% of marketing spend, it's got to be more than that, huh?

[00:39:53:04 - 00:42:11:05]

Okay. Most everyone's saying 27.6 and you would be right. Okay. \$27.6 billion spent on social media marketing. Okay. I hope to ask y'all when you are on social media scrolling, I don't scroll anymore. I don't, I don't do social media anymore. So when you're on there scrolling, if you scroll, are you really excited to see ads in your feed? Like is anybody, if you are like pop that into the chat, I want to know. So I think about it this way. I'm on social media and I don't want to see ads. Why market there? Like, I don't know. There's just something about it where I'm like, I want to go where the people are expecting it. You know what I mean? I don't know. That's just me. Yeah. I see everyone saying it's annoying. Nope. Especially on YouTube. Yeah. Tired of ads. All right. What percent of users admit that they have an addiction to social media? All right. Who admits it? Okay. I want to know in the chat, do you admit if you have an addiction to social media? Who has an addiction to social media? I did. I did. That's why I got rid of it. Um, 25%, 39% or 52% actually admit that they have it. Oh, Marcy, you did. So you admitted it. You're in whatever percent this is. Diego said you're a recovered addict. Yep. Me too. Now, one thing I would, I would say if you are still like super into scrolling and you know you should, you like spending way too much time there, just get rid of the apps on your phone. That's the first step. Have to go use it on the desktop. You will use it less. All right. 39% are admitting that they have an addiction to social media. So you guys are in the 39%. You and I, because I admitted it to, it can definitely consume you. Anything can become an addiction, right? Just like anything can become an idol. When we spend way too much time on it or focus on it more than we do with our relationship with the Lord, that's when it's an addiction. That's when it's an idol, right? So if that happens, we need to do something about it. What is currently the fastest growing social

media platform? Is it Instagram, Discord or TikTok? Oh, I know. I think yesterday someone had asked, is Discord considered social media? Well, as far as this is concerned, it is.

[00:42:12:09 - 00:42:14:08]

But I don't know. Like I said, I'm not on Discord, so I have no idea.

[00:42:16:09 - 00:42:24:04]

Yeah. What is taking the place of it? Yes. So we form new habits. You know, what's really funny is,

[00:42:25:11 - 00:44:25:09]

so this story, I wasn't planning on sharing this, but maybe it'll help someone. I don't do anything on my phone. My phone is pretty much a dumb phone for the most part. I try to make it as dumb as possible. I do have a word game that I like to play every once in a while, but it's like the word of the day is all I play. On my drive to Nebraska to go watch our son compete at gymnastics, I was like, "Oh, you know what? I kind of missed Candy Crush. I'm going to just download it and have some fun with it." Yeah. I played it almost the whole time. And then I ended up going up to Minnesota to help with my dad. And I found myself in the morning right away going, "Oh, I want to play Candy Crush." And I started playing and playing. And I did this for like two days and I was like, "This is the stupidest thing ever. What the heck has my mind gotten consumed by?" And I think that's what we can do with social media. It's like, it's such an easy thing to do. So what did I do? I just deleted it. I was like, "Yep, no." And you know what's funny? Once I deleted it, it was no big deal. I was like, "Oh, I don't miss that. I don't miss that at all." So it's definitely mind numbing. Candy Crush, yeah. Grammy Candy Crush is like the new Tetris. I used to love it. I was on like thousands of levels and stuff. And that was just my thing that I like to do. And it's okay to like video games. It's okay to like games and stuff. It's just a matter of if it consumes you and it keeps you from doing what you're supposed to be doing. Right? If it keeps you from being obedient, if it distracts you. Okay, enough of that. Which one is it? Okay, so basically tied TikTok and Discord, which is really interesting to me because Instagram was, I would say was probably top maybe a year or two ago. Maybe not, but I would assume so. So yeah, TikTok and Discord. Corey said, "I recently caught myself turning to watch Reels when I was overwhelmed with something. That's just scary. It's not helpful." Yeah, instead of like, you know what I would turn to and I wouldn't, I would probably do the same thing like turn to TV shows or something, but like deep breathing, diving into the word, going for a walk. When we're overwhelmed, we don't need more stimulation, right? And then when we get more stimulation, we get more overwhelmed. So that is an interesting thing to think about.

[00:44:26:19 - 00:44:44:23]

All right, where does LinkedIn rank in the list of top social media platforms? Again, LinkedIn is kind of social media. So we're putting it in there, but I'm interested to see where does it rank? We talked about it being kind of more of a networking tool, a little bit, I would say a little bit better than regular social media, because it is more so business to business.

[00:44:46:03 - 00:44:58:05]

Second, fourth or sixth. Diego said the least one used and he's a LinkedIn guy. So that's good to know. Sixth, fourth, I see a little bit of fourths, but mostly fourths and sixth.

[00:45:01:16 - 00:45:37:17]

And you are right, it's sixth. So one of the least used. All right, this one's fun. Which gender has the greater number of social media users? Is it men or women? Men or women? And this one's probably going to be 5050. So I'm guessing if you're if you're a woman, you're probably saying women, or maybe the opposite. If you're a man, you're saying women. If you're a woman, you're saying man. I don't know. We'll just blame the other. That's what we did in the garden, right? We blamed the other. All right.

[00:45:40:12 - 00:45:46:09]

Female is the greater number of social media users. So there you go. There you have it.

[00:45:47:16 - 00:46:16:10]

Crazy. What is the most common social media activity? Is it watching videos, reading news, or interacting with family and friends? When I got off social media, the thing that I was going to I thought I was gonna have the most FOMO with was interacting with family and friends. So I was like, Oh, then I won't get to see everything going on. I see a lot about videos. People are watching videos. Oh, Julie said men are playing video games. Yeah, you're probably right. I love it.

[00:46:17:11 - 00:46:25:05]

Okay, I'm only seeing videos. No one else thinks anything else? Not reading the news? No. Well, I would say don't get your news from social media.

[00:46:26:16 - 00:46:59:14]

Go find a more unbiased source. Okay. First and foremost, that comes from my broadcast journalism background. I would hope it would be interacting with family and friends, but I think you're right. Watching videos, 82% are watching videos. Shorts, all the things, right? Topamine hits. Unbiased news. What's that? Yes, Rich. There is such a thing. Well, when I was in broadcast journalism, we got in trouble if we put any bias in there. Honestly, it's hard to be unbiased though, no matter what, you always have a swing. Anyway, we're not going to go into that. Let's go into this.

[00:47:00:20 - 00:47:12:22]

What is the... You guys laugh. You mean not fake news. Yeah. Anyway, what is the average monthly spending for businesses on social media? 100 to 500, 500 to 850 or 850 to 2000.

[00:47:20:19 - 00:48:46:21]

I see 500 to 850. I was reading your comment, Grammy, about not being on social media. I love it. Third option, I'm seeing like kind of the higher one. The mid one to the higher one, I'm not

seeing a lot of low. And you guys are mostly right. So it's the higher one. It kind of depends on the platform, but the average monthly spending is 850 to \$2,000. Let's keep that money in our pocket and let's do some more organic marketing. Okay. Oh, that was it. Was that fun? Did you guys have fun with that? I absolutely love doing the social media trivia. I just think it blows my mind. Yes, cats, thank you to my hubby for putting that together for us. One of the reasons I made him do it is because he is on social media and I'm not. And I just don't want anything to do with it. So I'm like, can you please put this together for me? So I appreciate it. One other thing I should shout out as well. I'm going to give us like a five minute stretch break in a minute here as well between the speaker panel and Rachel, if you stay, I am going to hit stop on the record. So we are going to have to start it at the speaker panel. But if you're enjoying the videos, the sessions with the speakers so far, are you enjoying them? Maybe put the session that was your favorite so far. But if you're enjoying them, yes, thank you, Rachel.

[00:48:48:03 - 00:50:14:11]

I just want to give a shout out to my oldest son because he is the one who edited them all for us. And he added the intro and the outro and added the captions and all the things. So I very much appreciate it. It was a lot of work for him as well. So that was super, super cool to have him. It was kind of like a family affair a little bit, right? He did the videos. Josh did the trivia and then I have to give a shout out to Rich. You've seen Rich in the chat here today. You saw him at the networking session. He's here at all the sessions. Rich is my fantastic assistant. He does all the customer support help with me and also is a success coach in the action driven collective and in my 90 day accelerator programs. And he is amazing and has put a ton of work and time into reviewing all the things for the conference and helping answer questions for you guys and things like that. So just a huge shout out to him. Maggie said, "I'm thinking about putting together some kind of virtual event that is for small business owners who run their own business and solo preneurs. It would love to have a variety of presenters that would address a whole wide variety of topics like physical health, as are there any of you?" Oh, I love it. Okay. So if any of you are interested in that. Grammy said, "Dan Morris had a packed session. Brian's was also great. They're all good. Love it. Enjoying the speaker panels." Awesome. Awesome. Awesome. Okay. Diego, did you have a quick question as well?

[00:50:18:18 - 00:51:01:18]

You had, oh, you might not be able to unmute. Let me see if I can have you unmute. Yeah. Yeah. Thanks Gabe. Those are people that you have to write down the information in the chat box. You only need to click on the three dots that are there and you can save the chat. Okay. So don't worry about that. Yeah. Thank you. Yeah. For anyone who is like connecting with everyone, I'll save the chat as well. I'll put it with the replays, but if you click on the three dots, you can save the chat too. So make sure you do that if you're connecting with people throughout the event. Okay. What I'm going to do, I'm going to stop my share here. I'm going to click off the recording for now. Let's see.