

Homeschool CEO Podcast Episode 40: What Is Clubhouse and How You Can Use It as a Homeschool CEO with Jen Myers

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Now, if anybody knows me really well, I am the last person to adopt a new social media app. You know, I've never embraced Twitter. I'm still learning Instagram. I was probably one of the last people on earth to have a Facebook account. But when I heard about clubhouse it piqued my interest, because we don't have to be camera ready. One of the things that I struggle with Facebook Lives and Instagram lives is although I know sometimes people interact. A lot of times they don't want to come on camera, you really miss that engaging conversation. And that is what club house provides.

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Welcome to the Homeschool CEO Podcast, the podcast dedicated to entrepreneurs who want to successfully homeschool their kids while running a profitable business. In this podcast, we'll reveal the truth of what it really looks like behind the scenes of an entrepreneur who homeschools and how to make it all work. If you're an entrepreneur who currently homeschools or you want to start, you are in the right place my friend. With 16 years experience combining entrepreneurship with homeschooling. I'm your host, Jen Myers, and this is the Homeschool CEO Podcast.

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A week ago, I received an invitation to join Clubhouse. Now if you haven't heard of Clubhouse, it is one of the fastest growing social media apps that I have heard about in a really long time. And if you prefer audio over video, this is a social app you want to be on. If you prefer just talking to people and not having to worry about making all of the graphics for Facebook or Instagram and you are looking for genuine connection. You are going to love Clubhouse. So, in today's episode, I just want to share some of my initial impressions of the app and why I'm excited about it. Why I really hope it sticks around, and how you can also get an exclusive invite to the clubhouse. So, let's get started.

02:22

Because Clubhouse is new, there is so much to learn. Now, I am not going to tell you that I am a pro at clubhouse. As of today. I have been on clubhouse for seven days. And it's still in beta. But I wanted to give my initial impressions of it. And today we're going to talk about what Clubhouse is, how it's run, what it looks like on the inside. So maybe you're one of our Homeschool CEOs that have already joined, but you're like, what the heck do I do with it, we're gonna go over that. I want to talk to you about why you might want to get an invitation, and how you can get an invitation just because you're part of the Homeschool CEO Community. So, you aren't going to have to wait until it's out of beta. If you are part of our community, we are working hard to get all of our Homeschool CEOs in. So stay tuned for that. And then I'm also gonna share just some of the incredible opportunities that Clubhouse is bringing to the table, and how I am strategically using it to grow this podcast to uplift and grow the businesses of all of our Homeschool CEOs so that we can all increase our income and our impact. Now, like I said, I

am not a pro at Clubhouse. So, if you listen to this recording a month from now, things could be totally changed than they are at this moment. Because remember, we are still in beta. But I do think that Clubhouse is going to grow. I think it's going to grow quickly. And I think it's here to stay.

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Now, if anybody knows me really well. I am the last person to adopt a new social media app. You know, I've never embraced Twitter. I'm still learning Instagram. I was probably one of the last people on earth to have a Facebook account, all of those things. But when I heard about Clubhouse it piqued my interest, because we don't have to be camera-ready. There is no video, there's no option for it. So, if - and I love audio. I love having conversations with people, genuine back and forth conversations. One of the things that I struggle with, with Facebook Lives and Instagram lives is although I know sometimes people interact, a lot of times they don't want to come on camera, or they're just typing or - which I love all of those things- but you really miss that engaging conversation and that is what clubhouse provides.

04:59

So, with all of that being said, I'm going to give you a quick overview of it. And because I know we are all busy running our businesses and homeschooling our kids, I'm going to try to keep this podcast episode a little on the shorter side. And then I'm going to actually have a Clubhouse room, I'm going to start for all of our Homeschool CEOs, to really go over all the ins and outs that I've learned and discuss that with you so that we're all on the same page and can strategically use Clubhouse to grow our audience and our impact.

05:37

All right, so starting first, what does this app look like? So, it's a app on your phone. Right now, it's only for iPhone or iPad users. However, the founder said the just the other day that within 90 days, they're expecting that Android users can be on it. So, this is still for you. And it might be sooner for everybody. But a little hack that we learned is if you have an iPod or an iPad, you can download the app and use it from there as well.

06:11

So, it's kind of complicated to explain it. Because if you haven't been on it, there's no way to know what it looks like. But when you enter it, they call it the hallway, and you get to see all of these different rooms that are available. Now you can kind of think of them as like zoom rooms, but they're not. So, I was telling somebody the other day, you know, they're like, well, what is it? What is a Clubhouse like?

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And I said, well, it's kind of like if Voxer and Zoom had a baby but without the annoying chat feature on the side where everybody is commenting and distracting the speaker and having side conversations, and without the pressure of having cameras on. Because there is no camera function. It was designed that way on purpose. You only have a profile picture and that's what they see when you're talking. It's also a really great feature that you - Okay, so you can go into these rooms. So, there's topics of the rooms, and you only see the rooms for the people that you're following. So, for example, if you want to ever hear me speak or come to a room with me, you will need to follow me @HomeschoolCEO. Just type it in. I'm there. Easy to find. So that would help you follow me. And then if you see anybody else,

also, if some people will go on and say, well, there's no rooms available. And it's because you have to follow the people who are the speakers in the room.

07:33

But as you go down this hallway, this virtual hallway, you get to choose which room to go in and out of. When you come in, you're put at like the back of an audience. Nobody really knows when you're coming in and out, which is really great. So, you can pop in and out without any guilt feeling or pressure like you have to stay, which I love. But it's different from Zoom, because like I said before, there's no video option, there's no chat option. It's only voice. So, you don't have to worry about like wasting time typing out that perfect post. Have you ever been there? Yeah, I, me too. I don't necessarily enjoy that. I just like talking to people. And you don't have to waste time trying to find the perfect graphic either. So those are some of the things that kind of make clubhouse unique.

08:24

One of the other things is that they have these things called clubs, so not just a room. So, with a room, anybody who follows that speaker can go into it. But with a club, you have to, I believe you have to apply to be part of a club. So, like, for example, we're going to have a club I put in for it. It's going to take a couple weeks to get approved. But I'm hoping to have a club for homeschooling entrepreneurs, you know, so that we can get all of you guys connected and growing each other's business and impact in connection and community. But you have to apply to be in those.

08:59

Starting a club or starting a room. Depending on how you want to use Clubhouse really helps give you a platform where you can just elevate yourself as an expert, get to know people talk about your topic. Find your voice. That's been a huge thing for a lot of people. All of those things. So that's super, super cool. You can schedule your rooms, you can schedule your club, functions, anything like that on the calendar, you can do them impromptu, anything like that. So, for example, like I said, I'm going to be building a community exclusively for homeschooling entrepreneurs, where we'll be talking about mindset, practical tips on business and a little bit on homeschooling. But y'all know I'm a little more business than homeschooling, but we do blend the two lives because we are both. Alright, so make sure you're on the lookout for when the club is created. I'm just waiting for it to get approved.

10:02

And one of the things talking about clubs and rooms that I really, really, really love about Clubhouse is that nothing is permanent. You can go on that they don't record anything, recording is not allowed. So, you just go on and you have a conversation. It doesn't have to be perfect. If you mess up, it doesn't matter. I mean, it's just like sitting down having a cup of coffee with somebody, because it's in real time. And once it's done, it's done, it's over, it's gone. I personally love that.

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Now, there are some differences. Because not everybody can be in a room talking at the same time, like a conference. What but what I love about it is, so you have moderators, they pull people up to what they call the stage, and they have the power to mute somebody, kick somebody out of the room. So, if you start a room or a club, you have a lot of control on what happens in your group. So, if somebody is

causing problems, you just kick them out, you mute them, no big deal. But so far, my experience with Clubhouse, has been this incredibly safe, welcoming, loving place that, honestly, I think is just amazing.

11:17

Okay, so how do you get an invite to this? Well, you have to know somebody who's on the platform. So, for example, when I joined Clubhouse, I was given one invitation by another Homeschool CEO. What we did is, I sat on that invitation for about 24 hours. I joined and then when you join, you're immediately given one more invitation to invite one more person. What we did for the Homeschool CEO Community is I took that one invitation and started what we called it the Clubhouse train in our paid society. So, because our Society members are kind of that inner circle, they got in first. And what we did is we just lined everybody up. And we worked together. So, I invited the next person, when they got in, they had an invitation, they invited the next person. Once all of our Society members who wanted to be in were in, we then transferred that same train over to the free Homeschool CEO Community. So, if you're listening to this, and you're not in that free community, come join us. I promise it will be the best group you've ever been part of. They are so supportive, you can ask homeschooling questions, business questions. And if you are part of that community, and you haven't gotten on the train yet, send me a DM, I'll tag you in the post, get over there, get on it. Because I imagine we'll be through all of the train with in the next couple of days. And I don't want you to miss out.

12:53

Alright, so that's what we did to get all of our Homeschool CEO Community members in because like I told somebody else, I can't imagine taking anybody else into the Clubhouse with me, other than you, and all of our community because you are my tribe. Of course, I would take you. Why would I want to take anyone else?

13:16

Alright, so the next thing I want to talk about is how we connect with people on Clubhouse and why it's so important. So, with Clubhouse, you are gonna find access to people that you would have never imagined. So, for example, I had the privilege of connecting with several bigger names that honestly, they probably would have never noticed me any other way. Like, from Funnel Gorgeous, Cathy Olson and Julie Stojan. Amazing, beautiful. And a quick plug. I don't get any money for this, but if you are not on Funnel Gorgeous, I would encourage you to look into it and switch everything over. Homeschool CEO is being transferred over to it. I guess I do have an affiliate link, if you're interested in it. It gives you, I think it gives you a discount. DM me, let me know. And I'll also put it in the show notes for you.

14:06

But just for example, so I got a chance to meet them and learn how incredible they are. I've been on a stage with millionaires and billionaires in a way that I probably would have been too scared. Well, I don't know, maybe not for me. But I could have maybe seen me being scared at like a conference to approach these people. But in there, everybody is at a level playing field and they are so helpful and so genuine and I just I love that you can ask them questions and that alone, like there's this one, what does it take to run a million dollar business? And it's so great. For example, Rachel Miller is in there, you know, and she has like six or seven kids, y'all. And she's built multiple seven figure businesses. If she can do this, we can do this.

14:56

Same thing with Julie Stoian. You know, she I think she's the one that homeschools. Either her or Cathy homeschools. I'm gonna, I would love to have them on the podcast here. So, you can just get to know them. But, you know, with, it gives you this chance to meet these other people and connect in a way that you never could have before you can ask questions about homeschooling, you can ask questions about business, you can ask questions about whatever the topic of that room is, and get real life feedback from these incredible humans.

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Now, it's kind of weird as far as there's no private messaging in Clubhouse yet. So, the way that you have to do it is you either have a Twitter account, or a Instagram account, and you link them up in your bio. And then if people want to connect with you, that's how you do it. So, for me example, I don't use Twitter, but I do use Instagram. So that's how people are getting ahold of me. It's really great, because I've already had several people reach out to me for a one-on-one business coaching, you know, because I am a business coach for entrepreneurs who homeschool. You know, I help them scale their business, through finding clarity and leveraging offers like memberships and courses to help them really make more money without spending more hours. So, with that being said, I've had people contact me through Instagram after hearing me step on stage and talk. You know, it's been amazing. So that's super awesome.

16:21

Finally, I want to give you a couple of tips, because I want this episode to just be really, really practical for you. So, first of all, be super clear in your bio, on who you are, who you serve, and how people can connect with you. Because that is what people search for. So, for example, right at the beginning of my bio, it says, I'm a business coach for entrepreneurs who homeschool. Very, very specific. So, when somebody is typing in, they're looking for homeschool, I'm gonna come up. If they're looking for homeschool moms, I come up. Business coach, I come up. Those kind of things. So, with that, you want to make sure your first three lines of your bio are optimized for the very first thing you want people to see because they have - that's all they see. And then they click "learn more" to see the rest of your bio. So just be super clear on in your bio, make it fun, engaging. Also get up on stage and talk. That is how people notice you.

17:26

Now I will tell you, okay, so right now it's a Monday morning. This podcast episode will be released tomorrow, which will be Tuesday, I'm gonna go ahead and make a room for our Clubhouse members. For the Homeschool CEO Community probably on Wednesday night or maybe Thursday night. I have to look at my schedule. And we'll make it a closed room. So not everybody can come in. But if you want to join me, DM me, let me know. You can come up practice talking, asking questions with people that you already know, so that you feel confident and safe and know that you can do this. But absolutely DM me if you're interested in that on Instagram, and I'll make sure that you get an invite to that. And I'll probably be doing that weekly for you guys as well.

18:17

Now, remember, a big thing about clubhouse is that it's a conversation, not a presentation. This is not a webinar. This is talking, giving feedback, giving value. It is not a pitch fest. People naturally want to buy from you because they get to know who you are. It is the best networking for introverts who don't want to be on camera, and really just a way to form genuine connections.

18:49

All right now maybe you're saying, oh my goodness, I really want to get into Clubhouse but I have an Android and I don't have an invite, or whatever the case may be. So, first of all, don't worry. If you have an Android, the founders did a presentation conversation the other day and said that they're hoping to get Androids in like I said earlier within 90 days, so y'all will be coming with us. If you are a part of the Homeschool CEO Community, hop on over to our Facebook group, ask for an invite, get on the invite train is the first thing, but if you're hearing this after the invite train is over, let me know and I will start another invite train for everybody. I may do one every week just to keep things organized. That's kind of my thought right now. But I promise we will get you in there. And I know that at some point anybody's going to be able to get in but I don't know the timeline for that.

19:47

All right. Lastly, because I promise this will be a short and sweet one. I want to share with how I'm strategically using the Clubhouse to grow Homeschool CEO, grow this podcast, grow my audience and my business because that might be what you're looking to do, too. So, with that, I'm being really strategic on who I'm following, who I'm interacting with. I'm going into podcast rooms. I'm working on getting y'all some of the most incredible guests coming up over the next few weeks. It is going to blow your mind. So, if you're looking for a place to really make high quality networking opportunities, Clubhouse is where it is right now.

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I'm also being really intentional about starting to host rooms that really just speak into the lives of my ideal client, which is all of you. So, if there's a topic that you want me to cover, DM me on Instagram, and let me know, I will schedule around, you know, I have the luxury of my youngest being 16. He works 30 hours a week, so I have a lot of extra time that I didn't even have two years ago. And if I can go into Clubhouse and teach you and help you in any way, please let me know.

21:08

And like I said, if you're an Android user, don't worry. I have something special for you, too. If that is you, please DM me, let me know you're an Android user. And you can't get into Clubhouse because I have something extra special for you as well, because we are not leaving anybody behind in the Homeschool CEO Community.

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All right, friends. I hope this episode was a blessing to you. And I hope that you all follow me on Clubhouse @HomeschoolCEO. And if you have any questions, let me know. You can text me. You can send me a DM on Instagram, we can talk in our community. And also remember that the Society will be opening back up here in just a couple weeks. It's right around the corner. So, if you're interested in

learning more about the Homeschool CEO Society, let me know. Otherwise, I will see you in the Community and Clubhouse. I love connecting with you and I hope you have a fantastic day.

22:10

Hey, friend, I just want to say thank you so much for tuning in today. If you loved what you heard, please be sure to head over to Apple podcast and leave a review. I really appreciate it. And for more information on connecting with other Homeschool CEOs just like you be sure to check out our website at www.homeschoolceo.com and as always Team Homeschool CEO, you ladies inspire me. Thank you for always showing others what is possible. You guys are awesome. See you next week.