

Episode 17: From Social Media Strategies to Conquering Self-doubt in Entrepreneurship, with Bridget Brady

Wambui: Hi there, Bridget. Thank you so much for being on my show.

Bridget: Wambui, I'm so excited to be here.

Wambui: Awesome. Very good. So for those who don't know you please tell my listeners who you are and what you do.

Bridget: Yes. So I am the founder and CEO of the full-service online marketing agency, Ampupmybiz. I am also the creator of the Social Media Success Academy, and I am the author of the number one international bestselling book. Jobs to Jammies, How to get out of your Job and be at work in your PJs Entrepreneur. And I think you said, my name is Bridget Brady. Those are my titles, but what I do is help business owners create and close more businesses with the awesome power of online marketing. That's what I do.

Wambui: I love that. Wow. That's really good. And I'm going to look at your book. Where can we find your book? Is it in Amazon or?

Bridget: Yeah, you can find it. It's on Amazon. That's probably the easiest place is on Amazon.

Wambui: Okay, good. So your business Ampupmybiz. That's. The name of it, you help entrepreneurs have that online presence. And I'm one of them because I met you not too long ago and your strategies really helped me because I was so stuck. I didn't know what to do. What do I post? I posted all I thought I needed to post. And I just want you to talk a little bit about that. Why is it so important for entrepreneurs to have that online presence?

Bridget: Absolutely. So whether you're a full-time entrepreneur or business owner, or even if you're doing a side hustle along with your JOB, it is so important to have an online presence for several reasons. So number one, there are nearly 5 billion active users on social media today. About 90 percent of our population is active on social media. So really the simplest first and foremost reason that it's so important to be on social is because everyone lives. There that's where people live and it's the easiest place to meet people where they already are. They're already on Facebook Instagram and YouTube and LinkedIn. They're already there. So it's a really easy place to connect with people where they live. The second thing that I think is important to mention is Social media is bar none, the best force multiplier on the planet today. So do you mind if I say, tell you what I mean by that?

Wambui: I love that because I've had you say that and I'd like for you to explain to us, what is, what does that mean?

Bridget: Yes. So, you know, in general, business owners, entrepreneurs. They're awesome. Their services are awesome. Their products are awesome. Their coaching is awesome. All those things are true. What the trick is is getting more eyeballs on your awesome. And so why I love social media is that you can take your vision, your mission, your message And instead of just bringing it to, let's say a networking event where you talk to 30 people, or maybe you do a speaking gig and you talk to, you know, a hundred people, maybe it allows you to bring your genius to a potential of 5 billion people. Now, of course, those aren't always your, those aren't all your ideal clients, nor do they. but the percentage of 5 billion people that you need to have a huge thriving business is tiny. So it's just such a beautiful place to have a one to 5 billion people relationship. And there's no one, there's no place else on the planet today that you can easily get that, right? That you can easily have access to that many people.

Wambui: That's amazing. And like you say, that's where everybody is hanging out. So it's important, but you might as well just go find them there where everybody's hanging out, right? Yes, right. They're already there.

Bridget: You just like to show up and you're like, hi, I'm here too. How can I help?

Wambui: Yes. Now, Bridget, tell me what should be the main purpose for them on social media? Should they be there talking about their goods, or services, or what should they be doing? Is it engaging with others? , how effectively can they use social media?

Bridget: Yes. So this is such a great question. And it's, it's multi-layered, it's multifaceted because social media is one of the best places also to grow the, I call it, you know, it's everyone says the KLT. I call it Know Love Trust. Everyone says Know Like Trust. I call it Know Love Trust. Social media is one of the best places to grow that know-love trust factor with your visibility and your credibility. And it gives people an opportunity to feel like they are getting to know you and getting to know your services and your products. So again, it's, it's brilliant at that. But the way you asked the question was so good because you said, what is the primary purpose of your social media? And what I want to give your listeners today is it's an enormous gift, truly. We have, we've worked with thousands, truly thousands of business owners and help them create six, seven, eight figure businesses with this one paradigm shift. And the paradigm shift is the primary purpose of your social media as a business owner is to get people off social media. Can I elaborate on that just a little bit? Yes, so the elaboration is this. We live in short attention span theater, and people's attention is extremely short, and people are extremely distracted, and social media is extremely distracting. All the things that people normally think about, which is brand awareness and creating connection and getting visible and you know, all those pieces of the puzzle. Also, happens. The trick is leading people off of social media to your website, to your landing pages, to your connection calls, and to your brick-and-mortar store. If you have one, and there are some really specific strategies

around that, that we can continue to talk about. Definitely. It's really like a mental paradigm shift. You're not just doing social for the sake of social, right? It's not just, let me see how many followers I can get or how much engagement I can get. I love followers. I love engagement, but those alone aren't going to build your business at all. I know there was a woman who shall remain nameless. Yes. Who I know, who we're working, we're working with now who came to us. She had over 200, 000 followers, right? A huge audience. Making 0 dollars in her business.

Wambui: How is that possible?

Bridget: How is that possible? And they were like active followers. Her engagement was incredible. Her following was incredible. So it's possible because she missed the paradigm shift of really getting them off social, into her offers, into her lead magnets, into her freebies. She spent so much time. on social media with them, giving them value. They were happy to just sit with her in her audience and take a bunch of free value, and again, we're going to give a lot of free value away. A piece of the strategy is to give a lot of value. But at the end of the day, the. The secret purpose behind everything you do on social is to get people off social and bring them from their world on social into your world, your world.

Wambui: That's amazing. And I remember there was a time, was it last year or 2022 when Facebook and Instagram shut down for like a minute

Bridget: For a day and we, or whatever it was and everyone, I was in an abject. I panic, even though, I have an enormous email list, and I was in a panic when my business is social media two all of our clients were freaking out, three, we get easily 90 to 94 percent of our business directly from social media. 90 to 90 percent from social media. Absolutely.

Wambui: Yeah. That's amazing.

Bridget: Yeah. And the other 10 percent is referrals. People who will refer me or us to other people, but 90 percent of our new clients and customers come directly from social media.

Wambui: Wow. So we're going to learn these strategies because I do know, like for me already, like I said, you gave me a strategy already to post on social media, how to do it. And it was so easy. I just did it in a day and I was able to. Again, being that I have a nine to five, I only have a certain number of hours that I can, you know, allocate to social media. So I was able to sit down for like about what, two hours and just did all my strategy, you know, like just recorded my videos. And now I can sit back and not, worry, Oh, what do I need to do today? What do I need to post? So you have very good strategies. And I'm really curious to hear about how we can even get to your strategies.

Bridget: Yes, a couple of things. So one, you said something interesting about that it didn't take a lot of time and it was so easy. One of the big sort of myths out there and I think it's this myth is propagated even by like a lot of social media experts who almost want people to think it's more complicated than it is social media does not have to be hard and it doesn't have to be complicated. On the flip side of that coin. You kind of can't just make it up, right? I talk about this all the time, spaghetti versus strategy, right? You can't just throw a bunch of spaghetti on the wall and then like hope and pray something's going to work. There is a very specific formula and strategy and we can talk more about those today. Sure. But it doesn't, When it's done right, right, you alluded to it, right, you sat down and in two hours, you had 10 videos in the can, ready to go out on your social media. It doesn't have to be hours and hours and hours a day. So I just want to like take that weight off of people's minds if they're thinking, yeah, social media sounds great, but I don't have hours and hours and hours a day, you don't need hours and hours a day.

Wambui: So give us some tips, give us some strategies that you may want to share with us today.

Bridget: Excellent. Number one, everyone needs to start claiming your name. I can not stress this enough. So your name or your brand name or your company name, also known as your handle on social media platforms. Once it's gone, it's gone forever. It's like a. com, right? So if you don't own your name or your brand name and someone else registers on that platform with your name. It's gone. It's gone forever, right? I mean, you might be able to purchase it from them, but they then own your name. So number one, I tell people to go to every single platform, whether they think you're ever going to use it again and register whatever your name is, if you're using your name or your brand or your company, make sure you own your name across every single platform. Okay, then to, focus in, I know that many of your listeners. are, you know, full-time professionals who have a side business. So if that is the case and your time is limited to two to three platforms maximum, that's it. That's it. People get so insane with like, I need to be on Facebook and Instagram. I need to tick. I need to talk. I need to face. I need a book. I need to snap. I need to chat. I mean, no, you don't like any of that. You don't need to do it. So the beautiful thing about social. Is that people are on many platforms. There are very few people who are on one platform only people pick their platforms and they're across several platforms. If you're a solopreneur and your time is at a premium, then two or three platforms, and then own your name elsewhere and focus it on those two.

Wambui: Okay.

Bridget: And if you have a virtual assistant or you have someone helping you or you have a team, then I do say go ahead and get crazy with it. Four five, six, and seven platforms. I think we're on eight platforms because I have a team of 15 marketers. Awesome. Yeah. So we're on all the platforms. Really don't need to be. Okay. So those are a couple of things. And then the other I'm trying to think of other like really,

really tangible, actionable strategies. The next thing I think is really valuable is having a good content mix. When you're looking at your social media strategy, people have a tendency to only post photos, or only post videos, or only post memes, or only post articles, or only share. And one, your audience gets very bored with that. I would be bored. Even just listening to it is like, oh. You're like, even I'm bored with it already.

Wambui: It's not listening to, but imagining, Oh, memes.

Bridget: Right, the same, same thing. So in the same way that you want to meet your audience, where they are on social, you want to post a variety of content. One for your audience to really get a peek into again, who you are, your mission, your vision, your products, and your services. But the social media. The algorithm, which is just an algorithm in its simplest form is a list of rules usually used by a computer that's just always running in the back end that's deciding on how much of your content gets seen and gets seen by whom. So if you have a nice mix of content where you're posting events and holidays and sharing blogs and vlogs and videos and short videos and long videos and memes and GIFs and photos, your audience is like, Whoa, this is, this is good stuff. I love this. And the social media algorithm says, Oh, this is good stuff. Like we're going to show this to more people.

Wambui: That's so helpful. Even just you saying it now, I'm like, oh, wow, you're saying this and that. I can just feel the variety of things. And it just even excites me, like, yeah, I want to see a variety of this and that, not just one thing, you know, that's. So helpful, Bridget. Well, now let's talk about anything else you want to talk about social media, any strategy, anything, but, and I know, do know that you do have a masterclass that's coming and we'll talk about that. And I would like for you to let my listeners know where they can find that, because I know that's going to be great because I watched you on, in one class and I was like, okay, Bridget, I am taking up on you, you know, your offers too. And it wasn't just to free you off. I know I was like, this is it. So let's talk about mindset. Most of my listeners and most of my ideal customer avatar, struggle with imposter syndrome, and self-doubt, especially in, they don't feel. Very hard to show up and go get it, you know, just go get it. Just be the person that they were created to be. And that just holds them back. The self-doubt, the imposter syndrome. Have you ever struggled with that as an entrepreneur? And how did you overcome that?

Bridget: Absolutely. I still struggle with that sometimes right? It seems right. No, but I still struggle with it. I have a huge thriving business and a team of 15 people. And we've helped, I mean, thousands of business owners. And still, sometimes I'll wake up and I'll be like, do I know what I'm doing? Like who? Right. That thought of like, who am I? Right? Who am I to do this? Now, it doesn't happen that often, thank goodness, right? It doesn't happen that often, but even now sometimes I do. But I would say this. When it comes to imposter syndrome, I think I have a couple of tips or my couple of strategies around that, Is that one take the focus off of yourself and

think about who you need to serve. Who are you going to serve? Who are you going to bless? Who are you going to help? Who are you going to empower? Cause I think the only way it's the same, it's my tip for being on camera and people who are like, Oh, I'm so nervous to be on camera. And I'm like, stop thinking about yourself. The only reason you're nervous is because you're focused on yourself. I think the only reason that we get deep into that imposter syndrome is it's right. Who am I? And am I good enough? And I don't know. Right. If you really focus on the. The service, the light you're bringing into the world, it just washes away. It's like magic. It just washes away. You think, who am I going to help today? Who am I going to serve? That's number one. Then number two is no one is as you as you.

Wambui: Oh, say that again. No one is as you as you as you

Bridget: No one is as you as you. There is no one else on the planet before now or after that is you who is bringing the exact genius message vision that you are bringing. And there was someone, someone said this once it was not me, but I thought, wow, man, that's so brilliant. It was actually the opposite of imposter syndrome. It was like, how dare you not bring your genius to the world? How dare you? How selfish of you? How selfish to keep your genius and your wisdom and your light hidden.

Wambui: That's what it is. It's how selfish is that? It is because you're not sharing it with others.

Bridget: Right. How generous is it to get out of our comfort zone and to share with other people? So whenever I get stuck, I just always think about my students, I think about my clients, I think about all the new students and clients that I'm going to help build a life, a business, and a life that they love. And I'm like, okay, but get out of your own way, get out of your own way, Bridget, and just serve.

Wambui: Right. I can imagine if I hadn't met you, then if you had not come out and into the world and said, this is what I do, I help entrepreneurs have that presence on social media, I wouldn't know you, I would not have had the value that I have now, with my story.

Bridget: Well, and I love that too because the other thing I love about being an entrepreneur is the ripple effect that we have. Now, all humans have this ripple effect, but I do think that there's something special about entrepreneurs and, enlightened entrepreneurs with a heart of service because you saw me speak. And then you're like, Hey, I took your tips and they were great for me. And then you invited me to your podcast. We get to expand the ripple to your listeners and then who knows, and then we'll help your listeners build their business and then what will happen with their clients and their service, you know, their clients and customers and families and communities. Like there's this incredible ripple effect that happens for. Business owners and entrepreneurs that when you think about it, if I think about it

too, too much, I cry. It makes me, I'm a big crier, but if I think about it, and I think about the team of 15 people that I get to help them put food on their table and pay their rent and their mortgage every month. I think it's enormous what we get to do.

Wambui: It's enormous. And that's because you are not selfish. If you had been selfish with your gift, you would not be able to influence and affect these 15 people. And there are thousands of people that you have helped, right? Start thinking about that. You know, don't be selfish, go out there and make it happen. That's really good. So I would like for you to tell my audience about your masterclass that's coming up. Because I know they'll benefit from that.

Bridget: Yay. So I have a free five-day masterclass called Behind-the-scenes Secrets to Social Media Success, they can register for the masterclass at [Masterclass.ampupmybiz.com](https://masterclass.ampupmybiz.com/) <https://masterclass.ampupmybiz.com/>, and it's about an hour a day for five days. And we have some bonus sessions sprinkled in there, but we focus on really all four pieces of the puzzle, right? Your mindset, your heartset, your skillset, and your toolset, I know, right? And it's really good. It's like my favorite. It's one of my favorite things I do all year is spend a week together and we really dive deep into social media strategies and content calendars and keywords and hashtags. And most importantly, what are the most important pieces of the puzzle to move your business? Forward using the awesome power of online marketing, because it's really simple when you do it, right? It's so simple when you do it, right?

Wambui: I knew I had you say the other day that if you're not using social media, you're leaving money on the table. So we're going to be learning a lot. I'm sure in this masterclass. And we're going to learn about how we are leaving this money on the table because that's a big one.

Bridget: Oh my gosh. It is, I mean, yes, social media to make money and build your business, all those things. And for sure, I do talk about this. Entrepreneurs who are not using social media, I can't even be leaving so much money on the table because your audience is right there. And so you just have to, again, like show up there too and be like, hi, this is who I am. Right? I have, this is who I serve. Can I help you? I mean, it's so simple.

Wambui: It's so simple. And we're going to put the link to the masterclass in my show notes. Now where else can my listeners find you?

Bridget: So they can find me everywhere on social at Ampupmybiz. So, we are literally everywhere on social media at Ampupmybiz. So please feel free to follow and connect. And we have lots and lots of value on all of our social media. So there's that and my masterclass between those two things. They will be well taken care of.

Wambui: They'll be taken care of. Now, when is the masterclass happening?

Bridget: The masterclass is in February. It starts on February 5th. It is just a couple of weeks from now. So it starts on February 5th.

Wambui: Good. So we'll make sure that this show airs in a week or even sooner so that we can have that link on our show notes again. And now one more question that I forgot to ask you when you say your name on social media. Is it possible to change a name on social media once you're you get it?

Bridget: It is. You can change it on some of the platforms. They have limitations on how many times you can change it. And then on some of the platforms, for example, on Facebook, on a group, once you have an X number of people in that group, you can no longer change the name. But in terms of your actual presence and handle on the platforms, you can change them everywhere. On some platforms, be careful, and it'll say it on there when you're going to change it. They'll say, you can only change your name, you know, three times. You can only change your name two times. So many, some of the platforms will put a limitation on you, but yes, you can change your name on many platforms. And to that end, I also recommend you do your best. Sometimes it's hard, but do your best to have the same name across. All your platforms, one, it's easier for people to find you, and two, when you go on a podcast and people say, where did, where can they, we find you, you can just say, Oh, I'm everywhere at Ampupmybiz to give out a bunch of different handles. So it makes your life easier.

Wambui: Yeah. Makes life easier. This has been very helpful and I want to be mindful of your time. Is there anything else, Bridget, that you would like to share with my audience, that I didn't touch on? This is very helpful information.

Bridget: Oh, thank you. So the only thing that I would like to leave your audience with, is two things. One is to begin it now. Begin your social media. Now, today, not tomorrow, right now, I always say the best time to have started your social media strategy was yesterday or really six months ago, but the next best time is today. Plenty of people get caught up, but I haven't been on social or I don't have a good strategy. Don't get caught up in that. Just begin. And you'll see when you, and I hope you join me in my masterclass, but when you start employing a really good social media strategy, you'll see three months, six months, nine months, a year from now, your business will look completely different. That's number one. Number two is. Just believe in yourself, right? You can do this. I didn't share a lot of my story here at this moment, but I started my business from nothing.

Wambui: And I would like to be able to have some time just to share a little bit about that.

Bridget: I do. Do you have a minute?

Wambui: If you have time, let's do it, Bridget.

Bridget: I do. I'm good. So in short. I started in corporate America, so I had a very serious job for 15 years. I was an I.T. software developer. I was an I. T. project manager. I worked in New York City on Wall Street for seven years, and I also had the dream, especially at the end of my corporate career. I Had the dream of getting out of corporate and being my own boss and having my own business and Wambui I will tell you this is was a be careful what you wish for a moment as the universe was listening. I don't want I don't want to have to have a job anymore. And the universe is like, Okay, so here you go. I remember it well. It was 2010. I walk into my office on a Friday morning to an email that essentially says, dear Ms. Brady, thank you so much for your eight years of excellent service. Today is your last day.

Wambui: Oh, no notice.

Bridget: No notice. So I was a consultant. I wasn't an employee and whatever, there was no notice, like no notice, no nothing. Bye bye. Don't let the door hit you on your way out. And I used to call this my year of financial ruin because, In a five month span, I lost my very high-paying consulting gig. I lost my pretty place to live one block from the ocean here in Los Angeles. Oh. Ooh, I know. And I didn't have any money. So apparently you don't get to stay in the place you live when you don't have any money. And my boyfriend left me.

Wambui: Oh my goodness.

Bridget: Apparently, he was in it for the money. He also left. Oh. I moved to a place I didn't want to live and I was lying on my floor, literally my floor for two months. I had nothing. I had nothing. I was lying on my floor for two months, feeling very sorry for myself. But I now call this my year of the phoenix.

Wambui: Oh, I love that. Your year of the phoenix.

Bridget: Yes, it was my year of the phoenix, because apparently I had to burn my life to the ground to be born again, right? To rise out of the ashes and create the awesome life I live now. So the reason I tell this story is I started with nothing. I didn't even have furniture, I had nothing. And I started my own business and I failed forward for a good year. And then for me, it really was the power of social media. I learned social media in a class that I took a few years before when I had my JOB. It was an amazing class. It was super expensive and super amazing. And I started applying what I learned to my failing businesses and they started growing. And then they started growing and growing and the rest is, is kind of history. I was growing my own businesses. I am really good at online marketing. I love helping people and empowering people. So in 2015, nine years ago I sort of put Those hands together. And I started my current company and put my biz and I, that was it. I never looked back. I started as a solopreneur and then, grew over the last nine years. And here we are.

Wambui: That's an amazing story. I'm so, so happy you shared it because that's going to give a lot of people a lot of hope.

Bridget: Yes. And that's why, again, like those two things, like start your social media now, and I promise you can do this. Like, I promise that it is possible, whether you stay in your job or not. I didn't have a choice. Right. , my job said, no, we're done with you. It was a big economic downturn. But whether you stay in your job and have a side business or you go full-time into your business, there is a path forward and there is a path to success. I know that there is. So that is the last I wanted to say

Wambui: I love that. And yeah, true. Whether you stay in your job, because a lot of people, you know, they enjoy what they do. I enjoy what I do, but it's just that you want that extra source of income. So it's, it's a good thing. So it doesn't matter where you are. Just start now. Start.

Bridget: Start now. Yes.

Wambui: Amazing, Bridget. I am so thankful that you give me your time and you've shared so many nuggets. I'm thankful for you. I appreciate you and I'm so happy that I'm in your world, that we're in each other's world.

Bridget: I am so happy that that is the case as well. Thank you so much for having me. It's been my great pleasure and my great honor. Thank you.

Wambui: You're welcome.