



CLUBHOUSE 101

How to Use The Hottest Voice-Only App
for Your Business

EDITOR'S NOTE



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ince 2006, I've hit the Publish button on my blog over 2,500 times, sent thousands of emails to my Newsletter List, and poured my heart out to hundreds of thousands of followers in social media posts across several platforms.

For many years, writing was my exclusive way of communicating with my audience. I knew my ability to write was an asset as a business owner, and like my dad always said: *"If it ain't broke, don't fix it!"*

However, when I began experimenting with using my voice online, I realized there was something *powerful* about connecting with my audience this way.

- On my [podcast](#), you hear *inflections* in my voice that transcends words on a screen.
- At events, you hear the *passion* I have for helping business owners build a life and business they love.
- During Live videos, you hear the *real* me: the real-time, unfiltered, tell-it-like-it-is version of myself that can't be edited out.

And now, I've found the same thing is true as I regularly host rooms on Clubhouse.

This app has become one of my favorite places to hang out, and I have been fascinated with how many industry leaders are using their voice to network, learn from one another, share ideas, and build genuine relationships with their ideal client.

Are you ready to get your message out into the world too?

Read on to learn how to use your unique voice on this powerful social media platform to grow your business, complete with a Quick Start Checklist at the end.

Passing the mic,

j*

WHAT IS CLUBHOUSE?

[Clubhouse](#) has been the center of attention for many business owners since the beginning of 2021, and it's about to get bigger!

It's a voice-only social media platform that encourages constructive conversations between industry professionals, celebrities, and entrepreneurs.

As of June 2021, this platform is invite-only (*meaning you can't join without being referred by a current user*) while the app is still in beta. For now, you can reserve your username after downloading the [Clubhouse](#) app.

But as soon as it becomes public (which is SOON!), run **don't walk** to Clubhouse to network with other business owners and participate in interesting conversations!

As with any new app, Clubhouse has several platform-specific terms. Let's break them down now!





CLUBHOUSE TERMS

ROOMS

Within the app, users have the ability to start their own or join existing “rooms” to discuss specific topics. Rooms vary from:

Pitch Practice:

Where entrepreneurs can receive feedback on their business pitches from experienced investors

Coworking for Creatives:

Where business owners and freelancers can work at the same time, often with a backdrop of their favorite tunes

Business Q+A:

Where a panel of industry leaders answer business questions from the Audience

ROLES

Once inside a room, there are three different roles to be familiar with:

Audience Member:

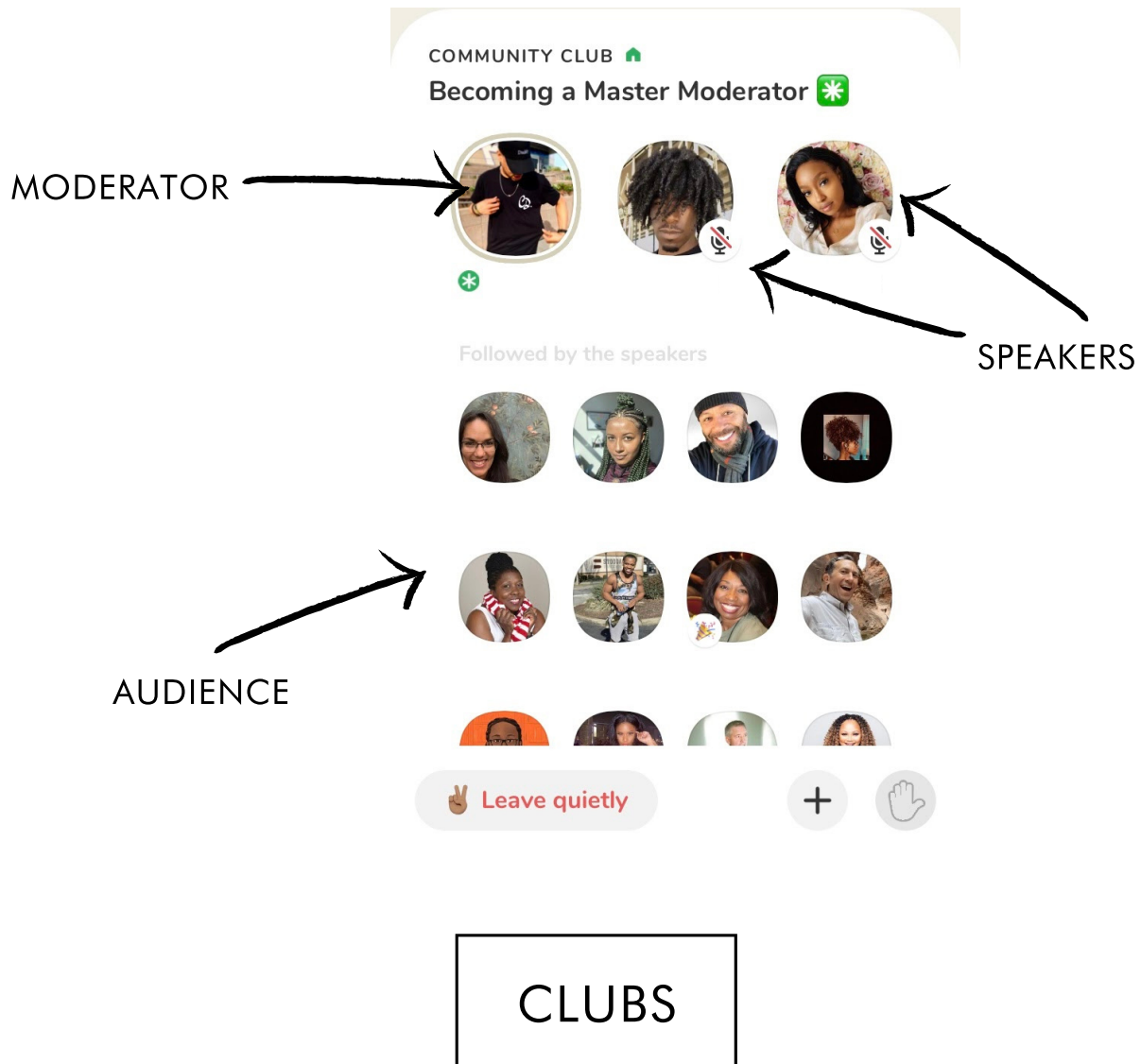
Upon entering a room, you are automatically placed in the Audience. Audience Members cannot unmute themselves and join the conversation unless they have raised their hand (by clicking the hand icon in the bottom right corner) and been invited on “stage” by a Moderator.

Moderator:

Each room has at least one Moderator, selected by the person who started the room. They invite Audience Members on “stage” (who then become Speakers) and can also move them back to the Audience at any time.

Speaker:

Speakers are those selected by the Moderator to be on “stage.” They have the ability to unmute their microphone and join the discussion. There is no limit to how many speakers a room can have.



Users can also join Clubs (similar to Groups on Facebook) to connect with like-minded people in their niche. Some examples of Clubs include Startup Club, Music Industry Execs, Real Estate Talk, Fashion & Design Professionals, **Social Curator** and more.

Clubs are free to join and there is no limit to how many you can belong to. Once you have joined a Club, you will be notified when they start or schedule upcoming rooms, and the Clubs you belong to will be listed at the bottom on your profile.

HOW TO GROW YOUR BUSINESS WITH CLUBHOUSE

Clubhouse is a great place for business owners to network, learn from one another, share ideas, and connect with their ideal client.

Now, let's chat about 3 ways business owners in ANY industry can use this powerful platform to get more clients/customers!

1. Join Clubs Where Your Ideal Client Would Hang Out

In order to maximize the effect Clubhouse has on your business, join a few Clubs that your ideal client would be hanging out in. Clubs are a safe space to be seen, heard, and understood, so this is a great opportunity for you to connect with them on a deeper level and build the connections necessary to build trust.

For information on how to identify what types of Clubs your Ideal Client would belong in, download my free guide >>[HERE](#)<< that will walk you through how to identify, engage with, and market to your dream customer!

2. Audit Your Boss Bio

Since Clubhouse is an audio-only platform with no Direct Message option (yet), your profile needs to clearly tell other users who you are, what you do, and most importantly: how they can work with you.

Your profile should contain 5 key components to prime your ideal client for sales, so click >>[HERE](#)<< to learn my proven formula and audit all of your social media bios, including Clubhouse!



3. Regularly Host Your Own Rooms

In order to turn followers into customers, you must serve them with something they NEED, capture their attention, and build trust. Because Dreamer, when your followers trust you, that's how you make sales on social media! A great opportunity to serve your audience and subsequently gain their trust is by hosting regular Clubhouse rooms to educate, entertain, or encourage them.

Some examples of rooms you can host as a business owner are:

- Host a Q+A with your followers
- Share a testimonial of your client's results
- Interview an industry peer
- Discuss the behind the scenes of your business
- Teach a short class about something relevant to your business
- Talk about the benefits of one of your products/services
- Share something that inspires or motivates you



CLUBHOUSE

QUICK START CHECKLIST

Ready to Join?

- [Download the App](#)
- Reserve Your Username
- [Read the Community Guidelines](#)

Have an Invite?

- Create Your [Boss Bio](#)
- Specify Your Interests (to tailor your newsfeed to you!)
- Join a Club(s) where your [Ideal Client](#) is hanging out
- Join a Room(s) where your [Ideal Client](#) is hanging out
- Let's connect - find me at @jasminestar
- Raise Your Hand in a Room
- Start Your Own Room
- Invite a Friend/Peer to Join Clubhouse

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