

10 TIPS TO START GENERATING BUSINESS FROM CLUBHOUSE

Clubhouse, a new, invite-only social app has recently created a lot of buzz, and with good reason. This audio-only social platform mimics real life discussions, allowing you to listen to live panel discussions, interviews, conversations, and presentations.

Clubhouse has been praised for its ability to facilitate real communities and discussions, but the question is, does Clubhouse hold marketing potential for those looking to grow their business? The answer is yes! But it largely depends on what you are trying to accomplish within your business goals.

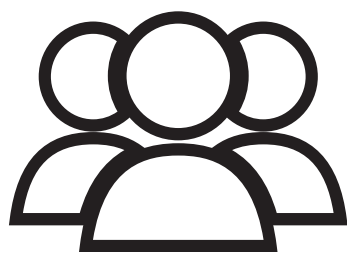
Here are 10 tips on how to make the most out of Clubhouse to start generating business:

1. KNOW YOUR GOALS

Before getting started on Clubhouse, it's important to know your goals. What are you trying to get out of the app? Are you looking to build connections, or are you solely wanting to consume information? If you're looking to grow your business, be prepared to be an active participant on Clubhouse.



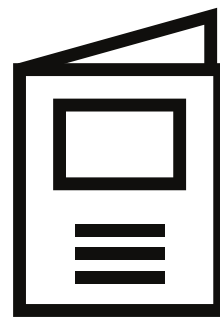
2. INVITE FRIENDS



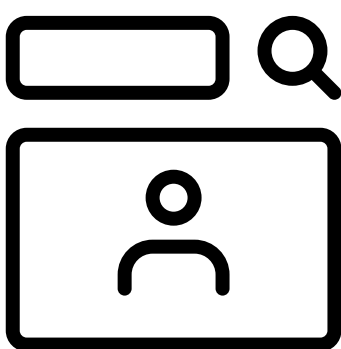
Starting off with a small group of people you may already know on Clubhouse is a great way to instantly build connections. Have your existing connections introduce you to people they know already on the app. The best way to build meaningful and trusting relationships is to get in a room and spark real conversations with people.

3. PREPARE TEMPLATES

Creating templates for presentations on Clubhouse is key. Before creating a room and speaking, make sure you are prepared. People often leave rooms or unfollow you if you start a room unprepared and end up going off topic. It is best to stay on message with your brand, which is the reason why people followed you in the first place.



4. OPTIMIZE YOUR PROFILE



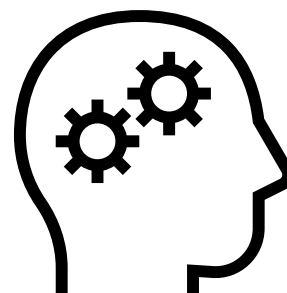
Treat the first line of your profile as if it's your most important first impression. This first sentence in your bio will either make people want to follow you or completely ignore you. More importantly, those first lines trigger your profile to appear in search!

Here are the most important questions your bio should answer:

- Who are you?
- Why should we care?
- How can you help people?
- How can people help you?

5. BE A GOOD LISTENER

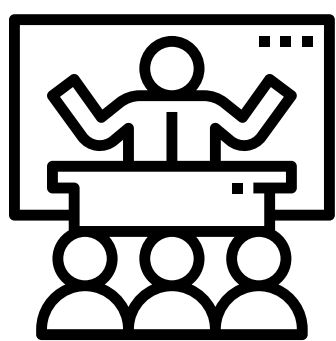
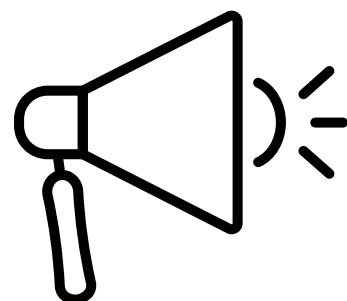
Clubhouse is filled with brilliant thinkers and an abundance of valuable content waiting to be consumed. Join rooms related to your industry/interests and just LISTEN. Have a notepad handy; you will be thrown a ton of great information. But remember, consuming the content and gaining knowledge means nothing if you don't go out and implement it!



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6. START SPEAKING UP

Participating in Clubhouse rooms will help you gain attention and followers. If you contribute to chats in an effective and interesting way, you will be noticed and followed by key members. Also, this helps build credibility and helps you establish more authentic relationships.

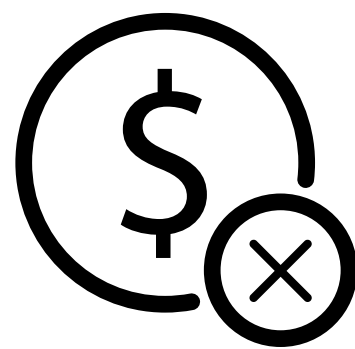


7. JOIN ROOMS RELEVANT TO YOUR BUSINESS

Interacting with others in your industry is extremely valuable for growing your network. Clubhouse has made it possible for you to sit in and listen to the knowledge of tech-giants, multimillion dollar CEOs, and small business owners. Getting the opportunity to hear leading authorities in your industry is something that people would only hope to get the chance to do. Take advantage of it!

8. DON'T SELL, GIVE VALUE

No one on Clubhouse is there to hear your sales pitch, we promise. Instead, provide **VALUE** to your followers and audience members. They are here to consume knowledge and are looking for real value, and if they are in your room, they feel like you can offer it. So don't go in with the goal to convert sales on stage. Show your audience that you do have insights to offer them. If you're a marketing professional sharing your knowledge, someone might find that you can solve their problems and reach out to you for your services.

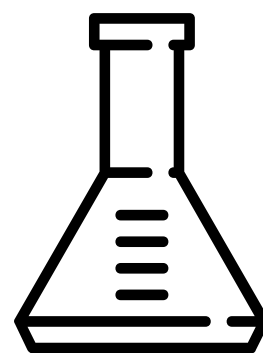


9. CONNECT WITH YOUR LINKEDIN CONNECTIONS

Leverage your LinkedIn connections! Reach out to those you'd like to build relationships with and ask them if they are on Clubhouse. If they aren't, invite them! This is a great way to build your network and brand awareness. When inviting people to Clubhouse, your name will appear on their profile.

10. EXPERIMENT

Don't limit yourself to only joining rooms in your immediate industry. Branch out and learn from other industry leaders. If you're in marketing, this can be highly beneficial for you, especially if you are juggling many different clients, This can help you generate ideas and gain a better understanding for your clients' brands and companies.



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