



Papa Rock Stars Podcast

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[Episode 098] Using Clubhouse for Your Business

Have you heard of the newest social media platform? Clubhouse is taking the world by storm and could be really useful for you in your biz. Let's talk about how you can best use Clubhouse to grow and build your business.

Listen Now or Download:

Listen now or download this week's episode to listen later here:

<http://PapaRockStars.com/Clubhouse>

Training:

What is Clubhouse?

Clubhouse is a place where you can join conversations about a lot of different topics and learn from experts in their fields. The "rooms" are live and not recorded, so similar to a Facebook Live show, but no video and there is no replay.

At the time of this recording, Clubhouse is still in beta testing and available only to iPhone and iPad users. It is also currently invite only.

How do You Use Clubhouse?

After you get an invitation to join Clubhouse, you download the app, create a username and join. Once you are in, start exploring and adding interests to your list. This will help Clubhouse find rooms and topics that they think you will enjoy. It will also give you some suggestions of people to follow.

Next, browse the "Hallway" which is where Clubhouse will list different rooms that it thinks you would be interested in. If you don't like a particular room, swipe right to hide that room. CH will learn your preferences more and more as you swipe and join.

Once you find a room with a topic that sounds interesting tap on that room to join it.

I'm in a room, now what?

You are a part of the “audience” now. Listen in on the content being shared. At the bottom of your screen, you will see a Peace sign – that is how you leave the room if you don't find the topic interesting or if you just have something else to do. Next you will see a hand button (if the moderators have hand raising open). Click that button to be called up “On Stage” to ask your question.

I highly recommend listening in and getting a feel for the room before doing this. Are people introducing themselves before asking a question? Is there a specific topic the room is speaking on that day? What is the “culture” of the room? So take a minute to pause and pay attention before jumping in with a question.

And Finally, the last button at the bottom of your screen is a plus sign. That is how you “ping” or invite someone to join you in the room.

Going Up on Stage

When you have a question for the panel of moderators and you have raised your hand, it will notify the moderators that you want to speak. They will tap a button to invite you to the stage and then you will have to approve being added to the stage by tapping another button. The instant you click “accept” your microphone is unmuted, so quickly tap the microphone button in the bottom right of your screen to mute yourself and wait patiently for the moderators to bring you to the front to ask your question.

When you are asked to speak, try to be concise. I've joined a lot of rooms where the nervous question asker rambles a bit and its difficult to determine what their question is or they take a lot of time to ask their question by offering a story or explanation with their question. Some moderators will let them talk and others are trying to get to as many questions as they can and will interrupt. So be clear and concise and don't forget to thank the moderators for their answers and expertise.

Bios

A Bio is extremely important as you network and listen in on Clubhouse. This is how people get a feel for who you are and decide if they want to further connect with you or follow you. So build out your bio as soon as you can. You can always tweak it later on to show the best version of who you are.

The top 3 lines are your bio preview so keep use them to capture the attention of the person that clicks on your bio.

Pro tip- if you have a unique name (like I do) put the pronunciation of your name in with your bio too. Some moderators will look to your bio to see how to pronounce your name before calling on you.

Link your Instagram account

There is currently no way to connect with people in a clubhouse room after a conversation is done, so the way to connect or further the conversation is through Instagram or Twitter. So be sure to link up one of both of these other platforms so that if someone wants to further connect with you, they can by following your profile or sending you a DM.

Paparazzi rooms

I help to moderate a Paparazzi room Monday – Friday at 9am MST. We take questions and offer advise and expertise on all things Paparazzi. I have been learning so much and just LOVE it! Follow me @awnyaboam and then tap the bell and set your notifications to “Always” so you will get notified when I start or am speaking in a room.

There are several other Paparazzi rooms that are held at different times through the week and we try to let you know on our daily room when those will be so you can join in on those conversations too.

Networking

One of my favorite uses for Clubhouse so far has been the wealth of knowledge that people are just freely sharing. There are rooms on almost every topic you can imagine and you just have to jump in, listen and learn.

I have joined parenting rooms, rooms on social media, TickTok, and Instagram. Rooms on mindset and imposter syndrome as well as rooms on connecting, networking, nighttime lullabies, and so many more.

I’m pouring positivity and new ideas into my mind and meeting other great people that I wouldn’t have otherwise connected with.

Now, I know what you are thinking – cuz I thought the same thing. “I don’t have time for ANOTHER social media platform”. And I’m not going to lie – it does take a little bit of time. BUT, I usually jump into a room and then do OTHER work while I’m listening in. I invoice or ship orders or do the dishes WHILE I’m listening to these amazing conversations with experts and so I’m learning while I work.

So come on over and join the conversation. Can’t wait to see you in one of our rooms soon!