

Page Liked · December 23, 2015 via [Facebook Mentions](#) ·

Feature in Yahoo Finance!

Check out inspiring financial stories of 2015, mine included. 😊😊😊 <https://beta.finance.yahoo.com/news/inspiring-personal-finance-stories-of-2015-222818078.html>

Dec 23

Join the Brand Detox Challenge to learn what's working with your brand, what's not working, and how to implement changes in order to have your most EPIC year EVER!

The challenge starts January 1st and there will be 5 days of actionable steps to help you get your brand going in the right direction. Here's what we'll go over:

Day 1: The Website Once Over

Day 2: Visual Brand Boost

Day 3: The 5 Step Ideal Customer Cleanse

Day 4: Be A Smoothie (Not A Sleaze) And Connect With The People Who Need You The Most

Day 5: Your Daily Dose of ACV (Authenticity, Connection & Visibility)

Sign up here: freedomhackers.com/signup



Kimra Luna

Page Liked · December 26, 2015 via Facebook Mentions · Edited·

It's time to step outside your comfort zone

□□□□□□□□□□

People who have success in life and business do things that others are not comfortable doing or willing to do.

Like invest in their business.

Admit when they are wrong and do the work to amend it.

Follow their intuition more than their logical thinking.
Do things even when friends and family don't 'approve' of it.
Take risks.
Make decisions and actually execute their ideas.
Accept challenges.
See valuable learning lessons in 'failures' and keep moving forward rather than be defeated.

Every moment we have a choice.
To stay comfortable. Or to step out.

🔥 In my life I have done many uncomfortable things, by choice. 🔥

- ☐ I've left relationships and friendships that weren't serving me.
- ☐ I forgave people of my past.
- ☐ I've moved away from family and friends to create a great life for my family.
- ☐ I took risks in my business because I had a hold of my vision.
- ☐ I self-educated myself for over 10 hours per day for an entire year. Then worked in the evenings and weekends to put the pieces of my business together.
- ☐ I got as visible as possible with my business and reached my income goals because of it.

All those things got me out of my comfort zone. Many I was on the edge of not knowing what would happen next, but I knew something great would come of it.

Are you going to step outside your comfort zone in 2016?
What do you want to do but been holding back on doing because of what others will think of you?
Are you ready to OWN your gifts and skills and use them to grow your business?
Let's start TODAY!

Comment below with is 'YES' if you are committed to getting outside your comfort zone on 2016.



December 29, 2015 ·

I get asked all the time how I find the time, as a mom of three, to work in my business. Once I had my first big launch of Be True Brand You, I was able to get a full time nanny, which really helped me get away for a chunk of the day and get stuff done.

However, it wasn't always like that. When I first started out, my husband worked 10 hours a day and I didn't have a nanny to watch the kids while I worked. I had to hustle and manage creating free content and putting together my BTBY course while taking care of two babies.

It wasn't easy but my business was important to me and I was passionate about what I was doing. If it is important enough to you, you'll find the time to get it done.

If you're a mom, there's no reason you can't follow your passions too. Join the waitlist for Be True Brand You and make your passion your business: www.betruebrandyou.com



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Page Liked · December 30, 2015 ·

Want to know the secret of how I grew my Facebook group to over 20,000 people? Easy. Webinars and Facebook ads. A year ago, I was starting a whole new brand from scratch and I knew I needed to get in front of people to make an impact.

That's why I decided to do webinars.

I used Facebook ads to get people on the webinars, however, most of them I didn't have anything to sell, I just had them join my Facebook group. So I'd provide amazing value to my growing list and then ask them to join my group if they enjoyed the content to become a part of my community and most of them would.

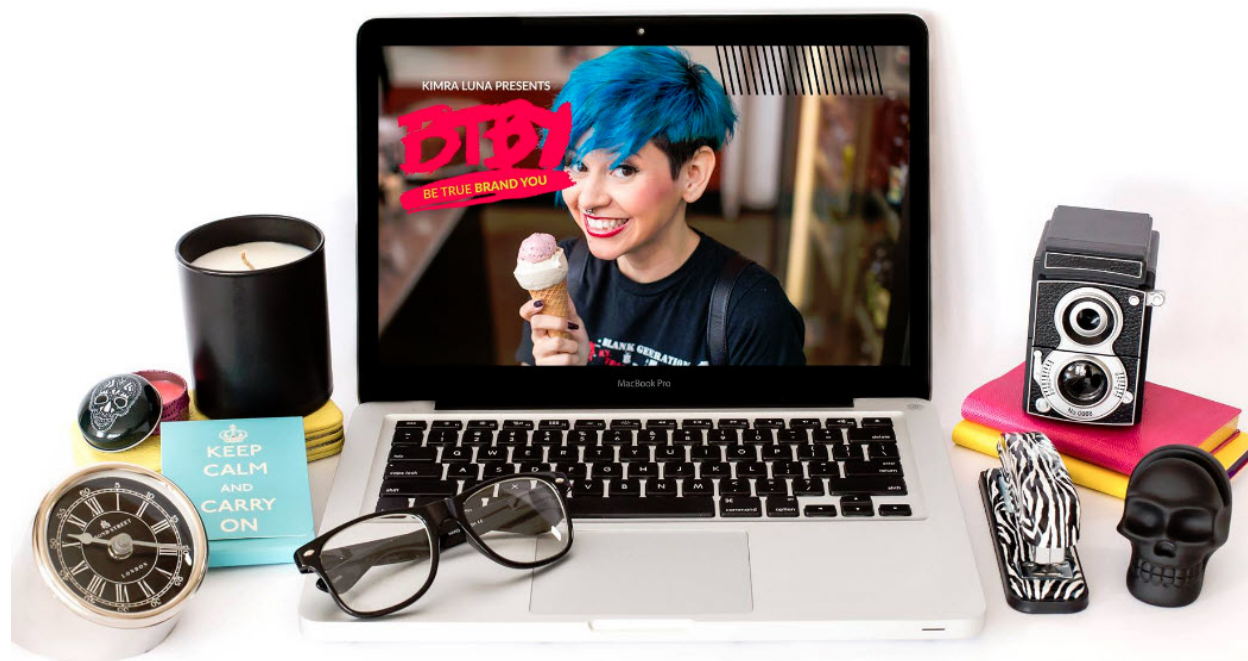
Learn more about how I built a massive community of over 20,000 entrepreneurs in my podcast interview with Farnoosh: <http://podcast.farnoosh.tv/2015/06/kimra-luna/>

January 4 ·

If you think Facebook ads cost too much money, think again. For my first few webinars, I spent a few hundred dollars and was able to grow my list to 1,000 people in just a few weeks.

While this felt risky at the time, it was truly the foundation to growing my business. The people who ended up on my list through those ads were the ones who asked for one on one coaching and allowed me to make \$10,000 in the six weeks.

I go through everything I did to grow my list, use Facebook ads, host webinars and have a killer launch in my BTBY course. Join the waitlist: bettruebrandyou.com.





Jan 7
January 7 ·

Are you worried about moving forward in your business? Maybe you are side hustling or maybe considering quitting your full time job. In the beginning of my journey, I retired my husband after six weeks of taking on clients. A lot of people would suggest to do things a bit slower 'just in case'.

Me and my husband, we always think, if we're going to take a risk, what's the worst that's going to happen? I always said that the worst that can happen is we both end up with jobs at Target. We aren't going to starve to death. You only have so much time in your life, so you might as well take the risk.

You don't have to take on the risk alone. Join the waitlist for my signature program Be True Brand You that takes you through everything you need to know to have a solid online brand: bettruebrandyou.com. Waitlisters will receive access to the early bird pricing with an exclusive, discounted rate.



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Kimra Luna
Page Liked · January 8 · all

[Flashback to eating dinner on the floor, no tables, or chairs, in my families first apartment together]

When you make a million dollars in a year, a lot of people wonder what impact it has had on your life. I remember for two years time, I had one pair of jeans that I wore over and over. I grew up on welfare, so I was pretty used to not having new stuff.

My husband and I are people who just live below our means. Even as the money was coming in, people were saying I needed to reward myself and meanwhile I couldn't even think of things to buy.

We do feel more freedom and the biggest impact that the money has made is if I find something I want to grab or I find something I want to get my kids, I can buy it. It feels great to be able to do that. It also feels great to help out friends and family when they need things and give to charities that I really believe in.

I am so thankful for the freedom that having an online business has given me, that's why I created Be True Brand You to help as many other people do the same thing as possible.

betruebrandyou.com

Like Comment Share

Andrea Fulton and 495 others · Tap Comments ·

3 shares 44 comments

Rivkah Kraanoff I can see You BeTrueBrand/You is very popular. Signed up for the wait list. You are an inspiration. I want to emulate you not just for the money (I'd be lying if I said being a millionaire is not

January 8 ·

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bettruebrandyou.com

Kimra Luna

Page Liked · January 9 ·

During my entire second launch last year, I was pregnant. I knew I wanted to do a bigger launch than the first launch since I had a bit more money to spend and wanted to take some time off once the baby was born in May. My goal was to make \$200,000 in sales.

I opened the doors for Black Friday and made \$40,000 in a few days. I knew I would use that money to support the actual launch in February. Through November and December I advertised a free mini course with Facebook Ads. During those two months, I got 3,000 new people on my list. In January, I did a pre-launch with webinars, just prepping my list that something was coming. During this time, I got about 500 people on the waitlist.

When I promoted the early bird to the waiting list, I got 118 people to sign up. In February, I did the full launch at full price of \$2,000 and sold to over 300 people. I ended up having a \$750,000 launch thanks to Facebook ads and webinars.


Want all of the numbers? Listen to my podcast interview with Pat

Flynn: <http://www.smartpassiveincome.com/from-welfare-to-nearly-1-million-in-less-than-12-months-with-kimra-luna/>

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See More

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1.6K Top Comments

77 shares 79 comments

Jamie Morgan As someone who gets a lot of clients via Facebook ads, and having a 37000 base on my like page that only gets me a client a month right now... I am inspired to say that putting myself all over Facebook via ads and stories works.
Like · Reply · 14 · January 9 at 12:57pm
View previous replies

Kimra Luna Sounds like you may need to do a purge of people to get the right people liking your page. A page with that size of followers, if it was the right audience, you should be able to get far more clients.
Like · Reply · 4 · January 10 at 9:05am
View more replies

Tamara Leigh I just shared because you are so damn awesome!!! I started a free group to help all my fellow colleagues in my town as they all ask me daily how to help them with marketing and advertising. Since I built brick and mortar business, and am moving into a deeper foundation of online presence to launch, I shared this post with them. I am stoked about your presence and info.
Like · Reply · 7 · January 9 at 11:36pm

Write a comment...

January 10 via [Facebook Mentions](#)

Love Amy Jo Davies ! That's what's up with Be True, Brand You. Once you join you won't need to buy new courses for quite a while. 😊 you get lifetime access to the 'one stop shop' program.
Learn about the program here <http://bettruebrandyou.com/>

 Search



Amy Jo Davies ▶ Be True, Brand You
Official Group

4 mins · Los Angeles, CA · 

You know... **Kimra**.... there are days when I feel bombarded by all the offers out there from my beautiful entrepreneurial community who pop up in my newsfeed (and emails). It's so easy to feel the overwhelm of "I need that program."

AND THEN... I remember that I have ALL of it already spelled out so beautifully within the context of BTBY, and all I need to do is refresh myself on all the incredible value you have provided us here in this badass community and program.

THANKS, lady. So happy to be here in your world, and surrounded by this freaking amazing group of people Looking forward to what you bring in 2016, and have no doubt that no matter how big or small you go with ANYthing, it will be just the right balance of what we need to hear. <3

Happy New Year, and let's Fuckin ROCK 2016!





 Write a comment... 




Happy New Year, and let's Fuckin ROCK 2016!



 Write a comment... 




Nathalie Duportreau
Agreed!

2 hours ago · Unlike ·  1 · Reply



Joanne Dunn

So true. I'm only going to take one class this year, I don't need anything else outside of BTBY

2 hours ago · Unlike ·  1 · Reply



Donna Smith

Couldn't have worded it better myself. It's an amazing programme. I need to immerse myself again. Thank you **Kimra**.

1 hour ago · Unlike ·  1 · Reply



Nicola Semple

I would totally agree with this. I haven't implemented everything from BTBY (yet!) but the things that I have learned and implemented have made a massive difference to my business and also to how I approach my life. As well as being inspirational **Kimra** you deliver massive value. Thank you.



Kimra Luna

Page Liked · January 13 ·

I remember when the only job I could find in a 4 year span was a part time gig at a frozen yogurt shop. My husband found, at what the time felt like a miracle, a job working for FedEx all the way in North Dakota (we were currently living in California). I pretty much said, "Bye bye husband".

After 6 months, I still did not want to move to North Dakota, so we decided on a FedEx position in Virginia. We lived there for about two years.

When I got there I had no friends, no family, no computer, nothing. It was still a step up from before. I was stay at home mom for 10 hours a day with no friends and no family. So I went online. I love learning so when I discovered this brand new online world, I devoured it. I learned for an entire year

non stop.

I watched webinars and listened to podcasts all day long, for eight hours a day only taking breaks to take care of the kids. What really made the difference between me and other people addicted to this content, is that I started applying what I learned and that's exactly what got me to one million in sales in a year.

If you have a passion for something, you can make it work for you. My Be True Brand You program shows you how. betruebrandyou.com





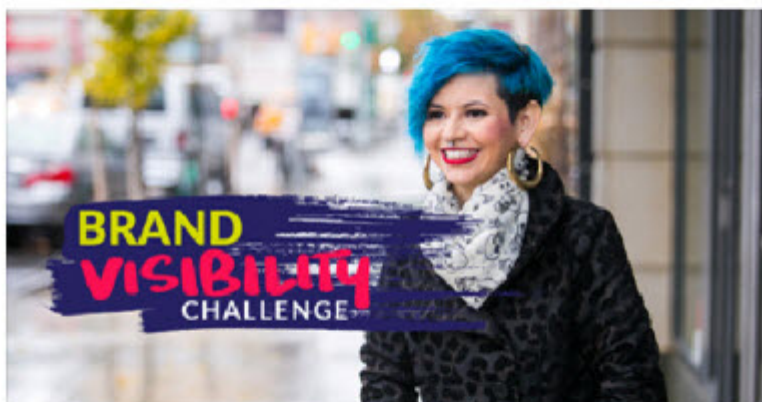
Kimra Luna ✓

Written by

[?] · January 18 · 🌐

Are you ready to Get Visible?

Join the Brand Visibility Challenge to learn how to get YOUR BUSINESS out there... by engaging in FB groups, live streaming, being a guest on podcasts, blogging and more!



Brand Visibility Challenge

Take the Brand Visibility 5 Day Challenge with Kimra Luna!

KIMRALUNA.COM

Sign Up

1,076	40,577	\$1.00	\$1,080.28
Conversions	Reach	Per Conversion	Total Ad Spend



Kimra Luna

February 12 · 🌐

*****Here are the links to the upcoming webinars during my launch. Be sure to sign up and put them in your calendar so you don't miss them.

REPLAY Webinar 1(watch ASAP coming down soon):

<https://kimraluna.leadpages.co/live-webinar-1-create-the-c.../>

Webinar 2: <https://kimraluna.leadpages.co/how-to-create-freebies-that.../>

Webinar 3: <https://kimraluna.leadpages.co/launching-with-a-tiny-list/>

Webinar 4: <https://kimraluna.leadpages.co/7-elements-of-a-successful-.../>

... See More

UPCOMING WEBINARS

Webinar 1	Create the Course Your Customers Crave	Feb 11
Webinar 2	How to Create Freebies That Are Impossible to Refuse	Feb 13
Webinar 3	Launching With a Tiny List	Feb 16
Webinar 4	7 Elements of a Successful Brand workshop	Feb 18
Webinar 5	Making Money With Webinars	Feb 20
Webinar 6	Interview BTBY Case Studies (Q&A - Blab)	Feb 21
Webinar 7	Power Editor Made Easy	Feb 22

BeTrueBrandYou.com | #BeTrueBrandYou



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1 THE ART OF ENGAGEMENT

#betruebrandyou | betruebrandyou.com

Kimra Luna

[Get Visible Day 1: The Art of Engagement]

Are you ready to Get Visible?

Well, you wouldn't be here if you weren't, right?

Let's dive right in.

Today we're talking about the art of engagement, specifically in Facebook groups.

Standing out and making yourself visible in Facebook groups is pretty similar to standing out and getting yourself noticed at a party, for the right reasons of course.

The art of engagement in Facebook groups is as much about what you shouldn't do, as it is what you should.

Avoid making these 3 engagement faux pas and you'll be more visible in no time!

#1 Don't diss your host

When you ring the bell and asked to be let in to a new Facebook group the first thing you should do is to recognize that you've been invited into someone's online home. It's their space so be respectful, thank your host for inviting you and pay attention to their house rules.

While some real-life hosts don't want you smoking inside, your Facebook host might not want you promoting your business in their space.

Not sure what's acceptable? Just ask.

Party isn't turning out quite as expected? Decide whether you're gonna suck up the fact that people might curse from time to time, or leave.

It's as simple as that.

#2 Don't expect to be introduced to everyone.

When you join a new Facebook group you have to make the effort to introduce yourself if you want to meet and get to know new people.

I mean, you're not going to create much of an impression if you lurk in the same corner all night now, are you?

When you join a new group duck in and say hi. It doesn't need to be fancy – a quick intro that explains who you are, what you do and who you help is totally fine!

#3 Don't forget to bring a bottle.

You wouldn't turn up to a party empty-handed with nothing to share and you shouldn't turn up to a Facebook group with nothing to share either.

Bring your stories, knowledge and experiences (good and bad) and share them. Start conversations, respond when people talk back and keep the dialogue going, just like you'd do in a real-life discussion.

So there you have it – 3 things you shouldn't do in Facebook groups if you want to make yourself really visible online.

ACTION:

Take the opportunity today to sketch out at least 10 posts that you could share in the groups that you hang out in regularly.

These could be:

- ... Lessons you've learned that you think other people would want to hear
- ... Personal experiences that you think would inspire and help others
- ... Quick tips, tricks or workarounds that you've discovered.

Don't forget to comment below and share your biggest a-ha moment with me too!

xx Kimra

1 THE ART OF ENGAGEMENT



#bettruebrandyou | bettruebrandyou.com



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February 2 ·

[Get Visible Day 2: Making a Memorable Introduction]

Welcome back to Day 2 of the Get Visible challenge. Have you completed yesterday's task yet?

Today we're focusing on becoming memorable.

When it comes to making an impact online, people have to remember who you are.

Because if they don't?

Then what you're putting out there just blends into the background noise.

Now, if you're sitting there reading this and thinking "It's too late. I've missed my opportunity. I'm already blending in!" it's time to cut yourself some slack and draw a line in the sand.

Today is the day that you start making an impact all over again.

ACTION #1:

Take the opportunity today to introduce yourself in 3 groups where your ideal clients are hanging out.

To really up the ante, those groups should not include The Freedom Hacker's Mastermind!

Your post should explain who you are, what you do, who you serve and the difference that you help create in the lives of others.

Don't forget to check the house rules for each group before you post to see whether links to your website or freebie are appropriate or not.

You don't want to get kicked out before you've even had a chance to say hi!

ACTION #2:

Once you've posted your introductions I want you to hang out for around 30 minutes (or longer if you have more time available) and engage with everyone who comments on your post, just like you would if you were at a party.

I mean, you wouldn't just walk into a room, introduce yourself and walk right back out again would you?

ACTION #3:

Once people know who you are you need to keep them engaged and that means sharing regularly and consistently day in, day out so you stay top of mind.

Ideally, you should aim to post at least twice a day in each of your favorite groups.

While you're hanging out and socializing, take the opportunity to type up the ideas you sketched out yesterday.

If you automate your posts you can type them right into your chosen software. If not, just save them in an Evernote or blank Notes document so you can cut and paste them quickly and easily when you need them.

Don't forget to keep adding new content each day so you never run out.

That's it for Day 2!

Don't forget to introduce yourself over in the Freedom Hackers Mastermind (<http://freedomhackers.com/>) – I'll be looking for you. .

See you tomorrow for day three of the challenge!

xx Kimra





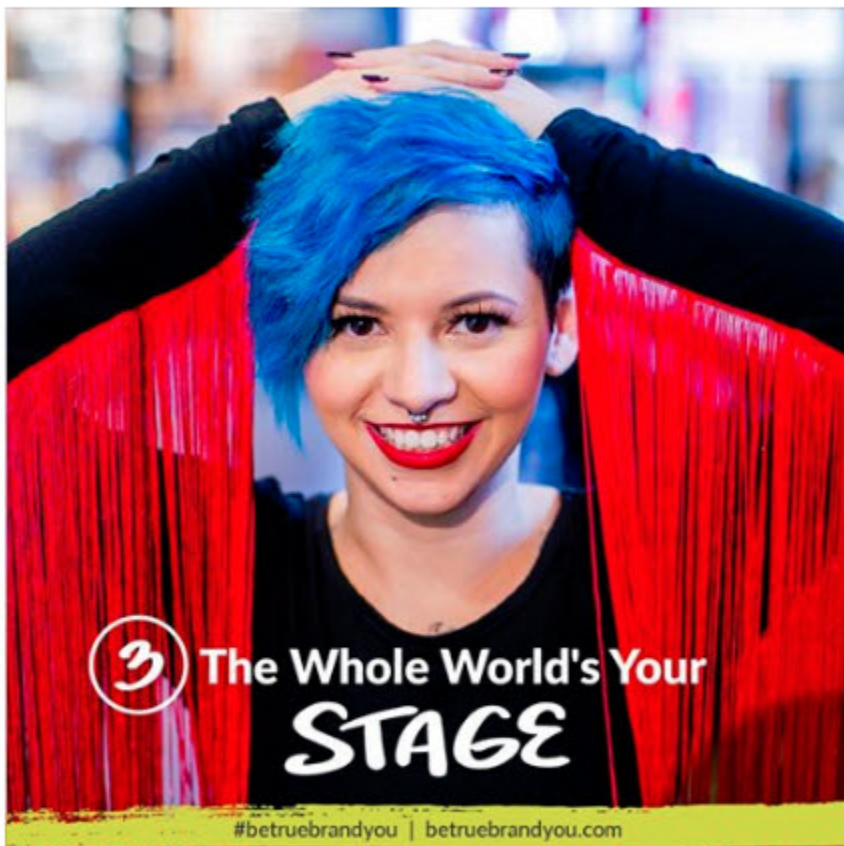
Kimra Luna with Sherry Robinson.

February 3 · 🌐

[Get Visible Day 3: The Whole World's Your Stage]

Here we are in day 3 of the Get Visible challenge.

Let's get right into the challenge for today.... [See More](#)



Like



Comment



Share



[Andree Fulton](#) and 237 others

[Top Comments](#)

Kimra Luna

Page Liked · February 3 ·

[Get Visible Day 3: The Whole World's Your Stage]

Here we are in day 3 of the Get Visible challenge.

Let's get right into the challenge for today.

Today we're moving into the world of video, live-stream video to be exact.

That's right, today you're going to be the star of your very own small screen production!

Recent developments in mobile technology are making it easier to get in front of your ideal clients.

In the past 12 months, three brand new live-streaming apps have emerged that have been complete game-changers for online marketers: Periscope, Blab and more recently, Livestream on Facebook.

I don't know about you, but my Facebook newsfeed is FULL of video and that's only going to increase according to the boffins at Cisco who reckon that by 2017, video will account for 69% of all consumer internet traffic.

So apart from the fact that everyone's doing it, why should you care about video live-streaming?

Because there is no better way to help people get to know, like and trust you than to visually let them into your world and hang out with them face-to-face.

And best of all?

You don't have to pre-plan, set up registration pages or spend time cranking out eye-catching graphics or catchy copy – you can just do it.

ACTION:

Your challenge today is host a Periscope.

It doesn't need to be fancy - just introduce yourself and spend time offering tips, tricks and advice in relation to your area of expertise.

I'm guessing that if you've never Scoped before by the end, you'll be hooked!

Comment below once you've completed the challenge and tell me how it went!

Ready for this?

Your time is now!

xx Kimra



Kimra Luna

February 4 ·

[Get Visible Day 4: Radio, Schmadio! Why Podcasts are Great!]

Welcome back to Day 4 of the Get Visible challenge. How was your Scope yesterday? Be sure to post in the Freedom Hackers Mastermind and share how it went!

Today I want to talk to you about another way to increase visibility for you and your brand: Podcasts.

While I'll always hold a special place in my heart for webinars, podcasts are my favorite marketing tool of the moment.

Why?

Because once I've secured the spot, pretty much all I need to do is turn up, talk about the subjects I'm really passionate about and offer insane value.

Unlike radio stations that are much harder to get featured on, it's actually pretty easy to become a podcast guest – even if you're a marketing beginner.

In 2015 I was a guest on over 60 podcasts and I had some of the best times ever.

I'm guessing that right about now you're probably wondering how I got to be a guest on so many shows?

By pitching myself to them – simple as that.

If you're keen to get a little podcast action for you and your brand, here's what I suggest you do:

ACTION:

#1 Make a list of topics that you would feel confident enough to talk about for at least 30 minutes.

#2 Review the iTunes New & Noteworthy listing for the category that relates to your particular area of expertise.

#3 Click on each podcast so you can see the episode summaries. Visit the websites of the guests whose show notes resonated closest with you and your message to see if they also host a podcast.

#4 Craft a pitch email to send to the hosts of the podcasts you'd like to be featured on explaining who you are, what you do, the results you help people achieve and most importantly, what makes you different and stand out from everyone else in your niche.

I'm thinking that if you send at least 5 pitches, individually tweaked and tailored to suit the podcast host and their audience, you could have your next interview lined up within the week!

What podcasts would you love to be featured on? Comment below and share your shortlist – I'd love to hear.

See you tomorrow for the final day of the Get Visible challenge!

xx Kimra

<https://www.facebook.com/kimraluna333/photos/a.1432535500327444.1073741829.1423923424521985/1689236961323962/?type=3>



[Get Visible Day 5: Write On!]

This is it! Day 5!

Hopefully by now you're building up a pretty awesome plan of how you can get you and your brand in front of even more people.

So far we've talked about Facebook groups, live streaming and podcasts. Today we're switching gears to talk more about the written word.

Blogging to be exact.

Done right, blogging can be an excellent way to drive huge amounts of traffic to your website though what I'm seeing over and over again is that visually, they don't always look their best.

Truth time: it's not enough for your blog to read great. It's got to look great too!

And by changing up just a few things, I'm guessing you could get more eyeballs on your business without even changing the content of your posts.

ACTION:

You've got an old blog post that went like gangbusters for you, right? Be honest now, did it really look the part?

Your challenge today is to dig out at least three blog posts that are old favorites and tart them up so they're ready to re-share.

Blog posts that are visually appealing and reflective of your brand should include:

- ... A branded header.
- ... A professional photo of yourself.
- ... A bio in the footer or sidebar.
- ... Headlines and subtitles in your brand fonts and colors.
- ... An eye-catching image that reflects your brand.
- ... A call to action that encourages readers to share it with their friends.
- ... Social sharing links.

Which of your blog posts will you transform today?

Comment below and share what you'll be working on today. I'd love to see a before and after!

xx Kimra