

*Case Study:*

**HOW I GENERATED  
\$300,000**

**IN SALES IN 40 DAYS ON CLUBHOUSE**

**DR. DARNELLE JERVEY HARMON**

# CLUBHOUSE CHEAT SHEET

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When I first learned about Clubhouse, I had FOMO. I tried everything to get an invite. When I finally got in, I made a commitment to learn the platform so that I could leverage it for my business.

I will be honest; I have NEVER experienced anything like clubhouse. From the onset of holding my own rooms, which I did right away, I started to get 50-100 people every time I showed up. Thank you for allowing me to share this cheat sheet with you. In my first 40 days on the application, I generated \$297,000 in new sales for my company, Incredible One Enterprises, LLC – we are a coaching and consulting suite for service based entrepreneurs who want to build million dollar companies. Since then, we can account \$500,000 of our sales from this powerful application.

These are the tips I leveraged to see major success. It is my prayer that they help you. If you have any other questions, feel free to slide in my DMs on IG:@teamincredibleone

I joined the app on Nov 22, 2020 and in my first week, I closed two clients for \$60,000. During the week of November 29, I closed \$42,000 in client sales. During the week of December 10, I started marketing for my introduction event and sold 70 tickets from holding clubhouse rooms. Tickets to the event were \$49. On December 29, I held my one day event and enrolled \$96,000 in sales. On January first, I closed a \$36,000 sale. On January 6, I closed two additional sales another \$60,000 in sales. When you add that up, it comes to \$297,430 in 40 days.

Please note: to have success on this app, you need three things

- 1) a clear audience of one
- 2) an offer suite that will solve the problem they haven't been able to solve on their own
- 3) confidence and a proven sales process.

I didn't do any direct pitching into my programs, I made all of these sales via follow up in the DMs on Instagram.



Here are my Top Tips for Leveraging Clubhouse:

## GETTING STARTED/GENERAL

- Check out the nomination feature to get ideas of people to follow
  - You can now follow people based on interests. Be sure to set up your interests as well
  - Your clubhouse experience will be curated based on who you are following so choose wisely
  - You'll only see people that you follow, so follow more people to open up more rooms and clubs in your hallway
- Search for people to follow by name or emoji
- Pull to Refresh allows you to see who has joined/left your room
- Set up your profile
  - Use the notepad feature on your phone to make pretty add spacing, etc then copy and paste it into clubhouse (there are currently no limits)
    - The first 3 lines are most important so put a Call to action there - Share what you're promoting at the top of your profile
    - Share your "titles" For example: MBA | Million Dollar Business Consultant | Author | Speaker
    - A brief paragraph about your company and what you do and include who your ideal clients
    - Share what you talk about on Clubhouse
    - Close profile again with your call to action (what do you want people to most do)
    - Share any links to products or CTAs
  - Use your keywords in your profile
  - If you offer a freebie, add it to your profile
  - Set up a [yournameonclubhouse.com](https://yournameonclubhouse.com) and keep this link updated with your promotions to make lead generation easy.

## WHEN ON THE STAGE

- As soon as you are called to a stage, mute yourself. Your mic will be hot when you're allowed up
- Mute when not talking to people
  - Flash the mic (hit several times to applaud)
- Every time you speak, start with your power statement (This is [your name] and I help X solve Y so that Z [then share your comment/thought/etc])
- How to get to the point on clubhouse when asking a question:

- Hi. My name is \_\_\_\_\_.
- I run [Company Name] which helps [Ideal Client] do [Problem You Solve] so that [Result].
- My question is [One Question]?
- \*Please do not ask compound questions.
- \*Do not say you just got here and have no clue what the room is about. If that's the case, do not hop on stage.
- \*Please try to ask great questions that we all can benefit from.

## SCHEDULE YOUR EVENTS

- Create events
  - Be sure to list your topic and give a great description. To determine topics, think about your FAQs – what do your ideal prospects want to know, need to know and what do they already know that primes them to work with you
  - If you plan to apply for your own club, make sure that the theme of your rooms are based on your club name
  - Ping people following you to join you
  - Pick a day each week for your rooms to create consistency on the application

## WHEN JOINING A ROOM (FOR BUSINESS DEVELOPMENT AND NETWORKING)

- Start by researching the room and the moderators by clicking their bios
- Read the room and the energy to make sure that it is a conversation you want to be part of
- Always raise your hand to add value to the conversation
  - Introduce yourself with your power statement (this will get you followers)
  - Hi my name is [your name] and I help [ideal clients] do [problem you solve] so that [ultimate goal/outcome/result] and my question is [insert your one powerful question]
  - If you don't have a pre-determined question, ask a question like:
    - I believe in the power of reading can everyone share the last book they read and how it helped them pertaining to this conversation?
- Follow everyone in the room
- Check profiles of people in the room and DM people who you think you could collaborate with to add value

## WHEN HOSTING YOUR OWN ROOM

You should plan your rooms for an hour and follow this flow:

Introduction and set up 5-10 minutes

Content 15-20 minutes

Questions – 30 minutes

Bonus Tip: Set up an excel spreadsheet to track the results of your room: number of audience members at the height of the room, questions asked, # of DMs received, # new followers – so that you can validate that time spent on the app is worth it.

- Welcome each person who arrives early by name
- Invite people to join your conversation by pinging them (clicking the + sign at the bottom of the room)
  - Say to your audience members – “If you know someone who should be here, hit the + sign and invite them into the room”
  - Remind them to follow you and click the bell to be notified when you go live
- Share your power statement
  - Introduce yourself and unpack what you do
    - Tell people to check out your bio and DM you if they want to learn more about what you do
- Share what your room is powered by
  - This allows you to give your call to action every time you reset your room.
  - Be strategic and be clear of the reason you’re holding the room
- Share the topic for your room and why they should care
- Demonstrate Your Skills/Expertise in 3-5 tips
  - Do hot seats/take questions and demonstrate your skills
  - You control moving people to the stage and back to the audience by clicking on their profile
  - Create an easy call to action
  - Tell listeners to invite people to the room that they feel need the conversation
  - Teach your content – teach fully before you open the stage and only open the stage if you want to take questions. Remember to turn the stage off when you have it full so you can stick to your timetable

- Reset the room at least three times per hour
  - Name and power statement
  - Your room name and why
  - Invite people to follow you (and other speakers, where applicable)
  - Rooms for the room
  - Your CTA/ Room powered by
- Use to generate leads and network
  - Be sure to offer your free gift several times
  - Use your brand name to set up your club
- Do your follow up
  - Screen shot everyone who takes the stage (and have your EA screen shot everyone in the room to thank them for attending your room)
    - Click their face and screen shot their profile so you can go back and DM them later.
      - Thank them for joining your room. Ask them if they got value and learn more about them to see if your call to action is relevant via DM.
      - Screen shot everyone in the room. You need an assistant to join you on CH to screen shot every attendee to your room so you can do your follow up DMs
- Refresh the room between each speaker
  - Explain conversation
  - Do power statement
  - Offer people opportunity to add to the conversation
  - This room is powered by

## ARE YOU READY TO LEVERAGE + SCALE YOUR BUSINESS?

I'd love to show you HOW to leverage all marketing tools so that you can your business can make the MOVE to Millions. To learn more about our programs, visit [www.partnerwithdarnyelle.com](http://www.partnerwithdarnyelle.com).



**Dr. Shamioka Dean**

Profit Strategist

## "75% Growth in the First 4 Months

of this Year Over ALL of Last Year"

*"The biggest thing for me is the fact that Darnyelle is so unlimited in how she shares EVERYTHING. I have been in spaces where you can feel that you're not getting the full experience. But with Darnyelle, it truly is an experience, and it doesn't stop or dwindle. Being able to increase my income is one thing, but I've been able to get back to the core and foundation of why I began my business in the first place: IMPACT."*

Want results like this in YOUR business?

[Click here to learn more about working with Darnyelle](#) and the **Incredible One Enterprises** team.



**Angela Lewis Myles**

The Myles Factor

## "\$62,646 in sales revenue in 60 days...

and we're just getting started!"

*"In the 60 days following L + S Weekend, we have generated \$62,646 in sales revenue. We have another potential \$97,500 in the pipeline... and we haven't even implemented the rest of the processes yet! These will be handled with grace and ease as Darnyelle Jervey Harmon so eloquently says. We are beyond excited. Thank you, Jesus!"*

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**Marquel Russell**

King of Client Attraction

## "Working with Darnyelle has directly contributed

to \$2MM of my additional revenue!"

*"When I met Darnyelle, I was already a very success marketing coach (my business was doing a little more than 1/2 million a year), BUT I KNEW that this business should be doing MILLIONS... and I wasn't quite sure what I was missing. After attending Darnyelle's Profit From Live Events, I invested in a VIP day with Darnyelle and the pieces came together. With Darnyelle's help we've put the right business model, systems, and team in place, and now we've done \$4M in sales in 2020. If you need help fine tuning your systems so that you can explode the impact and income of your business, I highly recommend Darnyelle. Working with her has contributed directly to \$2MM of my business' growth in 2020."*

Want results like this in YOUR business?

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## ABOUT DARNYELLE

Darnyelle Jervey Harmon, MBA is the CEO of Incredible One Enterprises, LLC, a multi-million-dollar coaching and consulting brand. Best known for transforming the lives of her business coaching clients, Darnyelle equips her clients to leverage and scale businesses that serve them financially and spiritually. From mindset to messaging, marketing, sales, systems and scale, Darnyelle can take you from nearly six figures to seven figures in record time all while deepening your connection to God and strengthening your faith.



Darnyelle is an award-winning CEO, speaker, consultant and strategist whose work has been featured in Essence, Success, Black Enterprise and O Magazines. She is a best-selling author with 7 books to her credit, including her latest projects Burn the Box: 7 Fire Starter Strategies Leaders Can Leverage and Market Like a R.O.C.K. Star. In 2012, she was named Coach of the Year by Stiletto Woman Media and in 2013, she was recognized as a Small Business Champion by Small Business Trends. In 2018, she was awarded the Women Presidents Organization's Women of Color Excellence Award and she joined the \$1MM class of Enterprising Women of the Year. In 2019, Darnyelle was named the Black CEO of the Year and was a finalist for the eWomenNetwork Made It to a Million Award. In 2021, she was awarded an honorary doctorate of Entrepreneurship from LACDI.

Darnyelle has a Bachelor of Arts degree from the University of Delaware, a Masters of Business Administration from Goldey Beacom College, a Kolbe Specialist Certification from the Kolbe Corporation, an Executive Coaching Certification from the Center for Executive Coaching and a prophetic anointing from God.