



Expand Your Fempire Podcast #16

Bringing Your Whole Heart to Your Social Media with Diana Morgan

Welcome to Expand your Fempire with Caterina Rando, the podcast for women in business on a mission. Sharing ideas to support you to grow and thrive. Now here's your host, Caterina Rando.

Caterina Rando: [00:00:00] Welcome to another episode of Expand Your Fempire with Caterina Rando, serving women on a mission just like you. And today I am so excited. We have one of my favorite gals on the planet as our guest today. The fabulous Diana Morgan, founder of Whole Heart Marketing. We're going to get into all the marketing.

[00:00:48] I have to tell you though; Diana and I have known each other for 25 plus years. Maybe we should back that up. Diana and I have known each other for 20 plus, plus, plus years. I remember the day we met. We were at a networking event for San Francisco Business and Professional Women. She walked in with her confidence, with her big smile.

[00:01:19] She at the time was in advertising sales for a City Woman Magazine. That was so exciting. And I insta not only was impressed, I was mesmerized by her amazingness and her business acumen. And our lives and friendship has taken a variety of career and business turns over the years. And I'm so happy Diana to be here with you today.

[00:01:49] **Diana Morgan:** Awww, thank you, Caterina. That was beautiful.

[00:01:54] **Caterina Rando:** Diana, you have so many great qualities, let's dive in. **What are some of the qualities that you possess or that you have cultivated over the years that you feel support you in building your business, keeping your Fempire growing?**

[00:02:12] **Diana Morgan:** Oh, that's a great question. Let's see, I am an entrepreneur at heart. And I feel like even when I was a recovering corporate misfit... well, now I'm a

recovering corporate misfit... but when I was like corporate misfit, even then, I still felt like I worked for myself and that company just happens to be paying the bill.

[00:02:32] So I think that is one of my qualities is that **I have that entrepreneurial spirit, which is creativity. It's determination.** My biggest determination is that I'm on a mission to be my own boss, and I'm a purpose-driven person. **And everything I do has to have that purpose in it.**

[00:02:51] And you know, it's guided my, "what am I going to do?" It's guided my business. It's guided my, "who am I going to work with?" And everything that I do is guided by that.

[00:03:02] **Caterina Rando:** And tell me, what is that purpose, Diana.

[00:03:05] **Diana Morgan:** The purpose. **My purpose is to inspire women to have a voice, to be heard.** I feel like I've been on that mission my entire life, ever since I got my voice. I'm a woman of the sixties and I was a committed feminist and I'm about women being heard and having a voice and being in their power. And everything I do is about that.

[00:03:27] **Caterina Rando:** As long as I've known you, you've been a woman with a voice. I said, this is way back when I'm in my twenties, you know, I'm looking at you. I'm thinking to myself, "I want to be like her." So as long as, because I've known you, Diana, that's who you've been. **Did you come out that way? Or did you cultivate that?**

[00:03:46] **Diana Morgan:** **I really think I cultivated it. I cultivated it from my home growing up. I cultivated it from the culture.** I feel like I grew up in a culture, like the seventies where, you know, women were still sort of supposed to be nice and be pretty. And I grew up in that home where we're supposed to have good skin and have the right weight and find a nice Jewish man to marry. And the career, that's second, you know, that's not that important.

[00:04:14] And I never really bought that. I never really bought it into it, you know, and I have always been somebody who bucked up against that be nice thing and good girl thing and all of that. And now where it is, it's about women having a voice and being heard and healing the planet.

[00:04:34] **Caterina Rando:** **Women, having a voice, being heard and healing the planet.** Sounds good. Sounds good. Diana, where does the "whole heart" part come from. What does that mean to you? Because again, for many years, since you've had this business, that is what your business has been called, Whole Heart Marketing.

[00:04:56] I love it. You know, I'm all about love and heart, romance. You know, I love it. **Tell me, why did you call it Whole Heart Marketing?**

[00:05:06] **Diana Morgan:** Whole Heart Marketing came to me because marketing came to me first. And, you know, I kind of started this whole thing of building websites and search engine optimization and all of it. And the "whole heart" part of it came to me

when I started to realize that we live in this world of transparency and we all need to bring our whole heart to our communications, to our online marketing, to our businesses.

[00:05:33] And the whole heart, you know, it can be the body, mind and spirit is the head, the heart and the gut. It's bringing all of ourselves, our entire self of authenticity to our message, to our work, to the world that we live in.

[00:05:47] And it started actually with "Whole Heart Path," which was my wedding ministry. And that business was great and that was my 20-year run. And then it became "Whole Heart Marketing," because **I started to realize that I had this gift of teaching people how to become more visible and show up in the world. And that it was about teaching other people how to bring their whole heart to their online presence, to everything they do and their visibility and communication.**

[00:06:16] **Caterina Rando:** You know, Diana, one of the things that I know about you is that you are a natural connector. You are so good at connecting people, you always have been. One of the things that is interesting about talking with women about their businesses, is that sometimes they have something that they're so good at that they don't even realize it, they're like, "well, isn't everybody good at this?"

[00:06:44] You are so good at making referrals, at connecting people, at being inclusive and inviting people to go where you're going, which is such a great quality. Do you feel that that is a natural superpower for you? Do you consciously cultivate that in your business or is that just who you are?

[00:07:05] **Diana Morgan:** That's an interesting question. And as you were talking about that I realized I came to your community kind of at the beginning of it, I guess it was about seven or eight years ago. And it is a natural quality that I have. I am a natural networker and connector. **But what I was not a natural out was being, as you say, as loud and proud as I am now.**

[00:07:25] **And I feel like being in your community has really helped me to cultivate that and helped bring that out in me.** And I always joke about whenever I'm getting into my introverted self because I really truly am an introvert who functions as an extrovert a lot in the world. I have this image of this hand, just gently on my back. And it's the hand of Caterina, just kind of gently pushing me out into the world to be more loud and proud.

[00:07:53] And you know, I'm forever eternally grateful to you for that because it is who I am. You know, I always think about, **you talk about it's who you are that's monetizable.**

[00:08:02] **Caterina Rando:** Right.

[00:08:03] **Diana Morgan:** **It's one of my favorite things that you say, and it is who I am. But if I wasn't able to really express it the way I am, it would not be serving me or the people that I get to serve.**

[00:08:16] **Caterina Rando:** Well, you've done a great job of being yourself, doing your thing, serving your people, and massively monetizing who you are and your mastery.

[00:08:27] Diana, What do you think is something that women... because you work with a lot of new entrepreneurs... what's one thing, if you could like wave your magic wand over all these newbies and give them one quality or one "something" to **support them to catapult their business forward much more, what would it be?**

[00:08:53] **Diana Morgan:** That's a great question. You know, **I think the best thing I could say to that question is to really understand how to use the internet, the power of the internet, and how to really leverage the power of the internet to grow their businesses.**

[00:09:09] And it's being authentic. It's seeing it as a networking event, like a 24-7 networking event, and not as this opportunity to just sell, sell, sell. That's such a small part of what social media is about. **So it's seeing social media as an opportunity to network.**

[00:09:28] Like I always say, "Who do you want to play with?" You know, "who are you going to play with on Facebook? **And then to create a container, to stay in touch with people, the container of your email and your CRM and all of that.**

[00:09:41] But it's bringing your whole heart to your social media, being real, and seeing it as a network.

[00:09:48] **Caterina Rando:** Now. I love this. Of course, you know, I love this. And as you and I chat today, you know, we've been doing our thing for quite a while and we have [00:10:00] developed our voice, and we're at a point where we are happy to open our mouth and say whatever we want to say, right? Okay?

[00:10:09] I remember... in the beginning of online forums and all of that way back when 25 years ago, plus... I remember that I was made the head of a forum for women in business. And I was stumped. I never knew what to say. I would stress myself every time I looked at writing something.

[00:10:37] And I'm saying that to you Diana now, because, yeah, we can teach some ladies some stuff. You have a great class. Many of my ladies in our community take your class. **But the thing is, if you're afraid to open your voice, it doesn't do any good, right? And then you're just liking everything, but you're not commenting and you're not sharing your own stuff.**

[00:10:59] And many of the gals that we want to support, are that gal that doesn't know what to say and how to say it. **What are some ways or ideas that you have for getting these ladies to use their voice?**

[00:11:14] **Diana Morgan:** Right. Great. Yes. So, I like to always let people know at the core of who I am, I am an introvert. And it's hard, people are like, "no, are you kidding?" But I really am. And it took me six weeks to press send on my first blog. And so, I really

understand that struggle and I understand that struggle of feeling too vulnerable and overexposed.

[00:11:36] **And what I say to people is "dip one toe in at a time." Try one thing, try one kind of comment.** But before you even do that, you have to think about...most people, they get on Facebook and they go "Okay, what should I post? What should I say?" And that's not the first question.

[00:11:55] **The first question is, "Who am I talking to?"**

[00:11:59] **The next question is "How do I help them? What is their struggle?"**

[00:12:03] **And the third question is "What do I offer? What is the transformation that I offer?"**

[00:12:07] So if you think about that, every time you get onto Facebook and then you think about, okay, so pretend like I am my ideal client. What does my ideal client want to see in their newsfeed from me? What kind of comments? What kind of inspiration? What kind of transformation do they want to hear me express that I offer, that I share?

[00:12:33] People want to see your content and they want to feel like, "Oh, she gets me." They want to resonate. **So, it's not about you as much as it's about what do the people that you want to reach, want to know from you.**

[00:12:49] So that's part of it. And then the other part of it, like, I always tell people, you know, two posts a day on your social media. And they go out of their bodies - "Are you kidding me? Two posts a day? I'm doing it once a week!"

[00:13:00] [00:13:00] So I want them to think about - it's not your content, it's other people's things that you can share. **So, share one of your own. And one of someone else's.** And share something that you feel that your ideal client. So, if you can think in your mind of that one perfect client that you want to communicate with, you're going to be successful.

[00:13:22] And then just do it one little post at a time. Dip one little toe in, try something, see how it lands. Meaning what kind of a response do you get? Do you get a response that's relevant to what you do, or do you get a response that has nothing to do with what you do? And you want a response that is a lean-in, okay? If you get a response that's like off the wall and out there, then you know that's not something that resonates with your people.

[00:13:48] **It's a process. It's not something that happens overnight.** And if you think about it, okay, so imagine you go to this great networking group that you love - virtually now. And you think about the people in that group. How would you communicate with them? You wouldn't walk in there and, you know, sell, sell, sell, or just talk about yourself. You would, even if it's virtual, you would show up at that networking event, connecting with

the people in the group and caring about them. Like, I like to say **liking, commenting, sharing, and caring.**

[00:14:21] **Caterina Rando:** Right!

[00:14:22] **Diana Morgan:** So think about it that way - that **you're walking into this massive two plus billion people networking event and looking for the people that you care about and that can relate and resonate with what you have and who you are.**

[00:14:38] **Caterina Rando:** Beautiful! Like, comment, share, and care! Bing, bing, bing.

[00:14:44] Diana, I have to share another thing that I think is very important for social media, which is managing our disappointment. You know, when we put out there, our thing that we think is so awesome or that vulnerable post, or that Facebook live, or that video that is by our standards, you know, info- packed and massive value. And then we get crickets. It can be tough for women to keep going.

[00:15:15] And I do like to **remind everybody that even if people don't like, comment, or share, that doesn't mean that they're not watching, that they're not seeing.** And that we have to take our disappointment and turn it into determination and keep our party moving, because it doesn't matter if you don't get insta-results. And that's the thing, you know, we want those insta-results.

[00:15:38] And even with speaking and Diana, you are so good at being out there speaking, as you know, I love to do. And sometimes we get insta-clients, which is great. And sometimes we don't get those insta-results and that's where managing our disappointment is really important.

[00:15:57] And I like to say, to **take that disappointment and turn it into determination.** And on social media, the insta-response I think is people are expecting that even more.

[00:16:11] **Diana Morgan:** I'm going to respond to what you just said, because I want to just echo it. It's so huge that even if people aren't liking commenting or sharing, it doesn't mean they don't see it. And this is so important. Okay. This is my super tip. **If there's one thing you take away from what I'm saying here, it's this: that you have to have a follow-up system.**

[00:16:31] Because if you don't have a follow-up system, which is email marketing, CRM, all that stuff, then using social media is like chasing a flash mob, okay? You're just chasing people from one social media platform to the next. **So, you have to have that place to stay in touch with them.**

[00:16:49] I just had an experience recently where somebody who I've known for at least eight years. I've seen her on social media and she's on my list, and she gets my blog, and this and that. She just contacted me about three months ago and was like, "okay, I'm ready now." Because I stay in touch with people, you know, not everybody's ready for you right now.

[00:17:10] So social media is an opportunity to get the people who might be ready for you now, and to stay in touch with the people who aren't ready, okay? So, I just want to echo what you said, because it's so important with your speaking, with everything, you know, is that that follow-up is crucial.

[00:17:27] **Caterina Rando:** Right. Okay. So, my friend I want you to tell me a couple of the biggest, or maybe just the ones that bother you the most, challenges or mistakes that mamas are making in their social media.

[00:17:40] **Diana Morgan:** So, **you have to think about the fact that you're investing time. You're investing money. You're investing effort. And you're investing your heart in your social media. So, you want to be intentional. Intentional social media. And you don't want to be doing random acts of social media.**

[00:17:59] So let me explain what some of those are. **One is a posting once a week.** Because guess what? It's all live newsfeed okay? That's why I say twice a day. When I say "twice a day" to people who are posting once a week, I see them go out of their bodies. But the thing is, **is that you can schedule your business and promotional stuff and then be on, you have to be on there every day.**

[00:18:23] **You have to be consistent and you have to show up as who you are consistently,** okay? Which is another pet peeve. You want to have a nice professional photo for your profile photo. And for your personal page, you want to have a cover photo that represents you personally, okay? Not a flyer, not your banner from your website. You can put that on your business page, but not on your personal page.

[00:18:51] Because think about it for yourself. When you show up to someone's personal page and they have this big "buy my whatever" as their cover photo, what do you anticipate is going to be their next action? You're going to friend them and what are they going to do? They're going to immediately plaster a promotional thing into your instant messenger.

[00:19:12] So that's one of my things is be personal and it's one of Facebook's things now. They are really clamping down on the business, on your personal page. **So be personal.**

[00:19:23] **Another thing is to be intentional.** Think about, I always say "your content is driven by what you're selling." **I'm gonna say that again, your content is driven by what you're selling.**

[00:19:36] **Caterina Rando:** Right.

[00:19:36] **Diana Morgan:** So whatever it is, whether it's quotes, whether it's inspiration, education, whether you're liking other people's things. **Stay in your lane. Be intentional so that people get what you're about.** When you're posting all over the place and this and that and the other, it confuses people. **And guess what? When people are confused, they just move on.**

[00:19:59] **Caterina Rando:** Absolutely. Your content has to match what you're selling, as you said. And I know you would agree with me when I'm going to say this. **Do put some stuff out there that lets people get to know you and like what you like.** I like to share about my Color Street nail stickers or my Fashion to Figure, fashion monthly subscription box that I get, or about something about family, any of that. **Let people get to know you because that is what social media is all about too.**

[00:20:35] **Diana Morgan:** Absolutely. A hundred percent agree. And I'm going to share my last pet peeve.

[00:20:39] **Caterina Rando:** Please.

[00:20:40] **Diana Morgan:** **It's my Facebook live pet peeve.**

[00:20:43] **Caterina Rando:** Tell me.

[00:20:44] **Diana Morgan:** Okay. Don't get on Facebook live and go, "Hi everybody. I'm practicing doing Facebook live!" Okay? Just jump in!

[00:20:52] And then the other thing is don't get on a Facebook live and go, "Hi everybody. Diana Morgan here with Whole Heart... Oh, hi. Hi. [00:21:00] Hi, Debbie. Hi, Kathy. And Oh, I'm going to invite a few more people. Oh hold on everybody. I'm gonna invite some more people." Don't do that. It's disrespectful and people leave.

[00:21:09] **Caterina Rando:** I concur.

[00:21:10] **Diana Morgan:** So those are my little tips

[00:21:13] **Caterina Rando:** I do like a few shout outs, but not until you've gotten some content in there.

[00:21:17] **Diana Morgan:** Right.

[00:21:18] **Caterina Rando:** Because you know I like to make all the ladies feel welcome.

[00:21:21] **Diana Morgan:** Oh yeah, shout outs are great but waiting for people...

[00:21:25] **Caterina Rando:** Yes. Respect people's time. Absolutely. **Diana. I know you got some exciting freebies for the ladies, tell them what it is.**

[00:21:35] **Diana Morgan:** Yes, I do. It is a virtual training on how to make your social media matter. It is jam-packed with tips that you can implement instantly right after the virtual training, and **it will change your social media results forever.**

[00:21:54] And I update it all the time, so that whatever is the latest Facebook du jour is what you're going to find on that webinar. So, it's always good.

[00:22:04] **Caterina Rando:** Ooh, that's exciting. Diana Morgan. Lifetime supply of massive value, huge heart. Everyone, Diana is going to put her information and links to everything

in the show notes. And when you go to Caterinarando.com/podcast, or you go to our podcast page, wherever you listen to this, you will see her information.

[00:22:29] Diana Morgan, I love you to the moon and back. You are such an amazing example of a woman on a mission with an incredible Fempire. We have so many things I didn't even talk to you about that I wanted to talk to you about, but we'll have to have you back for another episode soon. It is my honor to be your friend. It is my honor to send ladies your way. It is my honor to watch you do your magic in the world. Keep doing your thing.

[00:23:01] And everybody who's listening to this, keep being yourself, doing your thing. Get your voice out there. Do your two posts a day for Diana Morgan.

[00:23:13] And I cannot wait to be with you again for another episode of Expand Your Fempire. Caterina Rando, sending you love. Look forward to visiting soon.

We hope you enjoyed this episode of Expand Your Fempire with Caterina Rando.

THRIVING *Women* IN BUSINESS

We invite you to connect with Caterina and the Thriving Women in Business Community!

- Be sure to become a part of our community by joining [Caterina's email list](#), with this you will never miss any event info, super tips, or new podcast episodes.
<https://bl939.infusionsoft.app/app/form/podcast-list-opt-in>
- Join the Thriving Women in Business Community on [Facebook](#) in our private group where we share upcoming events and business-building super tips.
<https://www.facebook.com/groups/ThrivingBusinessGroupforWomen/>
- Check out [Caterina's upcoming virtual events](#) and join us for an uplifting, value-packed workshop. Use code POD47 for a discount on certain events.
<https://caterinarando.com/events/>
- Love this podcast? Be sure to [subscribe on iTunes](#) and leave a review! Your support is super appreciated. <https://podcasts.apple.com/us/podcast/expand-your-fempire-with-caterina-rando/id1517228708>



WHOLE HEART Marketing

Master the Art of Online Communication, Networking, Client Attraction

Connect with Diana Morgan

Diana Concoff Morgan is a Speaker, Published Author, Trainer, Successful Entrepreneur and Certified Coach specializing online and offline business marketing strategies. She has been a successful business owner for over 20 years. She is a Co-Author in "Business Success With Ease". In her chapter, she shares her expertise, "Blogging Success with Ease, How to Be Seen, Create Whole Heart Connections and Attract More Clients."

While in her 15-year corporate career, she began performing wedding ceremonies as an avocation. After she became a mother, she decided to leave the corporate life and launch her own business, Blessings To You, so she could have time to raise her children. Being self-employed was wonderful for a while but then she became so busy working every weekend performing weddings that she was missing too many of her "mother moments and memories." She decided to start a ministry; turn her "job" into a business so she could continue to serve all her couples and not have to work every weekend.

Diana succeeded in creating a non-denominational wedding ministry that performed over 100 weddings a year with 6 trained ministers, offered Marriage Prep and Relationship Coaching and Minister Training. She is proud to have been one of the most successful, professional full-time ministers in the San Francisco Bay Area. She accomplished this through a combination of passion for her work and knowledge of online and offline Guerrilla marketing and sales strategies and tactics. Diana's desire to help other small business owners grow their businesses became a passion that resulted in the launch of Whole Heart Marketing. She now helps entrepreneurs and small business owners grow their online presence.

Currently, Diana is enjoying continued success in the growth of her company Whole Heart Marketing where she offers Training, consulting and "Done for you" internet marketing services. The mission of Whole Heart Marketing is to empower and educate people on how to use internet technology to share their message, nurture relationships, grow their business and bridge the inter-generational gap that has been created by technology and by doing so, further heal the planet. Diana is passionate about you being seen, being heard and sharing your gifts!

- Download your free gift from Diana: <https://www.wholeheartmarketing.com/social-media-virtual-trainings>
- Visit Diana's website: <https://www.wholeheartmarketing.com>
- Connect with Diana:
 - LinkedIn <https://www.linkedin.com/in/dianaconcoffmorgan>
 - Instagram: <https://instagram.com/dianaconcoffmorgan>
 - Facebook business page <https://www.facebook.com/WholeHeartMarketing>
 - Twitter <https://twitter.com/dianarcmorgan>