



Hay Richfriends!

I am so grateful that you've chosen to be a part of this special, safe space to grow your business, and support your fellow Richfriends. As you probably know by now, what we have here is rare. Members of this community grow financially, mentally, and spiritually – and that's because we've been intentional about cultivating a space built on respect, leveraging the valuable resources each of us brings to the table, and contributing openly (and honestly). To protect our space and keep our community strong, I've got some tips and ruleythangs for you to reference. While we've never had to worry about it before – and I don't foresee it happening ever – but just in case a Richfriend 'goes rogue' and doesn't mind the below, we'll have to turn this boat around and leave you back at the docks (remove you from the group).

Feedback is always welcome, and you can share any concerns at:  
**[info@monetizethyself.com](mailto:info@monetizethyself.com)**

Love you,

A handwritten signature in cursive script that reads 'Nicole'.

*Please do not send private messages to Nicole Walters, Jan Smith, or Liz Anderson (the admins of the group). It's not that we don't love you – we just prefer to use e-mail to keep things organized in order to serve you best. Thank you for understanding!*





## The Official Yacht Club Elite “ListyThang”

### 1. THIS BOAT RIDE IS COMMERCIAL-FREE.

#### What this means is, please don't:

- Post links to your social media, or Facebook group (screenshots are fine).
- Post affiliate links or links to your products, that are not for evaluation or feedback purposes (Richfriend Directory coming soon with details on supporting each other's businesses).
- Create a thread asking for members' emails or asking members to email you.
- Post surveys.
- Create a new post with a link to your new blog or website. You're welcome to let us know that you just launched your blog and post #receipts, but do not include any links.
- Post links to fellow Richfriends' sites and services. Tag them and give them a shoutout instead!

**Exception:** We have one of the most knowledge-packed, educated spaces on the web. If you have content that could be an insta-answer for your Richfriend, PLEASE SHARE. I want to make the most of our brains combined – that means don't hold back with valuable advice, and links to awesome content – but it's easier if organized under someone's specific issue.

**If you're wondering,** “Can I post a link to my website/social media so that I can get feedback on something?” Go ahead and post! That's the joy of this space – our posts are moderated, which means you can be fearless. Jan or I will take a look first, and make sure it's appropriate (or we'll reach out to you directly to give you the help you need). If your post ISN'T approved...make some changes (remove links) and resubmit – we want need your voice.

### 2. THIS IS THE LOVE BOAT. SUPPORT YOUR RICHFRIENDS.

That's right. It's a rule – and one that probably doesn't even need to be 'official.' Love up on your Richfriends. Even if you're a lurker. Even if you think you have nothing to contribute. Even if you only pop in for the fancypants trainings and the free food (ha!) – take a moment to give a 'like' or a cheer to your shipmates. The rising tide lifts all boats, and the support means everything

### 3. DON'T DO THIS WEIRD THING WITH LINKS.

In case you don't know what this is, a “link sharing” thread is when you create a new thread and ask people to share a link to their Pinterest profile, Instagram, etc. for the purpose of connecting outside of the group. Hold your horses there, matey! My team and I are in the process of putting together a shiny new directory for all Richfriends – complete with cities, business links, websites, and how to support and buy from each other! So in the meantime, sit tight – because having an excessive amount of “link sharing” threads makes the group feel spammy and less useful. And we don't want that, right?





#### **4. KEEP POSTS AS SHORT AND SWEET AS POSSIBLE.**

Moby Dick, The Odyssey, and Titanic were all long movies and books about journeys at sea. HOWEVER, in YC – we're about time management and maximum efficiency. Meaning, we want to see posts that read more like a tweet, and less like a novel. Why? Because this is a skill set you need in business. You have to be able to tell your story quickly, effectively, and concisely for your consumer – so this particular ruleything is less about wanting to cut you off, and more about teaching you a valuable lesson in copywriting. Don't hold back on sharing your heart, business, and questions – just give us the Cliffs notes version.

#### **5. MIND YOUR MANNERS.**

This is one of those things I don't really have to say, but technically, I have to say it. My Richfriends are among the most kind, compassionate, giving, supportive, community-minded people on the planet. It goes without saying that we will not tolerate or share things affiliated with offensive or violent language, hateful or discriminatory comments regarding race, ethnicity, religion, gender, disability, age, sexual orientation, or political beliefs. Add to that, links and comments containing sexually explicit material, violations of copyright or intellectual property rights, spam, link baiting, or files containing viruses that could invade the privacy of and damage the operation of our Richfriends' computers or mobile devices. Basically, just follow the golden rule. But you know that!

#### **6. THIS IS A BUSINESS TRIP...**

Every once in a while, you're gonna want to share a cute kid, holiday, or fancy new wig pic. We all have our moments – I totally understand. But more than anything, we want this journey to be one that moves our businesses forward. If your post or resource share is related to business (mindset, time management, office space, online info), then please share. But if it's just a funny joke, or a picture of a dog eating watermelon (because I've got both locked and loaded, just saying), we'd probably prefer not to have one more distraction on our timelines. Let's stay focused, and keep it on topic.

#### **So...what can I post?**

I'm glad you asked! Here's a few examples of the types of posts we love to see in YCE:

- Business Tips (marketing, sales, branding, speaking, tech, e-commerce solutions, etc.)
- Questions
- Job Postings (especially Richfriend-to-Richfriend)
- Resource sharing (books, tools, etc.)
- Valuable content with no opt in (blog posts, e-guides, etc.)
- Entrepreneur Mindset-related issues (things like getting over the hump, imposter/overachiever syndrome, mom moments, and customer/coin problems. Just remember Ruleything #4!)
- Receipts – big, small, monetary, non-monetary, physical, spiritual, emotional, parent wins – you name it, we want to celebrate you, and help you learn to look for these many moments in your life. You will always find a cheering section here. Let's us know how you're winning today!





### **About that stuff I shouldn't post...**

I'm not an iron fist kind of gal, but there are a few types of posts we want to avoid in YC – so that information beneficial to everyone can shine through. Here's what you should think twice about posting in the group:

- Link sharing posts (see Ruleythang #3)
- Affiliate links
- Personal promotions for products, services, webinars, etc.
- Requests for “likes” and “follows” on your business pages and accounts
- “Rant” posts (Your feelings are valid! We just need a clear-cut path to helping you, and it's difficult to get to the root of your challenge without a definitive point.)
- Non-business related content with the potential to derail the momentum of the group (funny memes, political articles, etc.)

### **6. RESPECT EACH OTHER'S SHIP CABINS. DON'T SEND PM'S WITHOUT AN INVITATION.**

I know we're all awesome and want to love up on and do business with each other. Just don't send unsolicited group requests, PMs, and messages. That's just good business and good people-ing 101. We haven't had this problem in the past – and we wanna keep it that way.

### **7. YOU'RE ON BOARD. YOU EARNED YOUR TICKET. NOW SHOW UP AND SHOW OUT!**

Listen. This voyage is nothing without YOU. You may have moments where you feel you're not good enough to post, advanced enough in your biz, or have anything valuable to contribute – but you're wrong. You are ENOUGH. Your voice is necessary here – just think of all the times someone put their fear aside to ask the very question you needed the answer to. Be that voice for another person in our group. I care about you. I want you here, and I support you in all you do – so please don't disappear on us. Check in regularly – even if it's just to say “I'm kinda lost and I need help. Don't give up your dream – it's worthy, necessary, and the world will be a better place with it.

Thank you for being part of this experience, I am so grateful that you're here. If you have any questions or concerns about this listything, please reach out at: [info@monetizethyself.com](mailto:info@monetizethyself.com)

