

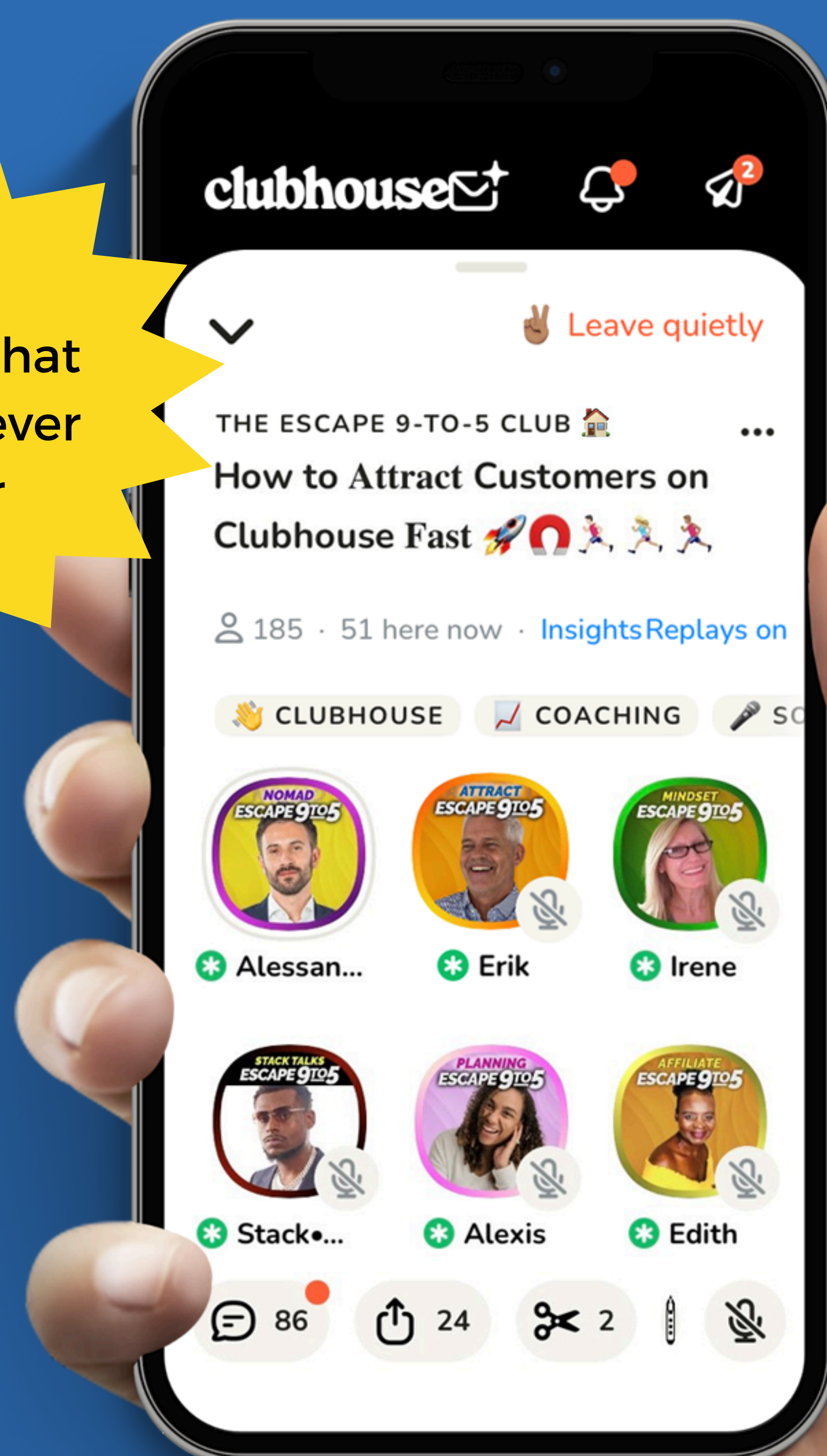
It's a Must Read for All  
Clubhouse Beginners...  
Alessandro di Ruscio

Full of Actionable  
Knowledge...  
Irene Gabelnick

# THE SECRET NINJA STRATEGIES TO MAKE MONEY ON CLUBHOUSE FAST!

How to Explode Your Followers in Less Than 3 Months

**PLUS!**  
3 secret hacks that  
most people never  
will discover



BY ERIK PRAECIUS



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I would especially like to thank Irene Gabelnick and Olivia Whiteman for their valuable help with this book.

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Cover and interior design: Erik Praecius







"If you are new to Clubhouse and are unfamiliar what buttons to press or how to navigate opportunities for yourself, this book covers all the basics."  
**@oliviawhiteman**



" If you follow Erik's advice, you'll easily 10X your investment on your first customer transaction, so take MASSIVE action today!"  
**@robertmaxwall**



"Do everything Erik says inside this book and watch your business explode."  
**@irenegabelnick**



"For someone wanting to learn more about Clubhouse, this is the book to read."  
**@insitecreations**



"Erik has provided in this ebook a much-needed blueprint to build a business on Clubhouse."  
**@eyonamitchell**



"I've applied only a couple of things thats mentioned in the book and got a client on clubhouse in 1 week."  
**@angelconway**



"I love this book!  
It's easy to understand and a fast read, no extra fluff. The steps Erik gives in each section are easy to follow."  
**@jenngadosky**



"This book is an excellent guide to help you navigate the platform, learn the terminology, etiquette and tips on how to succeed while on the platform. It's a must-read!!"  
**@carmencadena**



"An easy to read informative book for newbies and seasoned users only. This will be very useful and maybe should be a must read when just starting out on Clubhouse."  
**@coachingbylee**



# FOREWORD

Proud is the exact feeling I felt while reading this book.

It is filled with gems and insights that only an experienced Clubhouse Leader like Erik can teach.

I've only known Erik for a short time but it feels as if I've known him for years. As with the other members of our Escape the 9 to 5 family on Clubhouse. I can't remember the first time I met Erik but I remember going back and watching the replay of one of the rooms I ran inside my first Clubhouse Club Health & Wealth Secrets.

Erik was one of the first people to join the room as a listener and stayed through to the end to listen to the gems dropped by direct-response marketing expert Bond Halbert.

That was when I really realized that Erik is a serious marketing expert and entrepreneur. He shows up consistently, takes action and always gives value inside my rooms, his own rooms, and rooms run by many others.

My favorite part of this book is his unique perspective. As well as the printable checklist at the end of the book.

Do everything Erik says inside this book and watch your business explode!

*Irene Gabelnick*

Irene is the CEO and Founder of The Power of Writing, and the author of *Podcast Power The Zipping it Up Guide to Land Podcast and Radio Interviews FAST*. She is a skilled author and found her voice through writing books.

After publishing her first book she was getting interviewed on live radio shows and podcasts. Irene was getting booked on big shows up to 6 months in advance.

Then people started reaching out to her, asking her to be a guest on their shows. This knowledge gave her the idea to write the book *Podcast Power The Zipping it Up Guide to Land Podcast and Radio Interviews FAST*.

Podcast Power is a 17 page e-book that shows you a quick and easy system to land live radio and podcast interviews fast. [Click this link to read more about Podcast Power.](#)



Irene Gabelnick  
Author & Founder of *The Power of Writing*

“ DO  
EVERYTHING  
ERIK SAYS  
INSIDE THIS  
BOOK AND  
WATCH YOUR  
BUSINESS  
EXPLODE! ”



Back in 2021 when I first logged into Clubhouse I couldn't see the idea so I actually completely forgot about the app until the pandemic hit.

Suddenly I had more time to spare than ever before in my life.

So I opened the app again and started listening and learning.

I had no idea what I was doing and I had no followers, no social proof and absolutely no positive results.

In other words...I was missing a book like the one you are about to read.

Slowly I started to learn and suddenly I had a lightbulb moment.

What if I could use this app for my online business?

Suddenly my mindset changed and I began to take my time on Clubhouse seriously.

Of course, I still spend time on the other social media apps, but Clubhouse has definitely won my heart.

I know that if you take the information in this book and take action, you will be able to get something out of your time on the app.

Write to me via Clubhouse if you have any questions or book an appointment so I can help you.

Thank you for your purchase.



Erik Praecius  
Online Marketing Consultant

***"MOST PEOPLE  
DO NOT TAKE  
ACTION SO YOU  
ARE ALREADY  
AHEAD WHEN  
YOU TAKE THE  
FIRST STEP"***

Erik Praecius is an Online Marketing Consultant with more than 20 years of experience in marketing and sales. He specialises in helping home-based business owners learn how to attract their perfect customers and prospects using modern online attraction marketing methods, which enable you to work from where you want with a business you love.



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## Chapter 1

# WHAT'S CLUBHOUSE ALL ABOUT

When I first actively used the Clubhouse app, I was surprised by how many experts and millionaires there were on the platform.

And I was particularly surprised by how willing they were to give tips and tricks that you would normally have to pay a fortune to learn.

When you read this book, you will discover how simple it actually is to get in touch with amazing people on this app compared to having to contact them via other social platforms.

To be honest...

I had absolutely no idea why I should be on Clubhouse to begin with.

I'll skip the part where I wasted a lot of time on the app because I had no idea what I was doing.

You are reading this book with knowledge that I lacked when I started.

I listened to all the good advice and used it in my business, but I when I started I did absolutely nothing actively on Clubhouse.

After a few months, I discovered that this social platform is perhaps the most powerful of them all.

I found the right places to listen and quickly worked my way up to become a leader in a club for marketing coaches.

And suddenly I started getting followers and people reaching out to me for help.

That resulted in more money in my pocket.

My hope is that you take the best advice and tips from this book and take action so you can also become part of the people who don't waste time just listening.



## Chapter 1

# WHAT'S CLUBHOUSE ALL ABOUT

Clubhouse can perhaps best be described as a live podcast where listeners have the opportunity to comment, ask questions and give value-based comments.

Clubhouse started as an audio-based social media app by founders Paul Davison and Rohan Seth in the fall of 2019.

The app was originally designed for podcasts under the name "Talkshow", and was later renamed "Clubhouse" in March 2020.

Clubhouse allows people to talk across international borders on everything from entrepreneurship to child care.

And you have the opportunity to learn from experts, exchange ideas, and make new friends.

Clubhouse was originally aimed at celebrities, CEOs and top online influencers.

Initially, only this group of people could send and receive clubhouse invitations.

At first, Clubhouse was available for iPhone users by invite only but now it's available for everyone.

### **But how did Clubhouse grow so fast?**

Clubhouse exploded in popularity quite quickly.

This may be due to the pandemic and the fact that Elon Musk hyped the platform in January 2021.

Elon Musk, Tesla's CEO, tweeted that he would be on Clubhouse for a chat.

The app became one of the Apple Store's most downloaded apps overnight.

And suddenly, a new social media was created.

Today, Clubhouse does not have quite as many users as it did during the pandemic, but is still a growing social media platform.

It is estimated that the app has between 3 and 4 million active listeners.

Especially people who are interested in entrepreneurship can be found on the platform.



# WHAT'S CLUBHOUSE ALL ABOUT

### Will Clubhouse still exist in the future?

When you Google Clubhouse you will see many articles saying that the app has already peaked and is in decline.

It is quite true that it has peaked, but when most of the world was shut down due to the pandemic, many people had to fight boredom and this of course gave Clubhouse a huge boost of listeners.

Today, I believe many of the listeners are small business owners or people who want an alternative to their nine to five jobs.

They are there to learn from the experts and business owners who still provide lots of valuable information.

So my guess is that an audio app like Clubhouse will survive for many years and will always have listeners because they were the first to launch a serious audio app on the market.

### What happened on April 11, 2023?

On this date, Clubhouse changed Clubs into Houses and made the user experience more simple to understand.

Before this date, you had to find your way around the difference between Clubs, Rooms and Houses. And as a beginner it could be quite difficult and confusing to find your way around all the different options.

This book that you are reading now has been rewritten after this date and therefore contains the latest information about Clubhouse.



//

*TODAY, I BELIEVE MANY OF  
THE LISTENERS ARE SMALL  
BUSINESS OWNERS OR PEOPLE  
WHO WANT AN ALTERNATIVE  
TO THEIR NINE TO FIVE JOBS.*

//



## Chapter 2

# WHY CLUBHOUSE FOR BUSINESS?

### Who uses Clubhouse?

The great thing about Clubhouse is that you can't fake your way through fancy filters, editing and crazy video effects.

The only way that you can show up is by being yourself.

For some reason that I cannot scientifically explain, it is my opinion that you can tell when people are not genuine by their voice.

Clubhouse is a place where people can show their enthusiasm, energy, humor, and knowledge while their personality will attract just the right followers.

In 2021, 28 million people downloaded the app and this is undoubtedly due to high-profile business owners such as Elon Musk and Mark Zuckerberg participating on the platform and that created a hype around the platform, which of course fell to a natural level when the hype wore off.

Today, many of the curious people have disappeared as those active on the platform are not always as well known in the public eye as they were at the start.

This is actually a good thing as the participants are now relevant people who want to talk about the development of their business or personal development.

This may mean that the tire kickers and time wasters have disappeared from the app and you will therefore meet more serious people on Clubhouse in the future.



# WHY CLUBHOUSE FOR BUSINESS

### Other social media versus Clubhouse

All social platforms that are born initially have a peak of interest.

This means that the platform will have a natural decline when interest in the news has subsided.

At one point there was even talk of everyone leaving Facebook, but look where they are today...

The drop in people on Clubhouse just means less competition.

If you want to get customers, it can actually be a huge advantage to market on a smaller platform in a niche where the competition is less.

Your path to success is actually much greater on Clubhouse compared to Facebook, Instagram, TikTok and LinkedIn.

Let's be completely honest.

Most of us don't have thousands of followers on social media.

Most of us don't have a large team to post and promote content every single day on all social platforms.

With Clubhouse you have a unique opportunity to make money online from your talents, your knowledge, and your know-how without worrying about smart filters and catchy headlines.

In addition, you don't have to worry about whether your t-shirt is clean, your makeup is perfect, your hair is neat or what your background looks like.

For those of you who hate being on video or are introverts, this app is also a gift that gives you the opportunity to step up and bring the light you have.



# WHY CLUBHOUSE FOR BUSINESS

### Benefits of using Clubhouse for your business

After I started using Clubhouse, I discovered how easy it actually was to become a creator who could monetize my digital products without having thousands of followers.

With the Clubhouse app, I was able to quickly build my personal brand and income just by using my voice. Without the need for thousands of followers.

If you use your voice actively on Clubhouse, you can quickly create credibility and get your followers to trust you.

You can say that Clubhouse makes you human and relatable faster than many of the "3 second scroll" media.

In my opinion, there is no social media platform that can build trust as quickly as Clubhouse.

You can reach people on the other side of the globe, grow your following faster and talk to people you can normally only like on their traditional social media.

When later in your journey, you become a moderator in a Room, you can now put your link at the top of the Room so you can choose which product you want to market.

And with credibility, you can more easily sell your digital products or services.

A HUGE plus is that you don't have to spend your dollars on ads to get attention.

And you don't have to pay for the leads that come from the app.

In my opinion, Clubhouse is perhaps the social app where it is easiest for a creator to show their worth and his products.

It worked for me and I know it can do it for you.

Maybe the best platform to get the right followers fast.

And maybe the best platform to get results in the fastest way.



## Chapter 3

# THE EYE CATCHING BIO

### **The first two lines**

What is a Clubhouse bio?

And how can it help you attract followers, customers, and clients?

On your Clubhouse profile, you can write who you are, what you do, what you have achieved, and who you can help.

You also have the option of inserting a link to your Instagram and Twitter account. I highly recommend that!

Clubhouse gives you a specific word limit to add to your Clubhouse profile.

So it's important that you make it count!

Only the first two lines of your bio are shown when others search for you in the app or click on your profile photo.

It is, therefore, essential that the two lines tell what you can help your customers with.

### **The professional profile picture**

You should of course also ensure that your profile picture looks professional.

A picture means more than you might think.

Find a picture that stands out a little from the crowd. It can be a good idea to use a picture where you are smiling or looking happy as it will attract more people.

Avoid photos with several people as confusion can easily arise as to who you are.

If you change your picture too often on Clubhouse, you will also confuse the moderators. Make sure to find the right image to start with and avoid changing it.



# THE EYE CATCHING BIO

### 6 tips to have an eye-catching Clubhouse bio

**1.**

Add emojis: When someone reads your entire bio, it can be a good idea to have an emoji that emphasizes what you do. 😊

If you help your customers write books, an 📖 emoji can help them understand what you offer more quickly.

**2.**

Always mention what people can learn from you.  
What do you teach your Clubhouse audience?

**3.**

If you have many followers on another medium, it will always increase your credibility if, for example, you write Facebook 10K or Instagram 5K.

**4.**

Add something interesting about yourself such as, "I have climbed Mount Everest."  
Or "I have completed 81 marathons so far."

**5.**

Be creative and unique when writing your bio.

People love to read something that is different. Feel free to use a story.  
Avoid negative and depressing words.

**6.**

If you have customer testimonials, you should find some of the best ones and write them in your bio.

This is a very effective strategy!



# THE EYE CATCHING BIO

### Copywriting that attracts

Your copywriting is far more important than most people think.

With the right text, you can attract potential customers and followers without them ever having met you before.

Therefore, spend extra time creating the text to be placed in the first three lines of your bio, as well as, of course, the descriptive text about you.

If you are not a copywriting expert, you can Google for many good tips.

I would actually recommend that you spend some time learning how to write good headlines as it can help you for the rest of your life.

Use the necessary time to create an attention-grabbing text.

Make sure to make the text informative and interesting for your potential customers.

And remember to create a call to action so you can collect leads to continuously expand your list.

Examples of calls to action (CTA):

"Click This Link And Discover How to Write a Book!"

"Get Instant Access to the E-book Now!"

"Limited Offer - Order Now!"

"Follow Me on Instagram to Get More Valuable Content!"

### Your text should contain the following:

What can you offer your potential customers and what can you help them with.

Show who you are with a mix of personal and business information.

Make a call to action with a great “hook” that makes people want to follow the link.



# THE EYE CATCHING BIO

Here are 3 examples of what an effective Clubhouse bio intro can look like:

***I teach how to get clients. DM me if you want to join my 10-day bootcamp to get clients***

Alessandro de Ruscio (Founder of the Escape 9-5 Club)

***I help coaches, consultants & content creators attract clients and customers***

Irene Gabelnick (Leader in the Escape 9-5 Club)

***I help confused Clubhouse beginners to start attracting followers, clients, and customers***

Erik Praecius (Leader in the Escape 9-5 Club)

If you are in doubt about what to write, you can be inspired by other people on Clubhouse who are doing the same thing as you.

But remember...

NEVER copy one-to-one!



## Chapter 4

# WHO TO FOLLOW

When you enter a room in a club at the start of your Clubhouse journey, it is a good idea to take in as much content as possible.

In this way, you can learn what is happening in your niche and how you should act in the different rooms.

Sit quietly in the rooms and listen to what is being said, what the speakers are feeling and thinking.

It can be a really good idea to listen with a piece of paper and pen available if you hear some golden nuggets.

### **The green monopoly house**

The green monopoly house at the top of every room is the symbol of a House.

When you start on Clubhouse it is important that you start by following the right Houses and the right people as this will help the algorithm to push the right suggestions to you.

Use the search field to find the right Houses and be sure to follow the people speaking on the stages in these Houses.

When you follow a House, you get notifications about when there is a room in the House that is being started up.

Set the notifications to "always" or "sometimes" when you start out.

Later on you can set some of the notifications to "never."



# WHO TO FOLLOW

### **People you want to learn from**

If you find the right Houses, Rooms, and people to follow on Clubhouse, you can gain an incredible amount of knowledge that you can use in practical terms in your business.

Start by following the people you see on the different stages that you find interesting.

Press the little bell next to the “follow” button and set your notifications to “always”.

Once you've been on the Clubhouse app for a while, you can start sorting some people into "sometimes" or "never" so that you eventually get just the right mix of notifications from Clubhouse.

Take notes, observe, and think about what value-based content you could offer in the various clubs if you were to speak on stage yourself.

### **People you want to collaborate with**

In order to achieve success quickly on Clubhouse, it is important that you find like-minded people to work with.

Find Houses, Rooms and people who fit into your niche.

You can easily follow others who offer the same service as you, as there is very little internal competition between people on the app.

It's all about collaboration. Some will like you and some will like someone else.

Never be afraid to praise a competitor on Clubhouse as it rubs off positively on you.

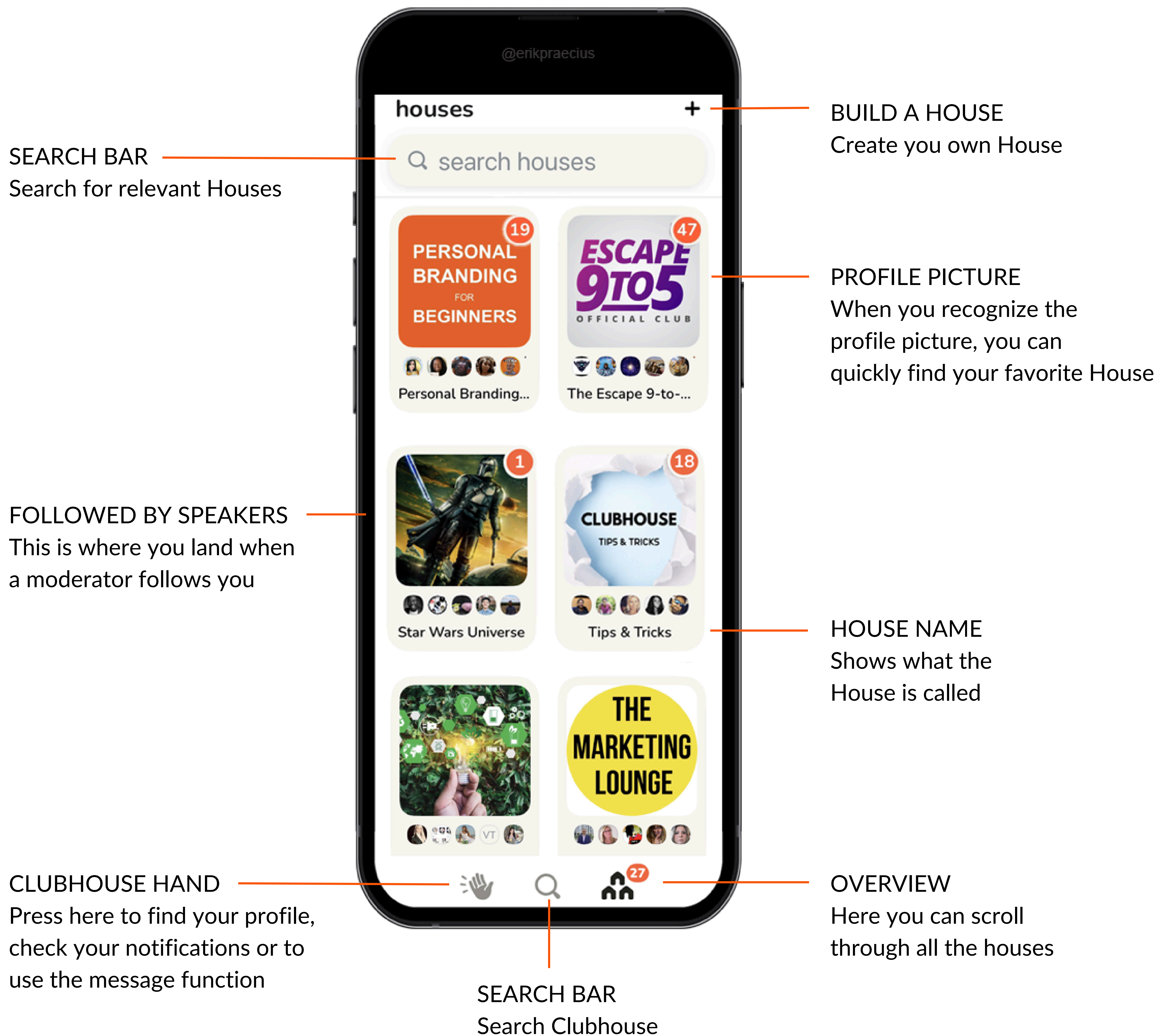
### **Potential customers and clients**

You naturally also want to follow people who may eventually become customers or clients.

Check their bio and their Instagram account before you follow them so you can make sure they are people you can relate to.

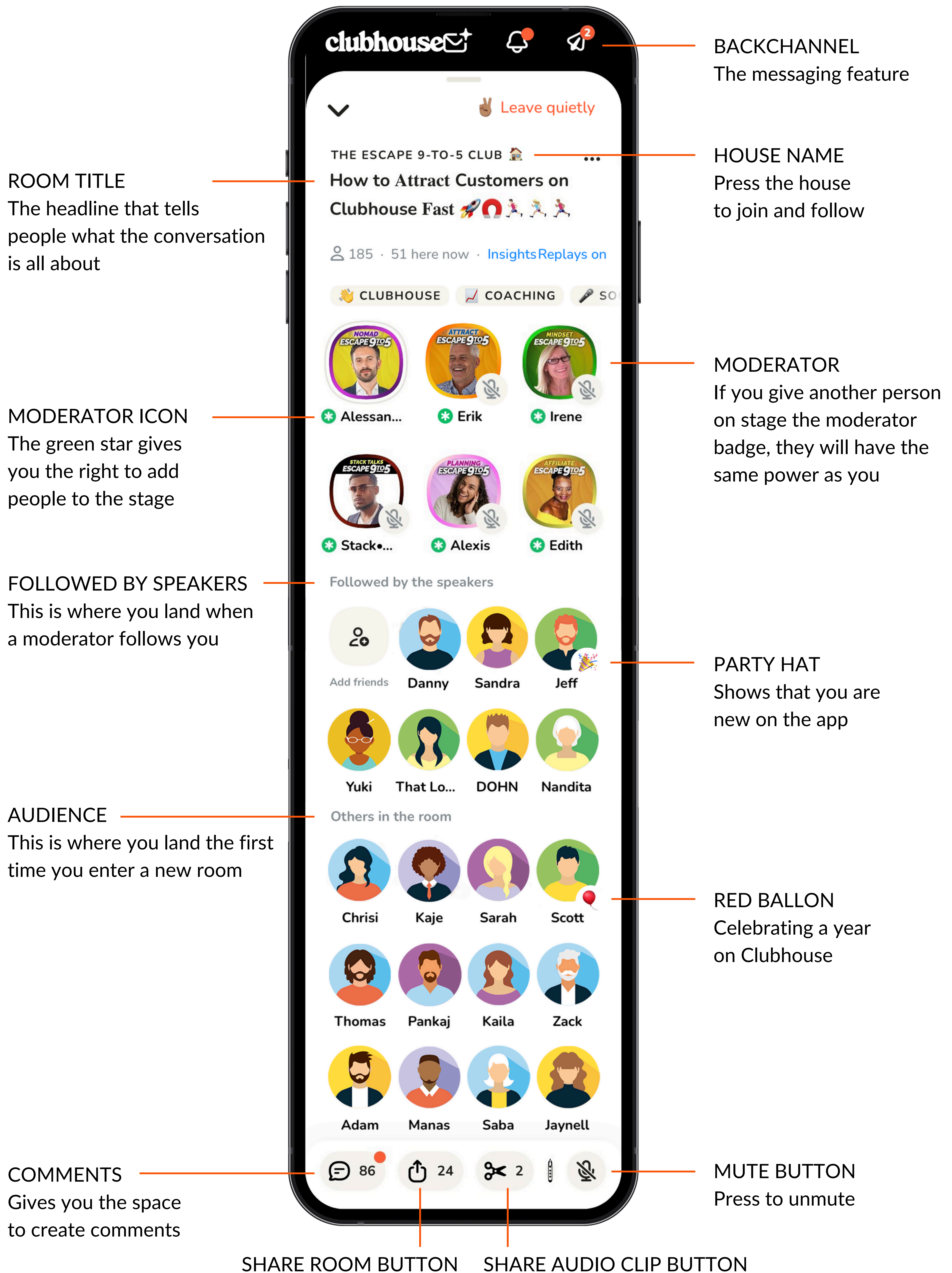
You should basically follow the people who follow you until you attract so many that you can become a little more selective.

# CLUBHOUSE HOUSE EXPLAINER





# CLUBHOUSE ROOM EXPLAINER





## Chapter 5

# THE CLUBHOUSE ROOMS

### **How does Clubhouse rooms work?**

In this beginner's guide, you will quickly learn how a Room is put together.

A Room is started by a moderator.

All members of Clubhouse can in principle start a Room and will therefore automatically be a moderator.

However, it is rarely successful without followers and other moderators to support the organization of the space.

A Room on Clubhouse can be compared to a meeting room where you can listen or participate actively.

### **Use your time wisely**

The same probably applies to all social media platforms.

But you can very easily waste oceans of time on Clubhouse so I would recommend that you search for some Rooms that interest you and stick to following them consistently.

When you are in the listening section, you do not have the opportunity to speak, but you can write comments and raise your hand if you want to be lifted on stage.

To gain visibility, support the moderators and show good manners.

You should always post a comment and share the Room on Clubhouse or on your other social media.



# THE CLUBHOUSE ROOMS

A Room on Clubhouse is divided into three levels.

At the top you have the scene where the moderators speak.

Below that you have a section for listeners followed by the moderators and at the bottom you have the section for listeners.

The algorithm will lift you up in the section you are in if you are active in the different Rooms, you participate in.

The higher you are lifted up in each level the more visibility you will get.

### **Level 1 - The Clubhouse stage**

Every Room you enter on Clubhouse has a "stage" at the top where the moderators and speakers are located.

When a moderator opens a Room, he/she has a small green star on their profile picture that shows that he or she is a moderator.

A moderator is the person in a Clubhouse Room who has full power to control who speaks.

The moderator who starts the Room can also give a green star to the people he or she has full trust in.

When you are a moderator, you can bring people in the lower layers up on stage.

When you are on stage without a green star, it means that you have the opportunity to speak, but you do not control anything.

You should participate both in large Rooms, but also in smaller Rooms where the conversation often becomes more intimate.

In the smaller Rooms, you can also draw attention to yourself more easily.

# THE CLUBHOUSE ROOMS

### **Level 2 - Followed by the speaker's section**

When you are in this middle section, it tells you that some of the moderators are following you.

This means that at one point or another they have been motivated by something in your profile, a great bio, something that you have said on stage or perhaps a good comment that you have written in the comment field.

When you find yourself in this section it is usually quite easy to be lifted up to the stage if you find the right Rooms.

### **Level 3 - Others in the room section**

When you jump into a Room on Clubhouse as a brand-new listener, you will land in this section.

Use your time wisely by listening actively and possibly taking notes when you get a good tip that you can use in your own business.

If there are many listeners in the Room, you will easily disappear in the crowd.

Your goal is now to work your way up to the stage so that more potential customers and business partners can hear what you can offer of value.

As mentioned earlier, you can get more visibility as the algorithm will lift you higher when you are active in the Room.



## Chapter 6

# THE 4 UNWRITTEN RULES

To get the most out of your time on Clubhouse, you should follow the 4 unwritten rules.

Please follow the Clubhouse etiquette to ensure that the Room is a safe place for the audience to be in.

This also helps ensure that you don't ruin your own chances of getting good relations with the various moderators and the audience.

When you enter a new Room that you have not been in before, you should start by listening for a while before possibly raising your hand to speak on stage.

You have had some time to sense what type of value you should give, and you can sense what type of energy you should present with so that you do not destroy the energy in the Room.

Should you want to leave the Room, do not announce it.

Just use the "leave quietly" button so you don't disturb.

If you are the moderator in the Room, it is of course a different matter.

### **1. Share the room**

When you enter a Room you should share the Room on Clubhouse or one of your other social media.

This gives you visibility and shows good etiquette.

When you share the Room there is a greater chance that the Room will grow and at the same time you send a positive signal to the moderators of the room that you are helping them.

Feel free to write a good reason why people should participate in the Room's conversation. Avoid irrelevant shares. It will not attract more audience.

# THE 4 UNWRITTEN RULES

### 2. Comment

Use the comment field to say hello when you enter a new Room.

This is done to create activity and at the same time give yourself visibility in the Room.

For example, say where you are listening from, ask a good question or spread some positivity in the comment field.

The more you are active in a Room with comments and shares, the more the algorithm will raise your profile and the more the moderators will notice you.

### 3. Do not pitch

You should NEVER pitch your product in a Room unless it is a designated pitch Room, or the moderator encourages you to pitch.

This also applies in the comment field!

If a moderator sees your pitch in the comments, they will block you and you will not get the opportunity to be in the same room again.

In addition, I could personally imagine that the Clubhouse algorithm will also punish you if a moderator blocks you.

### 4. Speak only when allowed

When you are lifted to the stage you should make sure that your microphone is on mute.

You should never unmute yourself without a moderator asking you to speak.

It can be a difficult task to moderate a room where everyone is talking over each other.

Speak only when a moderator asks you directly or flash your microphone to show that you want to speak.



## Chapter 7

# HOW TO GET FOLLOWERS

When you log on to Clubhouse for the first time, you will discover that many of the moderators have an extremely large following.

This should not scare you from joining as I have seen many with under 200 followers selling their products and services by attracting the right people.

It's about visibility and consistency when you want to use Clubhouse for your business.

It will naturally take some time before you get results, but if you show up consistently on the app, you will notice that you are getting results.

Clubhouse will require you to spend some time. You must show up again and again.

First you start by listening and learning. Then you should start to speak in different Rooms and eventually you will create Rooms yourself as a moderator.

If a moderator sees that you are present repeatedly, they will notice you and maybe even reach out to you.

If you want to get followers fast, it is a must that you work on getting speaking time in the different Rooms you participate in. Don't be afraid to make a fool of yourself.

We all have awkward moments, but that's what makes you human and relatable to your potential customers and clients.

If you get speaking time on a stage, you will automatically get more followers who can relate to your personality or what you say.

The great thing about Clubhouse is that you can become a content creator just by unmuting yourself and join the conversation. Tell your audience how you can solve their problems. Provide ideas, tricks and information that can help them.

Or simply ask your audience: "How can I help you?"

You need to have patience. Clubhouse is not an easy fix to riches. It's about playing the long game. You still need to build relationships with other people and create a community.

# HOW TO GET FOLLOWERS

### **Is it easier to get followers on Clubhouse compared to other social media?**

The attention span on YouTube, TikTok and Instagram is much shorter.

People scroll past your content at lightning speed, and it takes something very special to make them stop and look at your content.

On Clubhouse, it's a completely different matter.

People listen for a VERY long time!

Many people listen for an hour and even more.

And if they listen to your voice that provides solutions to their problems, they will immediately start following you.

### **You don't need fancy filters on Clubhouse**

You can have messy hair, a dirty t-shirt on and lie in bed while attracting customers and business partners.

You don't have to look at your screen and you can do anything at the same time.

Since Clubhouse is an audio app, you can wash dishes, go for a walk, drive in your car or listen with your eyes closed.

A bit like listening to a podcast or radio station, but with the option to interact with the studio hosts online if you wish.

### **6 great tips to get more followers on Clubhouse**

**1.**

Make your profile followable. Make sure your bio is filled out correctly (chapter 3). Choose the one area you want to be known for and stick to your niche!

If you are a Jack of all trades, your potential customers will just get confused.



# HOW TO GET FOLLOWERS

**2.**

Always be active in the Rooms you participate in.

Make sure you are on stage and ask good questions.

Remind yourself that your voice is full of power, and you have just as much right to be heard as anyone else in a Room, regardless of how many followers the different speakers have.

**3.**

Follow people you want to learn from, people you want to collaborate with and people who are potential customers or leads.

**4.**

Collaborate with others who have slightly more followers than yourself. Reach out to them and write something like "I would love what you do and would love to do a room with you"

If you reach out to moderators who are significantly bigger than you, you should be able to offer them special valuable information that you can add to their space.

**5.**

If you hear something in a Room that you love, you should write to the person and express your excitement.

**6.**

Create your own Rooms in collaboration with other moderators on popular and interesting topics.

Over time, you will feel more comfortable sharing your failures, victories, ideas, strategies, and dreams with your listeners.

Regardless of how many people are in a Room, you should always deliver valuable content.

It is often the small spaces where the best engagement and conversations take place.

## Chapter 8

# HOW TO BECOME A MODERATOR

### **Why you want to be a Moderator on Clubhouse**

The fastest way to get followers is by becoming a moderator in a House.

The absolute easiest way to make money is by running your own Room on Clubhouse as it allows you to create a link at the top of your Room (read more about this in chapter 9).

Your highest priority should be to become a moderator in your own Room, but it does require a lot of knowledge before you are ready for that leap.

And you don't actually need to have followers to be successful in selling your products or services.

I have repeatedly seen that people who speak on the various relevant stages get sales of e-books, coaching and digital products.

### **Fast track to becoming a moderator**

I can share my own journey to how I quickly became a moderator in the Escape 9-5 Club with more than 9000 members. We have daily Rooms that run with 10 to 200 people in the Room. All you need is one person to reach out. It's about creating a connection.

I'll skip the part where I wasted a lot of time on the app because I had no idea what I was doing.

You are reading this book with knowledge that I lacked when I started.

Unfortunately, most people do not invest in their own personal development.

So you already have a huge advantage.

Start by using the search field on Clubhouse. Search for Houses that match what you can offer in your niche.

In other words. Find Houses that are filled with competitors.



## Chapter 8

# HOW TO BECOME A MODERATOR

Your mindset needs to change from a competitor mentality to a helping mentality.

The great thing about this app is actually that you can be in a Room full of people who offer the same as you and you help each other instead of fighting.

When you have a little overview of the different Houses you want to follow, you must take action.

Your goal is now to support the main moderator in the House as well as the other moderators.

You might think this sounds a bit strange, but explanation follows here...

I set aside a month where I was daily present in the Escape 9-5 Club and added value to the stage, supported my co-moderators, and after a while I got the coveted green star which indicates that you are a moderator.

It is all about trust and the value you can add to the individual House.

So build trust, be engaged, and show that you can be trusted to show up consistently.

Be helpful, support, give value and comment.

Try not to think too much about when the money starts rolling in.

When you are the lead moderator in a House, something will probably start happening with your bank account.

Things will start moving even faster when you start building your own House.

## Chapter 9

# HOW TO MONETIZE CLUBHOUSE

### **How to make money on Clubhouse even though you are fairly new**

“How can I make money on Clubhouse with few followers?” you might be thinking.

It naturally takes some time before you can find your way around the app, but you can quickly get an overview so you can start monetizing.

But you have to remember that it's not about what you want, but more about what you can help people with.

If you provide value, it will attract people who will eventually want to pay for your talents.

To make money on Clubhouse, the things mentioned in the previous chapters should be in place first.

A great bio, a link to your Instagram, a follow to the right Houses, engagement, and consistency.

### **Want personal guidance?**

You can of course take the shortcut to fast results by getting a mentor who can help you to gain results with express speed.

I offer a 45-minute kick start conversation so you can set your bio correctly.

We will find the right Rooms for you and make the perfect two-line sales pitch that will attract customers and clients.

You start your Clubhouse journey with professional help and get accountability follow-up.

Sounds exciting? Wanna meet me and want to learn more?

YES - I want one-to-one help



# HOW TO MONETIZE CLUBHOUSE

In this new creator and influencer age, you don't need thousands of followers to generate a healthy income for yourself.

You can build a base of super fans via social media and sell digital products that are quite simple to produce.

Products that you can sell again and again once you have produced them.

Clubhouse is perhaps one of the fastest social platforms to build a fan base and start making money in my opinion.

Your journey can start with three very simple steps.

**1.**

Decide who you want to help and choose your niche.

**2.**

Create valuable content that attracts potential customers.

**3.**

Offer products that can help people in the niche you have chosen.

The more valuable information you offer, the more you will establish yourself as an expert in your niche.

You are your own brand and people will start following you because you are who you are.

To be successful at Clubhouse and attract potential customers, it is your job to show them that you can solve their specific problems.

Ask yourself these questions:

What keeps them awake at night?

What problem can I solve for them so that they get a result quickly?

What product can I offer them?

What will their lives look like after working with me?

# HOW TO MONETIZE CLUBHOUSE

Your goal is to create credibility and awareness so you will be offered a place as a moderator - regardless of your follower count!

You can now begin to attract people who find you interesting, what you do interesting, and what you offer interesting.

### **When you become a moderator the real magic happens**

As a moderator, you can earn money in these 8 ways, among other things:

- 1.** You can insert a link at the top of your Room (the strategy I use). I have repeatedly seen that people who speak on the various relevant stages get sales of e-books, coaching and digital products.
- 2.** You can sell advertising space. When you have your own House, you can sell the link at the top of your Room.
- 3.** You can sell airtime on your stage. If an advertiser would like to sell their product, they can be allowed to pitch their product in a Room you run.
- 4.** You can give a shout out to a web page.  
You can highlight an advertiser's website so that they don't have to advertise their product themselves.  
They "borrow" the trust that you have gained with your listeners.
- 5.** You can give a shout out to follow someone. If an influencer in your niche wants more followers, you can help with this.
- 6.** You can collaborate with brands to create sponsored Rooms.
- 7.** You can present brands, companies, and people on your stage.
- 8.** You can rent out your space to others.

Of course, many of these ways of making money require that you have been active on the app for a while and that you have a certain number of followers that the advertisers want access to.

As a brand new moderator I would suggest that you start with a simple PDF, an e-book or some other type of digital product that is related to your niche.



# Chapter 10

## NEXT LEVEL

Now you've learned how to use Clubhouse, so what's next on your agenda?

I would strongly recommend that you think long term and build a strong network around yourself.

### **Networking**

It is often said that your network is your net worth.

There is no doubt that you can get far with a strong network that you can seek help from and sell your services to.

Having a social network gives you the perfect platform to find people in your industry or in adjacent industries that you can help while furthering your own business goals.

It can be potential customers, clients, business partners who want to buy your products or your services.

Creating a network has never been easier.

Social media gives us the chance to quickly find like-minded people with whom we can collaborate.

Clubhouse is perhaps one of the social media platforms where you can quickly create a solid network if you show up and provide value on an ongoing basis.

Act like a human being on Clubhouse and not like a spammy robot.

Reach out to other people.

You will find that it is a great place to build strong relationships.

# NEXT LEVEL

### Collaboration

Clubhouse is great for finding people you can collaborate with.

You can quite easily find others in your niche with whom you can easily create Rooms on Clubhouse.

With this app you can showcase your talents, learn from others, and find some clients in the process.

When you want to start your own Rooms, you will be successful much faster if you collaborate with people you trust.

With more moderators in a Room, you will also attract more people and thus more potential customers.

### Community building

On Clubhouse, you can help others without them just feeling like a number to you.

With personal communication, you can make others in the Room feel special and that you actually want to help them without your sole motive being to get money out of them.

You have the opportunity to build a community with people who trust you, like you and want to be part of your world.

With that trust, you can build strong bonds so that your customers feel that they are part of a family and a strong community.

It will obviously take some time to build a community of super fans, but that should definitely be something you aim for.



# Chapter 11

## THE 3 SECRET HACKS

### **HACK 1 - The cheeky way to become a moderator fast**

This method of becoming a moderator at lightning speed is not free.

When I decided I wanted to make a difference on this social app, I bought my way to get speaking time on a stage.

It was super expensive and is not a method I would recommend you use.

If you are willing to invest in yourself, you can learn from my experiences on this app.

If you want to take the shortcut to becoming a moderator, you should invest in a product from the moderator you would most like to work with.

This gives you a unique opportunity to draw attention to yourself and it gives instant trust from the moderator you buy from.

The likelihood of you being lifted up on stage for speaking time is significantly greater than the traditional route to speaking time.

A bit cheeky...YES...but it works!

### **HACK 2 - The super simple text hack**

After being active on Clubhouse for a long time, I have noticed that a lot of people still make the same mistake in their bio and description.

They have what I call "a wall of text". When you write a long amount of text without making spaces, most people will tend to skip the text because it seems unmanageable.

Therefore, always make sure you have plenty of spaces in your texts so that they are easier to read.

Your chance of people actually wanting to read about you increases significantly.

# THE 3 SECRET HACKS

### HACK 3 - The secret follow strategy

You should use this hack as it will help you get access to the right moderators faster.

When you have found the Houses you want to follow, click on the House icon.

Then you can see which members the House has.

Be sure to follow the founder and all the members who have the green moderator star.

In this way, you can ensure that you follow all the people who can lift you up on stage.

You can also go to the individual's profile and set notifications to always.

This way you can easily show up in their Rooms so they discover how consistent and valuable you are.

### Thank you!

Thank you very much for purchasing this book. Follow my tips it will help you get more followers and make money on Clubhouse.

I appreciate you taking the time to read the book and I hope you want to connect with me on Clubhouse.

Please write what you thought about this book so I can use this feedback to become even better at helping others in the future.

If you want the shortcut to fast results I offer a 45-minute kick start conversation so you can set your bio correctly.

We will find the right Rooms for you and make the perfect two-line sales pitch that will attract customers and clients.

YES - I want one-to-one help and accountability follow-up



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# CHECK LIST

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- ☐ Follow Erik on Clubhouse
- ☐ Follow Erik's club on Clubhouse
- ☐ Create your bio - link to your Instagram account
- ☐ Find the right picture for your profile
- ☐ Search for people to follow
- ☐ Search for clubs in your niche to follow
- ☐ Listen and use your time wisely
- ☐ Follow the unwritten rules - share - comment - do not pitch
- ☐ Raise your hand and enter the stage
- ☐ Add value to the conversation or ask great questions
- ☐ Reach out and support. Connect and collaborate