

# Feeling Left Out + Finding Your TPT People

Hello, everyone and welcome to School of Sellers. Today we are going to be talking about a topic that is vulnerable and it's personal and I also think it's something that a lot of us struggle with but don't necessarily find to talk about. So, today this is the place and we are just diving right in and today I'm going to be talking to you about finding your TPT people, finding your crew. I think that in human existence, feeling left out is quite possibly one of the worst things a human can feel. We joke about FOMO but feeling truly left out while you see others having fun and making friends can be truly heart-wrenching. We've all been there and many of us currently are and if that is the case, then this episode is for you.

I think TPT is such a wonderful community of people but it can be very overwhelming and that feeling of being left out is pretty pervasive when we are constantly surrounded by social media posts. We see people doing bundles together, we see people grouping together to do these giveaways and we see people talking about oh, I can't wait to see my TPT friends at the conference. And you ask yourself how do these things happen? Why don't they happen to me? It seems like everyone has their people and I'm all by myself. Why don't people me to join? These are legitimate and unfortunately common feelings and once again, I will tell you this. If you are feeling some type of way about anything TPT related, you are not alone. It might feel like you are some days but you are surely not.

So, if you are someone who is feeling these feelings and you want to know what we can do to fix this, that's what we are going to be talking about today. My first tip for you is to put yourself out there. And this sounds really hard and right away you're probably like oh, gee, thanks, Erin, I never thought of that before. But really, I mean people can't read minds especially over the Internet. So, in order to make something happen, unfortunately you are going to have to make it happen and I say unfortunately because I am exactly the type of the person who would roll my eyes listening to that statement just now. Here's the thing: I know I probably come off as seeming super sure of myself and outgoing but I am absolutely not. I'm very much an introvert who 99% of the time prefers to be left alone. I would stay home for the rest of my life if it was up to me but I still want to be included which puts me in a tough spot, right? I want you to invite me to things, I want you to include me in things but I probably will find a reason not to come or I'll probably find a reason to say no. Isn't that weird? Now once I'm in a social situation, I have a great time and I do enjoy talking to people and I do have fun and I do enjoy myself but I just have a lot of anxiety leading up to whatever that gathering or event might be.

Anyways, weird, right? Life is weird. My point here is to make friends and connections in this TPT world, you simply have to put yourself out there even if it feels like the least natural thing in the world to you. I have good news though. The TPT world is not the real world and it's not your typical pink collar world filled with your typical mean girls. Ninety-nine percent of the time TPT people are very approaching, friendly, inclusive people. So, I encourage you to start reaching out. When you see a bundle or a giveaway or something that makes you feel why wasn't I included in that, why didn't they ask me to do it, ask. Send a message to a person who is participating and ask how they got involved. Contact the coordinator or whoever and just say hey, I'd love to do this with you guys if you need another person next time. Keep me in mind. Or, even further, start your own bundle, recruit your own people to do these giveaways.

Now I realize that finding your TPT people is more than just participating in bundles and giveaways. So, let's talk about how to create meaningful connections and friendships in the TPT world and I will tell you right off the bat that this isn't something that's going to happen overnight but I think that there are a couple of major steps you can take that will result in true friendships over time. And my first piece of advice is to join Facebook groups and I know that sounds simple but join Facebook groups that are kind of off the beaten path. You don't have to join the huge, gigantic TPT Facebook that have been around for years and years that have tens of thousands of people because you're going to get lost in the crowd there and chances are you won't be able to zero in on the people that you want to connect with. The best types of TPT groups that I have been a part of so far are groups that combine the fact that we are both sellers but also interested in something else. So, for example, I am in a Facebook group for TPTers who are moms and having those two common connections has been so unique and has allowed me to make such connections with people in those groups that I never would've thought possible. So, it definitely goes beyond just both being TPT sellers. You need to find a way to connect on a personal level as well.

I run two School of Sellers Facebook groups. One is for sellers who are just starting out. So, if you want to find a group of people who are just like you just starting their TPT journey or still on the beginning stages of your TPT journey, then you can join the School of Sellers group for beginners and I also have a School of Sellers Facebook group for more established sellers who are looking to scale their business through talking about marketing and best practices when it comes to growing our business. Now I realize that that's kind of a broad focus for a Facebook group but I feel that the way the community is cultivated in both of those groups allows personalities to really shine and it's a safe space for you to be yourself and find others who are similar in personality.

My third piece of advice for connecting to other TPTers is to form a mastermind group or join a mastermind group. And here's a quick little rundown of a mastermind group because I think there are some common misconceptions when we talk about this. There are some major marketing gurus who lead paid mastermind groups where you have to pay literally like thousands of dollars a month or a year in order to be a part of this mastermind group and that is not what I'm talking about here. Those mastermind groups are more like group coaching situations, not a mastermind group. In the TPT world, a mastermind group is a small collection, usually four or five people, who are sellers who get together on a regular basis via video chat or Facebook chat and talk about ways to grow their business. Now that's a very basic overview of what a mastermind is and in my personal experience, I started out trying a few. I had gathered together a group at one point, I was put into a group at another point and in the end, they fizzled out because we weren't really doing much to get together regularly. We thought that just simply being in a Facebook group together would help us along and that simply didn't work.

So, here's what happened. I joined a mastermind group of people who were very serious. We all had the same level of availability, we were able to meet on a regular basis, we committed to meeting every week via video chat for an hour and a half every single week, we created an agenda for every single meeting so we knew exactly what we were going to talk about and we all committed to coming to those meetings prepared. And what started as mostly a business arrangement has evolved over the years into true friendships. So, you're probably listening to this thinking like oh, wow, Erin, great for you but how is this going to help me?

To find a mastermind group, here's what I would recommend. First of all, you have to put feelers out there. So, once you're sure of what you want in a mastermind group, I encourage you to find some Facebook groups that will allow you to post like a Google form that's kind of like an application for a mastermind group and that way you can read through the responses and really decide who is the best fit for you rather than being thrown into a situation where you feel forced to agree to a group that you don't really feel is right for you. Make a list of must-have's for your mastermind group members. I suggest finding people that don't have overlapping areas of expertise because the last thing you want to be in a mastermind group with a direct competitor. Your mastermind group should be a safe space for you to ask questions, bounce ideas of each other without the worry that someone's going to copy you or pull some shady business move. I also think on your list of must-have's, you should determine how you want that person to be available. Do you want to be able to meet weekly? If you're out of the classroom, maybe you want other mastermind members who are also out of the classroom so that you know that they will be able to commit to a weekly meeting because let's face it, teachers in the classroom are going to be much busier than teachers outside of the classroom.

And last but not least, I think it's really important to consider some personal things about the people that are going to be in your mastermind. There are some deal breakers that I would have put on my mastermind application had I gone about it this way and I don't want to get political but I refuse to be in a mastermind group with somebody who supports Donald Trump. There I said it. So, I mean I know that sounds silly but you really need to have things in mind before you start finding your mastermind group because you want it to be a lasting situation. You don't want to half-ass it and then a month later be like oh, gosh, it fizzled out again. Now what? So, once you have this list of must-have's, like I said, you could definitely put a survey out there as long as you get permission from the admins of the Facebook group. But I also encourage you to check people out on social media. Start paying attention to people whose comments you like in certain groups and who you seem to mesh well with, those people that you're like wow, I think we'd be friends in real life. You know you have those people. And then check out their social media profiles. See what they're all about and see if they still seem like an appealing person that you would want to meet with again and again and also, check out their store. Make sure that they check all the boxes for your must-have's.

And then approach them. I think the most important thing to remember is that we shouldn't assume that everybody already has a mastermind group because that's a very common mindset that I think that sellers struggle with is that we always assume that everybody is doing more than us, doing things better than us or we just assume that somebody is already doing something and that's just not the case. So, don't be afraid to put yourself out there in any of the ways that I talked about. I think having a mastermind group is such a good foundation for finding your people on TPT and it's just priceless to be able to connect with people who know exactly what you're going through because TPT as my husband always reminds me is such a strange, wonderful little world that sometimes it can be hard to connect with people as you would in real life. So, those are my tips for you guys. If you do need a place to start, like I said, the School of Sellers Facebook groups are extremely welcoming and we will take you in with open arms and you can possibly find your lifelong people right inside that group. Thanks so much for tuning in and I'll talk to you guys next week.

# Welcome to the School of Sellers

## What is the School of Sellers?

We are a group that is committed to helping teacher sellers in all stages of their business. We like to provide tips, tools, and resources that aid in building your business while making it feel doable every step of the way.

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Join our community of teacher sellers who are looking to grow their business. This is the perfect place for collaboration, marketing advice, inspiration, and support.



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