



BE MORE EFFICIENT: 5 WAYS TO MARKET YOUR JEWELRY IN LESS THAN AN HOUR A DAY

THRIVE BY DESIGN WITH TRACY MATTHEWS

"I think spending time on focused PR like reaching out to magazines, bloggers and local publication is the key to growing your audience and getting exposure on a bigger scale."

You're listening to Thrive-By-Design business marketing and lifestyle strategies for your jewelry brand to flourish and thrive. Let's get started.

Tracy: Well, hello there. It's Tracy Matthews of the Thrive by Design podcast and the CEO and Creative Director of Flourish & Thrive Academy. Today, I'm bring you episode #24 after a nice relaxing New Years Eve holiday in Vail and then Hawaii so I'm excited to be back recording again which is really exciting. I'm really excited to be here today because over the years as a designer myself and in mentoring a lot of other jewelry designers and makers who are trying to create a desired brand and do it all from start to finish. I have come to realize that one of the common denominator that we all have experience and struggle with is feeling overwhelmed with everything that we do to promote our business. So I'm excited to be here to talk a little bit more about that and how to make it easy.

What I can say from a personal and professional experience is that what typically happening when we are overwhelmed is that we start crossing off our to do list that are going to have the least amount of impact in our business or what I like to call the \$5 to \$10 an hour tasks. Honestly, I find this phenomenon fascinating like seriously fascinating because I do it something myself and have to do a revenue generating activity check at times when I'm getting stuck in that way. We often get side railed and distracted when we are overwhelmed because there is so much going and it is really hard to get clarity to focus on what's going to make an impact on our business to grow the business, help us to get more clients and to help us make sales etc. So instead what I would like you to do is to be focusing on the most highly leveraged activities every day like sales and marketing and I know one of the things that end up falling by the wayside a lot of times is the marketing piece. So we are going to talk a lot about that today.





That brings me to mention something really exciting that's going on right now over at Flourish & Thrive Academy and that is the Laying Foundation course. We are closing enrollment for Laying the Foundation Live this Friday, January 29th until 2016, we only run the course one time a year and it's happening now. The awesome thing I love about this course is that it's really the foundation of building desire for your jewelry brand. It walks you through everything you need to be doing to build a strong foundation and then to also bounce off that strong foundation everything you need to do sell your work and also market your business effectively ultimately creating this desired brand [3:00] that is full of brand advocates that are doing half the work for you which is just exciting. So I'm going to be talking about some of the strategies that we teach in Laying the Foundation on the podcast today.

We obviously go more in depth in the course because we only have limited time here on the podcast. But I wanted to share this with you especially if you are feeling overwhelmed or struggling to get to the next level in your jewelry business especially with the marketing piece. So if you are ready you can go and check it out, go on over to flourishthriveacademy.com/ltf for more information on the course curriculum and a little bit more about it offers. You can also see some amazing success stories there and if your curiosity peaks, we would love to have you join us. If not, no big deal, I just wanted to mention it because it is such an amazing course, like one of the best courses we do, probably the best course that we do, I have to be honest with you. We'll also have all the links over the show notes over at flourishthriveacademy.com/episode24.

So today's topic is all about marketing to the topic of conversation today because promoting desire for your jewelry brand efficiently is the key to building a sustainable business that continues to grow year after year. What ends up happening when you continually market, you start to build momentum and that momentum starts to build on top of each other and that creates growth. It's the stop and start that really creates the struggle and you know flat sales or decreased sales so I wanted to mention that. Also especially if you are feeling overwhelmed, you need to be probably efficient in your marketing efforts so that you are getting the most impact from the time you spend marketing in your business which I think is key that people don't think about. A lot of times people get super overwhelmed with everything that they have to do so the marketing ends up falling by the wayside and it ends up getting pushed to the end of the





day or never done and that is no good because we need to be putting our businesses out there every single day.

So today, I want to talk about five ways to market your jewelry business in less than an hour a day which is awesome. So if you think that for most of us, we are probably going to be focusing for full time in our business about eight hours a day maybe a little bit less if you are taking care of a family or maybe a little bit more if you are like me and love to work all of the time. I love my businesses so I do love to work but I do have plenty of play time. I go on lots of vacations so I do that so that I can do other things that I want, right. I am going to tell you how to market your business in less than an hour a day and this is really important for those of you who ever get overwhelmed or feel like you're focusing on the wrong things or you're not feeling like you are making any forward movement because I think this is a really important thing to consider about leveraging the most important activities.

Let's get started on some of these ways that you can market for the most efficiency. The first topic that I want to talk about is scheduling time into your day for marketing. One of the reasons why people **[6:00]** end up not doing the marketing piece is because it's not scheduled into their day or it's not part of their daily plan so it gets skipped over. It's a lot easier to be reactive to email and all of the things that are in front of you, your messy desk, developing your collection, making your pieces of jewelry, whatever it is. It's really easy to get distracted by all of those things that are coming at you and not be focusing on the forward direction of marketing so it's really important to be scheduling a time into your day.

I briefly alluded to this idea earlier but the most important thing you can do to be more efficient and keep your marketing to an hour or less is to schedule time for marketing in your calendar. Over time it will start to become a habit. It's personally my belief that the most leveraged activities should be done first thing in the morning or first thing during your workday. Here's the reason why. So even if you are more alive later in the day or you are an evening person if you focus on the most important things early in the day the chances of them falling through the cracks is highly reduced.

So if you push them off until later in the day the likelihood of the important things falling through the cracks is highly increased or highly possible. It's very possible that it will happen instead of getting it out of the way first thing.





Because stuff happens throughout the day and something you can't prevent it, you know in a small business even if we try to be planned and proactive we are always putting out even a little fire or get distracted by something because we are required to wear so many hats, right. It's important that you do this first thing in the day or schedule time throughout the day but to be regimented about the schedule and stay on track.

Promoting your business is super important in the sharing economy, I just want remind you of that. We want you to be focused daily on this promotion so that you can see the results of your momentum and your hard work. So for social media, we are going to talk about scheduling later but a good rule of thumb is to spend 10 minutes in the morning, 10 minutes at lunch, and then 10 minutes after work or before you go to bed, following up, responding to comments, commenting on other people stuff, scheduling and posting your social media posts and then we are going to talk about other types of marketing shortly.

The next step or next topic I want to talk about is to make sure you're using a marketing calendar so that you can plan in advance. You might have heard about a marketing calendar before and you might be thinking "Oh Tracy this is a new idea or concept" but what I want to ask you if you're feeling overwhelmed or you're not spending enough time marketing your business is are you using it and are you using it efficiently. So that is something that I really want you to think about if you are not using it the right way or you're not using it efficiently or it's not working for you then you need to reassess and either figure out a way that you are going to utilize your marketing calendar better or to find some sort of marketing system that works best for you. **[9:00]**

The reasons that marketing calendars work when they are well utilized is because they keep you well organized and allow you to plan for content in advance so you're not scrabbling at the last minute for ideas so this is really important. To be very truthful, you can do your day to day marketing in just an hour once you get this system down however you'll spend a few hours a month or per week writing content and planning it into your marketing calendar. There might be certain blocks of time that you spend batching content which is normal but all of that time that you spent batching your content is going to be used to put into your marketing calendar so you can schedule it and plan in advance.

So there are some ways around this like hiring someone to write for you or to create the content. I think it's an amazing option once the budget is there but





until that happens you're probably still going to need to create it yourself. I am a huge fan of outsourcing and I've been outsourcing things like content creation and social media and social media management for many, many years in both of my businesses and I think that it's one of the best investments I've made but I'm still am in there personally doing the stuff and I think it's very important that the face of the company whoever that might be is still active on the social media platform as well and in your other marketing.

This ties into the first step which is to schedule time to batch and write the contents. Maybe there is one day a week that you use as your writing day. I like to use Tuesdays as my writing day. I also record podcasts on Tuesday because that's the day where I have the biggest block of time in between my meetings in the morning and the afternoon. It makes sense. So batching on certain days or batching content on certain days is a great way to do this, in the meantime just know you need to plan in advance, utilize your marketing calendar effectively, and schedule time to focus on content.

So I want to mention one more thing about the marketing calendar and it should have everything you are working on at the moment there so let's use Valentine's Day, is coming up right, and you can insert any other holiday if you happen to be listening this episode after Valentine's Day is over, you can use Mother's Day or Father's Day or any other holiday that is coming up that you want to use to schedule marketing around. So we are going to use Valentine's Day as a focus so starting this week which is the last week of January when this is going live. You'll want to be focusing on the lead up to Valentine's Day so hopefully you have already planned on that because it's right around the corner at least for those of you in the United States who celebrate Valentine's Day.

Now you should be preparing the content so the first week of February will be focused on promoting whatever it is you are offering for your brand. You would want to schedule a blog post that maybe talks about Valentine's Day gift ideas if you have a special Valentine's Day box, you might want to talk about that, you plan your social media posts on Instagram, Pinterest and Facebook around that, you plan your email newsletter outreach which would be likely related to whatever you are offering for Valentine's Day, maybe your blog post **[12:00]** so you want to make sure you promoting and blogging about it as well. You might also try to get some outside press like reach out to a blogger to like promote whatever it is you are doing for Valentine's Day. Maybe there is other types of





PR that you want to get or do some sort of partnership with another entrepreneur, all different ways to get the word out there. I'm not going to go in depth about that. We talk more about that in *Laying the Foundation* but this is just something to think about that there is all types of way to get the word out about so you want to plan that in your marketing calendar.

So you also might want to plan out and promote any special offers or up sells you have for Valentine's Day. I'm not personally a huge fan of discounts because people end up over time getting used to discounts and not buying you at regular price however you could do an up sell like a special item that is available once they buy one piece maybe there is a discount on the second piece or you can do a prepackaged offer where you can get like a necklace and earrings for a special price just for Valentine's Day. So it's not necessarily discounted but there is a value added out there because they are sold together. Maybe you create a special gift box that is sold as a package for Valentine's Day maybe that's only available for a limited time. So you want to create some sense of urgency around your offer and this limited time or scarcity aspect because that's really important in making your promotions work for you.

The second week of February would be more of a hard push because it is right before Valentine's Day for those of you who don't know Valentine's Day is on February 14th obviously. So you want to be doing more of a hard push for the products for shipping like 2 more days left to get the pieces just in time for Valentine's Day or whatever you want to promote there. But you plan out in every channel that you are marketing and you put this all in your marketing calendar. I would definitely send out at least one to three emails this week talking about what you're doing. All of this can be planned out on your marketing calendar so you can easily reference what goes out on which dates and the swipe content that needs to be developed so that you can just hit send and schedule and make it really easy.

One other thing I want to mention I know I'm talking about Valentine's Day now and in most cases it's going to be a little too late by the time this episode airs to get any press but another thing you want to back out in your marketing calendar is press wishes so let's say you are reaching out to a national magazine for Mother's Day. Right now in January/February is the time you want to be reaching out about Mother's Day offering right about now might be more like February, you'd have to check the editorial calendars to be promoting whatever





it is that you are doing for Mother's Day. So marketing calendars can help plan your PR promotions as well which is really important. Certain PR promotions have less lead time if it's something that is digital but just to think about that in advance that the marketing calendar when used correctly can really help you plan in advance for everything that you need to do in your marketing schedule.

[15:00]

So the third step or way is to focus on marketing channels that are giving you the best impact. So if you are really overwhelmed and tight for time, it's important to get the most bang for your buck or bang for your time whatever you want to call it. The next step to keeping your marketing under an hour a day would make sure that you're focused on the most highly leveraged activities and this is why planning is important so you're focused on priorities of what needs to get done and you are crossing those off the list instead of just a long to do list.

For many of us including myself, Instagram is a huge winner from the social media standpoint. But maybe you spend a lot of time on Twitter, you know there are people who are obsessed with Twitter and you're not getting any leads or results. In that case, you might want to reassess what you are doing on Twitter and what your purpose is there and maybe focus more of your energy something like Instagram where you might get better results. This sounds like common sense but you would be surprised how many people say to me, "oh I post things on Facebook and no one's responding or I do this and that and no one is responding". Well every brand is different so every brand is going to have different results and things that work for them like I can't say that everyone is going to have great results on Instagram.

I know that a lot of designer do but to make sure that you are focusing on the marketing channels that are actually working for your brand because you know your audience better than anyone, right? The best social media channels to promote businesses in my opinion are Instagram, Pinterest and then Facebook sort of, I get referrals from Facebook but last year alone Instagram generated \$30,000 to \$40,000 in revenue for me just in this last year because people followed me. They liked what I was posting and reached out for me to design a custom or commission piece for them. It really does work. I know that there are a lot of other designers that are really growing their businesses on Instagram. It's a great way to get your outreach.





Pinterest is also great if you can connect with an influential pinner so you can get invited to a successful group board or build attraction on your pins by using promoted pins and rich pins. I'm not going to go in depth on how to do that here but you can do your research and learn how to promote pins or develop some rich pins so that you get sales directly from Pinterest and that marketing is highly leveraged activity. Personally, I do still get a lot of interest on Facebook but I have a cross promotion strategy. I do work with a lot of acquaintances who I'm connected to on Facebook. That's how I built my business and that is how I get my referral partners. So by posting regularly on my personal page on Facebook and also my business page, a lot of Facebook marketers will only say focus on the business page. I do both because it works for me. You can get a lot of leads and sales from that. Just something to think about do what works for you.

Plus I think spending time on focused PR like reaching out to magazines, bloggers [18:00] and local publication is the key to growing your audience and getting exposure on a bigger scale. You want to make sure that you are factoring that in. You can also build brand ambassadors; I briefly mentioned this earlier and cross brand with business in your same niche. Once you sort of have these brand ambassadors in place or brand advocates a lot of time these are your previous clients. They'll talk about you are doing. They'll be your fans for life. They will be just sharing what you do so that is a great place to start. You can also get brand ambassadors on board like.

For instance this works really well with the yoga jewelry business model. I think it's such an easy business model to talk about there are so many influential yoga teachers. If they are wearing your molded bracelet and they are wearing it on Instagram posting pictures, it's a great way to get tagged and to be seen if those people have a following. Also in the wedding industry, there are great ways to cross promote with other people in the niche, one of my favorite clients is actually a photographer who has done a lot of photo shoots for Robin and I at *Flourish & Thrive Academy* but her main business is wedding photography. She is posting her ring all of the time on her feed and she has already referred to me three clients so that is what a brand advocate is. I worked with her two years ago and I have already gotten three more sales out of it.

You want to be leveraging those kinds of relationships that are beneficial and so that you are developing friendships, brand advocates, brand ambassadors who





are sharing everything that you do. Think outside your niche, there is so many ways to do this, to connect with influential entrepreneurs or high profile personalities. They don't necessarily have to be celebrities so to speak but people who are visible in a certain community or niche are really important things to think about too. I could talk about this forever but you know this would be like a seven hour podcast if we did that, right. I just want to reiterate this that the possibilities are really endless and what you can. In our *Laying the Foundation* course, we are going to cover a lot of this strategies from A to Z so if you decide to check that out great.

Of course you don't want to forget to be emailing and building your email list on a continual basis which leads me to #4. Build your consumer funnel also known as your email list. So social media is great, getting blog coverage is great, getting PR coverage is great, writing your own blog post is great however there is nothing that is going to give you more of an impact from a marketing perspective than building your email list. I'll walk you through the reasons why. You don't have any control over alternative platforms like social media. So at anytime and Facebook did this a couple of years ago, the rules can change. So now when you used to post on your Facebook business page depending on the amount of followers you have and the kind of engagement you got, your post would have more reach. **[21:00]**

Now these days, it's really hard to see your post unless you pay to play or you pick up the Facebook algorithm, it's just not like it used to be so it's either you are paying the money for people to see your posts or you have to cross your finger and hope and pray that something happens and the algorithm picks up your post to make it go viral. At any time your account can be shut down, I had a friend who posted just on a regular Instagram account, she has no idea why, but they like shut down her Instagram account. You never know what can happen if you post something that they see as against their terms of service then you could be shut down no questions asked and that's not a good thing either. You don't want that.

So it doesn't matter if you have 30,000 followers on your Instagram or your Facebook page or any of these other platforms because if you don't have their contact information there is no way for you to get in touch with them if something were ever to happen. You always want to be building your email list. It's really important because if your account gets shut down all that hard work





that you put into it or something changes with the platform all of that hard work that you put into it is basically puts you back to ground zero and that's not what you want. Plus when you nurture prospects, who opt in also known as cold leads, you can nurture them to convert them into warm leads so that they start clicking on your links and then start looking at your website so that maybe they eventually turn into a hot lead. Those are considered people who actually buy from you.

One of the things that if you have the right email marketing program you can start tag people as cold, hot and warm leads so you can market more aggressively towards the hot leads and I hate to use the word aggressive but you know maybe you send them a few more emails than the people who are cold leads because you are trying to preserve the numbers on your list. There are a lot of strategies once you get into advanced email marketing that work really well. I also want to reiterate this is that your previous customers are considered hot leads and those who continue to buy from you over and over again eventually could be turned into brand advocates. You can offer them VIP membership, things to inspire them to talk about what you are doing, to share with their pieces with their friends and family that are on their social media, to tag you and spread the word about your work because in a small niche jewelry business one of the best ways to grow your business is really through building a community of brand advocates or people who are going to love and follow you throughout the course of your career. It's really, really important.

So those of you who are new to email market you can encourage previous clients and future prospects to opt into your list with an enticing offer or a free gift. So remember sign up for my mailing list is no longer enough. For Etsy users, there are integrations with mailing programs like Aweber that have integrations that you can actually use with Etsy and there are other ones on the market, I'm not going to go in depth here but you can Google and look for those. You can also give incentives for previous [24:00] purchasers to sign up by including something in a package that you send with their purchase that's really important especially for those of you who are selling on Etsy because you can put a postcard in there maybe giving them some sort of free offer if they opt into your email list or giving them some sort of gift with purchase that they purchased from your website and then you can convert them to your email list subscriber in that way.





Email marketing is a detailed process and as you start to get used to it you can add more integrations and automated funnels to make your marketing work without direct effort. This is one of the things that I love about email marketing and this really helps reduce the amount of time you spend on marketing. For instance, let's say you have an opt in that works like a quiz where your prospects answer a series of questions to identify your jewelry style. At that the end of the quiz or maybe it's a self evaluation, same thing. They might get something in return like a style guide as based on their answers. You can then automate responses with the right email software to work without any effort on your part so this automation might have a call to action that leads them to a place on your website once they get their self assessment that shows them what they can purchase that's grounded in their personal style which is super cool.

I think it's really cool if especially because it requires a one-time setup and that gets your marketing happening while you sleep which is really important. When you hear people I woke up with five orders today it's because they have email marketing automated and they have things automated on their site where their marketing is working without them. That's another way that you can learn to market in less than an hour a day.

I have already kind of plugged this already but #5 is to automate your marketing as much as possible. So the final step as I mentioned is to automate as much of the process that you can via your email marketing program or social media as scheduling tools. So user friendly email marketing programs like MailChimp are super awesome. MailChimp is one of my favorites. More lush programs like Aweber allow you to track clicks and links in a more sophisticated way so you can tag people as hot, warm, or cold leads which is really an important tool once you get into more advanced marketing.

You can automate things like customer follow up sequences after they purchase so you can send a five email nurture sequence to follow up once they purchased. It's really a great way to sort of build fan base and build advocates you can automatically check in with them post purchase to see how they are enjoying the piece that's another way to follow up. You can automate responses to customer service inquiries and tell them when you are going to be following up them. You can also funnel them into another nurture sequence to turn them from prospects into clients. You can also template responses for email responses so when you are replying to customer service inquiries live you have something ready to go





and you are not reinventing the wheels so that is like a semi-automated but if you have sort of canned responses that you can customize to each customer experience that makes the process a lot easier for follow up. [27:00]

Another way to automate is by automating and scheduling most of your social media posts like using tools like Edgar or Hootsuite, Schedugram, Buffer, Tailwind for Small Business and the list goes on, there is a bunch of scheduling tools that you can look into. One of the things that I really like about a company like Edgar though is that you can repurpose content so you have one - you write the content once and you can schedule it multiple times and it's pretty cool. It goes into a library and it automatically goes out which is very awesome. They all have different benefits, make sure you check them out and see if they are useful for you and many of the different programs that I mentioned cover different social media platforms.

I have yet to find one that sort of covers everything personally but some day we will have one that covers Instagram, Pinterest, Facebook, Twitter like all of it that would be cool. You can also schedule posts directly on your Facebook business page which I think is important. Facebook pays more attention to authentic content or contents that is posted directly to Facebook so you definitely want to be posting things right on the Facebook page instead of scheduling those because they don't get as much importance if you want to increase your engagement and conversion rate. This is a great way to shorten your response time so that you keep your marketing under an hour, all of these.

I just wanted to recap some of the things we spoke about. We spoke about scheduling time into your day for marketing preferably at the beginning of the day and then using short ten minute sprints to do your engagement, follow up and commenting. The next step is to use your marketing calendar and plan your content in advance. It's really important to help shorten the amount of time you are spending on a daily basis on your marketing. The third step is to focus on marketing channels that are giving you them best impact. So ditch anything that is not working or only automate that stuff and recycle content. You don't need to be spending hours on Twitter a day. It's probably and maybe it is for you probably not going to give you the most impact. Then step four was to build your direct consumer funnel also known as your email list, super important to be building fans right on your website or right in your mailing program. Finally, step





five is to automate as much of your marketing as you possibly can while still keeping it an genuine experience, really important.

So Robin and I go much more in depth on this all in our *Laying the Foundation* course, of course which I mentioned earlier in the podcast. So you can check out more about the course curriculum over at flourishthriveacademy.com/ltf.

One of the things I love about marketing is your ability to create desire for your jewelry brand. This year, we spent a lot of time redeveloping content in the perspective of helping you really stand out amongst the sea of millions in the saturated jewelry market because there are a lot of jewelry designers out there. I've heard the phrase often throw a rock and there is another jewelry designer. I think my friend, Melissa Joy Manning, may have actually said that once and I borrowed it from her and I'm using it. [30:00] But your jewelry business is still viable regardless of the market that you are in. Really what makes you stand out is your ability to take action and to focus on the things that really differentiate you from other people in the market which is really important. The other way is to really develop an emotional connection with your audience and build a base of brand advocates who are also your dream clients because at the end of the day the most important thing you can do is build desire for your brand and to make something that is aspirational that people want, that people really desire to wear on their body and to share with other people that is the most important thing.

In *Laying the Foundation*, I just wanted to cover this really quickly. It's a four module course. It runs over eight weeks because there is a lot content. We have implementation weeks between each module. Module one is all about building and growing brand desire and we cover all the foundational aspects of building a business including your desired sharing proposition, finding your dream clients and creating goals, your road map and finding the right fit so that you are really working in the right business model that is right for you. I know a lot people end barking up the wrong tree. A lot of designers and makers try to run their business in a certain way that might not be a right fit for them. So we give you an evaluation model so you can take a look at all the different ways that you can promote and sell jewelry in your business. You can decide what works best for you. Then it's all about setting the framework so that you're in the right head space so that you can really get your business to the next level.

The next module is about creating desirable collections that sell for your right price. I love this module; it's one of my favorites. It's all about standing out from





a design perspective creating your point of view, pricing your jewelry in the right way, developing brand and assets that are going to make you stand out and make you shine as a designer and differentiate yourself from the rest of the jewelry designers out there, super awesome. We have gone way in depth with the pricing module this time. We have two videos that discuss different pricing options because I have to say this, I have said this many times. There is no one way to price your jewelry; it's finding the right way to price your jewelry. For some people it might be having a really low markup. For other people it might be having a super high mark up. It really depends on how you are getting out there and what type of jewelry that you design, super important to consider all of the aspects of that.

Module three is all about the sharing economy and building momentum in effortless sale cycles. This is really, really important because sales at the end of the day isn't really just about sharing what you are doing. It doesn't have to be something that's icky or freaky and freaks you out and makes you want you to hide under a rock because you don't want to promote what you are doing. It's all about sharing your brilliance basically and inspiring people to want to buy what you are doing.

Finally the final module is all about promoting desire, **[33:00]** efficient PR and marketing because the sales and marketing piece really go hand in hand. They are quite different though. Promoting is a lot about what we talked about in this module. But it's about building effective promotional sale systems. It's about do it yourself PR that is affordable but also efficient that is going to give you maximum impact and it's truly by belief that you don't necessarily have to invest in a super expensive PR firm to have successful PR. I did my PR in-house for most of my career. For the 11 years that I had my wholesale business, we got our best PR when we did it in-house. It's really more about building relationships and knowing what to be focusing on and being patient with the process. We give you strategies for short term PR and marketing and long term PR strategies and everything in between so that you are getting the most out of growing your business and that you are building momentum so that you are building this base of brand advocates.

So I hope that you will go and check it out. I just wanted to share a little bit about the course with you because I think it is such a valuable asset to you. The designers and makers who are really take their business to the next level. It





doesn't matter if you are just starting out or you've been in business for years if you are struggling with building momentum all this information that we are going to be presenting to you is going to be things that are really going to help you grow and expand your business. So you can check that over at flourishthriveacademy.com/ltf. We'll also have a link in the show notes which is over at flourishthriveacademy.com/episode24.

So I wanted to thank you again for listening in today. I really hope that some of these marketing strategies are useful to help you maximize your time marketing everyday and that you are only spending you know an hour, maybe a little bit more. I spend more than an hour marketing my business but I'm really passionate about it. If you are feeling overwhelmed, an hour is good enough go for it. It's really my pleasure to be here and I'm so excited to be presenting you this podcast every week now. So if you like the Thrive by Design podcast, we would love to hear from you. We would be so honored if you would subscribe to the podcast, if you rate the podcast and also review it to tell us what you think. Your ratings and reviews really help us know what's working so that we can bring the best most valuable jewelry business information to you every single week.

Thanks so much for listening. Remember you can pop on over to flourishthriveacademy.com/episode24, check out the show notes and make sure that you check out Laying the Foundation. Thanks again and until next time this is Tracy Matthews, bye bye.

