



ADVICE FROM MARIE FORLEO OF B-SCHOOL THRIVE BY DESIGN WITH TRACY MATTHEWS

"I want everyone to write this down. If you have a pen write it down now. If you're talking to everybody you're talking to nobody." - Marie Forleo

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: Welcome to the Thrive By Design podcast. I am Tracy Matthews of Flourish and Thrive Academy and I'm very excited to be here today to bring you some great advice and insights from an amazing woman that I think so highly of. So I'm really excited for this episode today. So before we dive in and I reveal who our guest is I wanted to tell you a little bit about my experience working with this woman who I consider one of my mentors. She helped me rebuild my business after a business failure and by implementing the techniques that she taught me I was able to grow my jewelry business from complete business failure and bankruptcy all the way to about thirty thousand dollars in profits in just a very short period of time; about an eighteen month period which was very exciting for me.

I was at an all time low in my career and really was down and out on myself and I did not feel great about myself. So this was a really amazing experience that I had implementing her techniques and also learning how to start over and start a business online that was successful and that was really getting me the exposure that I needed to elevate my brand to grow a following of brand advocates for my custom jewelry business. So without further adieu I'm going to reveal the guest. I interviewed Marie Forleo for this really special encore presentation of the podcast.

I'm very excited to share this interview with you today because Marie has just announced that she's opened enrollment for B-School for 2016. Now B-School is one of the premier online education courses to teach you how to build a brand that people are talking about and I know we teach a lot of business skills over here at Flourish and Thrive Academy but Marie really goes in depth about how to build your business online. So it's specifically about the online aspect where we focus on all different kinds of aspects of building your jewelry business. Hers is specifically online so it's a really great





training about creating an amazing website presence, about funneling people through your website to get them to buy, and so many other things that are really, really valuable that I think you are going to really enjoy.

Marie's going to talk you through some of the most amazing things that she's taught me and some of the questions and aha's that I've learned throughout my time working with her and how I grew my business so quickly. So if you want to check out B-School I'm going to announce [3:00] it now. You can go over to www.flourishthriveacademy.com/bschool2016. That's www.flourishthriveacademy.com/bschool2016 and you can also check out in the show notes I've announced some amazing bonuses if you decide to sign up for B-School and check it out and you decide to sign up through the Flourish and Thrive Academy link. So go check that out, check out B-School, check out what Marie has to say, and without further adieu I would love for you to hear the brilliance that is Marie Forleo. So here we go. Let's dive right in.

Alright I'm beyond thrilled today to be here interviewing my online business mentor and guru Marie Forleo. Yay!!

Marie: Thank you so much for having me Tracy. It's an honor to be with you.

Tracy: Some of you may or may have not heard me talk about Marie before because before; actually after implementing some of the techniques I learned in her B-School program my second jewelry business exploded and I'm happy to say that I'm currently working on a waiting list of clients for my jewelry business which is super exciting and I'm forever grateful for Marie's brilliance and wisdom in helping me get there. So Marie once again thank you so much for being here.

Marie: Absolutely. Wow I'm ready to rock n roll.

Tracy: Yeah so I just want to give a brief intro before we get started for people who are just learning about you. Is that cool?

Marie: Of course.

Tracy: Alright so Marie was named by Oprah as a thought leader for the next generation and one of Inc's 500 Fastest Growing Companies of 2014. Her mission is to help you realize your greatest potential and to





use your unique talents to change the world. She reaches over 275,000 readers in 193 countries worldwide and leads dynamic training programs that teach individuals to succeed in business and life. She's the creator of the award winning show "Marie TV" and has been featured in Entrepreneur Magazine, Fast Company, Glamour Magazine, Self Magazine, Forbes Magazine, and the New York Times amongst others.

Marie has been interviewed by Tony Robbins as one of the world's leading lifestyle and online marketing experts and mentored young business owners at Richard Branson Center for Entrepreneurship in South Africa. Her best-selling book "Make Every Man Want You." How to be so irresistible you barely keep from dating yourself is published in thirteen languages. Through her "Change Your Life, Change the World Initiative" each for profit training program is tied to a nonprofit partner who supports women, the environment, and entrepreneurship. With loving yet wisecracking advice Marie inspires a global community to take charge of their success and happiness by boosting their business skills and shedding BS excuses and injecting massive amounts of fun into each day.

Wow I read that and I'm like you have the most impressive business and life. It's so awesome to have you here. Thanks Marie.

Marie: Awe thank you and you know those words yes thank you for that and I'm also a really big goof ball and I am so far from perfect. I just want to say that too. I got my bad days, things go wrong. The you know what hits the fan so.

Tracy: Absolutely. [6:00]

Marie: Those accolades it's been a long time that I've been doing this but I just wanted to share that as well because it's not always so glossy and nothing is perfect.

Tracy: That's right. You know behind the scenes there's always a lot of work involved and you work hard. We know that. Before we get started because I know about you because I've been kind of like following you for a long time and you've been; I've been part of your community. So tell me a little bit more about your background and why you're so passionate about helping entrepreneurs grow their businesses online.





Marie: I started out Tracy on the New York Stock Exchange on Wall Street and that was my first gig out of college and the only things I knew at that time was that I was very passionate. I've always loved money. I've always wanted to make a lot of money. Not because I'm materialistic but because I always saw money as a way to remove stress and to heal things. To heal issues in the world that I want to help heal, to take care of family, to take care of people that I care about. It's never been about shoes. Not that shoes are bad. Shoes are awesome. It's just not the thing that I'm the most passionate about and I was always very creative as well. I wanted to be an animator for Disney when I was little. I also wanted to be a fashion designer.

I bounced around a bit after college like many of us do trying to find that thing that I was meant to do in the world and I worked in the magazine industry for Conde Nast and I stumbled upon an industry which was new at the time called "Life Coaching" and this was when I was at the ripe old age of twenty-three and I remember at that time rolling my eyes thinking about how ridiculous it was. Who was going to hire a twenty-three year old Life Coach. Who did I think I was and at the same time I was like oh my God this is amazing. It feels like it taps into my natural abilities.

By the way I live in New York City and you'll probably hear a little siren which is totally cool and it just went past okay we bless it and we hope everyone's fine.

Tracy: Yeah there are sirens probably going to be running out my door too so you're in good company.

Marie: The best. So anyway so my fork in the road came for many of us it does if we've ever worked corporate jobs where I had this job offer to go to Vogue Magazine and that's an amazing offer. Best fashion magazine in the world and then I had this other voice calling me like no do this coaching thing, do your own business. Is this really what you want to do and it sounded scary and I didn't know what the heck I was doing. I had never grown a business before and even though I went to school for finance that wasn't entrepreneurship. No one teaches you about this stuff.

Tracy: Mm-hmm (affirmative).





Marie: I am not a trust fund person. Not that those people are bad. I just didn't have financial resources. In fact I was like tens of thousands of dollars in debt but something in my heart told me I needed to do my own thing. So I didn't take that job offer for Vogue and I quit my full-time job, gave up the health benefits, all that jazz and I started bartending at night and doing assistant jobs and working on the side whatever I could do to keep a roof over my head and to pay my bills while I figured out how to grow this coaching business and it was interesting because this was back in like '99, 2000 when the internet believe it or not was still relatively new right.

Tracy: Right.

Marie: It was like there wasn't a lot of stuff happening online back then. Nowhere near where we are now so [9:00] I had to figure out how to grow my own business and because I was so insecure about my age I actually used the internet to mask my age as a life coach and I didn't lie. I just never told anyone how old I was and I had to figure out how to get clients and I had to figure out how to provide for myself and build this business and as I was going out on my journey and trying to educate about marketing like what is online marketing? How does this happen? How do I do this whole thing?

I was going to a lot of seminars; I was buying a lot of products, reading a lot of books. I mean everything I could do to learn and here's the thing Tracy most of the places that I went, most of the internet marketing seminars at that time and I love men by the way but it was like 99.9% men.

Tracy: Right.

Marie: It felt like the same thing when I was on the floor with Stock Exchange and the way that they would all talk about business and customers felt so soulless from the design aspect of it, from the aesthetic. It was just like oh my God this is so gross I can't even take looking at this stuff. There was highlighter's all over the place and arrows and the way that people would talk about customers like they were nothing more than a number on a spreadsheet.

Tracy: Mm-hmm (affirmative).





Marie: You want to extract as much profit as possible. It just didn't sit right with me and at the same time I was meeting a lot of women. I was talking to a lot of people and I noticed so many of my friends wanted to do their own things but they had no clue about business just like I used to have no clue about business. But over the years I gained a lot of experience and a lot of knowledge. I had experience in the fitness industry so I learned how to market and sell fitness classes, dance classes, dance workshops. I pitched and sold things to Nike. I had a whole streak with them. I mean there was a lot of things where I was kind of testing out my marketing chops using all these skills I was building and eventually it go to the point where I realized. I was like gosh there's this huge open whole in the market.

Nobody is teaching conscious, big-hearted, creative people how to do business in a modern way online and do it with soul, with integrity, with creativity, and in a way that actually feels good; where you're proud of your business. I noticed a lot of women were scared of marketing. They thought it was icky. They thought it was too salesy, too pushy, scammy.

Tracy: Right.

Marie: And that was killing their ability to make money which again remember I said is one of my favorite topics in the world is teaching people how to make more money and so I really saw this opportunity to help people because I hate seeing people in pain, I hate seeing suffering, and I love teaching people how to become more capable and more confident. It ties back to my life coaching roots. So that's really why I get so passionate about helping people and to be honest now more than ever I was watching the State of the Union Address the other night and again regardless of your political affiliations I think there's a lot of trouble in politics on both and every side of every isle.

Tracy: Right.

Marie: But when the President was talking about its 2015. It's time that we give women equal pay especially for us.

Tracy: Mm-hmm (affirmative).





Marie: We have to learn how to take care of our own economy so that we can take care of ourselves and our families and communities in a way that's aligned with our values.

Tracy: Right.

Marie: And that expresses [12:00] our vision for the kind of world that we want to live in. So that's my big why. I want to see that happen in our lifetime and I want to do everything I can to empower people with tools to make it happen for themselves.

Tracy: That's amazing. I mean I love what you said about women not only having to be able to make it for themselves but you know a lot of the women in our community have to; really need to make their businesses work in order to contribute to their families because it's just how it is these days.

Marie: Yes.

Tracy: And not everyone can just be taking care of by a husband or a partner.

Marie: Well can I tell you.

Tracy: Yeah.

Marie: That most of the women in my world, friends, people in my company, people that I know peripherally so many women are the primary bread winners these days.

Tracy: Right I know.

Marie: And it's not just them and their husband. It's their kids and child care.

Tracy: Mm-hmm (affirmative).

Marie: And education. So this really hits home for me because I have it so much in my personal life in terms of women that I know and I love as friends and I'm constantly trying to help everyone I know say look you can do this. You can make this happen, you do not have to sacrifice your values. You don't have to build your business in a way





that is not aligned with your highest integrity and it can work brilliantly. So those are my big whys.

Tracy: I love that. So I want to get right in to some actionable tips if that's cool. So one of the biggest mistakes designers make when they're trying to sell and market to everyone is that they're trying to sell and market to everyone. So as a result they're really confused about why their sales are so low. So why is marketing to everyone a mistake and how can getting more specific really help them with sales?

Marie: Okay.

Tracy: This is such a big one in our community and I'm so glad to hear your advice.

Marie: Yes. I want everyone to write this down. If you have a pen write it down now. If you're talking to everybody you're talking to nobody. Write that down. If you're talking to everybody you're talking to nobody. What that means is this nobody wants anything that's (13:55 unclear) everybody wants to feel understood. They want to feel like they're an individual. They're unique with their own quirks, their own kind of personality facets.

Tracy: Mm-hmm (affirmative).

Marie: You know Peter Drucker he's a famous business author and a management guru and he says the aim of marketing is to know and understand your customers so well that the product or service fits her and sells itself and he said it.

Tracy: Right.

Marie: So the whole goal of getting specific is you want your customer to feel completely and totally understood. You want them to have that thought oh my goodness I haven't had someone understand me like this.

Tracy: Mm-hmm (affirmative).

Marie: My whole freaking life and that doesn't have to be explicit. I mean I know this when I see a piece of jewelry that speaks to me.





Tracy: Right.

Marie: I'm all like they just literally took a fantasy that I had in my head and they made a piece of jewelry. They made it manifest. This is me. This speaks to me. This helps me express who I am in the world. It's not going to be right for everybody but if you think about it no product or service ever is and when we try and be for everyone we bland ourselves out.

Tracy: Mm-hmm (affirmative).

Marie: We round off our edges, we shave off the things that make us unique, and [15:00] in the process of doing that we become like everyone else. We become mediocre.

Tracy: Right.

Marie: In the middle, we're part of the crowd and no one freaking cares because it looks like every other piece of crap on the market.

Tracy: Absolutely. It's like and also I feel like the energy around it is just draining.

Marie: Yes.

Tracy: Because you're trying so hard and when you're getting more specific it's like energizing. It's like the opposite energy.

Marie: It is energizing and the thing that people; I hear this all the time. It's like well but my product is for everyone or I don't want to limit myself.

Tracy: No.

Marie: I don't want to limit my customer base. I don't want to turn people away or turn people off and ironically the exact opposite is true. When you get specific about the type of people that you want to reach, when you're clear, when you're willing to take a stand for something, when you're willing to be more edgy in your designs or just more expressive and true to what you really want to put out there you are going to attract raving fans. There's seven billion





people on the planet. It's nearly impossible to niche yourself out of a hugely successful business.

Tracy: I know, I know. It's so true. So this kind of ties into the next thing I want to talk about which is value. So many of the jewelry designers I've worked with struggle so much with talking about themselves and communicating not only their story but the value their products provide. Do you have any insights or examples of how an emerging designer can communicate value to their clients especially with jewelry?

Marie: Yes so we said this before and I want to say it again and expand on it. You've got to take a stand for something. You've got to express your values and your vision on your site.

Tracy: Mm-hmm (affirmative).

Marie: So away from jewelry for a minute because sometimes it's easier to see examples.

Tracy: Right.

Marie: That are right next to us. You know last night I was checking out an article about a woman who started a company. It's called "Knock Knock." You've probably seen their stuff. She has these little note pads and little things that are kind of sassy.

Tracy: Mm-hmm (affirmative).

Marie: You know like things they're just little gift items and they sometimes have curse words on them and they're like these certain to-do lists and they're very edgy. They have such a unique voice and she's got millions of customers. She was writing this blog post about oh my God one of her designs. It's like they've reached a million in sales. It was the first company that did that right.

Tracy: Wow.

Marie: Yeah and it's this whole idea of you have to take a stand for something. She takes such a strong stand for not editing down the sassiness of her voice. She takes such a strong stand for not having





bland just like inspirational sayings on a notebook or on a journal. It actually has a point of view. It says something.

Tracy: Mm-hmm (affirmative).

Marie: And I think another great example for people to check out is a company called “Artifact Uprising.” They actually do physical prints of your Instagram or your photos but they do it in such an artful way.

Tracy: Mm-hmm (affirmative).

Marie: If you go to that company’s website you’ll see. They communicate such value because they tell you about how they stand for eco friendly printing.

Tracy: Mm-hmm (affirmative).

Marie: Where everything is sourced from. Why it’s so important to have physical [18:00] objects in your life when we are in such a digital world. So you have to realize that by you talking about your world view, by what you stand for you communicate value and there’s another thing that I see happening today Tracy. I don’t know if you notice it as well but I see a lot of the world towards simplifying especially towards the markets that we’re trying to reach right.

Tracy: Mm-hmm (affirmative) right.

Marie: People don’t want a ton of crap anymore.

Tracy: Nope.

Marie: They want things that are higher quality. That are made with care and consciousness and they’re often willing to pay more for that.

Tracy: Yeah.

Marie: But how do you communicate care and consciousness? By telling your story.

Tracy: Absolutely.





Marie: Actually using words and pictures that demonstrate what you take a stand for. By having messaging all over your site about why you make the things that you make, what's important to you, the kind of vendor's you use, how you treat them as a customer, how you value them as a customer, and so this is a lot of stuff that.

Tracy: Mm-hmm (affirmative).

Marie: You know that I teach which you're brilliant at.

Tracy: Yes.

Marie: You've done such a good job right at communicating your value.

Tracy: Thank you.

Marie: Those are just some ideas about how you can do it and again it's not so much about oh my God look at how much I'm worth. It's like look at how much care you're taking of the people that you're serving.

Tracy: Right.

Marie: What are you taking a stand for in the world?

Tracy: Love that. I love what you said about that. I think one of the biggest converting things that I've done on my website is I have a video on the homepage that talks about my story and how my mother passed away and why I'm so passionate about heirloom redesign and I get inquiries every week about it and that honestly I had a friend look at the video who was a new friend before and he didn't really know me yet and he went to my website and looked at it and he's like oh my God your video, your story. I was freaking out and I was like now that's good marketing and he kind of like was taken aback a little bit and I'm like no it's my story. It's true and it's like the truth and like sort of why I'm doing this whole business.

Marie: Yeah.

Tracy: But it hooked him.

Marie: Yes.





- Tracy: And he's not even my client.
- Marie: Right. That's exactly right but that's powerful demonstration of your value. It ties back to your heart, it ties back to your story, and that's how things spread. Even if he's not your "ideal client" he's going to remember you and maybe be at that dinner party or that cocktail party and someone's like gosh I'm looking for this custom made piece of jewelry and he's going to think of you and share your name.
- Tracy: Right.
- Marie: And share your site.
- Tracy: Absolutely. Alright so thank you so much for that insight. It's like something that the designers struggle with so much so I know that this is going to be really useful. So on another topic we've really encouraged designers to brand themselves as their own entity or on their own as an entity on their own and one of these steps is having a branded website. However many designers build their site and when they build it they just expect people to show up. Then they're disappointed because they have no sales. So what are some of the best ways for a jewelry designer or a product based business to drive traffic to their website?
- Marie: This is a great question Tracy and I just want to say this isn't just product based businesses or jewelry designers I think all of us at some point have built something maybe online and it's like the field of dreams right.
- Tracy: Right.
- Marie: If you build it they will come and that just doesn't happen.
- Tracy: Nope. [21:00]
- Marie: Here's the most important thing for all of us to remember. There is no one magic bullet for traffic.
- Tracy: No.





Marie: Or for; and for jewelry designers or any small business. You have to use a number of different methods and then you've got to pay attention to what works for you and what doesn't.

Tracy: Mm-hmm (affirmative).

Marie: And continue to evolve your game plan and you're going to do what I call you're going to create this snowball effect. It's taking a bunch of small traffic building actions over time and pretty soon you're going to hit this little snowball size where it's going to start to gain momentum and it's going to roll down the hill all on its own.

Tracy: Right.

Marie: That's what I mean by the "snowball effect." So for example if you're into social media; if you love Pinterest, if you love Instagram or even Facebook and you consistently share great photos of your product.

Tracy: Mm-hmm (affirmative).

Marie: Or things that influence your design or your aesthetic that can help drive traffic. If you write great content on your site that speaks to your ideal customers and you make it SEO friendly that's going to help pull traffic back into your site. Let's say that you're out and about and you're looking for places to write about you. Maybe there's a local blog or a national blog or an international blog that reaches your ideal customers and you know what they do a little profile on you or one of your pieces or the story behind your business. That's going to help drive traffic.

Tracy: Mm-hmm (affirmative).

Marie: And then of course probably one of my favorite things which I know that you do. When you create an outstanding customer experience and you start to have raving fans.

Tracy: Mm-hmm (affirmative).

Marie: That spread the word for you. That creates traffic.

Tracy: Right.





- Marie: So all of these things together and they're going to be different for different people like some people are amazing at Instagram and some people suck at it.
- Tracy: Mm-hmm (affirmative).
- Marie: And that's okay.
- Tracy: Yep.
- Marie: You've got to pick and choose the methods where you can really flex your strong muscles whether it's copywriting, whether it's being interviewed, whether it's storytelling, whether it's photography or some combination you do all those things together and you're going to start to see that traffic come to you.
- Tracy: Awesome. Thank you so much for that. I think people are like oh well if I just; if I just SEO and then I wait it has to be everything and I can tell you there are a few designers in our community in fact a few of them have also taken B-School who are so good at Instagram that they run their businesses like seriously fully based on their Instagram sales. It's like nuts. I'm like don't knock certain social media platforms. If you have the right following and you're doing it the right way it can really drive tons of traffic so.
- Marie: Yeah exactly and that does come back to understanding the underpinnings of marketing.
- Tracy: Mm-hmm (affirmative).
- Marie: Understanding how you want to pull people in.
- Tracy: Right.
- Marie: How you want to talk to them and the copy that you want to write and there's lots of different ways to do it and the other thing too while you want to do a good handful of things you don't have to do fifty things. If you chose three or four or even two or three.
- Tracy: Mm-hmm (affirmative).
- Marie: You just killed it you would do awesome.





Tracy: Awesome yeah. Okay so let's say we get all these people to our website right because we're doing all these awesome techniques. Do you have [24:00] any top strategies to kind of move them through the sale and get them to buy?

Marie: Yes. So for product based businesses like jewelry I do think great images are a must. Every brand is different. Whether you want to show your products just on simple light, you want to show it on a model, or in some other environment I really, really believe that especially in this day and age again with social and especially things like Pinterest and Instagram being so visually driven.

Tracy: Mm-hmm (affirmative).

Marie: You've got to have great product shots and that doesn't mean expensive. I've seen so many "Do it Yourself" courses, I've seen tutorials on You Tube about lighting. You just got to take the time to learn how to get it right and then kill it. The second thing that you want to do is you want to communicate scarcity or urgency.

Tracy: Mm-hmm (affirmative).

Marie: If you genuinely can. So looking at Amazon which I know is a huge business but we can always take lessons if we're keen enough to keep our eyes open for it. One thing they let you know is they say oh get it now. There's only three more in stock. So if something is limited edition.

Tracy: Right.

Marie: Or if something is about to sell out let people know about it because it helps get them off the fence.

Tracy: Right.

Marie: And again a lot of us forget. There's actually built in scarcity meaning sure you may be able to produce more but if it hits out of stock people have to wait and they hate waiting.

Tracy: Yep.





Marie: So if there is genuine scarcity or urgency make sure you communicate that and then the final thing is ask yourself how can you remove fear or concern or confusion? So in other words make your buyers feel safe from buying from you. Make sure people know exactly what your stuff is made of because a lot of people have allergies or they're just super picky about what they're wearing.

Tracy: Right.

Marie: And make sure your return policy is clear. A confused mind always says no so if there's any confusion about what interacting with your company or what buying your product means for the end user they're going to click away.

Tracy: Absolutely. Yeah so I love that advice and I think the return policy is a really big thing because people are like oh well this is a designer I've never heard of and especially if you're starting out. You want to give people confidence to buy from you that they're not going to get screwed over or something.

Marie: Absolutely and most of us tend to under communicate in that respect.

Tracy: Mm-hmm (affirmative).

Marie: So if you take the time to really put yourself in your ideal customers shoes and understand her fears and concerns about doing business with you when you address all those upfront with kindness and compassion and some personality and some humor.

Tracy: Mm-hmm (affirmative).

Marie: People feel safe if they know you're a real person, they know how to get in touch with you, they're clear on your policies and procedures they're going to be like oh this is great.

Tracy: I still have a few more questions for you do you have time?

Marie: Yes go for it.

Tracy: Okay perfect. So since jewelry designers are creating a product that's so close to their heart. Oh my God we just did a whole webinar





on this yesterday. Often times there's a huge drive towards perfectionism that's tied into an innate fear that keeps them a little paralyzed from taking action in their business. This is a huge thing. I've totally faced this myself. Do you have advice to help them [27:00] just go for it and stop stalling?

Marie: Yes. So here is the truth. When most of us are starting out right or even if we've been doing it for a while and we're kind of coming up with a new collection or we're going in a new direction our vision for our product is usually far beyond.

Tracy: Right.

Marie: Our capability to bring it to life. So there's a little bit of this lag time between what we actually produced in our taste level. "Hourglass" did this great video on this and I totally believe this idea to be true. I know when I first started out how I wanted my business and my products to look and feel and how I wanted my customers to experience them.

Tracy: Mm-hmm (affirmative).

Marie: From the branding to the design to everything I was like gosh my vision is all the way up here but I can't quite find the talent. I can't get it to match that quite yet. So here's the thing the only way you're ever going to get that vision and the actual product you produced to get close to matching is if you get going. You have got to go for progress not perfection.

Tracy: Yes. Go for progress not perfection.

Marie: Perfection I mean #progressnotperfection. That's actually our whole vision for B-School this year and for a lot of stuff that we're doing in our company.

Tracy: Oh my God that's awesome.

Marie: And the truth is this perfection is a silly standard because honestly it's unattainable. What does that even mean?

Tracy: I know.





Marie: And it's actually the lowest standard because it's really no standard because you can't really reach it or define it. So if you spend all of your time stressed out about perfection you're not serving others and you're not moving ahead. So if you just go with #progressnotperfection, start before your ready, just get things out there. Know that your business will be a constant process of evolution and that's awesome. I would much rather have people start shipping things and giving their best. Not putting out shoddy quality but you give it your best and then you evolve. You iterate over time.

Tracy: I love this. I'm writing this down progress not perfection.

Marie: Yes.

Tracy: And I'm going to totally start using it now. Love it. So that's amazing advice because I love what you always say about start before your ready because it's so true. It's like you just have to go for it. When I was reinventing myself my website sucked and I still went for it. People were still buying three thousand dollar pieces from me because it was me; not because I had the most amazing website.

Marie: Yes.

Tracy: And when I could I fixed it up and made it better and now it's more in my vision but I started before I was ready then and you always have to so.

Marie: Yes absolutely.

Tracy: So there's a lot of different ways designers might sell jewelry. They might wholesale their work to stores, they might sell on their website, or on Etsy. They might also be selling in person at like a craft show or their own retail location. So how can designers of any business model use the internet to grow their business?

Marie: I love this question because we all know this right.

Tracy: Mm-hmm (affirmative).

Marie: I mean the internet gives you access should you so choose to billions of people around the world.

Tracy: Mm-hmm (affirmative).





Marie: And all any of us need as a small business owner is a tiny portion.

Tracy: Right.

Marie: Of those people to be our [30:00] raving fans.

Tracy: So true.

Marie: And we can have an amazing, beautiful, sustainable, profitable business for life and here's the deal no matter what business model you currently have every business owner has to build their own direct relationship with their customers and fans and by having a smart and strategic online presence and being a savvy modern marketer this is the best way to protect yourself and your business and here's the reason why. Your direct relationship with your customers is the most powerful asset that you have in your business because if retailers decide to change their terms or not carry your line anymore.

Tracy: Mm-hmm (affirmative).

Marie: Or Etsy goes away or they change their terms.

Tracy: Mm-hmm (affirmative).

Marie: And all of a sudden you can't reach the people that you were reaching.

Tracy: Right.

Marie: You're screwed.

Tracy: Yes.

Marie: So no matter what model you're going after and I tell this to people across every industry. You can see it very, very clearly in terms of entertainment.

Tracy: Mm-hmm (affirmative).





Marie: In terms of artist's right. You see Beyonce she just dropped her album and went straight for her people. She didn't tell anybody else about it. You see Louis C.K. sidestepped HBO right.

Tracy: Yep.

Marie: And some of the major networks and he put his comedy show right online. Your direct relationship with your fans, your prospects, your clients is the most vital thing that you have and in today's digital world understanding how to keep that relationship alive using technology, using the internet is the most powerful asset we have to make sure we stay in charge of our business and to make sure it stays alive and viable long term.

Tracy: Oh such great advice. Thank you so much Marie. So finally I just have to talk about B-School. So I am one of the biggest fans of B-School obviously because after my first business failed B-School was one of the tools that I used to ramp up my new business very quickly in a super short period of time. So I'd love for you to tell the designers a little bit more about your B-School program and I heard there's some exciting changes coming up.

Marie: Yes and first of all before we go there thank you so much for what you shared. You know this and I've known you for years. B-School has become the heart and soul of our company.

Tracy: Yeah.

Marie: We love it so much. We spend all year in it and B-School all it is is an eight week interactive video based training program and it's designed to teach smart and effective online marketing strategies to business owners who want more sales and more impact from their online presence and I know so many small business owners when they think about going online or bringing their business online or how to even make their business more effective online.

Tracy: Mm-hmm (affirmative).

Marie: It just feels overwhelming. You're like what the hell do I do first.

Tracy: Yeah.





Marie: And there's a million things and all these shiny objects and so how does it all fit together and one of my gifts in life is taking sometimes that are overwhelming or complex breaking them down, putting them into a structure where people can go okay I can do this first and then I do this second and then I do this third. That's just one of my gifts on the planet. So whether you're a brand new business owner or you're experienced [33:00] and you want to take it up a notch. B-School is really designed to challenge you to execute at your highest level and over the past five and a half years of doing this it does change people's lives.

Tracy: Yes.

Marie: Even more than their businesses almost like nothing I've ever seen. So if you're willing to do the work because it is work.

Tracy: Mm-hmm (affirmative).

Marie: It will give you the confidence and the capabilities to take control of your business and your financial future and that's really what it's about and what I'm proud of Tracy is this will be our sixth year running B-School.

Tracy: Mm-hmm (affirmative).

Marie: We have thousands of successful graduates across dozens and dozens and dozens of industries including jewelry designers, including product based businesses in 111 countries worldwide and you know this because you've been through the program.

Tracy: Mm-hmm (affirmative).

Marie: It's not some hodge podge of tactics. It is a proven road tested system to take people from point A to point B to point C with as little frustration as possible. Of course in any business there's always going to be frustration but it really helps you create results in a very creative and original and heart centered way and I think one of the things I'm most proud of besides our incredible community which kicks ass is the fact that every B-Schooler once you're in the program you can take it for free for the life of the program. So you can come back year after year.





We're always improving things in fact like you just said some exciting changes for us the entire program is refreshed from top to bottom. My company has spent the past five months; we've relooked at every piece of content and made it refreshed for the current times, made it better. There's a fully developed mobile site so you can learn on the go. It's just really; we've never done anything like this before and I've never quite frankly seen any online educational product like anything; like what we're just putting out this year. So it's very, very exciting and we're thrilled for people who feel like it's the right fit for them to come and join us.

Tracy: I am really excited because every year B-School comes around. I take it again just to refresh and I honestly have to say that without this information I would not be where I am online today and I would not have a waiting list of jewelry clients every month. I mean that was really exciting. That was one of my goals for not necessarily to have a waiting list but to have so many clients that I couldn't even take them all on.

Marie: Yes.

Tracy: And it's happening.

Marie: Congratulations.

Tracy: And it's so crazy.

Marie: Tracy well you're a brilliant human being. You put so much heart and soul into everything that you do so I'm not surprised. I'm so happy for you.

Tracy: Thank you.

Marie: Because I know that feeling and it's a; I want everyone to have those feelings. Whatever their dreams may be for their business whether it's to keep it small and simple but have it be super solid or whether it's just to explode in terms of your reaching the kind of people.

Tracy: Mm-hmm (affirmative).





Marie: That you're able to impact. That's the great thing about B-School. I don't know what your vision is I just want to give you the tools to make that vision come to life.

Tracy: Thank you so much for listening to the podcast today. I know that your time is valuable and that you have a choice of who to listen to when you're picking [36:00] your podcasts so thanks for listening. I hope you got some great insights from Marie today. She's pretty incredible and I think that she's so wise and I've learned so much from her over the past few years. Regardless if you haven't checked it out I'll have links in the show notes to her free training series which is still going on but you definitely should check out B-School and see if it's for you.

Go over to www.flourishthriveacademy.com/bschool2016 to check out what Marie's B-School course is all about. You're going to learn everything you need to know about really building a huge online presence for your business in a big way and I think it's really important for those of you who are ready to really take the next step in your jewelry business. It might be a little much for beginners but I think if you're really ready to build traction and maybe change your business model or definitely in any way attract more business online I think you definitely should consider it.

Anyway I hope you enjoyed the podcast today and as much as I enjoy bringing it to you. So I would love to hear a little bit more from you. So if you're enjoying what you're hearing we'd love for you to subscribe to the podcast. Make sure that you write us a little review and if you'd like to give us a rating we'd love that as well. Once again thanks so much for listening today and this is Tracy Matthews of Flourish and Thrive Academy and Thrive by Design signing out. Take care until next time.

