



BUILDING RELATIONSHIPS WITH SOCIAL INFLUENCERS TO INCREASE SALES WITH JEANNE VERGER AND LAUREN ZAVLUNOV

THRIVE BY DESIGN WITH TRACY MATTHEWS

When you are connecting with them just really be authentic, really praise them, be a part of their brand with them and then bring them into your brand so that they can start buying into your brand.

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:

Hello there. Welcome to the Thrive-By-Design podcast. This is Tracy Matthews of Flourish and Thrive Academy and your host today. I am really excited to be here as usual. I feel like I always start the episodes saying that. I don't know why but I guess I'm just excited. I love doing this podcast and it's always so fun for me and you're going to love our guests today. We have some very special guests who are going to talk to you all about building relationships with social influencers to increase your sales which I think is really important developing relationships but also developing relationships with people who can help you really grow your business and take your business to the next level. So there's lots of ways to do that and the people who are going to tell us about that are the duo behind Social Ignited Lauren Zavlunov and Jeanne Verger and I'm really excited to share this interview with you today.

So just a little background about these two girls; they're both actually Flourish and Thrive Academy graduates. They have been in our community probably close to since the beginning. I remember Jeanne came to us before she had even started a jewelry business and was thinking about launching this yoga jewelry brand. She signed up for all of our courses, soaked up all the information that she possibly could. We ended up working with her one on one. She still works sometimes with Robin one on one for her wholesales business and has gone from zero business to building a really flourishing and thriving jewelry business and she's selling wholesale as well. So she's doing really well and it's been awesome to watch her grow.

So our second guest; the second part of actually Social Ignited is Lauren Zavlunov who has a brand called Jewels of Saraswati also a yoga jewelry brand. She joined our community a while back; I think back towards the beginning and she's really been able to grow her brand by using social media. So I love how businesses evolve and how people evolve. She's going to share a really interesting story about how she got started in the jewelry world. It's a little bit different than you might expect which is really exciting and then the two of them are going to share how they have connected with influencers and really





built their jewelry businesses on social media and by creating these strategic partnerships in a sense with people who can sort of get the word about your brand out there for you. We like to call them brand advocates. They can also be called social influencers [3:00] as Lauren and Jeanne like to call them so without further adieu let's get started with the interview.

Tracy: Hey there everyone it's Tracy Matthews of the Thrive-by-Design podcast and I'm really excited because I have some very special guests on the podcast today. They are Jeanne Verger and Lauren Zavlunov of Social Ignited. Welcome Jeanne and Lauren.

Jeanne: Thank you Tracy. Super excited to be here.

Lauren: Hey it's me.

Tracy: So I started a conversation with Jeanne and Lauren a couple of months ago and we were talking about social media and growing business and one of the things that we were kind of jamming about was how to sort of create these connections with social media influencers which ultimately help not only build your social media following but help increase your sales. So I'm really excited to bring Jeanne and Lauren on to talk more about building relationships with social influencers to increase your sales; your jewelry sales which is awesome. So I love bringing in experts to talk about these kinds of topics because not only are Jeanne and Lauren jewelry designers and makers so they already have a jewelry business but they've actually walked the walk and done the work and seen the results.

So it's super cool to have them here today. So guys before we get started I'm going to do a little formal introduction of you and then I'm going to let you guys tell us a little bit more about your stories. Is that cool?

Lauren: Cool.

Jeanne: Great.

Tracy: Alright. Through their creative approach to influencer marketing Jeanne and Lauren built their dream jewelry businesses online and forged a super engaged fan base of thousands on social media. Together as Social Ignited they are a force of nature dedicated to inspiring other small businesses to ignite their own social presence, rise above the online chatter, and build a successful business of consistent sales and traffic. Alright you guys I gave a little brief introduction of you but I want to hear more about your stories. So tell us a little bit more about yourself and your journey. So who wants to start?

Lauren: I think I'll start Tracy. My path is...





Tracy: And this is Lauren for those of you who don't recognize her voice.

Lauren: By the way yes my name is Lauren Zavlunov and I'm owner/designer at Jewels of Saraswati and admittedly a social media geek at Social Jewels and my path was rather winding to where I am right now. I'm actually a conservatory trained professional flutist and as recent as about six years ago I was performing all over the five boroughs, managing an ensemble; a chamber music ensemble for several years and that is really where I actually first discovered the amazing power of social media. It was my job to get traffic to our website for our ensemble and bring people into our events and raise awareness and all that. So if I didn't spread the word for my people, if I didn't spread the word for my ensemble we wouldn't have any audience in the [6:00] seats so it was a lot of pressure there. I was also doing the website and all that but that's how I really fell in love with social media and I realized just this huge power that it has.

So fast forward a few years I gave birth to my daughter and I couldn't practice six hours a day anymore so I put music aside for a little bit and I began designing jewelry and mala beads for me to teach them between the cracks of being a mom and that hobby turned into a passion which turned into a business and through social media my jewelry business Jewels of Saraswati grew really quickly and I ended up creating a community of thousands online especially through Facebook. Facebook is my jam and they were just super engaged and actively buying and it was a ton of fun. So from there I was pretty much obsessed and I tested and studied and took courses and just read everything I could get my hands on about social media and also email marketing. I just; I loved it.

So eventually designers were reaching out to me and they were asking me how did you do this? Oh my God you have all these followers and they're talking to you. How are you doing that creating relationships? So I'm just really super passionate about helping other designers and it sounded like fun to help them find results for their own businesses. I was kind of like a cheerleader and I love doing that and that's how Social Jewels was born and Social Jewels has not grown to a community of hundreds of designers and today I'm just even more excited because I'm joining forces with Jeanne and Social Ignited and that just ups the power level like I don't know; 20 times. So that's where I'm coming from. It's a little winding path but that's where I am now so...

Tracy: Cool. So Jeanne why don't you tell us a little bit about yourself. I've known you for a while. I've known both of you for a while. So it's fun to kind of hear; I learned something new about Lauren today. I didn't know that she was a flutist; professional flutist.





Lauren: Oh yeah.

Tracy: Cool.

Jeanne: Yeah absolutely. So I am Jeanne Verger owner and designer of Jeanne Verger Jewelry and my career actually has been in advertising and marketing for over 15 years where I worked in the entertainment industry. I ran the advertising department at Warner Bros. Records for many years as well as I was an Account Director for a full service advertising agency. So my love and passion of advertising and marketing came from actually being in corporate America and implementing it for other artists in the entertainment industry, the toy industry, and that's where my passion started for it and in 2012 I actually bought a Groupon and took a mala bead making class just for relaxation from the hectic schedule of corporate America and I actually fell in love with yoga jewelry design and so all my greatest ideas come in the shower and one day I was in the shower [9:00] and I have like ten mala's that I've made and I'm handing them out to my friends and I thought I should turn this into a business.

And so taking all of my advertising and marketing skills of what I'd been doing for other brands I started implementing for my own self and it just; the level of satisfaction and creativity that birthed from me from using all those tools for my own business just uplifted my life in so many ways and so I started putting strategies together and social influencer marketing was a strategy that we used in the entertainment industry. So I started using that for my own brand and especially Instagram started and started getting really big and so I started an Instagram page and started doing a social influencer marketing and two years later I was building a brand, I was driving consistent sales to my online store, and it even opened me up for wholesale accounts that were coming to me; that found me through my Instagram page and so now it's like I love teaching others how they can do this for themselves because ultimately I'm teaching my own path and my own journey that has just enriched my life in so many ways and I'm just so excited to share everything I know with you guys.

Tracy: That's awesome Jeanne. Oh I love hearing about your stories; both of you of course but I love what you said about having your best ideas in the shower. I don't think you're alone.

Lauren: Yeah me too definitely.

Tracy: One of the things that I do know about Jeanne very well is that Robin and I did some one on one coaching sessions with her when she was just starting her business out.

Jeanne: Mm-hmm (affirmative).





- Tracy: I think it was before you even; you were just getting your website together and the one thing that Jeanne is very, very good at is having a clear consistent plan. So I know that what we're going to talk about today is going to probably be presented in a very clear, strategic manner as I would like to say because she's always very prepared which is cool.
- Jeanne: Well thank you, thank you, thank you.
- Tracy: Alright so today we're talking all about social influencers and I love hearing your story about how you used what you actually did for other bigger corporations.
- Jeanne: Mm-hmm (affirmative).
- Tracy: And took that strategy and used it for yourself. So can you explain a little bit more about what a social influencer is first of all and why social influencer marketing is one of the leading strategies today on social media?
- Jeanne: Absolutely. So people, people, people, people are the most powerful content distribution channels to tap into because everyday people sharing their lives and what they're passionate about is one of the simplest and most highest converting way to gain new followers and to turn followers into loyal paying customers and especially now the ease to create online content [12:00] gives anyone the tools to create a brand for themselves and start building their own following. So influencer marketing is a strategy that's tangible for any business. So from large when I was doing it in corporate America all the way to small when I literally just had that idea in the shower and I had no following and nowadays it's like social influencers aren't just big bloggers or magazines or celebrities; they are everyday people sharing what is inspiring them in their lives and this strategy right here tapping into all the amazing people that are sharing their own passion with the world and their tribe is a great way for small businesses and large businesses to build an engaged following and turn them into loyal paying customers and this is what I did and it works. So there are many benefits to collaborating with influencers and the first one is the creation of authentic content. So authentic content in the advertising world is just like gold. In advertising a socially endorsed ad performs 50% better than any regular advertisement.
- Tracy: So what do you mean by that a socially endorsed ad?
- Jeanne: So a socially endorsed ad is someone that is using your product and gives a shout out in a very organic way like hey guys meaning talking to their tribe. I just got my Jeanne Verger Jewelry citrine bracelet and citrine was a stone that completely connects me to my abundance and I've been wearing it every day and abundance in so many different ways has been flowing in. Definitely check out her site. I love her





jewelry. So right there that's a very organic socially endorsed ad in a sense and then there's a picture of that person wearing it so it's already built into the lifestyle and people react. They click on the ad just to see what their friend; just to see what the person who they are inspired by every day is talking about.

Tracy: Right.

Jeanne: So right there you have this conversion of even just getting the traffic and the eyeballs to whatever link you're driving them too. When you have a regular advertisement which there is a place for regular advertisement but just say I had an ad on Facebook and I targeted yoga people and it was the beautiful citrine bracelet with one of my affirmation cards yes someone might go oh that's really beautiful but unless they need a citrine bracelet they might not click on it. They might take in the beauty of it but they're not taking that action step whereas the other way they take that action step because they just want to see what that person is talking about.

Tracy: Cool.

Jeanne: So the creation of authentic content is super, super powerful and then second having people create your content [15:00] means that you reach more people. So they're speaking to their tribe. Their tribe is there with their ears wide open ready to listen and the reach, the engagement, the readiness is so much more powerful than what you could do in a traditional advertising ad so having people create the content meaning I'm wearing it in their daily life your reach is just a lot bigger and then last when people create content for you they're always putting it on a platform that makes the most sense because it's their perfectly curated page and it's their tribe that they're talking too so the way that they wear it, they way that they present it is going to be 100% on target right?

Tracy: Right.

Jeanne: In the advertising world we think about it, we think about our target market, we put together the right photo, and we hope that it's going to hit home whereas when people are creating the content for you and putting it on their platform that they choose it's already 100% stamped with a check mark. So these are the benefits to collaborating with influencers. It's a really powerful marketing strategy right now and it's one of the leading strategies today on social media.

Tracy: I love that. Okay so you talked about the strategy of connecting with social influencers now there is people who reach out to tons of different kinds of social influencers but I think the important thing is to get the right types of social influencers right?

Jeanne: Mm-hmm (affirmative).





Tracy: So how do you go about finding those right social influences for your brands?

Jeanne: Great, great now no this is a great question Tracy. So the first place I look and I started Instagram is under hashtags. So a hashtag to me is your Google for Instagram. Think about your brand. Think about the lifestyle, the essence of whatever it is you're selling from T-shirts to a service to jewelry to I don't know seeds to grow trees but who is consuming it, who is wearing it, and start thinking about power words which will be your hashtags and so when you're in looking under hashtags look at people who are talking about that and then just start looking at their lifestyle, looking at the photos, how do they represent this particular lifestyle, and look at how many followers they have. My rule of thumb when looking for influencers for my own self and I started with this back when I had 50 followers is I never went and when I had 50 followers and I was starting out I never went and I'd pick the person that had 25,000 followers because I knew that they wouldn't if I reached out to them I knew they wouldn't pay attention to me because I only had 50.

So I started looking for influencers that had maybe 2,000 followers [18:00] and I would reach out to them and they were so grateful like oh my God absolutely because we were on the same playing field.

Tracy: Mm-hmm (affirmative).

Jeanne: So it's really important that and then you grow so then when I got to 2,000 followers then I started reaching out to the people that had 5,000 followers and then when I had 5,000 I started reaching at the people that had 10,000 and when I had 10,000 and so on. That way I was always setting myself up for success in this strategy because I was never over reaching for something and then as we know in business it's so super important to have little wins along the way because that's the energy and the fuel that's going to keep your business alive. It's going to keep the passion within you because receiving little pieces of feedback; of positive feedback is what for me and I can only talk about myself but it's what keeps me going.

Tracy: Yeah.

Jeanne: Yeah so having that little strategy of knowing don't go for the big fish right away and really put together a tangible plan is really important and the next important thing is don't just think about the size of the audience but think about if they're the right people. So who is going to be the right fit to reach your target market and brand and also how are they using their social influence to convey the essence of the lifestyle. So really look at the creativity of their photos. If they are using brands or if they are shouting other people out how do they do that? What is the copy that they use? What is the conversation and





then also what is their eye and esthetic for taking a really beautiful picture because as we all know Instagram is all about visual and you have to have the most visually appealing photo because as you're strolling through your news feed you literally have a quarter of a second to grab someone's attention. So really looking at how do they convey their lifestyle and does that fit your brand? So those are just two really important things to look for when looking under hashtags and starting to put your list together.

Tracy: Okay awesome. That's some great strategy right there. I love it. I feel like I'm scrolling through my head and like who could I connect with?

Jeanne: Yeah.

Tracy: So now that you've kind of talked about how to find the right influencers how do you start building a relationship with them so they actually want to help you?

Jeanne: Yeah. So back in the day two years ago when I first started.

Tracy: I know right back in the day.

Jeanne: I know old school style there was no DM in Instagram so literally people would either put their email address in their bio or their web address or they didn't put anything and so what I always did is I would always go and find their [21:00] email and send them an email because even today I get so many direct messages and a lot of them fall into the category that since I'm not friends with them or had a conversation I don't even see them for like two weeks because I'm not in there all the time and also direct message for marketing purposes feels for me and I can only speak for me a little impersonal but when I get an email it's different and I do get a lot of emails asking me to be part of yoga challenges and asking for collaborations and I always respond to the emails because it's just in my field of communication and it's easier to respond to because I'm on my computer. I'm in that mode of responding in a sense whereas Instagram that's not my mode isn't there just solely responding.

So when wanting to reach out definitely send them an email. I mean and I'm teaching old school style but this is what worked for me and still does to this day and then when I do and I still reach out to influencers all the time. I send them a sweet praise about how I really admire how they're building their brand, how they're talking to their tribe, the artisticness of their photos, how they communicate their stories, and what they're going through in their lives and so I really acknowledge them for what they've built. Then I simply open it up.

Tracy: Can I stop you right there?





Jeanne: Sure.

Tracy: Because I think that's such an important piece of the puzzle. A lot of people and this goes with any kind of pitching to a store, to a social influencer, to PR is that it has to be connected to what they're actually doing. So many people go out and pitch things or start conversations and I'm using the term pitch for lack of a better word but.

Jeanne: Yeah.

Tracy: Start conversations with people and it's so generic. I can't even tell you how many emails we get; I get on both of my websites actually.

Jeanne: Mm-hmm (affirmative).

Tracy: On a daily basis saying hey it looks like your website could really use some help.

Jeanne: Thanks.

Lauren: Yeah.

Tracy: I can increase your ranking or whatever it is some literally canned letter that has nothing to do; I mean my website is ranking fine. Nothing to do with what the reality is and it's always so different when you get an email from someone like hey oh my God I was following you on Instagram. I saw what you posted. I got curious. I came over to your site and here's a service that I offer I'd like to work with brands like yours. That is such a more powerful message.

Jeanne: Yeah.

Tracy: Then reaching out and saying something totally generic.

Jeanne: Yeah.

Tracy: So I wanted to highlight that and break it out.

Jeanne: Yeah and even take that what you just said and even something as mundane as hey can I get more traffic for your website. It's like you know what I've been following your website and seeing everything that you're updating it with for the past month and I really think I have a few tips and tools that might be able to help [24:00] you grow your following because I see that your target brand is this. So it's like identifying with what they've created. People are putting a lot in time and energy I know I do into creating my brand and what it stands for so when someone is acknowledged for that it totally shifts the energy within them to either responding or not responding.





quotes and stuff they do so well right because a lot of those clips really resonate with us emotionally and psychologically.

So I feel like as a business owner this is a huge opportunity and if you do it right you can inspire people to want to hang out with you online. Get to know you and your brand and eventually it's almost effortless I think to get them to buy from you because you're not really; you don't really have to sell to them. You've already brought them into your brand which is so cool and a lot of designers feel like selling is icky or I can't find anything to post on social media because it feels like I'm selling but it doesn't have to be that way. It actually can be really authentic and super fun. So as you see your account growing other brands and businesses will naturally be attracted to you and reach out to you to connect if you have a large and engaged fan base and that's kind of what happened to me. I was on Facebook and I was getting lots of engagement and fans were coming in and followers and I would have messages and I still do have messages of people wanting to collaborate, people wanting to sometimes you get the odd will you post on your page sort of thing but people start to look to you as an influencer which is really interesting.

So you still don't need to have a huge account to consider yourself an influencer from the start and I think it's really important for you to think about if you're a designer to be a influencer. You are an influencer. It's the quality of your fans that are (28:59 unclear).

Jeanne: Yeah.

Tracy: So it's quality over quantity.

Lauren: Yeah.

Tracy: I think that that's something really important to remember. The number doesn't matter. If you have like 20,000 followers and you're getting two likes on your posts it doesn't mean anything.

Lauren: Yeah, yeah it's all about the conversion.

Tracy: Yeah if you have 100 followers and you're getting 50 likes on your post that's way more important than comments. Just having a lot of followers for followers sake you really need the people that are engaged and want to be there and that's the most important.

Jeanne: Yeah.

Lauren: Absolutely, absolutely. It's kind of like the whole idea of also knowing your target market too.

Jeanne: Yeah.





Lauren: If you're a; I don't know it's kind of gross. If you sell meat right but all your followers are vegan it doesn't matter if you have 20,000 of them they're not going to buy. So yeah that's absolutely, that's absolutely. So if you want to use the...

Tracy: I doubt if you're a meat seller that vegans are going to be following.

Jeanne: Yeah.

Tracy: Like the butcher.

Lauren: But you know that's kind of... [30:00]

Tracy: Maybe only to comment poorly on your post.

Jeanne: Right exactly.

Lauren: But yeah so I mean absolutely it's needed so if you want to use the power of being an influencer then you've got to really own it. You've got to be confident about it, you've got to post consistently, and create content that's extremely tailored to your target market and that's super high in quality. So once again quality over quantity same saying if your content is great and you're resonating and connecting with your tribe it's the best way to build relationships. So take the time to really listen and nurture your tribe and be sure to encourage them to like and share and comment on your posts regularly for the best impact.

What I love to talk about and I mean Jeanne was already discussing this a little bit about something called social proofs. This is what social media gives you awesome social proof. So what's the first thing you do when you're interested in a business? I know personally I go check them out, I Google them right, and most likely you're going to check them out on Google. You're going to see if they have a Facebook page or an Instagram account and judging by what you see on these accounts you're going to make a split second decision on how you feel about that brand right? You're going to look at the page and you're going to say I like it, I don't like it, this looks weird, this resonates, this doesn't. I mean it literally takes a second.

Tracy: Yeah.

Lauren: So if you see tons of engagement on a brands account it most likely gives you a sense that you can trust them and that's that social proof that others seem to be enjoying your products and that means perhaps you might like those products as well. On the flip side if the account is barely interacted with you may feel a sense of hesitation to purchase from them or even like the page; you're just going to kind of click off because you're not really interested in it and you see that other people





aren't engaging with it. So it's kind of like you're knocking and nobody's home right if there's nobody there. So the way you're perceived on social media is also really important and if you consistently offer great content you really elevate your brand and you put yourself in a position to really consider yourself a social media and influencer. So I know you might answer that question like own it, own it and yeah.

Tracy: Awesome. So what tips do you have specifically for jewelry designers on how to share their social influence?

Lauren: Great. So we were just talking about that little thing called social proof so this is where it really counts I think because a lot of business owners can get strung out just trying to get by on social media and juggle their business and all that stuff but it's really, really worth the time to love up your tribe and I mean that's why I'm always teaching that. I love it. I think consider your people like they're your buyers but they're like your family, your community, love them up. So offer them great content because they are your followers and buyers are social influencers too and [33:00] actually I feel like they are the most powerful of them all right because they are the buyers and a couple of great ways for designers to share their social influence online is to really tap into that community. So one thing is you don't get anything unless you ask so when post to your account ask your followers to use your hashtags and encourage them to tag you in photos wearing your jewelry.

So your followers are literally going to do the work for you and sometimes it's just reminding people that yeah you can ask for it or just let people know that you are open. Here's my hashtag reminding them occasionally. Just don't go crazy asking them in every post but try regularly to let your followers know what your hashtag is or just ask them to share photos with you and once people start seeing that happening on your feed and happening on their feed that so called beauty of using like Facebook; friends who like this can see this so that sort of viral capacity is just awesome. So they're just generating that content for you which is just so cool and another great way...

Tracy: That's amazing.

Lauren: Yeah and you don't pay for it. Those are the people who you want and it's a ton of fun. It's a ton of fun. So another great way to spread the word is to create a special postcard to be included in your actual physical packaging. So you're going to make it beautiful and eye catching. You can even include if you have photos of other buyers of course with their permission on it wearing your jewelry so people have shared some really cool photos and you want to make a postcard with a collage or something or just make it beautiful and whatever works and resonates with your brand and just the sole purpose of this card is to once again let your followers know that you love to





see them wearing your work and interacting with your brand; so keeping that energy open.

Jeanne: I use strategy every day in all my packaging. So I have a card that literally says go to Instagram, follow Jeanne Verger Jewelry, use the #lovegoddesstribe and post a picture of yourself wearing my jewelry and that's how I find a bunch of great user generated content that then I go and I use on my page and I shout them out. So it's a really, really good tactic.

Tracy: Yeah love it.

Lauren: And you know just something came to mind because I was just working on always speaking about about email marketing and stuff. Another one you can do and what I do is when people sign up for my email list I have them go to a thank you page at the end when they're finished signing up and I say thank you so much. You're going to receive your coupon and your free gift blah, blah, blah and then I have an image and then I share my hashtag and say don't forget in that sort of automated response don't forget to share yourself wearing the jewelry and here's my hashtag there too. So that's another way you can do that. So on a [36:00] basis whatever; however they're interacting with your brand have a little reminder in there and just make sure you have your website, your social media accounts on it, and that little encouragement and I think it really helps to think outside the box.

You can even have a monthly feature for those who reach out and show their photos something like that. Whatever you think your tribe is going to like and respond to and that would be just physically getting them to wear your jewelry and shout it out and just a quick last tip. It's super quick but it's a big one and it's too seriously just be you. That's it; capital letter YOU. Be authentic. This is the key ingredient to making social media for you. If you are reaching out to influencers like Jeanne was talking about being really authentic in engaging with your social media community. How you are addressing them and what you're sharing with them. Just do you and don't worry about what the other brands are doing. You can totally think outside the box on your own and don't be afraid to speak in your authentic voice to your followers. I think that's going to have the most impact by far.

Tracy: Awesome. That was so awesome you guys. I learned a lot and it reinforced a lot of things that I know and I hope that this is really helpful for all the designers listening. So thank you so much for sharing your insights with us today. So before we go I know you have something special up your sleeve that's happening next week so why don't you share a little bit more about that with us.

Jeanne: We are. Thank you. We're hosting a Master class and so everything that we spoke about in today's podcast we're going





to take it to the next level and we're going to be teaching seven powerful action steps that will ignite your social influence, drive traffic to your social media platforms, and also help you understand your brand and how it translates into social influencer marketing. So we're really excited to share with you what's worked for both Lauren and I in building our own social influence and how we drive traffic and sales using these same action steps every single day. So come join us. Let's play and let's expand our social influence together. I really feel today in business it's all about coming together brands supporting brands, influencers supporting brands, influencers supporting influencers, and we're all doing this together. So we're going to have fun.

Tracy: Awesome. Yeah and you can check that out over at www.flourishthriveacademy.com/socialignited. There will be a registration page there where you can sign up for the webinar or excuse me the Master class my bad and check out their training because these girls really know their stuff. So yeah make sure that you go and check that out over at www.flourishthriveacademy.com/socialignited. Jeanne and Lauren thank you so much for being [39:00] here today.

Jeanne: Thank you Tracy for having us.

Lauren: Yeah thanks Tracy it's awesome. It's really been awesome chatting with you.

Tracy: Yay so I'm so excited to be hosting you guys on the webinar next week and I think everyone should join because it's going to be a brilliant class. Thank you so much for listening to the show today. I was really excited to bring you this awesome episode with Jeanne and Lauren of Social Ignited. If you haven't checked it out yet make sure that you go over to www.flourishthriveacademy.com/socialignited and sign up for their Master class because it's going to be awesome and we'll also have this posted over on the show notes over at www.flourishthriveacademy.com/episode49. Thanks so much for being here today. It's always a pleasure to come here weekly bringing you some fun episodes with different topics to really help your jewelry business flourish and thrive.

Now if you're new to the show I would love for you to do me a favor and make sure that you subscribe to the show and then give us a little rating and review because we love to hear from you. Thanks so much again and this is Tracy Matthews signing off until next time.

