



BUILDING A BETTER BRAND PRESENCE WITH ARIANNE FOULKS

THRIVE BY DESIGN WITH TRACY MATTHEWS

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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, welcome and happy holidays. It's Tracy Matthews here. Welcome to episode #72 of the Thrive-By-Design podcast and of course as you know I always say I'm so excited to be here because I'm always excited to be here because I love doing this podcast in general but I'm even more excited to be here because we pulled in a really amazing expert to talk a lot about building a better brand presence online and offline and today my special guest is Arianne Foulks of www.aeolidia.com. I'm really thrilled to have Arianne on the show today because I know that from years of working with designers helping them really uplevel their business online and off branding is a really important thing and branding sort of fuses... it's so much more than just a logo. It's your complete online presence, it's your packaging, it's all the visual assets that you have. It's your catalogs and line sheets and stationary and business cards, pretty much everything that you do that makes your brand a brand.

So Arianne is really an expert at visual branding and then also digital branding so I'm really excited to have her here today to talk a little bit more about how you can build a better brand online, use that online to offline interchange to really make a bigger impact, and then she walks us through some really, really great strategies that are going to help you not only get more traffic but to think through how you are converting people who actually end up landing on your site and then getting them to buy and then improving the size of the cart value over time so that you're actually building sells and building your business and then she's going to walk us through some of the things that actually are a hindrance and prevent people from buying in the first place which is really, really great, really awesome interview. I'm excited to have Arianne here today.

Before we dive in though I would like to take a word from our sponsor who is Shopify today. So for many, many years I've been a huge fan WordPress. In fact my site has been built in WordPress and I decided that in 2017 is my year to move over to Shopify as I build a new Ecommerce platform for my website. So I love Shopify because it's so easy to use their plugins and add-ons to improve your Ecommerce strategy. I love all the apps that they have for abandoned cart sequences for retargeting, for upsells, for bundling products. It's just a really great platform that makes it really easy for you to do it [03:00] yourself if you don't have a team and the best thing that I'm really excited about is that we've negotiated a very





special offer with Shopify. A three week extended trial and a 10% off discount. So you can save money like a smart business person would do. So if you want to check that out head on over to www.flourishthriveacademy.com/shopify. That's www.flourishthriveacademy.com/shopify.

Alright let's dive right into the episode. I have a very special guest on the Thrive-by-Design show today and I'm really excited to announce her because a lot of times designers throw up a website, they patch together some branding for their jewelry brand, but it's not totally connected and they wonder why when people are shopping or buying on their site their website is not converting. So I'm really, really excited to have Arianne Foulks of Aeolidia to teach us a little bit more about how we can create better overall branding for our jewelry brands but then also to create websites that drive people towards the sell so when people are landing on your website they know what to do next. So Arianne thank you so much for being here today.

Arianne: Thanks for having me Tracy. I have got a lot of thoughts on this topic.

Tracy: I know that you do which is really exciting and that's especially why I wanted to bring you on today and I'm going to do a little bit more of a formal intro in a moment. Arianne and I connected a couple months ago. I'd heard about her for a long time, I feel like years. Designers in our community were like oh you should check Aeolidia and have them on the show or you know your name just kept coming up and it kept coming up and then finally I was at lunch with one of our designers and she said hey... I think she might be working with you I'm not exactly sure but she's like hey I really love Aeolidia. I think I'm going to have them move my site over to Shopify. You should definitely talk to Arianne. So I was like alright I'm going to do it. So that's sort of how we got introduced and then I did a Q & A in your group a couple of weeks ago which was super fun and I'm excited to have you on the Thrive-by-Design podcast today. So thanks again for being here.

Arianne: Wonderful.

Tracy: Alright so Arianne Foulks is the captain and founder of Aeolidia. A web and graphic design studio that's been working with creative shops since 2004. Aeolidia serves at early stages on their path with an informative blog and a supportive community and meets established businesses at that tipping point where strategic design can be transformative and cause exponential growth. I am so excited to have you here because I think that's what everyone needs is that really solid branding and design look that gets them to the next level.

Arianne: Right.

Tracy: So I'm curious where did the name Aeolidia come from?





Arianne: Okay so I was at school, UC Santa Cruz. Go Banana Slugs and it was my first introduction to the [06:00] internet really and we had to sign up for a username and somehow even though it was 1996 I couldn't find any combination of my name that worked. So I was at school for Marine Biology and I chose the scientific name of a Sea Slug as my login name and then that just kind of felt like my handle for years and when I started the business I just continued using it. It's a little hard to pronounce but there's nothing else like it.

Tracy: In fact I was pronouncing it incorrectly for a long time and I'm so glad that you corrected me before the interview. That's so funny. I lived in San Francisco for a long time and had a lot of friends who went to UC Santa Cruz. I totally know the Banana Slugs. Awesome.

Arianne: It's a laid back place.

Tracy: So you spoke about being at Santa Cruz. Tell me a little bit about your journey and sort of what got you to doing all this amazing branding today?

Arianne: So that is where it all started because we had access to the computer lab and I had never had a computer growing up. I had a friend with a computer and we would play SimCity and stuff like that. I didn't have a lot of experience with the internet or anything like that. So I ended up making a GeoCities website and learning how to change the background color and the font and make graphics and PhotoShop and I was totally hooked and I did that all the time just as a hobby and for fun and then friends started noticing that I had this skill and they were like hey could you make a website for my band or my record label or whatever thing they had going on.

Tracy: That's so Santa Cruz.

Arianne: It's so Santa Cruz totally. So I was just there making websites for friends like helping them write about when their band was going to be on tour and stuff like that and for me it was just fun and I wasn't even really thinking about getting paid although sometimes we would trade for stuff and then I ended up having a friend who actually ran an online shop; somebody who is actually making money unlike bands and record labels.

Tracy: Wow.

Arianne: I was like wait maybe this actually could become a business somehow and so that was before Etsy began and I got into a circle of people who were doing Etsy type crafts and selling them and Ecommerce was very different back then.

Tracy: Yes it was. I remember very well.

Arianne: Yep. So I got in there and just started messing around and figured out how to make a shopping cart work and I ended up working with a lot of different creative businesses and just from my couch and I hardly charged anything at the beginning and it's just kind of evolved





from there. So we used to work with people who were brand new too and now we meet people more in like a middle stage of their business where they're seeing some success but they want to take it to the next level kind of thing.

Tracy: I love that. So we all know that... alright maybe we don't all know but the two of us know that solid branding is really important for any product based business but especially for people in the jewelry business. I feel like it's a luxury item in a lot of cases and that unboxing process is really, really important. What are some of the best ways to brand your business online and then also conversely [09:00] offline?

Arianne: So we like to think about branding as telling the story about your business and telling it to the right person. Those are the two most important things. So when a new client comes to us and we're going to work on their branding we want to make sure that they totally understand who their target customer is because we can't design for everybody in the world. We have to design for the one person who's going to be most interested in what it is they're selling and so we spend a lot of time working on that. Getting all the way down to what hobbies their target customer might have, all the nitty gritty, and then we want to tell the story. So we work really hard with people on figuring out what is unique about their business? What makes it totally different from even their closest competitor because if the business owner can't describe how their business is different or special or why you would want to buy from them instead of somebody else then we have a really hard time trying to make a unique brand that's going to work for them?

So those are the two things. Those are like the foundation that we think of when we start working on branding and then without knowing that you're going to be having a hard time with all the other parts of it.

Tracy: Right, exactly.

Arianne: So once we've nailed that down then we know who we're talking to and what to do and I think online when you're working on your branding every time you're going to post something to social media or add something to your website or do anything that people are going to see at all you need to think back to that story you're telling and make sure it makes sense. So if you're selling really luxurious, beautiful jewelry like throwing pictures of your Bulldog might be fun for you but maybe it's not going to make sense on Instagram for you to be putting that kind of stuff on there.

Tracy: That's what Instagram stories is for the Bulldog.
Arianne: Right there you go to do the more personal stuff less on brand totally and then offline especially if you sell online I think your packaging experience should definitely meet or exceed the expectations you've been setting with your branding online. So if people see just this truly luxurious, professional face online and then they get a package from you and it's just in a plain craft bubble





mailer or something like that that's not going to be the exact look that you've been going for. So just kind of making sure both the online and offline synced up and makes sense together and totally work for your target customer and are telling the story that you want to tell at all times then you've got it made.

Tracy: I love that telling the story that you want to tell all the time great.

Arianne: Yeah.

Tracy: So what are some of your favorite branding ideas that are actually working right now because things are changing so rapidly and I was just listening to a podcast this morning even about how social media is changing so much and how social media strategy needs to completely change. So what are some of the things that you've seen changing a lot as far as the branding perspective goes?

Arianne: Right. Well we've touched a bit on the unboxing experience and I think that gets more and more important all the time because it's so easy for things to seem impersonal when you're online. If you're not in a store and [12:00] you can't...

Tracy: Yeah.

Arianne: Pick it up and hold it and see how it's going to look. So really putting that personal touch out there and if you're a jewelry designer people should know a bit about you. I mean you're Tiffany's; you're not just a faceless corporation. You're an artist, you're an artist and so people want to know what's so interesting about the person who made their jewelry or what the story is behind each piece. So I think all that is really important when you're writing product descriptions. I also think... so as far as technology on your website we've been looking into different ways for people to really experience the brand and feel like, as best as you can get.

Tracy: They're in a store.

Arianne: Right. So the showroom experience. So we've been seeing a lot more people doing like maybe those 360 degree video views where you can look at all sides of a piece which is very interesting and definitely you're going to want to show your jewelry on a model so people can get a feel not only for what size it is and how it looks on a person but it kind of helps them imagine owning it themselves. So a lot of the online shopping experience is making people imagine what you sell in their life like imagine wearing the earrings and imagine how it would look to have the necklace on. So we work on that kind of stuff with our clients a lot.

Tracy: I love that. Okay cool. Yeah it's like creating that brand experience so that they feel... it's so funny I don't know why this just came up but I dropped a piece of jewelry off this morning to a client and I was running up after my bar class to... I'm friends with her now so I felt okay showing up in my sweats with sweaty hair but I'm dropping it off and she's like oh honey I don't need that box anymore. I've





unboxed so many of your pieces already and I look at her hands and she has four of my rings on and one of my bracelets on and puts another one on. I'm like snap. This is... it's just that's the experience you want. Someone who's just like excited wearing your stuff all the time and I thought it was funny that she was like I don't even need the box anymore.

Arianne: Right she totally gets your whole thing already.

Tracy: Yeah.

Arianne: She doesn't need to be convinced.

Tracy: Kind of a random thing but... so gosh I mean I mentioned it earlier. Even social media marketing is changing, how websites are built are changing so quickly, and what's actually working on a website. I saw someone the other day post an article about how Sliders aren't working anymore so, so much is changing all the time. So what are some of the biggest mistakes that you see designers make when they're building an online presence?

Arianne: Well one thing about making a website now as opposed to ten years ago is that it can be really easy. You actually can set up a pretty professional looking website all by yourself in a weekend so things are a lot better than they used to be. When I first got started you really did need to have professional technical help to make a website because there weren't themes out there that were already designed. There wasn't any out of the box beautiful stuff ready to go. So I do think that using a theme is a great [15:00] way to start. So we use Shopify and Shopify has a whole design theme store where you can purchase themes and they might be free, they might be a couple hundred bucks at the most I think. So it's a really easy way to get started.

I think the mistake that I see people make when they're trying to set it up themselves and use a theme is either choosing a theme that's not going to work for your content. So if you see a beautiful website design theme that's got gigantic photography on the front page and you don't have any gigantic, beautiful photography it's just not going to look good for you.

Tracy: Yeah exactly.

Arianne: Yeah or if something that features video and you don't have video or maybe something that heavily promotes your blog posts and you don't blog that often. So when I give people advice on how to choose a theme I say think about what you actually have first. Think about what content you have, what do you have written, what kind of photos do you have, and then see if it's going to work for you and then another place I see people kind of make a mistake is the themes are designed to work for a lot of businesses so you know it's not going to be super specific to you but they look pretty good as is and so if you don't consider yourself a graphic or web designer I recommend that you don't try and change too much about it





because the more you fiddle and tweak with it the sillier and sillier it's going to look and then you lose the professional look that you started out with there and then... so that's for the beginners.

And then for established businesses I think the biggest mistakes I see and you've already kind of touched on this about how quickly things change and how much technology changes and social media I see a lot of people set up a website. Maybe they paid big money for it or something and they feel like now they're done and you just can't be done on the internet. So I see a lot of sites even from really big, impressive retailers that maybe aren't really mobile friendly even in this day and age when half their shoppers are on a phone. It blows my mind every time I see a site that doesn't work on a phone. It's like if you look at your stats there's probably going to be 50% mobile shoppers and they can't really do anything on there.

Tracy: I know. I hate it when you're like scrolling over and then you're expanding and like I'm just trying to put my email address in. I only have five minutes to do this.

Arianne: Right and you're like tapping and stretching and nothings working.

Tracy: That is so annoying.

Arianne: It's not good. So yeah just being too slow to react to changes in technology and not realizing when you're site is starting to look outdated because we work with a lot of businesses that are really busy with maybe wholesale accounts.

Tracy: Yeah.

Arianne: Or they're doing a lot of stuff and their website doesn't feel like the most important piece of it and I've seen it get really neglected. So we like to jump in with people who maybe have not been focusing on that and then go ahead and make that a focus.

Tracy: Exactly yeah so I can totally relate. When I had my first jewelry business, Tracy Matthews Designs we had this website set up and this was before there was so many options. You didn't have as many options back then and it was set up in a platform that was just not really meant for what we were doing [18:00] and we spent so much money getting that site up and it just wasn't a priority and so we were like our website started to look so outdated and I was just like ah you know only 5% of our sales are really coming from direct to consumer. Do I invest the money now and I'm sure back then I would have had a way better website conversions if I had focused on building a better website. I mean now I know how important it is and I get tons of traffic for my custom jewelry design from my website and that luxury feel and always updating it has been really important over the last six or seven years. I feel like I'm doing a redesign almost every... I would say on average every year and a half or two years just to freshen it up.

Arianne: Yeah that sounds totally reasonable to me and I like to remind people that even if you don't make a lot of sells online you still have a





lot of people researching what you do online and it's a big impression of your business. So maybe your wholesale accounts are checking out what product lines you have available right now and if it looks old or clunky or it's not fitting with your story that can turn them off from buying from you. So it's something to consider.

Tracy: Absolutely. So I want to get in to a little bit more specific details. A lot of designers really struggle or complain about converting traffic and like you said a lot of times people are researching you online and maybe they're not necessarily going to buy online so having a really great website is still important regardless but for direct to consumer they're really struggling to convert buyers or potential buyers who are landing on their site into sells. So what do you think is some of the biggest missed opportunities are that you see brands making consistently and also I think this is another sort of the flipside so the mistakes that they're making but then also how can they tweak that to get better conversions and drive people more to sells?

Arianne: Yeah so I see three pieces to the online sells puzzle. So a lot of people come to me talking about conversion rate and then when I start looking at their stats with them they're not getting enough traffic for it even to matter. So number one is to increase traffic to your site, number two is to increase your conversion rate, and number three is to increase your average order value and these are all super important ways to be making more money online.

Tracy: Yep.

Arianne: The ideal would be if you could work on all three of them at once but you know they're all big projects with different things you need to be doing. So the first thing I usually talk to people about is how to get traffic to your site in the first place because it really doesn't matter how good your conversion rate is if you only have your mom visiting your site.

Tracy: I know right, seriously.

Arianne: Yeah so I have figured out there are only five ways to get traffic to your website. So number one is your SEO strategy which is your search engine optimization. So you want to get a high ranking in Google for your keywords but it's going to be super hard for you to show up as number one if people type in jewelry. So there's not really any point in even trying that. So you want to find niche keywords like the long tail keywords that are really specific to what you do. So for example instead of [21:00] jewelry or necklaces you want to rank highly in Google for maybe mother/daughter jewelry if that's what you do that's special or ocean inspired jewelry whatever your very specific thing is.

Your number two thing is social media. Not only posting yourself but making sure that your website makes it easy for people to share your work so maybe having pin it buttons on your photos or some kind of sharing method or just making sure that your photos are big and beautiful and interesting enough to want to share which is going to





help you in lots of ways. Number three is getting press and publicity online. So like on blogs and in gift guides and that kind of thing and that usually comes down to pitching your product to people or hiring a PR company. You also want to think about number four your return visitors and that is usually your mailing list is where you're taking care of those people and getting them to come back and continue shopping but it can also be about your unboxing experience or including some kind of promotional postcard in your order. Things that make people want to come back and shop again.

And then the fifth way to get traffic to your site is less of a big deal one but offline stuff such as being in print publications like magazines or attending in person events. That might be tradeshow or markets or conferences even and being in a brick and mortar shop can end up bringing people back to your site. Either your own shop or being sold in other people's shops because you might have information on your jewelry cards or something that have people come back to your site to figure out what you're doing.

Tracy: I want to mention something like that. One of my friends owns a really reputable store here in New York and she has a store in Brooklyn and in Nolita and she says it's so annoying because it's so competitive these days because people just pull up their phone and see if they can find something for less money online.

Arianne: Yeah.

Tracy: So just like Googling designers all the time. So you need your... this is like sort of a secondary thing but you also need to be thinking about this. If you're wholesaling can't compete with your retailers and have lower prices than they are actually selling it for. If you want to keep building a wholesale business you need to set a standard, like an MSRP or a standard rate that everyone across the board is selling at which I think is really important.

Arianne: Right. You don't want to be competing with your retailers.

Tracy: No definitely not because they can really be the ones to grow your business if you're in the right store so.

Arianne: Yeah.

Tracy: Cool. Well thanks for sharing that. So I interrupted you but that was the first thing to increase traffic so SEO strategy, your social media strategy, and then also having images on your site that can easily be shared.

Arianne: Yeah.

Tracy: Press and PR online and then nurturing those return visitors maybe with a postcard or even maybe an email nurture sequence that goes out after the order is shipped.

Arianne: Wow.





Tracy: And then offline strategies for people finding you offline and either brick and mortar stores or at tradeshow or events, etc.

Arianne: Right.

Tracy: Cool.

Arianne: So once you have traffic you can start worrying about your conversion rate [24:00].

Tracy: Yes.

Arianne: Because it's really going to be hard to tell if your rate is good or bad when you're not getting that many people there. So the cool thing about your conversion rate is this is just the amount of people that convert from lookers into buyers. So let's say you're getting 20 sells a day. Now that you're getting good traffic to your site and maybe you have a 2% conversion rate. If you could adjust your site or your marketing to boost your conversion rate up to 6% instead of 2% that 20 sells becomes 60 sells a day without you having to go out and find more people to visit the site which is obviously a wonderful thing that you want to do.

Tracy: Wow.

Arianne: So same amount of traffic and a lot more sells just depending on how good your website is. So the important things there are a lot of people when they think about conversion rate they think about their website but one place that's really important to think about conversion rate is where you're getting the people who are visiting your website. So if you're advertising on Facebook or something and it's all going to maybe younger millennials but your jewelry is more in tune with a luxury, older audience you're not going to get a great conversion rate because when they pop over to your site it's not really going to mesh with what they want and they're going to disappear.

So the first part of your funnel finding people to visit your site is a really important win in terms of conversion rate. So we have one client that we worked with last year and they sell soap and they mostly sell at Farmers' Markets locally and we looked at their conversion rate and it was just insanely high. I think they had an 18% conversion rate.

Tracy: Whoa.

Arianne: When 2 to 3% is common. That's the average. So they had 18% and it was because the only people visiting their site were their true fans so they hadn't really gone out there in the world yet to try and find new people. Mostly they had return visitors there and shoppers that knew them in person. So really getting the right group of people to visit your site is going to get you a high conversion rate.





Tracy: Awesome.

Arianne: Yeah.

Tracy: Oh sorry I feel like I was about to interrupt what you had to say.

Arianne: No you're cool.

Tracy: Okay. From a design perspective is there anything that you think can be done when someone actually lands on your site? Sometimes I'm like doing website reviews for people just telling them some things that they can tweak or whatever just in my experience even looking at it and sometimes there's things that are so obvious.

Arianne: Yeah.

Tracy: That could really help because there's no strong calls to action on the homepage. They have an about page that doesn't tell someone where to go next. It just sort of ends and doesn't connect with the customer. I mean there was so many things that you could do to drive traffic but from a design or to get people to take the next step I guess is the better way to put it. Is there anything that you're seeing design wise or from a functionality wise purpose that is really working right now to increase conversions like once you kind of have that traffic?

Arianne: Definitely and a lot of what's working now is what has always been working. So it is important to get the right people coming to your site but even if you have the perfect people coming to your site if your site isn't doing the work it needs to do to turn them into customers you're still in trouble.

Tracy: Right.

Arianne: So yeah. [27:00] There's a lot of things that you can do and so I have some things related to usability and user friendliness which maybe or not so much design oriented but they're really important which is when you set up your own shop I would definitely recommend that when you're done and you're ready to launch it or even if you've already launched it and you're wondering why you're not doing as well as you should be you should go through your site like a customer and pretend your shopping and go all the way to the cart and all the way through checkout and order something and make sure there's nothing there that's going to slow people down or confuse them or stop them. You might find that there is some glitchy little thing in your checkout that you just weren't aware of because you haven't bothered to go through the whole thing and another thing we recommend people do is they're so close to their site if they've been building it themselves. It's hard to see what's confusing and what's not so if you can have a friend to sit down next to you and go through your site with you and just sort of talk aloud about the choices she's making and what she's wondering about that could be a great way to fix things that are a little confusing on the site.





Tracy: Awesome.

Arianne: Yeah and you want to make sure that your site content is straightforward. So we find people try and put cutesy names in as maybe their category names sometimes.

Tracy: Yeah.

Arianne: So instead of putting bubbles we would say just put jewelry.

Tracy: Yeah.

Arianne: Just make it really obvious so people aren't getting confused.

Tracy: Or shop.

Arianne: Yeah if you're going to sell stuff for children write children or kids don't write minis or petite or some little thing that you think is quirky and fun.

Tracy: Yeah.

Arianne: Because you don't want people to get confused.

Tracy: Exactly.

Arianne: Yeah so you want your product descriptions to be informative but just plain informative is boring so you also want to be telling a little story there that helps people imagine your jewelry in their life. You want to have social proof on your site. That's the one that's becoming pretty important. So if you can't have reviews on there you could maybe include testimonials. When somebody writes to you you could ask if it's okay to put a testimonial on there. If you have maybe a hashtag that people use on Instagram you could display that on your site so people can see other people are shopping your jewelry and they're interested in it and what they like about it. So that's a great way to get people to feel like oh everybody else is buying this I want to buy it too. One mistake I see people make is their site can look really out of date. So for instance if you do have a blog on your site and maybe it's featured on the homepage but you haven't posted anything for four or five months a visitor could show up and just feel like...

Tracy: You're not around.

Arianne: Are they still running this shop, are they on vacation, is there something I should know?

Tracy: Yeah.

Arianne: So just making sure it looks like you're actually there and you're ready to ship stuff out is really important.

Tracy: Don't have fall 2015 on the website when it's fall 2016.





Arianne: Exactly yeah.

Tracy: Or in the spring make sure that you're on a regular refresh schedule for the new seasons.

Arianne: I would not want to type my credit card number in any place that looked a year old.

Tracy: Yeah.

Arianne: That's for sure.

Tracy: No.

Arianne: And then another huge thing is your shipping price. So that's where you lose so many people because in their minds they've kind of decided. If they see that your earrings cost 75 dollars they've thought to themselves can I afford 75 for these earrings, is it worth it, and they go yes, yes I [30:00] can and then if they get to checkout and it adds another 10 dollars on there maybe they can't anymore.

Tracy: Yeah.

Arianne: They've already kind of set that price in their mind. So it's definitely interesting to think about having maybe a threshold where you'll do free shipping or if there's a way that you can ship your items less expensively that's definitely a place where the research has shown over and over that you lose people. So it's worth thinking about.

Tracy: Oh that's great to hear.

Arianne: You know you can get creative on websites but Ecommerce is a really bad place to get creative because people are used to things being a certain way and if you try and do something fun or different you're going to lose some people.

Tracy: Yes exactly especially in the shopping cart stage of it.

Arianne: Yeah.

Tracy: There was something else I wanted ask. Oh so you could even have your return and exchange policy and your shipping policy on each product description just linked.

Arianne: Yeah.

Tracy: Or in a dropdown and then it's right there and then people just make it as easy as possible so people know.

Arianne: Yeah it's all about making people feel comfortable.

Tracy: That's awesome, awesome. Alright is there anything else that you want to add?





Arianne: You know I could talk about this all day but I think I covered the major stuff.

Tracy: Oh then I'll be back then.

Arianne: Yeah.

Tracy: I'm going to have you back then and we can have another discussion about it. I love it. So thank you so much for being here Arianne and I just wanted to let everyone know where they can find you?

Arianne: Okay so we are at www.aeolidia.com and that's a-e-o-l-i-d-i-a.com. If you go to the free help page on our site you can subscribe to our newsletter where I send all our very best tips for improving your conversion rate and making your site sell better and all that good stuff and we also have a Facebook group where product based business owners get together and chat about stuff like shipping and setting up their LLC and all the nitty gritty of how to do sells and what you should be doing over the holidays and all the fun stuff.

Tracy: Awesome. Well thanks so much for sharing and thanks for being on the show today.

Arianne: Thank you so much. It's been fun.

Tracy: Wasn't that a great show? I know it was awesome right. So thank you so much for listening today as usual make sure you checkout our sponsor, make sure you checkout Arianne over at Aeolidia, and on an ending note I just want to wish you an amazing holiday season the rest of the holiday season. Chillax. Do something nice for yourself. Step back a little bit, evaluate, get ready for 2017 because I hope for you that it is really the best year ever. It's going to be an amazing year and if you take some of these tips that you learned today you're going to have an awesome year.

If you love what we're doing here we'd love for you to share it. So share it in your online communities, share it in the forums that you are a part of, share it with your friends who are jewelry designers and makers. We would love to have them listening to the podcast and love to invite them to the community. So thank you so much for being here today. Until next time its Tracy Matthews signing off.
[33:00]

